

AUSTRALASIAN MENOPAUSE SOCIETY

ANNUAL REPORT 2019



www.menopause.org.au



AUSTRALASIAN
MENOPAUSE
SOCIETY
EMPOWERING MENOPAUSAL WOMEN

AMS Vision

AMS is the leader in menopause awareness and education, empowering clinicians and the community in Australia and New Zealand.

AMS Mission

To achieve the best possible health and wellbeing for women during and after menopause.

AMS Objectives

- Disseminating evidence-based information on menopause and women's midlife health to health professionals and the public;
- Educating doctors and other healthcare professionals in clinical care, and understanding of midlife women's health in our community;
- Encouraging the application of evidence-based information and knowledge in midlife women's health and healthy ageing, as clinical best practice; and
- Translating research into evidence-based clinical practice excellence and advocacy.

WHO WE ARE

The AMS was established in 1987 and became a company limited by guarantee in 2013. At 30 June 2019, the AMS had 559 members compared with 536 at the same time in 2018 (net increase of 4.3%). The AMS is governed by a Board of 10 Directors who are appointed by AMS members and the Board. All Board positions are voluntary and only expenses are remunerated.

The AMS brings together doctors, nurses, allied health professionals, researchers and community workers who want to participate in communication and scientific discussions for the advancement of knowledge about the menopause and women's midlife health.

AMS ACTION PLAN

All of the work and decisions made by AMS are underpinned by the directions of the AMS Strategic Plan which includes:

1. Sustainability of the organization
2. Delivery and marketing
3. Partnerships and collaboration



CONTENTS

President's Report	P2 - 4
Executive Director's Report	P5 - 6
Treasurer's Report	P7 - 8
Chair, Education Subcommittee Report	P9
Sustainability	P10
Delivery and Marketing	P11 - 14
Partnerships and collaborations	P15
Future Directions	P15

AMS 2018-19 IN REVIEW

MENOPAUSAL SYMPTOM SEVERITY SUMMARY

Number of menopausal or post-menopausal women in Australia and New Zealand

4,902,116¹

Suffering or have suffered **MODERATE** menopausal symptoms **2,941,270**²

Suffering or have suffered **SEVERE** menopausal symptoms **980,423**³

MEMBERSHIP

559 members
a net increase of **4.3%**

WEBSITE

381,243
visits to website

805,620
page views of website

155,189 Find an
AMS Doctor searches

INFORMATION SHEETS

3 new doctor information sheets

9 doctor sheets revised

8 new consumer fact sheets

2 new infographics

ENQUIRIES

79 enquiries from the public

10 media enquiries

TRAINING

33 education sessions
to **3,300** attendees

3 eLearning RACGP
accredited activities launched

¹Based on ABS 2016 and StatsNZ 2013 age and sex data (women 50 years and over).

²Based on 60% women suffering moderate symptoms

³Based on 20% women suffering severe symptoms



President's Report

AMANDA VINCENT

Australasian Menopause Society Board

The AMS Board continues with a total of 10 members. I thank the Board for their continued hard work, especially the Chairs of the Subcommittees and our Treasurer. I would like to welcome Sonia Davison who will commence her term as AMS President at the Annual General Meeting in Hobart on 7 September. I have great confidence that Sonia, together with the AMS Board, will continue the excellent work of the AMS (a future which will definitely include dancing and chocolate!). I would like to especially thank the AMS Board and Executive for all their support during my time as AMS President. I will continue on the Board as Past-President and the Board will appoint a new President-Elect.

After 14 years of service, Prof Bronwyn Stuckey, AMS Board Member and Immediate Past President, is retiring from the AMS Board in September and on behalf of the AMS, I would like to thank her for her great contribution to the Society. Bronwyn has taken on many roles over the past years including Chairing the Scientific Organizing Committee for the last two AMS Congresses including Hobart 2019, writing many of the information sheets and content for the eLearning site, speaking at AMS meetings, being available for media requests as well as providing wise counsel during Board Meetings.

I would also like to thank Dr Susan Jenner, AMS Board Member and Chair, Education Subcommittee who is also retiring in September after 6 years. Sue has overseen the development and updating of 30 AMS information sheets, instigated the new Patient Fact Sheets (11 sheets to date), and led the development of the new infographics (2 with a 3rd drafted). Sue has monitored the currency of the AMS sheets, actively sought authors, coordinated input from the Board and promoted the sheets in *eChanges* each month. I'm sure the membership will join me in thanking Sue for her tireless efforts.



President's Report continued..

Lastly, thank you to Dr Georgina Hale for her contribution over the past 4 years to the Board and as Chair of the Website Subcommittee, including oversight of the monthly *eChanges*. The new Board will be appointing new Chairs to both the Education and Website Subcommittees.

Elections for the Board will take place in August. Nominations have been called for member representatives from Queensland, South Australia/Northern Territory, Western Australia and New Zealand. The Board will also appoint another member to replace Bronwyn Stuckey.

Executive Director's Office: Our Executive Director, Vicki Doherty, with the help of Georgina Ponce de Leon, continues to maintain the smooth functioning of the AMS office. I thank both Vicki and Georgina very much for their efforts.

Board Subcommittees: Chairs of the Board Subcommittees will present their reports. Commencing in September 2017, Dr Sylvia Rosevear, as AMS Treasurer has been maintaining careful scrutiny of AMS finances. Due to global volatility in equity markets, our investment portfolio took a hit in December 2018 resulting in a decrease in revenue. However, we still remain financially sound. On advice from our investment portfolio managers, we have replaced a relatively poor performing management model with a higher-yielding and ethical model.

Dr Sue Jenner, as Chair of the Education Subcommittee, has performed a wonderful job in producing our information sheets. Thank-you to the Board Members and Society members who have assisted in producing/ updating and reviewing information sheets.

Dr Karen Magraith organised four Menopause Updates in 2018-19 which were all highly successful. After a busy 12 months, Karen is handing over the Menopause Updates to Dr Lina Safro and we look forward to running two menopause workshops at RACGP 19 as well as the Pre-Congress Meeting for the 17th World Congress on the Menopause in 2020.

Dr Georgina Hale continued as Chair of the Website Subcommittee with oversight of the monthly *eChanges*. I thank the Board and Society members who have assisted with content for *eChanges*.

Membership: AMS membership continues to grow reflecting the increasing interest in menopause, the quality of our meetings, information sheets and other member benefits.

Congratulations to past AMS Board Member, Professor Beverley Vollenhoven for being inducted into the Victorian Honour Roll of Women under the trailblazer category. The Victorian Honour Roll of Women acknowledges and celebrates the achievements of women in Victoria. It's one way that outstanding women leaders receive the recognition they deserve for their contributions. A trailblazer is an inspiring role model who may be a first or founder in their field.

Website: Our website statistics continue to improve with particular interest in the information sheets, fact sheets and videos. Thank-you to those who have contributed content including case studies for the eLearning site. I encourage members to register and undertake the activities at www.elearning.menopause.org.au.

Media: Menopause- related issues have attracted attention in the media including weight and menopause and menopause and the workforce. I thank AMS members who have provided comments. AMS members have also been invited speakers at various menopause education forums.



AMS Board and Secretariat. Back (lr): Jennifer Rogers, Karen Magraith, Janice Brown, Susan Jenner, Lina Safro, Vicki Doherty. Front (lr): Bronwyn Stuckey, Sonia Davison, Amanda Vincent, Sylvia Rosevear, Georgina Ponce de Leon.

Meetings: Prof Bronwyn Stuckey, our Past-President, has not been allowed to rest, assuming the role of Chair of the Scientific Organising Committee for AMS Hobart 2019. Bronwyn, Karen Magraith (Local Organising Committee Chair), and Rod Baber have developed an excellent program for Hobart 2019. Our international speaker this year is Pauline Maki who will present on 'Menopausal hormone therapy (MHT) and cognition' as well as 'Mental health at menopause'.

As mentioned earlier, it was a busy year for Dr Karen Magraith, Chair of the Menopause Updates. Many thanks to AMS members who agreed to present at these meetings. The feedback from all of the Updates was overwhelmingly positive.

The Local Organising Committee for the 17th World Congress on Menopause has been meeting to organise the Pre-Congress meeting as well as the social programs. I represented AMS at an International Menopause Society (IMS) meeting in Dubai in December to present ideas for topics and speakers. The IMS Scientific Program Committee has developed an excellent international program and we look forward to welcoming AMS members and delegates from around the world to Melbourne in 2020. The World Congress will be held in lieu of the AMS Annual Congress and we encourage AMS members to register early to take advantage of the Early Bird Rates.

Partnerships: The Early Menopause website related to the Early Menopause NHMRC partnership grant that AMS is involved with is planned to be launched in September 2019. AMS assisted with recruiting health professionals and women to participate in evaluation of Early Menopause online resources and I thank those members who participated.

The AMS joined the International Osteoporosis Foundation (IOF) Committee of National Societies (CNS) in March 2019. Benefits of CNS membership for AMS members include:

- 20 complimentary registrations to the IOF Congress;
- Access and rights to use educational and advocacy material; and
- Discounts to IOF journals and meetings.

Dr Jenny Rogers, AMS Board Member, recently represented the AMS at the IOF World Congress in Paris. The AMS has also endorsed the IOF Global Patient Charter.

The AMS is continuing to work with Prof Martha Hickey, previous AMS Board Member, and the Royal Australian and New Zealand College of Obstetrics and Gynaecology (RANZCOG) regarding management of menopause recommendations. AMS is also

President's Report continued..

exploring the development of a position statement regarding the use of vaginal oestrogen in women with breast cancer with Prof Hickey and other relevant stakeholders.

AMS was also recently engaged by the Continence Foundation of Australia to assist with reviewing a patient information sheet on 'Menopause and continence'.

Advocacy: In association with Jean Hailes, Endocrine Society of Australia and Breast Cancer Network Australia, and in conjunction with the publication of the breast cancer and bone health position statement (<https://onlinelibrary.wiley.com/doi/abs/10.1111/cen.13735>) published last year, AMS has been advocating regarding the provision of MBS reimbursed DXA scans for women commencing aromatase inhibitor (AI) therapy. AMS provided a letter of support for Amgen for TGA approval (not PBS reimbursement) for denosumab use in women with breast cancer on AI therapy for osteoporosis prevention. TGA approval and MBS reimbursed DXA scans currently exist for men with prostate cancer and androgen deprivation therapy but not for women on AI therapy unless aged <45 or 70 years and over. Once TGA approval is obtained then Amgen can discuss this potential indication with health professionals which will help with distribution and implementation of the bone health position statement.

As AMS President, I attended the National Women's Health Forum in Canberra on 8 August 2018, a meeting opened by the Minister for Health, which was designed to "identify emerging areas of need in Australian women's health and priority areas of action for the coming decade". There were representatives from government and non-government organisations covering all aspects of women's lives.

Important considerations related to menopause that I highlighted were:

- (i) menopause as an opportunity for risk assessment and implementation of prevention strategies to facilitate healthy ageing;
- (ii) the increasing prevalence and impact of early menopause; and
- (iii) the potential impact of menopause on work.

Following the meeting, an expert advisory group was established and included AMS Past-President Prof Susan Davis. AMS also provided a submission to the advisory group to inform the strategy.

The National Women's Health Strategy 2020-2030 was launched on 9 April 2019 (www.health.gov.au/womenshealth). Five priority areas were developed with five policy principles including (i) gender equity, (ii) health equity between women, (iii) a life course approach to health, (iv) a focus on prevention and (v) a strong and emerging evidence base. Of particular relevance to the AMS, was the identification of the menopause transition as a key intervention point during the life course, affecting physical and mental health as well as cardiovascular disease risk. The report also called for investing in research into the impact of menopause regarding (i) the health effects of early and medically-induced menopause, (ii) work and (iii) economic considerations. The Strategy outlines the importance of implementation partners, which encompasses the AMS, in collaboration with women to achieve the objectives. The proposed next step is to establish an Implementation Steering Group to operationalise each of the priorities. The AMS will be seeking involvement in the implementation of these priorities where relevant.

AMS Board 2018-2019



President

Clinical Associate Professor
Amanda Vincent
BMed Sci MBBS PhD FRACP
Meetings attended 4/4



President Elect

Dr Sonia Davison
MBBS FRACP PhD
Meetings attended 3/4



Past President

Professor Bronwyn Stuckey
BA MBBS FRACP
Meetings attended 4/4



Treasurer

Dr Sylvia Rosevear
BA MBChB MD FRCOG
Meetings attended 3/4

REGIONAL APPOINTMENTS



VIC/TAS

Dr Karen Magraith
BMBS FRACGP
Meetings attended 4/4



NZ

Dr Janice Brown
MBChB FRNZCGP
PGDipObstMedGyn NZ
CertFP
Meetings attended 4/4



SA/NT

Dr Susan Jenner
BMBS FRACGP
Meetings attended 4/4



NSW/ACT

Dr Michele Kwik
BSc(med) MBBS MPhil(med)
RANZCOG CREI
Meetings attended 0/1
(retired 1 September 2018)



NSW/ACT

Dr Elina Safro
BSc(med) MBBS
Meetings attended 3/3
(elected 1 September 2018)



QLD

Dr Georgina Hale
MBBS FRACP PhD
Meetings attended 1/4



WA

Dr Jennifer Rogers
MBBS Dip Obs RANZCOG
Meetings attended 4/4



Executive Director's Report

VICKI DOHERTY

2018-19 has been another busy year for AMS as it has continued with business as usual, as well as rolling out new projects.



The AMS Strategic Plan has been finalised and we are currently implementing it through our Business Plan. The Plan includes a number of new initiatives and also ways to improve efficiencies by partnering with similar organisations to lighten the load. This Annual Report has incorporated the new vision, mission, values and objectives and guides our reporting of outcomes.

Interest in menopause and women's midlife health continues to rise with more hits on the AMS website, more requests for information from the public, more Find an AMS Doctor searches, more requests from the media and more requests for AMS input into position statements, projects and research. It is likely that this trend will continue with the next generation of menopausal women being more educated and curious as well as expecting more options in their care at midlife.

In 2018-19, the AMS updated its logo with a new tagline "Empowering menopausal women", revising the colour scheme and incorporating modern font. We have been slowly updating our resources with the new logo and we hope you like the new look!

One of the key highlights of 2018-19 was presenting our Menopause Essentials Update within the largest conference for general practitioners (GPs) in New Zealand. Around 330 delegates attended the Menopause Plenary at the GP CME in Rotorua in June 2019. Of the 187 speakers who presented at the conference, Past-President Prof Bev Lawton ranked the

4th top speaker and President Clin A/Prof Amanda Vincent ranked 19th! This was a great opportunity to reach a large 'general' group of GPs who wouldn't usually attend a women's health conference. AMS is looking forward to presenting two workshops on menopause at Australia's largest conference for GPs – GP 19 in Adelaide in October.

The Board and I attended a workshop on Social Media at the August 2018 Board Meeting and agreed to open an Instagram account and utilise our Facebook page more. We made several one-minute videos based on our popular factsheets and posted these on Instagram and Facebook. Other postings included news articles and promoting our educational events. I encourage you to follow us on social media and provide us with your social handles so we can follow you back!

The Annual Congress in Brisbane was a huge success with 325 delegates attending. Dr Linda Spinks as the Chair of the Local Organising Committee and Prof Bronwyn Stuckey as the Chair of the Scientific Program Committee did a stellar job in organising a fabulous scientific and social program that was evaluated very highly. The Annual Congress continues to be AMS's biggest educational and social event and so I encourage you to take the time to attend – you won't be disappointed.

On another positive note, AMS membership continues to increase – a net increase of 4.3% was achieved in 2018-19.



Prof Beverley Vollenhoven and colleague.



Congress Plenary panel discussion (l-r): Prof Bob Langer, Prof Peter Ebeling and Prof Emma Duncan.

22nd AMS Congress,
Brisbane.



The membership attrition rate remains above industry standard; however, we are mindful that sometimes members miss their renewal accidentally. We are consistently looking for ways to make your renewal process easier, so please let me know if you have any suggestions.

The Education Subcommittee has been very busy with developing and updating a number of doctor information sheet and patient fact sheets. The website statistics continue to show us that these information sheets and patient fact sheets are highly valued. A new edition to our suite of resources this year was the infographics. Two infographics have been developed and a third is nearly finalised. The next task for the Education Subcommittee is to arrange for these to be translated into the top 5 languages other than English in Australia and also to Maori and Samoan.

After a resolution was passed at the General Meeting in February, changes to the Constitution were made to clear up some ambiguities in membership classification as well as add a discretionary class of membership. The discretionary class of membership is intended for para-professionals working with menopausal women but who do not meet the existing membership admission criteria. This new category will allow the AMS Board to admit members who have a genuine interest in the advancement of knowledge about the menopause, but who do not have the qualifications to be admitted to the existing membership categories. Members under the discretionary class will have the benefits of Associate Membership, but will not be entitled to vote.

In June 2019, AMS undertook a survey of the AMS membership to inform the development of a membership strategy. The majority of respondents have been members of AMS for more than 10 years with more than half being over 50 years of age. The majority were GPs which is representative of our member base. Many respondents joined AMS because they have an interest in menopause management and women's health as well as wanting to keep up to date with information on women's midlife health. Many believed that AMS is good at providing education, particularly the Annual Congress as well as providing resources and



Congress Welcome to Country by Uncle Shannon Ruska of the Turrbal Yagera people.

information. Some suggestions for improvements included having access to journals and encouraging younger members to join. Many thanks to those of you who participated in the survey and we look forward to developing the strategy in 2020.

AMS engaged a consultant to assist us to source and service high value sponsors and partners into the future. A workshop was held in July 2018 with a selection of Board Members and myself to identify potential partners. We have since developed a partnership proposal which was individually customised and posted to over 50 potential partners. We have been following up with these companies and plan to lock in some partners shortly.

I would like to thank the AMS Membership and Administration Officer, Georgina Ponce de Leon for her hard work and assistance in supporting the work of AMS. I would like to thank the AMS Board for their dedication to women's health and for supporting me in my role. Lastly, I would like to thank AMS members for their support of our work. Please feel free to contact me to discuss any ideas you may have to improve your membership experience.



Treasurer's Report

SYLVIA ROSEVEAR

The financial statements cannot be audited until the final annual statement is provided by Crestone which is due mid-October. Therefore, draft financial statements are provided for 2019 below.

The AMS made a profit of \$3,379 in 2018-19 compared with a profit of \$102,220 in 2017-18 (See Profit and Loss Statement at 30 June 2019). There was a decrease in total income of around \$70,000, which was due to a decrease in income from the investment portfolio of about \$57,000. There was a higher income from Congress and Education in 2017-18 compared to 2018-19 due to a Tourism Australia grant (\$24,000) AMS received on behalf of the International Menopause Society which was fully expended in 2019 (see Statement of Profit and Loss Statement). There was a 9% increase in income from Membership Fees. Total expenditure increased by \$30,000 in 2019. Congress and Education expenditure increased by \$20,000 but most other expenses were either the same as 2018 or less. There was a new cost for Consulting of \$35,000 (discussed further below).

Total equity increased by 0.2% from \$2,156,541 in 2017-18 to \$2,159,920 in 2018-19 (see Statement of Financial Position as at 30 June 2019).

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2019

	2019 ¹ (\$)	2018 (\$)	2017 (\$)	2016 (\$)
Assets				
Current Assets				
Cash assets	554,435	511,323	279,905	270,448
Receivables			8,000	
Current tax assets	1,396	416	1,643	1,106
Deposits paid	20,424	29,325		
Total Current Assets	576,255	541,064	331,476	271,594
Non-Current Assets				
Other financial assets	1,686,800	1,684,548	1,775,493	1,666,093
Total non-current assets	1,686,800	1,684,548	1,775,493	1,666,093
Total Assets	2,263,055	2,225,611	2,106,969	1,937,687
Liabilities				
Current Liabilities				
Payables	8,588	-205	2,242	-517
Current tax liabilities	3,580	18,405	8,157	4,287
Provisions	14,487	18,851	13,590	
Other	76,481	32,020	28,659	
Total Current Liabilities	103,136	69,071	52,649	3,770
Total Liabilities	103,136	69,071	52,649	3,770
Net Assets	2,159,920	2,156,541	2,054,321	1,933,918
Equity				
Retained profits	2,159,920	2,156,541	2,054,321	1,933,918,
Total Equity	2,159,920	2,156,541	2,054,321	1,933,918,

1. 2019 figures are draft as the 2019 financial statements are yet to be audited.



A/Prof Marina Reeves.



Prof Rod Baber and Laurel Moore.

Treasurer's Report continued..

PROFIT AND LOSS STATEMENT AT 30 JUNE 2019

	2019 ¹ (\$)	2018 ² (\$)	2017 (\$)	2016 (\$)
Income				
Membership income	82,712	76,099	69,356	68,125
Investment income ³	125,828	182,591	189,423	98,426
Congress and Education income ⁴	143,396	162,567 ⁸	128,408	162,642
Total Income	351,935	421,257	387,187	329,193
Expenses				
Financial management and fees ⁵	30,183	37,717	35,059	45,372
Congress and Education ⁶	40,179	19,802	10,673	50,310
Board expenses	20,566	19,364	13,778	38,177
Salaries and superannuation	183,299	191,720	152,558	157,905
Website and computer	20,176	17,785	10,140	15,544
Operations ⁷	12,698	15,229	23,495	20,732
Travel and accommodation				11,192
Other expenses ⁹	5,997	17,422	21,081	-
Consulting	35,499			
Total expenses	348,557	319,037	266,784	339,233
Profit (Loss) before income tax	3,379	102,220	120,403	(10,040)

1. 2019 figures are draft as the 2019 financial statements are yet to be audited.

2. Note figures may differ slightly from 2018 Annual Report as the above figures are audited whereas the reported figures were draft.

3. Includes Dividends, Distribution from trusts, Interest received, Movement in value of investments, Refund of franking credits

4. Includes Education, Congress, Sponsorship, Licensing fees and Seminar income

5. Includes Accounting fees, Audit fees, Bank fees and charges, Bookkeeping fees, Financial management fees

6. Includes Education, Awards and Congress

7. Includes Insurance, Legal fees, Postage, Printing & stationery, Publications, Rent on land & buildings, Storage, Subscriptions and Telephone & internet

8. Includes grant of \$24,000 from Tourism Australia for IMS 2020

9. Includes IMS 2020 costs

CASH FLOW STATEMENT FOR YEAR ENDED 30 JUNE 2019

At the time of going to print, the Cash Flow Statement for year ending 30 June 2019 was not yet available. An audited Cash Flow Statement for 2018 is provided below.

Cash Flows From Operating Activities	2018	2017	2016
Receipts from customers	250,026	218,025	230,767
Payments to suppliers and employees	-266,005	-261,279	-343,471
Net movement in income tax provision	0	0	0
Net movement in GST liability	1,227	537	888
Net cash provided by operating activities	-14,752	-43,791	-111,816
Cash Flows From Investing Activities			
Interest received	5,514	7,532	18,268
Investments	240,656	45,676	148,689
Net cash provided by investing activities	246,170	53,808	166,957
Cash Flows From Financing Activities			
Net cash from financing activities	0	0	0
Net increase (decrease) in cash held	231,418	9,417	55,141
Cash at Start of Year	279,905	270,488	215,347
Cash at Year End	511,323	279,905	270,488

INVESTMENT PORTFOLIO ASSESSMENT

The December 2018 quarter for equity markets was a very tough one which resulted in a negative 6.59% return for AMS. However, there was a strong rebound in January 2019 and a lot of the loss was rectified. Although the investment portfolio did not perform as well as in previous years, capital appreciation is a long-term goal. Capital value will fluctuate over time but the aim is for the value to increase over time.

In February 2019, Crestone advised AMS that the Nikko Asset Management Model that had been used for the AMS investment had underperformed in the past two years and suggested that AMS change its model. Three other models were proposed and the AMS Board agreed to utilise the Ethical Partners Model as it appears to be higher yielding than the Nikko Asset Model, as well as aligning with the AMS's Ethical Investment Policy.

SPONSORSHIP AND PARTNERSHIPS

The AMS agreed to engage a consultant to assist the AMS to develop and implement a sponsorship model that will enable us to source high value, long term sponsors. A workshop to identify potential partners was undertaken with AMS Board Members, AMS Executive and SMS* in July 2018. A Partnership Proposal was developed and posted to 57 potential partners in June 2019. AMS is currently following up with these potential partners to secure sponsors.



Prof Emma Duncan.



Chair, Education Subcommittee Report

SUSAN JENNER



The Education Subcommittee has had an extremely productive year.

MENOPAUSE ESSENTIALS UPDATE

In 2018-19, the AMS ran the Menopause Essentials Update (MEU) workshop in four locations, reaching 610 delegates, up from 276 last year. This series of four lectures is designed to upskill doctors with the latest on diagnosing and managing the various aspects of menopause. Participants, who are almost all GPs, consistently evaluate the MEU highly.

Two of our meetings this year were held in August 2018. The first was in conjunction with the Australian Society for Psychosocial Obstetrics and Gynaecology (ASPOG) meeting in Parramatta and the second at the Brisbane Congress - both with a special emphasis on genitourinary and sexual function. Next came Melbourne in May 2019 (basic Update) and we were again able to send speakers to New Zealand, this time to present an Update at the Rotorua GP CME meeting in June 2019.

Dr Karen Magraith has been the coordinator for the MEU workshops, helping to tie together speakers, talks, venues and CPD requirements.

AMS ANNUAL CONGRESS, BRISBANE

Another wonderful Congress was run in Brisbane in August 2018 - the theme was Menopause-Making Choices, with plenaries on primary vs secondary intervention, weight choices- diet vs drugs vs surgery, hormones vs neurons, risk perception and choices for risk reduction, gender choices and finally on premature ovarian insufficiency. We were extremely lucky to have two international speakers. Prof Bob Langer gave two very revealing lectures, in part looking back at some of the issues with the original WHI findings, and Prof Naomi Rance presented her research findings on the KNDy neurons in the hypothalamus which may pave the way for a new class of treatments for menopausal symptoms. Prof Bronwyn Stuckey headed up the Scientific Program Committee. The Local Organizing Committee was chaired by Dr Linda Spinks.

INFORMATION SHEETS – FOR HEALTH PRACTITIONERS

Another core function is writing and updating the AMS Information Sheets. These are targeted at doctors and are now referenced and have key points boxes. The Board has worked hard to develop sheets on new topics, in addition to ensuring the current sheets remain up to date. My thanks to all who contributed by being the primary author or by providing useful editorial comment.

- Weight management and healthy ageing (new sheet);
- 9 Myths and Misconceptions about MHT (new sheet);
- Endometriosis – management after menopause (new sheet);
- Prevention of falls and fractures (major revision);
- Tibolone as menopausal hormone therapy (major revision);
- Venous thrombosis/thromboembolism risk (major revision);
- Osteoporosis (minor revision);
- Combined MHT (minor revision);
- Sleep disturbance and the menopause (revision);
- Migraine, headaches, menopause and MHT (revision);
- AMS guide to MHT/HRT equivalent doses- Australia only (updated); and
- AMS guide to MHT/HRT equivalent doses- New Zealand only (updated).

INFORMATION SHEETS – FOR CONSUMERS (FACT SHEETS)

The AMS recognizes that members want to give their patients information that they understand to assist them to make informed choices about their treatment options. While many consumers read and use the information sheets the AMS produces, these sheets are targeted at health professionals with good health literacy. We continue to use a medical writer to help us to produce fact sheets with a literacy level targeted at the general community.

- Will menopause affect my sex life? (new);
- Lifestyle and behavioural changes to manage menopausal symptoms (new);
- 9 myths and misunderstandings about MHT (new);
- Menopause before 40 (new);
- Early menopause – chemotherapy and radiotherapy (new);
- Bioidentical hormone therapy (new);
- Weight management and healthy ageing (new); and
- Vaginal laser therapy (new).

INFOGRAPHIC INFORMATION SHEETS

In a further attempt to produce simply written sheets for patients, we have developed some infographic versions:

- Menopause – what are the symptoms?; and
- What is MHT and is it safe?.

A number of others are in production. We are collaborating with the International Menopause Society (IMS) to have some of these sheets translated into languages other than English.

eLEARNING WEBSITE

AMS launched a new eLearning website in 2018 for AMS members only. All activities on the website are accredited by the RACGP for QI&CPD points. There were three new activities available on the website in 2018-19:

- Menopause basics
- Urinary incontinence
- Sexual function

eCHANGES CASE STUDIES

AMS provides case studies in its *eChanges* newsletters as another professional development opportunity for AMS members. In 2018-19, AMS provided three case studies including:

- Endometrial ablation and MHT – an omission in history taking;
- Late Peri menopausal woman with potentially increased risk of cardiovascular disease; and
- Sexual dysfunction.

I would like to thank all the members of the Board for their help, and especially the Education Sub-committee members Karen Magraith, Lina Safro, Janice Brown, Sonia Davison, and also Amanda Vincent and Bronwyn Stuckey who have borne the brunt of major rewrites and the development of new information sheets.

KEY FOCUS AREAS

Sustainability of the Organisation

1. MAINTAIN A HIGHLY SKILLED AND MOTIVATED BOARD.

A highly skilled and motivated Board is necessary for AMS to function from both a governance and operational perspective. The AMS uses the Good Governance Principles of the Australian Institute of Company Directors to guide its governance. The AMS reviews its Strategic Plan at each Board Meeting and has begun to roll out some of the work plan. The AMS Board has also agreed to begin undertaking Board and director evaluations to ensure that the Board is functioning effectively and efficiently, and that directors are performing.

The AMS introduced an annual professional development opportunity for Board directors in 2017. With the extensive use of social media, particularly in the younger generation, the Board agreed to participate in social media training in 2018. After usage statistics were presented, the AMS agreed to utilise Instagram and Facebook to target all age groups.

With a number of Board Members retiring this year, the Board has been succession planning to ensure that new members are appointed.

2. REMAIN FINANCIALLY VIABLE AND ACCOUNTABLE

AMS needs to remain financially viable in order to function. In 2019, AMS made a profit of \$3,379 compared with a profit of \$102,842 in 2018. The smaller profit in 2019 was due to decreased revenue from the investment portfolio, but we are confident that the markets are correcting and we hope to make more revenue in 2020. Total equity increased by 0.2% in 2019 and was \$2,159,920 at 30 June.

In February 2019, our investment fund manager Crestone advised us that the Nikko Asset Management Model that had been used for the AMS investment had underperformed in the past two years and suggested that AMS change its model. Three other models were proposed and the AMS Board agreed to utilise the Ethical Partners Model as it appears to be higher yielding than the Nikko Asset Model, as well as aligning with the AMS's Ethical Investment Policy.

Dr's Janice Brown, Sylvia Rosevear, Gabrielle Ruben, Brenda Gibson and Andreea Mogos.



3. STRATEGIC PLAN IS CURRENT, RELEVANT AND IMPLEMENTED

In 2019, AMS has continued to work on its strategic plan and operationalising it. The AMS launched a new vision, mission and revised logo. A number of new initiatives have also been proposed. A detailed implementation plan has been developed and the strategic plan is reviewed at each Board Meeting.

4. AMS MEMBERS ARE ENGAGED

AMS recognises that members join a member-based organisation to obtain some value. In 2019, the AMS undertook a survey of its members to see what it is doing well and how we can improve. The results of this survey will inform our membership strategy.

The majority of respondents have been members of AMS for more than 10 years with more than half being over 50 years of age. The majority were GPs which is representative of our member base. Many respondents joined AMS because they have an interest in menopause management and women's health as well as wanting to keep up to date with information on women's midlife health. Many believed that AMS is good at providing education, particularly the Annual Congress as well as providing resources and information. Some suggestions for improvements included having access to journals and encouraging younger members to join.

Most respondents had accessed the member area of the website. The main reason respondents had not accessed the member area of the website was due to time constraints. The majority of respondents regularly read *eChanges* whereas most respondents had not accessed the AMS eLearning website, largely due to time constraints or login/password issues. Most respondents would like to see case studies and webinars on the eLearning website however the majority of respondents prefer face-to-face education.

A slight majority believed that the AMS information sheets should be publicly available (rather than member only) whereas a large majority believed that the AMS fact sheets should be publicly available.

Most respondents do not use social media and most do not follow AMS on social media. The majority of respondents prefer to receive information by email. Finally, 89% of respondents reported that they were very likely to renew their AMS membership in the coming year.

Delivery and Marketing

1. PROVIDE UP TO DATE MENOPAUSE INFORMATION TO CLINICIANS AND COMMUNITY

INFORMATION SHEETS AND CONSUMER FACT SHEETS

The AMS develops and maintains evidence-based resources. In 2019, AMS developed three new information sheets, major revisions were undertaken to three sheets, minor revision to four sheets and two were updated. These sheets include:

- Weight management and healthy ageing (new sheet);
- 9 Myths and Misconceptions about MHT (new sheet);
- Endometriosis – management after menopause (new sheet);
- Prevention of falls and fractures (major revision);
- Tibolone as menopausal hormone therapy (major revision);
- Venous thrombosis/thromboembolism risk (major revision);
- Osteoporosis (minor revision);
- Combined MHT (minor revision);
- Sleep disturbance and the menopause (revision);
- Migraine, headaches, menopause and MHT (revision);
- AMS guide to MHT/HRT equivalent doses- Australia only (updated); and
- AMS guide to MHT/HRT equivalent doses- New Zealand only (updated).

In 2018-19, the AMS developed eight fact sheets as well as two infographics. These include:

- Infographic – Menopause – what are the symptoms?;
- Infographic – What is MHT and is it safe?;
- Will menopause affect my sex life?;
- Lifestyle and behaviour modifications for menopausal symptoms;
- Menopause before 40 and spontaneous premature ovarian insufficiency;
- Early menopause – chemotherapy and radiation therapy;
- Maintaining your weight and health after menopause;
- Bioidentical hormone therapy;
- 9 myths and misunderstandings about MHT; and
- Vaginal laser therapy.

Through reciprocal arrangements, AMS members also have access to education and resources available through the International Menopause Society (IMS), North American Menopause Society (NAMS) and the European Menopause and Andropause Society (EMAS).

AMS WEBSITE

In 2018-19, there were 381,243 visits to the website with over 805,000-page views. The highest hitting webpage is the AMS home page followed by (in order):

- Menopause – what are the symptoms?

- Treatment options
- AMS guide to MHT/HRT equivalent doses- Australia only
- What is menopause?
- Information sheets

The Find an AMS Doctor had over 155,000 visits, with the state of NSW having the highest number of searches. There were over 12,000 views of the consumer targeted videos in 2018-19. The most played video was 'What is MHT?'.

AMS eCHANGES AND eNEWS

In 2018-19, AMS members received 12 eChanges and 16 special news bulletins. Health professionals who subscribe to the AMS HP eNews bulletin received 12 bulletins. The average open rate of eChanges was 50% and the HP eNews was 32%, compared with the overall open rate for all industries of 32%.

2. EDUCATE AUDIENCE ABOUT MENOPAUSE

In 2018-19, the AMS presented four Menopause Updates. The first was held in conjunction with the Australian Society for Psychosocial Obstetrics and Gynaecology (ASPOG) in Parramatta, NSW. Drs Ann Olsson, Michele Kwik and Lucy Bates presented the three-hour workshop on 'Menopause – focus on genitourinary' issues that was chaired by Dr Karen Magraith.

The total number of delegates not including sponsors, exhibitors and invited speakers was 20. A total of 18 evaluations were completed indicating a 90% response rate. Not all evaluations were fully completed. The degrees to which the program learning outcomes were met are provided in Figure 1 below.

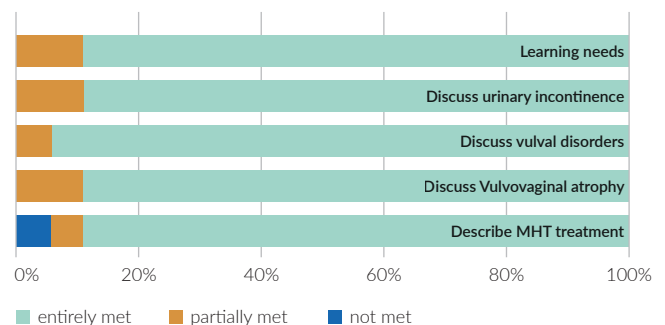


Figure 1: Please rate to what degree the program learning outcomes were met.

Seventy-two percent of participants agreed that the Update was relevant to their practice and 61% believed that the learnings from the Update would change their practice.

Dr Michele Kwik presentation was rated as excellent by 83% of the participants, Dr Ann Olsson and Dr Lucy Bates presentations were both rated as excellent by 89% of the participants.

Suggestions for improvements included better parking facilities, different time, room set up, bigger slides in the Update handout. A few delegates also thought that the content was targeted in favour of GPs and pitched too broadly.

Delivery and Marketing continued..

An Update was delivered as part of the Pre-Congress program in Brisbane in late August. The theme was again 'Menopause Update – focus on genitourinary issues'. One hundred and thirty-five delegates (excluding speakers) registered for the meeting. The presenters were Prof Chris Maher, Dr Sonia Davison, Dr Ann Olsson and Dr Jane Elliott and the session was chaired by Drs Sue Jenner and Karen Magraith.

The majority of delegates were GPs (68%). 61% of delegates completed the evaluation. The Pre-Congress was rated as one of the highlights of the whole Congress. The degree learning outcomes were met is in Figure 2 below.

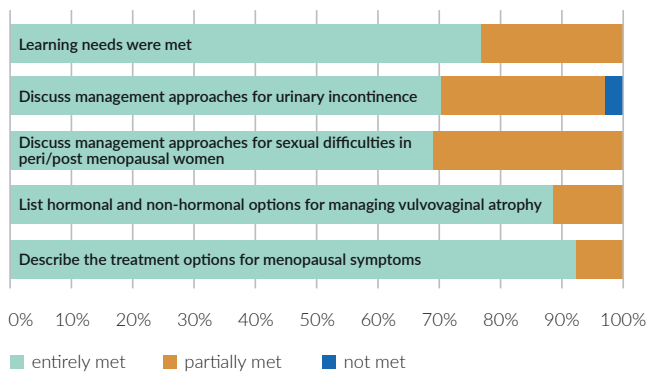


Figure 2: Rate the degrees the learning outcomes were met (N=79).

The speakers also rated very highly as seen in Figure 3 below.

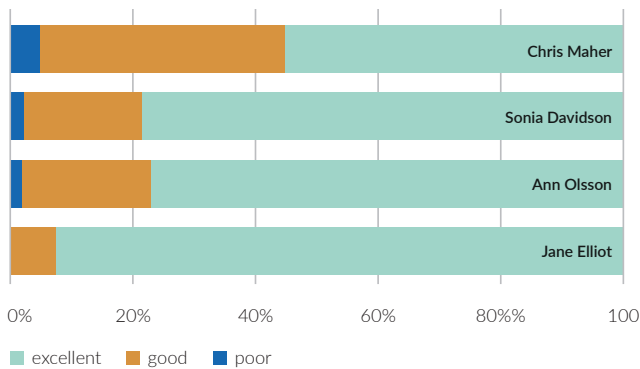


Figure 3: Please rate the Pre-Congress speakers.

The next Update was held in Melbourne in May 2019 and was an AMS standalone event. The theme was 'Menopause Essentials Update'. The presenters included Prof Rod Baber, Clin A/Prof Amanda Vincent, Dr Sonia Davison and Prof Beverley Vollenhoven and was chaired by Drs Karen Magraith and Kerryn Rae.

Besins sponsored the workshop so AMS was able to offer free registration for AMS members. Due to the venue size, registrations were capped at 125 delegates and the Update was sold out. Of the 100 delegates who attended, there were 53 GPs, 17 obstetricians and gynaecologists, 11 endocrinologists, 1 physiotherapist, 1 nurse and 17 unknowns. Only 21 delegates (30%) were AMS members. Besins invited 24 delegates who received complimentary registration.

The degrees learning outcomes were met are in Figure 4 below.

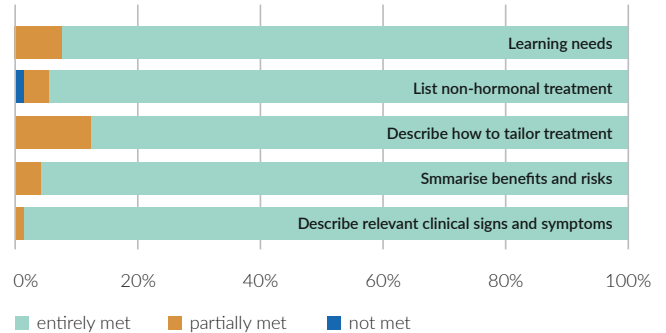


Figure 4: Degree the program learning outcomes were met.

The speakers' presentations were rated as excellent by 86% of delegates and 14% as good. Sixty-six (88%) delegates agreed the Update was entirely relevant to their practice and only one said it was irrelevant. Sixty-five (86%) delegates agreed that the workshop will change how they evaluate and manage menopausal symptoms. Six (8%) delegates believed that the workshop would not change their practice. Forty-eight (62%) delegates thought the venue was good and 24 (31%) thought it was excellent.

Highlights of the Update included:

"Very useful program, great speakers, written information/resources great also"

"Cases are useful"

"Info on new MHT strategies particularly increase use of micronised progesterone and managing difficult scenarios"

Some suggestions for improvements included:

"Improve seating arrangements to see slides, provide pens, enlarge writing in slides (not readable)"

"More case studies about troubleshooting MRT issues, ie bleeding through MRT, would be helpful"

"Audio could be better"

Other feedback included:

"This conference value for time and money. Thank you to organisers"

"Good that it was 1/2 day, not too long"

The final Menopause Essentials Update was delivered as part of the GP CME meeting in Rotorua, New Zealand. This is the largest GP meeting in New Zealand and around 330 delegates attended the Menopause Plenary. The presenters included Prof Bev Lawton, Clin A/Prof Amanda Vincent, Dr Sonia Davison and Dr Sylvia Rosevear and was chaired by Dr Janice Brown.

As this was not an AMS meeting, we were unable to evaluate the Update but the feedback from delegates in general was overwhelmingly positive. Out of the 187 speakers who presented at the conference, Prof Lawton was ranked the 4th top speaker and Clin A/Prof Vincent was ranked 19th.



Delivery and Marketing continued..

22ND AMS CONGRESS, BRISBANE

The 22nd AMS Congress was held at the Sofitel Brisbane Central, Brisbane from 31 August – 2 September. ASN Events were engaged as the Professional Conference Organisers. The Local Organising Committee (LOC) included Linda Spinks (Chair), Anna Burrows, Mary-Jane Stanley and Georgina Hale. The Scientific Program Committee included Bronwyn Stuckey (Chair), Rod Baber and Christina Jang.

The theme of the Congress was Menopause: Making choices and the international Key Note Speakers were Robert Langer and Naomi Rance both from the US. Other speakers included Peter Ebeling, Joe Proietto, Anna Fenton, Trevor Tejada-Berges and many others.

A total of 325 delegates registered for the Congress and/or Pre-Congress, including four cancellations and six organiser registrations. The total number of delegates excluding sponsors, exhibitors and invited speakers who did not stay for the Congress, was 251. The majority of delegates were GPs (55%) and 34% were specialists.

The majority of delegates were from QLD (31%), followed by NSW/ACT (26%) and Victoria (23%). Eighteen delegates (6%) attended from New Zealand. The total number of accommodation nights booked through the registration portal was much higher than Sydney indicating that many delegates travelled to Brisbane.

A total of 115 evaluations were completed for the Congress and indicating a 46% response rate (compared with 75% in 2017). Not all evaluations were fully completed.



Drs Sally Kogosowski and Aviva Nathan.

The degrees to which the program learning outcomes were met are provided in Figure 5 below.

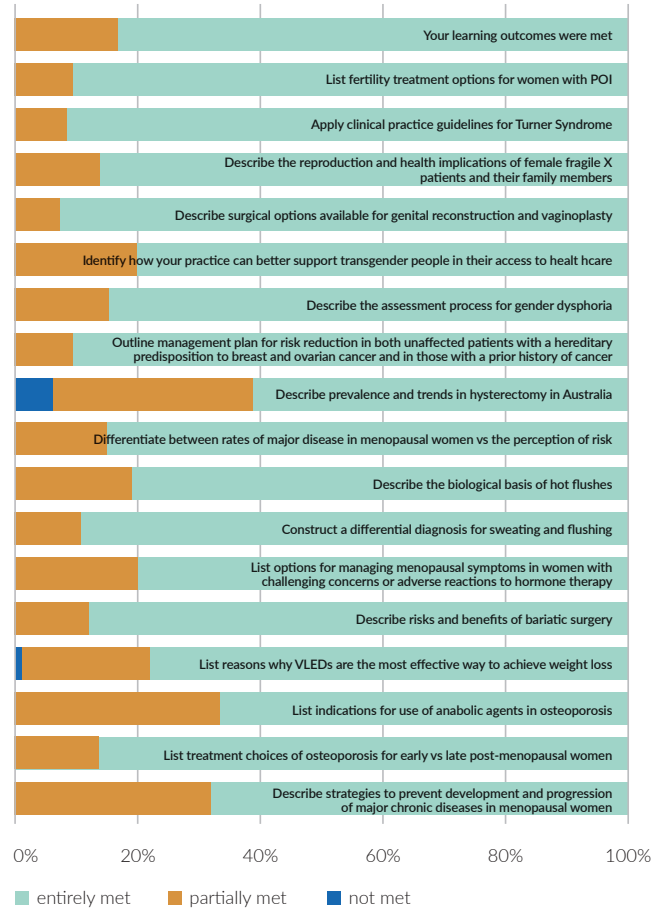


Figure 5: Rate the degree the following learning outcomes were met (N=).

The majority of speakers were rated excellent or good.

The major highlights of the Congress rated by delegates included the quality of the program and speakers, as well as both Bob Langer's and Naomi Rance's presentations, the Pre-Congress, the Gender plenary, the organisation of the Congress and the social/networking aspects:

- "Fantastic programme and excellent speakers"
- "Naomi Rance's lecture was fascinating. Listening to Bob Langers insider insights into WHI was also a highlight."
- "The Friday pre-congress was very useful and I always find it excellent for GP's"
- "Found the gender dysphoria very helpful and useful"
- "Congratulations to the organising committee & scientific committee"
- "Social aspects"

Speakers that delegates identified as being a highlight included Naomi Rance, Bob Langer, Joe Proietto, Peter Ebeling, Amanda Vincent, Sonia Davison, Anna Fenton, and Warrick Inder.

Delivery and Marketing continued..

Suggestions for improvements included better coffee (barista), more discussions, better catering for dietary requirements, session with difficult cases.

"Good coffee available even if we have to pay for it"

"Discussion times could be longer"

"Catering not great Dietary requirements notified were ignored"

"Session with a panel of experts in menopause/HRT where audience can ask questions re difficult cases."

SCHOLARSHIPS AND PRIZES

Three travel grants of \$1,000 were awarded to three delegates from remote and rural areas. One scholarship covering the Congress registration fee was awarded to a PhD student. Scholars are also provided with 12 months AMS membership.

Suzanne Dixon-Suen won the Barbara Gross Award for her presentation "The association between hysterectomy and ovarian cancer risk: a population-based record-linkage study". The winner of the Vivien Wallace Poster Prize was Dr Ming Li Yee for her presentation "Body composition in elderly women with hip fracture". The Jean Hailes Prize was not awarded and there were no submissions for the AMS Scientific Prize.

eLEARNING WEBSITE

AMS launched a new eLearning website in 2018 for AMS members only. All activities on the website are accredited by the RACGP for QI&CPD points. There were six activities available on the website in 2019:

- Menopause Essentials Update – a three-hour webinar;
- Case Study: Joan – a case study on venous thromboembolism with relevant journal articles and multiple-choice questions; and
- An Update on MHT – an article on menopausal hormone therapy (MHT) with multiple-choice questions.
- Menopause basics – 45-minute webinar
- Urinary incontinence – 45-minute webinar
- Sexual function – 45-minute webinar

AMS IN THE MEDIA

AMS provided a number of media releases in 2018-19, including for World Menopause Day and about presentations at the Congress.

AMS Past-President Prof Rod Baber was interviewed about menopause on Channel 7's House of Wellness program. Past-president Prof Bronwyn Stuckey was interviewed by The West Australian for an article on menopause as well as by the Australian Financial Review for an article on menopause and weight gain. Past Board Member Prof Martha Hickey took part in a panel discussion on menopause and work on ABC News Tonight. Past-Presidents Prof Susan Davis and Dr Liz Farrell were interviewed on ABC's Life Matters on bioidentical hormone therapy. This program created a buzz in the media world with a number of newspapers reporting on the interview.



Drs Anna Fenton and Sylvia Rosevear.

Dr Sonia Davison was interviewed twice each by ABC Radio 774 and ABC Radio Queensland, as well as ABC Radio JJJ and Prevention Magazine.

President Clin A/Prof Amanda Vincent was interviewed a number of times including for Australian Doctor in reference to an article by Prof Chris Maher and colleagues in MJA on vaginal laser therapy, MINDFOOD magazine on menopause and by Mojo magazine on menopause. Amanda was also quoted in Endocrine Today about an article on osteoporosis and early menopause. The AMS was approached by The Pharmacy Guild of Australia to write an article on menopausal hormone therapy for their journal. AMS Board Member, Dr Lina Safro has completed the article which goes to print in August.

SOCIAL MEDIA

As at 30 June, the AMS Facebook page had 172 likes and 205 followers and AMS Instagram had 52 likes and 46 followers. Following social media training in August 2018, AMS produced six one-minute videos that were based on the AMS fact sheets. These were both posted on Facebook and Instagram. These videos were viewed 1,095 times on Facebook and 168 times on Instagram.

In 2018-19, AMS posted 15 posts on Facebook and 11 posts on Instagram.

HEALTHED WOMEN'S AND CHILDREN'S HEALTH UPDATE

AMS continues to be involved in the Women's and Children's Health Update by providing speakers and also a trade display in the exhibition area. In 2018-19, Prof Rod Baber, Dr Sonia Davison, Dr Jane Elliott and Prof Susan Davis presented on menopausal hormone therapy, and Prof Martha Hickey presented on menopause and sleep to over 4,000 GPs. Further AMS was able to promote its resources and recruit new members via the trade display.

Partnerships and collaborations

1. Develop joint activities of mutual benefit

AMS is partnering with the Royal Australian College of General Practitioners (RACGP) to deliver two menopause workshops at their annual conference, GP 19 in Adelaide in October. Clin A/ Prof Amanda Vincent and Dr Jane Elliott will be presenting. Over 1,800 delegates are expected to attend GP19 and the menopause plenaries will be presented as one of 12 concurrent sessions.

AMS and the Royal Australian College of Obstetrics and Gynaecology (RANZCOG) renewed their Partnership Agreement for another two years. This agreement allows us to promote each other's education events to our members.

AMS continued to partner with Monash University and provide in-kind support on an NHMRC Partnership Grant "Early Menopause Implementation Research using Experiences and Perspectives of Women and Health Professionals to Translate Evidence into Practice". AMS has assisted with the recruitment of health professionals and women through targeted emails and social media. Online resources and tools for women have been developed and were evaluated by women and health professionals.

AMS was consulted by the Continence Foundation of Australia to assist in updating their patient information sheet on 'Menopause and continence'.

These partnerships and collaborations signify the recognition of AMS as a leading voice in women's health as well as reduce the potential for duplication of projects.

2. Partner with industry

The AMS recognises that partnering with industry will provide mutual benefits and assist with its mission "to achieve the best possible health and wellbeing for women during and after menopause". The AMS was able to partner with a number of companies in 2018-19 to deliver the Menopause Essentials Update and Annual Congress.

Further, the AMS is currently pursuing a number of partnerships of mutual benefit through a targeted partnership campaign.

Future Directions

In 2019-20, the AMS plans to implement a number of initiatives as set out under the AMS Action Plan.

1. Sustainability of the organisation

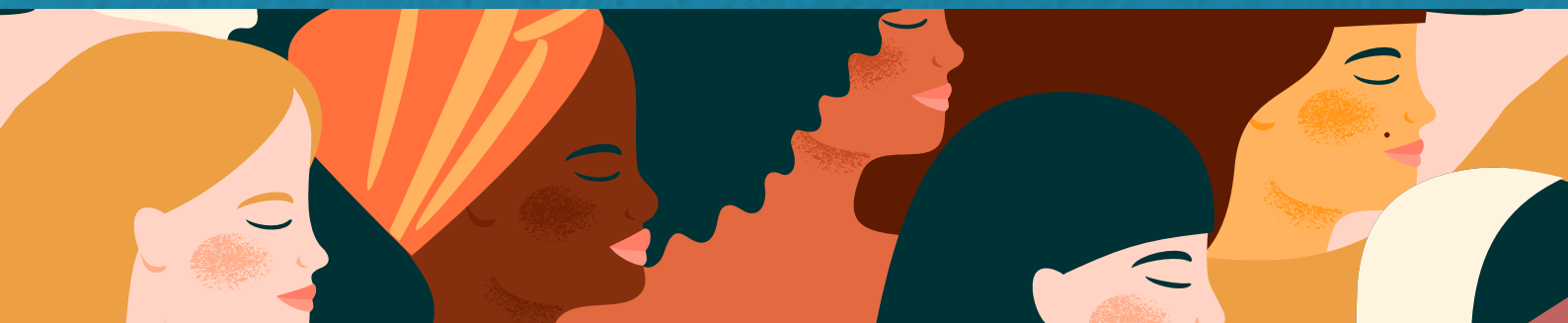
- Implement Board and Director evaluations;
- Undertake Board professional development training;
- Hold four AMS Board Meetings;
- Continue to monitor budget, and investment portfolio performance;
- Contract one new partner; and
- Develop membership strategy.

2. Delivery and marketing

- Deliver at least two Menopause Essentials Updates;
- Develop and publish two consumer fact sheets;
- Develop one new infographic;
- Review, update and publish four AMS information sheets;
- Translate one infographic into two languages;
- Provide three new learning activities on the eLearning website;
- Publish 12 editions of *eChanges*;
- Provide media releases for World Menopause Day;
- Support the 17th World Congress on the Menopause in Melbourne;
- Post at least 12 social media posts on Facebook and Instagram.

3. Partnerships and Collaborations

- Continue to support the Early Menopause NHMRC Partnership Project;
- Collaborate with other women's health organisations to promote best practice management of menopause;
- Source and maintain partnerships with industry; and
- Strengthen relationships with the international community of menopause organisations.



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**AUSTRALASIAN
MENOPAUSE
SOCIETY**
EMPOWERING MENOPAUSAL WOMEN