



Connectivity
Traumatic Brain Injury Australia

Working to improve
the lives of people with
traumatic brain injury

**Annual Report
2021-2022**

connectivity.org.au

Snapshot

More than one in five people may suffer from ongoing symptoms following a concussion¹



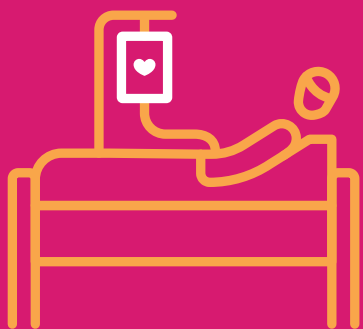
You don't need to have been knocked out to have suffered a traumatic brain injury²



Up to 80% of people in the criminal justice system have had one or more Traumatic Brain Injury³



Over 20,000 Australians are hospitalised each year with a traumatic brain injury⁴



It's estimated that there are 200,000 Traumatic Brain Injuries in Australia each year⁵

New cases of moderate and severe TBI add more than \$2 billion in lifetime costs to the Australian healthcare system each year⁶



Severe TBI has a high mortality of 30-40%, and a very high rate of long-term disability



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ACKNOWLEDGEMENT TO COUNTRY

Connectivity acknowledges and respects the Traditional Aboriginal and Torres Strait Islander Custodians / Owners of the land on which we work, live and build our lives, families and communities. We pay our respects to the First Peoples of this country, their cultures, and Elders past, present and emerging.



SOURCES:
1. Braininjuryaustralia.org.au/brain-protein-traumatic-brain-injury/
2. Concussionstudy.com.au/
3. Rushworth, N.R., Out of Sight, Out of Mind: People with an Acquired Brain Injury and the Criminal Justice System. 2011, Prepared for the Australian Government Department of Families, Housing, Community Services and Indigenous Affairs.
4. Braininjuryaustralia.org.au/brain-protein-traumatic-brain-injury/
5. Feigin, V.L., et al., Lancet Neurol, 2013. 12(1): p. 53-64.
6. The economic cost of spinal cord injury and traumatic brain injury in Australia. Report by Access Economics Pty Ltd for the Victorian Neurotrauma Initiative. . Access Economics: A Report to the Victorian Neurotrauma Initiative (2009).

Message from the Chair

The 2021-22 year has seen Connectivity shift from finalising its identity and establishing governance procedures to developing a strategic plan and initiating its implementation.

STRATEGIC PLAN

In meeting Connectivity's mission to improve the lives of people and their families following traumatic brain injury (TBI) of all severities, the strategic plan focusses on six key areas –

- raising awareness;
- improving outcomes;
- supporting people;
- connecting community;
- sustainable research; and
- standardised care.

I am pleased to report that there is considerable activity occurring in all key areas of the strategic plan, with the outputs only limited by the resources we currently have at our disposal to deliver on the objectives.

DELIVERABLES

Some deliverables have already appeared in the public domain including the online concussion course developed in collaboration with the University of Tasmania, the media advertising campaign raising TBI awareness in regional and

remote Aboriginal communities, and the publication of the BehaviourWorks Australia Stakeholder Engagement Report on the Connectivity website.

New developments and updates continue to be featured in our digital marketing, including on our website, Twitter, Facebook, LinkedIn and YouTube.

PARTNERSHIPS

I am pleased to report the beginning of a new 3-year funding agreement between Connectivity and the Transport Accident Commission of Victoria. This adds to the existing funding agreements already in place with Curtin University, Monash University, and the Perron Institute.

There is no question that COVID-19 has significantly impacted on funding opportunities available to Connectivity and as the pandemic resolves, I am confident that more opportunities will present themselves. To this end, Connectivity engaged Wendy Brooks & Partners for a 10-month period to help identify future funding targets and develop appropriate fundraising materials.

TEAM CHANGES

Our Business Manager, Ms Kimberley

Johnstone, resigned during the past year and we sincerely thank her for her outstanding service during the formative stages of Connectivity. She was replaced by Ms Julie Tomas who commenced as the new Business Manager in October of 2021, bringing a wealth of experience in the finance sector to the role. Welcome to the Connectivity team Julie!

BOARD STRATEGY MEETING

With the easing of government COVID-19 travel and gathering restrictions in early 2022, we had the opportunity to bring most of the Board members together in a face-to-face meeting in May of 2022, the first such meeting since Connectivity was launched. It was a highly productive meeting with wide-ranging discussions focussed on the strategic challenges to the organisation moving forward.

FUNDRAISING

Fundraising was clearly identified as a major challenge in today's economic climate, and we will need to narrow our efforts to be effective in this space.

To this end, Connectivity has been actively seeking partnerships with various organisations, including a new relationship with the Arcare Family Foundation. The

Board and Management team will continue to actively pursue other potential partners and opportunities.

WITH THANKS

I am very grateful that we have such outstanding Directors on the Board who willingly donate their valuable time and considerable expertise to Connectivity. My sincere thanks. I also am grateful to Mr Dennis Goldner who continues to donate his wealth of corporate expertise as the independent Chair of the Finance, Risk and Audit Committee, Mr Martin Wandmaker for his continued service on the Nominations and Remuneration committee and to Prof. Peter Reilly who continues to serve as the Chair of the Expert Committee.



Professor Robert Vink AM, FAHMS
Chair of the Board



Message from the CEO

The 2021-22 financial year has been an exciting one for Connectivity Traumatic Brain Injury Australia.

STRATEGIC PRIORITIES

The organisation has begun to deliver on the strategic priorities identified in 2021 and outlined in the Connectivity Strategic Plan.

RAISING AWARENESS

We have raised awareness of concussion via the creation and launch of our online Concussion Short Course, which has been completed by 970 people during the financial year. 230,901 people viewed our YouTube videos and learnt something about traumatic brain injury (TBI).

Our website attracted significant interest, with 17,035 new users in 2021-22. These users were able to find a wealth of helpful advice, information and downloadable content to guide them through the journey of recovery following a traumatic brain injury.

We worked with Aboriginal and Torres Strait Islander stakeholders in Western Australia to raise awareness of traumatic brain injury, especially concussion, in regional and remote Aboriginal communities.

We created three concussion education campaigns raising awareness of the need to seek medical care after a concussion. These were aired on television and radio.

We are proud that the Arcare Family Foundation has made a significant donation to Connectivity.

It has enabled us to commence work on producing resources to educate both residential and community based aged care workers in the best way to assist an older person who has experienced a concussion.

STAKEHOLDER ENGAGEMENT

Stakeholder engagement is a feature of Connectivity's work. A Special Communication publication summarising the findings of the BehavioursWorks Australia Stakeholder Engagement Report commissioned by Connectivity, was accepted for publication in the Journal of Head Trauma Rehabilitation.

The Report has guided us in how we implement our strategy, to ensure maximum benefit for the Australian TBI community.

People with traumatic brain injury and their loved ones are not the only people who benefit from the work of Connectivity.

Researchers post information about their research projects and can recruit participants for research via our website.

We are particularly proud of how we empower people who have experienced a traumatic brain injury by connecting them with researchers who are in the design phase of their research.

Through the work of Connectivity, people with lived experience are co-designing research into their own condition, alerting the researchers to what is important, and thus improving research outcomes.

SUPPORTERS

We are extremely grateful for the loyal support we have received from our Founding Supporters Curtin University, Monash University and Neurosciences Victoria, and from the Perron Institute of Neurological and Translational Sciences.

In 2022, the Transport Accident Commission of Victoria joined our Supporters with a multi-year commitment, and we are delighted to be working with them to deliver better outcomes for people who experience TBI.

WITH THANKS

Finally, I wish to thank the Board and Committees of Connectivity for their strong support of the organisation. Their strategic guidance and firm grasp of governance has empowered Connectivity to achieve its aims.

The Connectivity Business, Marketing and Communications, Research and Support teams have continued to spread the word on traumatic brain injury and deliver high quality resources more broadly than could be anticipated given such a small group.

We look forward to continuing to improve the lives of people with traumatic brain injury in 2022-23.



Professor Lindy Fitzgerald
Connectivity CEO





Connectivity Traumatic Brain Injury Australia

ABOUT US

Connectivity Traumatic Brain Injury Australia (Connectivity), is an Australian-wide not-for-profit organisation working to raise awareness of traumatic brain injury (TBI) including concussion in the community.

A TBI can range in severity from mild, to moderate to severe. Symptoms can be quite mild and quickly resolving or debilitating and life-changing. As such, a TBI can dramatically impact the lives of both the person involved and the people around them.

OUR GOAL

The core goal of Connectivity is to improve the lives of people and their families following TBI of all severities, including concussion.

OUR PURPOSE

To promote the prevention and control of diseases and disease processes experienced by people with TBI, including from a physical, mental, neurological and functional perspective.

WHAT WE DO

Connectivity links together people with lived experience, carers, researchers, clinicians and health care providers to build the evidence base and improve outcomes for people following TBI of all severities.

By supporting research and translating outcomes, Connectivity provides relevant and evidence-based information to people with TBI, their carers and clinicians to help improve the lives of people with TBI.

OUR GOVERNANCE

Connectivity is incorporated as an Australian Public company limited by guarantee, and is registered as a charity with the Australian Charities and Not-for-profits Commission (ACNC).

Connectivity is governed by an independent Board of Directors who provide the experience and skill sets required to deliver the needs of the organisation and its governance.

The Executive of Connectivity is the Chief Executive Officer, the Business Manager and the Marketing and Communications Managers.

The following committees also contribute to the successful running of Connectivity:

- The Expert Committee
- The Finance, Risk and Audit Committee
- The Nominations and Remunerations Committee.

The company is independently audited by:

Hall Chadwick WA Audit Pty Ltd

Who we are

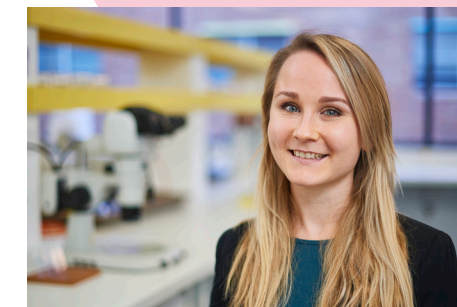
OUR TEAM



Prof. Lindy Fitzgerald
Chief Executive Officer



Julie Tomas
Business Manager



Aleksandra Gozt
Research Associate



Holly MacNeil
Marketing and Communications



Naomi Fuller
Marketing and Communications



Shenane Hogg
Business Support Officer

OUR BOARD



Prof. Robert Vink AM
Chair of the Board



Judi Moylan AO
Deputy-Chair of the Board



Dr. Anthony Filippis
Board Member



John Higgins AO
Board Member



Prof. Elizabeth Kendall
Board Member



Prof. Jeffrey Rosenfeld AC OBE
Board Member

Our Strategic Deliverables

Raising Awareness

We work to raise awareness of TBI of all severities in the community.

Improving Outcomes

We source and disseminate best-practice advice to clinicians and health care workers caring for people with TBI.

Supporting People

We source and disseminate information designed for people with TBI and their carers.

Connecting Community

We connect researchers, people with TBI and their carers to improve study recruitment, enable co-design and empower people with TBI.

Sustainable Research

Develop a financial structure that ensures the capacity for long-term research and improved understanding of the consequences of TBI.

Standardised Care

Promote best-practice management of mild TBI through recommended practices for clinics.



Our Impact

17,035 new users visited the Connectivity website

Users were
50.7% Desktop
43.5% Mobile
5.8% Tablet

Facebook following increased by **1,261%**

The Connectivity YouTube channel had **230,901** video views with a **94.8%** watch rate

40 keywords ranking on Google

Keyword ranking increased overall by **1,676** Google places

Website users came from **93** different countries

1,074,774 people were reached through Facebook

Twitter had **11,207** organic impressions

970 participants completed the Concussion Short Course

The three most popular web pages for 2021-22 were:

- Connectivity Home Page
- Concussion Short Course Landing Page
- About Connectivity Page

Concussion Short Course

Concussion Short Course

The Concussion Short Course launched in April to 300 pre-registered online attendees. The event included an introduction from CEO Lindy Fitzgerald, a panel Q&A with Dr Gill Cowen, Troy Kirkham from the West Australian Football Commission and ex-WAFL player Rowen Powell.

Created in conjunction with the University of Tasmania, the course was designed to help participants further understand concussion including:

- recognising the signs and symptoms;
- how to manage concussion;
- pathways to recovery; and
- how concussions can impact everyday life.

Course numbers as of 30 June 2022 were:

970 Participants
109 Certificate Purchases

Assets were created to assist with the course promotion and were used across our digital channels, electronic marketing, and in general promotion of the course.

This resulted in 4,489,587 impressions across the Meta Suite (Facebook and Instagram), with 24,227 clicks directly through to the Concussion Short Course.



Concussion Short Course Feedback

"Having had two concussions and a couple of bad falls in a short space of time, Connectivity's Concussion Short Course has been so helpful for me to understand the reasons for my slow recovery. At times it has been a very scary process and it's certainly taken me longer to recover from the second concussion. I loved hearing the personal perspective stories within the course, as I could really relate to their experience. It's great to have a resource such as this to learn from."

Karen, NSW

"Over 30 years ago, I was in a multi-car pile-up where I was flung back into my seat and hit the back of my head. At the time I was diagnosed with whiplash, put in a neck collar and given pain relief. I was confused, uncoordinated and suffered from headaches and nausea for weeks. Once the neck collar was removed, I then had symptoms that felt like my head was not supported by my neck, headaches that turned into migraines, dizzy spells, car sickness, and what I called "cottonwool head".

All of this lasted for years with having episodes of physio, pain relief and rest to cope with the pain. I have just completed Connectivity's Concussion Short Course and found it so rewarding and validating.

I realise now that I probably had a concussion from that car accident all those years ago and that it was never treated back then like it would be today.

Thank you for providing the knowledge and education in this course."

Greta, QLD

Awareness and Engagement

Research Engagement

Inline with Connectivity's Connecting Community strategic objective, funds up to the value of \$2,500 AUD were made available to support the operations of Local Area Networks with a special interest in traumatic brain injury, including concussion. An application form and terms and conditions were created in order to establish the competitive process. These are accessible via the Connectivity website.

BehaviourWorks Australia Stakeholder Engagement Report

The final report for the stakeholder engagement piece on the needs of people and organisations that encounter traumatic brain injury commissioned by Connectivity and conducted by BehaviourWorks Australia, was received in December 2021.

The report can be viewed at:

<https://www.connectivity.org.au/resources-for-researchers/connectivity-research/>

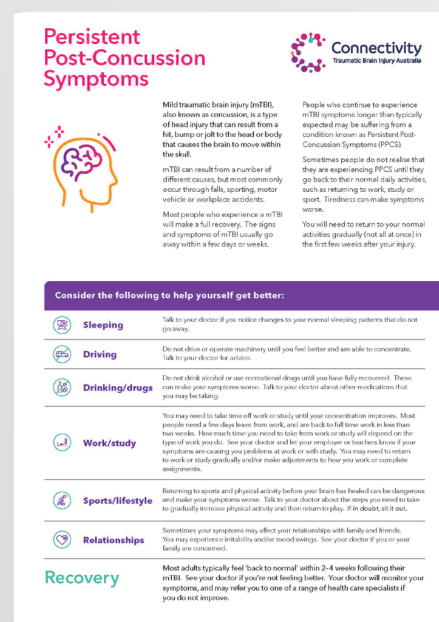
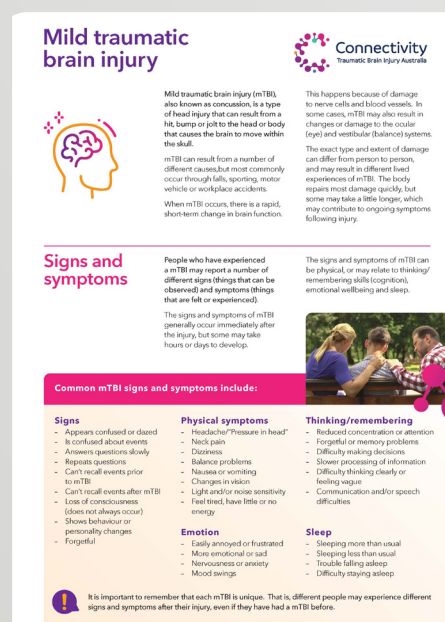
The work was accepted for publication as a Special Communication by the Journal of Head Trauma Rehabilitation.

Connectivity Branded Consumer Information Sheets

Creating Connectivity branded Consumer Information Sheets (CIS) was a priority project. Analysis into existing CIS showed there was a need for information on both the acute and chronic effects of mild traumatic brain injury (mTBI).

The Connectivity Consumer Advisory Group and the Expert Committee confirmed the need for this content, resulting in the creation of mTBI and Persisting Post-Concussion Symptoms consumer information sheets.

These are both now readily available on the Connectivity website.



Aboriginal & Torres Strait Islander Education Campaigns

Aboriginal and Torres Strait Islander Education Campaigns on Concussion

Working with Goolarri Media we created a series of three radio and television concussion campaigns to promote the following topics in the North West of Western Australia:

Falls Can Cause Concussion

Car Crashes Can Cause Concussion

Fights Can Cause Concussion

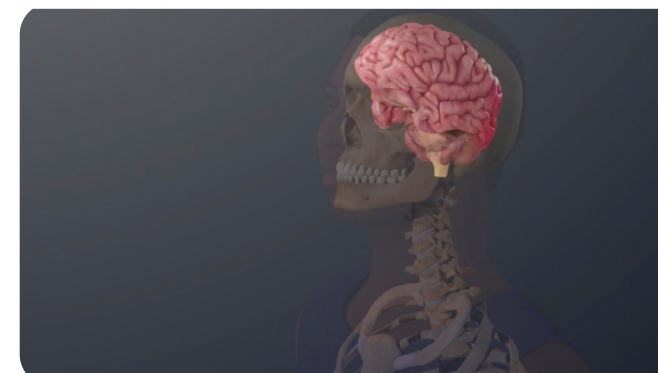
These videos are currently available to view on the Connectivity YouTube channel and the Connectivity website.

Television campaign distribution

- GWN7 during AFL Sunday afternoon games and general news (29 May - 23 October)
- Goolarri TV during peak (25 times per week) and off peak (10 times per week) (29 May - 28 June)

Radio campaign distribution

- Airing on Goolarri and PAKHAM radio stations in the North West of WA, 54 times per week over an 11-week period between 29 May and 7 August.



Financial Summary 2022

Statement of Profit or Loss and other Comprehensive Income

For the year ended 30 June 2022

	2022 \$	2021 \$
Revenue	925,150	428,069
Other income	9,088	5,721
Employee benefits expense	(265,949)	(160,366)
Consulting expenses	(89,469)	(11,595)
Marketing expenses	(155,960)	(20,716)
Research services	(50,472)	(23,411)
Other expenses	(31,352)	(15,207)
Grants made and funding granted	(188)	-
Current period surplus before income tax	340,847	202,495
Income tax expense	-	-
Net current period surplus	340,847	202,495
<i>Other comprehensive income</i>	-	-
Total other comprehensive income for the year	-	-
Total comprehensive income for the year	340,847	202,495

Financial Summary 2022

Statement of Financial Position

As at 30 June 2022

	2022 \$	2021 \$
Assets		
Current assets		
Cash and cash equivalents	684,729	335,613
Trade and other receivables	16,988	2,878
Total current assets	701,717	338,491
Non- current assets		
Computer Equipment	3,220	-
Total non-current assets	3,220	-
Total assets	704,937	338,491
Liabilities		
Current liabilities		
Trade and other payables	33,763	12,730
Employee benefits	12,836	8,270
Total current liabilities	46,599	21,000
Total liabilities	46,599	21,000
Net assets	658,338	317,491
Equity		
Retained surplus	658,338	317,491
Total equity	658,338	317,491



Our supporters

FOUNDING SUPPORTERS



PARTNERS AND AFFILIATES



CONNECTIVITY

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Connectivity
Traumatic Brain Injury Australia