



AUSTRALASIAN MENOPAUSE SOCIETY

ANNUAL REPORT 2018



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 improve the quality of life of women during and after the 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.

Key Focus Areas

- Sustainability of the organisation
- Delivery and marketing
- Partnerships and collaborations

WHO WE ARE

The AMS was established in 1987 and became a company limited by guarantee in 2013. At 30 June 2018, the AMS had 537 members compared with 490 at the same time in 2017. 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.



President's Report

AMANDA VINCENT

Australasian Menopause Society Board:

The AMS Board continues with a total of 10 Members. Sonia Davison was voted by the Board as President- Elect and will take over the presidency in Hobart in September 2019. Nominations have been called for NSW/ACT and VIC/TAS representative Board Members and elections will take place prior to the Annual General Meeting.

Subsequent to our February Board Meeting, we have developed a new logo with a more modern look and the logo includes the new AMS tagline "Empowering menopausal women". Further work is also being undertaken on the AMS Strategic Plan and we look forward to consulting with members on the plan soon. We have revised our membership categories to provide clarity and will be seeking members' ratification. Board training in relevant areas continues after a successful Presentation Skills Workshop at our February Board Meeting and I look forward to the Social Media Workshop in Brisbane. I thank the Board for their continued hard work especially the Chairs of the Subcommittees and our Treasurer.

Executive Director's Office: Our Executive Director, Vicki Doherty took a much-needed holiday to Mexico and Cuba in April and I thank Georgina Ponce de Leon for her hard work in maintaining the smooth functioning of the AMS office during Vicki's leave. I thank both Vicki and Georgina very much for their continuing hard work in making AMS a successful Society.

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President's Report continued..

Board Subcommittees: Chairs of the Board Subcommittees will present their reports. Commencing in September 2017, Sylvia Rosevear, as AMS Treasurer has been maintaining careful scrutiny of AMS finances and we remain financially sound. We have reviewed our financial portfolio, implemented an ethical investment strategy and Vicki has negotiated a lower fee structure with Crestone. Several Board Members also participated in a workshop at the end of July with the aim to increase sponsorship options for the AMS.

Sue Jenner, as Chair of the Education Subcommittee, performs 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. Please continue to provide Sue with your support in delivering the information sheets which are a valued part of our education portfolio. To coincide with the theme of "Perimenopause" for World Menopause Day 2017, AMS developed a new information sheet on "Perimenopause or menopausal transition". A fact sheet is under development to coincide with the World Menopause Day 2018 theme around sexual function.

I think the consumer sheets are an excellent addition to our range and we are exploring infographic versions of some of them. Our licencing agreement for use of the information sheets is established so we can maintain copyright and offset some of the development costs.

Karen Magraith, overseeing the Menopause Essentials Update, organised events in Australia and New Zealand as well as the Pre-Congress Menopause Essentials Update at the AMS Congress Sydney in October 2017. Georgina Hale continues 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 Emeritus Professor Henry G Burger AO, AMS founding member and Past-President, who has been awarded Doctor of Medical Science (honoris causa) by Melbourne University in recognition of his distinguished scientific contributions, in particular to the advancement of knowledge in the area of reproductive endocrinology, his leadership of his specialty and his prominence in the development and support of clinical initiatives for the health and wellbeing of patients. Congratulations also to Prof Rod Baber, AMS Past-President, who was awarded a Member in the General Division of the Order of Australia as part of the Queen's Birthday honours. Rod was recognized for his significant service to medicine in the field of obstetrics and gynaecology as a clinician and researcher. AMS Past-President, Professor Susan Davis, became President of the International Menopause Society (IMS) at the IMS Annual General Meeting in Vancouver June 2018.

Website: Our website statistics continue to improve with particular interest in the information 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. The IMS new online menopause self-learning program, "IMPART", was also released at the Vancouver IMS conference and AMS members can register to access it on the IMS website.

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 2017-18 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 **2,941,270²**

Suffering or have suffered **SEVERE** menopausal symptoms **980,423³**

MEMBERSHIP

537 members
a net increase of **9.4%**

WEBSITE



205,158
visits to website

516,994
page views
of website



INFORMATION SHEETS

- 4** new doctor information sheets
- 3** doctor sheets updated
- 2** new consumer fact sheets

ENQUIRIES

67 enquiries from the public
8 media enquiries



TRAINING

15 education sessions
to **2,115** 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 continued..

Meetings: The 2017 Annual Congress in Sydney was a huge success with around 330 delegates attending. Dr Sheila O'Neill as the Chair of the Local Organising Committee and Clinical Assoc/Prof Deborah Bateson 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! Successful Menopause Essentials Updates were also conducted in various Australian and New Zealand sites.

Bronwyn Stuckey, our immediate Past-President, has not been allowed to rest, assuming the role of Chair of the Scientific Organising Committee for AMS Congresses Brisbane 2018 and Hobart 2019. Bronwyn, Linda Spinks (Local Organising Committee Chair), Rod Baber and Christina Jang have developed an excellent program for Brisbane 2018. Bronwyn and Karen Magraith are working on the program for 2019 with the theme of "Hot topics for a cool climate".

Together with Canadian and international delegates, a number of AMS members gathered in Vancouver for the 16th World Congress on Menopause. Despite the early start (0730), our AMS symposium was well received, showcasing the expertise and research of AMS members. AMS members were well represented as invited speakers and also oral and poster presentations. Work related to the Early Menopause Project, of which AMS is a partner, was presented at the AMS symposium, as an oral presentation and as two poster presentations. The "Word Cloud" poster was included in the top 20 posters. At the President's dinner, the IMS statue was presented to myself and Sonia, as President and President-Elect respectively of the host menopause society for IMS Melbourne 2020, and to Dr Elizabeth Farrell, Local Organising Committee Chair.

Partnerships: AMS partnerships/ involvement with government, medical societies, non-government organisations and universities related to research, advocacy and providing expert menopause input, continues to develop.

The Position Statement regarding breast cancer and bone health has been published by Clinical Endocrinology and a summary for MJA is being prepared. Work related to the Early Menopause NHMRC Partnership Grant that AMS is involved with, was presented at the IMS and European Society for Human Reproduction and Embryology meetings in 2018. Content for the website is being finalised and website construction will soon commence followed by evaluation. Thank-you to AMS members who have assisted with these partnerships. Prof Kelly- Anne Phillips provided an article for eChanges regarding the iPrevent website assessing breast cancer risk and a link is now on the AMS website. AMS is working with Prof Martha Hickey, previous AMS Board Member, and RANZCOG regarding management of menopause recommendations. AMS is also working with medical societies, Jean Hailes Foundation for Women and Breast Cancer Network Australia regarding the lack of MBS rebate for women commencing aromatase inhibitor therapy.

I attended the National Women's Health Summit hosted by RANZCOG with the aim "to build a community-wide partnership to address the most pressing women's health challenges in Australia". Interesting presentations with wide-ranging discussion occurred and menopause was recognized as a key point for instituting strategies for subsequent healthy ageing.

Year Ahead: With the initial release of the WHI results now 16 years ago and clarification of the initial findings together with new research, the pendulum is now swinging back to a more nuanced appreciation of the role of menopausal hormone therapy (MHT) in managing menopause compared to the mainly negative connotations of previous years. However, the sequelae from those years with confusion and loss of confidence, as shown by the dramatic decline in MHT use and clinician/consumer knowledge gaps, continues to resonate. In this setting the AMS assumes an increasingly important role in providing leadership and evidence based information to clinicians and women regarding menopause.

AMS Board 2017-2018



President
Clinical Associate Professor
Amanda Vincent
BMed Sci MBBS PhD FRACP
Meetings attended 3/3



President Elect
Dr Sonia Davison
MBBS FRACP PhD
Meetings attended 2/3



Past President
Professor Bronwyn Stuckey
BA MBBS FRACP
Meetings attended 3/3



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

REGIONAL APPOINTMENTS



VIC/TAS
Dr Karen Magraith
BMBS FRACGP
Meetings attended 3/3



NZ
Dr Janice Brown
MBChB FRNZCGP
PGDipObstMedGyn
NZ CertFP
Meetings attended 3/3



SA/NT
Dr Susan Jenner
BMBS FRACGP
Meetings attended 3/3



NSW/ACT
Dr Michele Kwik
BSc(med) MBBS
MPhil(med) RANZCOG
CREI
Meetings attended 3/3



QLD
Dr Georgina Hale
MBBS FRACP PhD
Meetings attended 2/3



WA
Dr Jennifer Rogers
MBBS Dip Obs RANZCOG
Meetings attended 3/3

Executive Director's Report

VICKI DOHERTY

2017-18 has been another busy year for AMS as it has continued with business as usual, as well as rolling out new projects.

The new AMS Strategic Plan is in its final phases of development and we look forward to requesting feedback from members. 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 newly proposed vision, mission and key focus areas in order to prime members for the new Plan.

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.

To meet the growing demand in menopause education, AMS has been proactive in setting itself up in this new era. AMS recognises the important role social media plays today and has been active in posting articles, videos and news so that health professionals and the general public remain informed.

One of the key highlights of 2017-18, was the launch of the AMS eLearning website. After member and other feedback, the AMS recognised that face-to-face is not accessible for everyone and that some health professionals want to learn at their own pace. The new eLearning website was launched in February 2018 and included the very popular three-hour workshop "Menopause Essentials Update". Another two activities have been launched since February and all have



been accredited by the RACGP for CPD points. Uptake of the eLearning has however been slow, so I encourage you to let us know what content you want and how we can facilitate access to the activities.

On another positive note, AMS membership continues to increase – a net increase of 9.4% was achieved in 2017-18. 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.

AMS has been very busy with developing and updating a number of doctor information sheet and also patient fact sheets. The "behind the scenes work" is largely unnoticed, but the Education Subcommittee under the leadership of Dr Susan Jenner, meticulously produce and review these sheets. Revision after revision is undertaken and the patient fact sheets undergo patient evaluation in menopause clinics. The website statistics show us that these information sheets and patient fact sheets are highly valued. As an AMS member, you have exclusive access to these sheets for six months prior to them going live to the public.

In 2018-19, AMS will be investigating the "industry partnership space". AMS has engaged a consultant who will work with AMS to assist it to source and service high value sponsors and partners into the future. This project will potentially give AMS another income stream as well as providing a platform to implement its mission.

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 also 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.



Left: AMS Board and Secretariat: Back row (L-R) Janice Brown, Karen Magraith, Amanda Vincent, Susan Jenner, Sylvia Rosevear, Sonia Davison. Front row (L-R) Jenny Rogers, Michele Kuik, Bronwyn Stuckey, Vicki Doherty, Georgina Ponce de Leon. Absent; Georgina Hale.



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 2018 below.

The AMS made a profit of \$102,842 in 2017-18 compared with a profit of \$120,403 in 2016-17. There was an increase in income of around \$42,000, which was due to an increase in income from the Congress (which was however offset by Congress costs), an increase in membership subscriptions as well as sponsorship for the Menopause Essentials Update in Brisbane (see Statement of Profit and Loss Statement). Expenses were higher than 2017 due to an increase in salaries and superannuation (due to 2.5 years of backpay for salaries and allowances), an increase in website costs to implement the new AMS eLearning website and an increase in Board costs (due to implementation of Board training and participation in national policy forums). Congress costs were also higher as AMS paid the initial venue deposit, which is usually paid from the budget of the Professional Conference Organiser. The cost was however returned in the Congress income. 'Other expenses' were also distributed to particular expense types to improve transparency.

Total equity increased by 5.3% from \$2,054,321 in 2016-17 to \$2,163,561 in 2017-18 (see Statement of Financial Position as at 30 June 2018). It is expected that there will be an increase in Cash at Year End 2018 as \$200,000 was moved from the Investment Portfolio to a short-term deposit account.



BALANCE SHEET AS AT 30 JUNE 2018

| | 2018 ¹ (\$) | 2017 (\$) | 2016 (\$) |
|----------------------------------|---------------------------|------------------|------------------|
| Assets | | | |
| Current Assets | | | |
| Cash assets | 510,748 | 279,905 | 270,448 |
| Receivables | | 8,000 | - |
| Current tax assets | | 1,643 | 1,106 |
| Total Current Assets | 510,748 | 331,476 | 271,594 |
| Non-Current Assets | | | |
| Deposits paid | 29,325 | | |
| Other financial assets | 1,684,548 | 1,775,493 | 1,666,093 |
| Total non-current assets | 1,713,873 | 1,775,493 | 1,666,093 |
| Total Assets | 2,224,620 | 2,106,969 | 1,937,687 |
| Liabilities | | | |
| Current Liabilities | | | |
| Payables | 2,436 | 2,242 | (517) |
| Current tax liabilities | 15,572 | 8,157 | 4,287 |
| Provisions | 11,031 | 13,590 | - |
| Other | 32,020 | 28,659 | - |
| Total Current Liabilities | 61,059 | 52,649 | 3,770 |
| Total Liabilities | 61,059 | 52,649 | 3,770 |
| Net Assets | 2,163,561 | 2,054,321 | 1,933,918 |
| Equity | | | |
| Retained profits | 2,163,561 | 2,054,321 | 1,933,918 |
| Total Equity | 2,163,561 | 2,054,321 | 1,933,918 |

1. 2018 figures are draft as the 2018 financial statements are yet to be audited.

Top left: Rod Baber AM and Ann Olsson. Top right: Sheila O'Neill and Yvonne Weldon. Right: AMS Congress Sydney Local Organising Committee.

Treasurer's Report continued..



Right: Hugh Mackay speaking at last year's Congress Dinner.

| PROFIT AND LOSS STATEMENT AT 30 JUNE 2018 | | | |
|--|---------------------------|---------------------------|-----------------|
| | 2018 ¹ (\$) | 2017 ² (\$) | 2016 (\$) |
| Income | | | |
| Membership income | 75,923 | 69,356 | 68,125 |
| Sponsorship income | 8,000 | - | 23,935 |
| Investment income ³ | 182,641 | 189,423 | 98,426 |
| Seminar income | - | - | 1,552 |
| Congress and Education income | 160,877 | 128,408 | 137,155 |
| Licensing income | 1,800 | - | - |
| Total Income | 429,241 | 387,187 | 329,193 |
| Expenses | | | |
| Financial management and fees ⁴ | 36,278 | 35,059 | 45,372 |
| Congress and Education ⁵ | 48,100 | 10,673 | 50,310 |
| Board expenses | 19,364 | 13,778 | 38,177 |
| Salaries and superannuation | 188,398 | 152,558 | 157,905 |
| Website and computer | 17,323 | 10,140 | 15,544 |
| Operations ⁶ | 17,166 | 23,495 | 20,732 |
| Travel and accommodation | - | - | 11,192 |
| Other expenses | - | 21,081 | - |
| Total expenses | 326,579 | 266,784 | 339,233 |
| Profit (Loss) before income tax | 102,842 | 120,403 | (10,040) |

1. 2018 figures are draft as the 2018 financial statements are yet to be audited.

2. Note figures may differ slightly from 2017 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 Accounting fees, Audit fees, Bank fees and charges, Bookkeeping fees, Financial management fees

5. Includes Education, Awards and Congress

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

CASH FLOW STATEMENT FOR YEAR ENDED 30 JUNE 2017

At the time of going to print, the Cash Flow Statement for year ending 30 June 2018 was not yet available. An audited Cash Flow Statement for 2017 is provided below.

| Cash Flows From Operating Activities | 2017 | 2016 |
|--|----------------|-----------------|
| Receipts from customers | 218,025 | 230,767 |
| Payments to suppliers and employees | -261,279 | -343,471 |
| Net movement in income tax provision | - | - |
| Net movement in GST liability | 537 | 888 |
| Net cash provided by operating activities | -43,791 | -111,816 |
| Cash Flows From Investing Activities | | |
| Interest received | 7,532 | 18,268 |
| Investments | 45,676 | 148,689 |
| Net cash provided by investing activities | 53,808 | 166,957 |
| Cash Flows From Financing Activities | | |
| Net cash from financing activities | - | - |
| Net increase (decrease) in cash held | 9,417 | 55,141 |
| Cash at Start of Year | 270,488 | 215,347 |
| Cash at Year End | 279,905 | 270,488 |

INVESTMENT PORTFOLIO ASSESSMENT

AMS invited a third-party investment firm to assess the current fee structure of the AMS Investment Portfolio. This process has provided the Board with a more accurate picture of the cost of investing. AMS requested another investment firm to submit a proposal to manage the AMS Investment Portfolio. The Board is currently reviewing the new proposal as well as negotiating with Crestone on managing the Investment Portfolio into the future.

SPONSORSHIP AND PARTNERSHIPS

The AMS agreed to engage a consultant to assist the AMS to develop and implement a sponsorship model that will enable it to source high value, long term sponsors. The objective of this project is to ensure the AMS is optimally set up with the collateral and skills required to source and service high value sponsors now and into the future. Members of the Board and secretariat are meeting in late July to develop this model.



Chair, Education Subcommittee Report

SUSAN JENNER

Once again, the Education Subcommittee has been busy in a number of spheres.

MENOPAUSE ESSENTIALS UPDATE

In 2017-18, the AMS ran the Menopause Essentials Update (MEU) workshop in three locations, reaching 276 delegates, up from 147 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. We were pleased to be able to send speakers to Auckland for the first time in October to run a session during the Royal Australian College of Obstetricians and Gynaecologists (RANZCOG) Annual Scientific Meeting. Dr Karen Magraith has been the coordinator for the MEU workshops, helping to tie together speakers, talks, venues and CPD requirements.

One MEU was run in conjunction with the Australian Society for Psychosocial Obstetrics and Gynaecology (ASPOG) in Brisbane in August 2017 and the second was held in October 2017 in Sydney as the AMS Pre-Congress Meeting. The final MEU was in Auckland at the RANZCOG meeting.

AMS ANNUAL CONGRESS, SYDNEY

A highly successful Congress was run in Sydney in October 2017 – the theme was Menopause: Exploring the Evidence, with plenaries on cardiovascular disease, breast cancer, urogenital health, lifestyle and culture, sex and fertility and new treatments. Our international speaker was Tomi Mikkola who presented data on cardiovascular risk reduction and pelvic floor disorders. Clinical Assoc Prof Debra Bateson headed up the Scientific Program Committee. The Local Organizing Committee was chaired by Dr Sheila O'Neill.

INFORMATION SHEETS – FOR HEALTH PRACTITIONERS

Another core function is writing and updating the AMS Information Sheets. These are targeted at doctors which are now referenced and have key points boxes. The Board has plans for some new topics, in addition to ensuring the current sheets remain up to date. Several sheets received a major overhaul during the year, and new sheets on perimenopause and lifestyle and behavioral modifications were developed. My thanks to all who contributed by being the primary author or by providing useful editorial comment.

- AMS guide to MHT/HRT equivalent doses - Australia only
- AMS guide to MHT/HRT equivalent doses - New Zealand only
- Early menopause due to Chemotherapy and Radiotherapy (major revision)
- Lifestyle and Behavioral Modifications for Hot Flashes (new sheet)
- Bioidentical Custom Compounded Hormone Therapy (major revision)
- Complementary and Herbal Medicines for Hot Flashes (major revision)
- Perimenopause or Menopausal Transition (new sheet)



INFORMATION SHEETS – FOR CONSUMERS

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 information sheets with a literacy level targeted at the general community. These have also been evaluated by patients at menopause clinics at both Monash Health, Melbourne and The Keogh Institute, Perth. Four sheets are now available with quite a few more in the production pipeline:

- Menopause- what are the symptoms?
- Non-hormonal treatment options for menopausal symptoms
- What is MHT and is it safe? (new)
- Complementary medicine options for menopausal symptoms. (new)

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 activities available on the website in 2018:

- 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.

eCHANGES CASE STUDIES

AMS provides case studies in its eChanges newsletters as another professional development opportunity for AMS members. In 2017-18, AMS provided two case studies including:

- Typical menopausal symptoms in a 52-year-old; and
- Menopausal hormone therapy (MHT) with a history of endometriosis

I would like to thank all the members of the Board for their help, and especially the Education Sub-committee members Karen Magraith, Janice Brown, Sonia Davison, Michele Kwik and also Amanda Vincent and Bronwyn Stuckey who have borne the brunt of major rewrites and assisting in evaluating the consumer 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. Accordingly, in 2018 the AMS developed clear roles and responsibilities for AMS Board directors and reviewed its Board composition to ensure the right group of people were on the Board. The AMS reviewed the new Strategic Plan and began 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 2018. Most AMS directors provide education and presentations to health professionals throughout the year. Therefore, a half-day workshop on public speaking and presentation skills was provided for the Board.

The Education Subcommittee produces and updates the AMS information sheets and patient fact sheets. The Board agreed in 2018 to co-opt AMS members to the Subcommittee to assist with a number of new sheets. Participation in the Subcommittee also gives AMS members an introduction to working on the AMS Board.

In 2018, the AMS Board also introduced a Board mentor/buddy for new Board directors to assist with orientation.

2. REMAIN FINANCIALLY VIABLE AND ACCOUNTABLE

AMS needs to remain financially viable in order to function. In 2018, AMS made a profit of \$102,842 compared with a profit of \$120,403 in 2017. Total equity increased by 5.3% in 2018 and was \$2,163,561 at 30 June.

The AMS engaged a third party to independently review the fee structure of its investment portfolio and also requested a tender for an alternative investment strategy. The AMS is currently considering whether to adopt a new strategy or negotiate a new fee structure with Crestone, its existing investment portfolio manager. The AMS also diversified its investment by transferring some equity into a term deposit

3. STRATEGIC PLAN IS CURRENT, RELEVANT AND IMPLEMENTED

In 2017, AMS hosted a strategic planning workshop. In 2018, AMS has continued to work on its strategic plan and is currently 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 is being 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 2018, AMS reviewed its member benefits and in turn launched a new eLearning website for members only. AMS also plans to undertake a member survey in 2019 to see what benefits members value the most and the least, and to collate other potential options for member benefits.

In 2018, AMS requested members' social media on application/renewal to increase member engagement. In late 2018, the AMS Board will also undergo social media training and implement a social media strategy in 2019 to enhance member experience.

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 2018, AMS developed two new information sheets, provided major revisions to three information sheets, and updated another two information sheets.

In 2016-17, AMS begun developing fact sheets for consumers with a reading scale targeted at the general community. These sheets were evaluated by patient focus groups at two different sites. In 2017-18, AMS finalised and published two new fact sheets:

- What is MHT and is it safe?; and
- Complementary medicine options for menopausal symptoms.

Through reciprocal arrangements, AMS members 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 2017-18, there were 205,158 visits to the website with nearly 517,000-page views. The highest hitting webpage is the AMS home page followed by (in order):

- AMS guide to MHT/HRT equivalent doses;
- Treatment options;
- Information sheets;
- Find an AMS Doctor
- Complementary and herbal therapies for hot flushes; and
- Surgical menopause.

The Find an AMS Doctor had over 60,000 visits, with the state of NSW having the highest number of searches. There were also nearly 17,000 views of the consumer targeted videos in 2017-18. The most played video was Menopause-what are the symptoms?



Delivery and Marketing continued..

AMS eCHANGES AND eNEWS

In November 2017, AMS agreed to merge the monthly eNews bulletin and eChanges. The now monthly eChanges provides a message from the President, case studies, book reviews, journal articles and member profiles, as well as news from around the world, including the IMS, NAMS and EMAS.

In 2017-18, AMS members received nine eChanges, four Member eNews bulletins and nine special news bulletins. The average open rate of eChanges was 46% and the HP eNews was 30%, compared with the overall open rate for all industries of 32%.

2. EDUCATE AUDIENCE ABOUT MENOPAUSE

In 2017-18, the AMS presented three Menopause Essential Updates (MEU). The first was held in conjunction with the Australian Association for Psychosocial Obstetrics and Gynaecology (ASPOG) in Brisbane. Drs Jane Elliott and Georgina Hale presented the three-hour workshop which was chaired by Dr Mary-Jane Stanley.

Forty-six (46) delegates registered for the MEU (excluding speakers and secretariat) and 39 (85%) attended. Of the 46 delegates registered, only nine (9) were also registered for the ASPOG meeting. Forty-three (43) delegates were from QLD, and there was one each from SA, TAS and VIC. Only fourteen (30%) of registered delegates were AMS members.

Most program learning outcomes and personal learning needs of delegates were entirely met (see Figure 1 below).

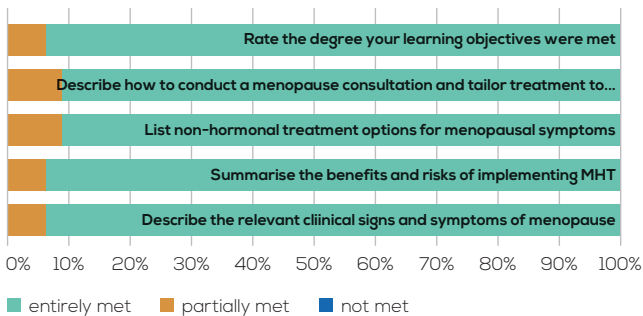


Figure 1: Degree learning outcomes were met.

Twenty-nine delegates (85%) agreed the MEU was entirely relevant to their practice and 15% agreed it was partially relevant to their practice.

Thirty-two (94%) delegates agreed that the workshop will change how they evaluate and manage menopausal symptoms. One delegate was uncertain if the workshop would change their practice.

General feedback from the delegates was positive:

"excellent balance of presentations and opportunity for questions and discussion"

"mentioned resources useful - will laminate"

"Jane Elliott very good GP relevant speaker"

"enjoyed the update very much. Informative, handout excellent"

"particularly helpful at MHT education"

"thank-you I learnt a lot- very practical and will change my practice somewhat"

"high standard"

Some suggestions included:

"more on perimenopausal contraception"

"would you consider a course like the UK offer for

*menopause? For GPs *FSRM menopause special skills course which is combo of 2-day course and face to face training. *more courses like this please! (ex NHS GP) *great update course"*

The second MEU was provided as the Pre-Congress meeting in Sydney in October 2017. Drs Karen Magraith and Susan Jenner chaired the session. Professor Rod Baber AM, Dr Jane Elliott, Dr Sonia Davison and Dr Anna Fenton presented the three-hour workshop.

195 delegates registered for the Pre-Congress and two delegates did not attend. The majority of delegates were GPs (103; 53%). Most program learning outcomes and personal learning needs were entirely met (see Figure 2 below).

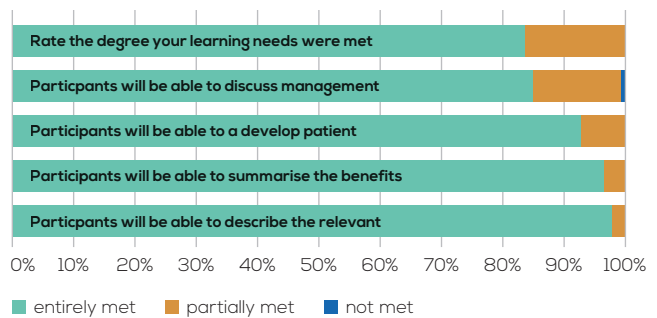


Figure 2: Rate the Degree the following Pre-Congress learning outcomes were met (N=159)

The third MEU was provided as part of the Pre-Meeting of the Royal Australian and New Zealand College of Obstetrics and Gynaecology (RANZCOG) Annual Scientific Meeting held in Auckland, New Zealand in October 2017.

Professor Rod Baber AM and Dr Stella Milsom presented the two-hour workshop and Dr Janice Brown chaired the session. Forty (40) delegates registered for the MEU (excluding speakers and chair) and 35 (87.5%) attended. Most delegates were RANZCOG fellows (55%) and five GPs attended.

Most program learning outcomes and personal learning needs of respondents were entirely met (see Figure 3 below).

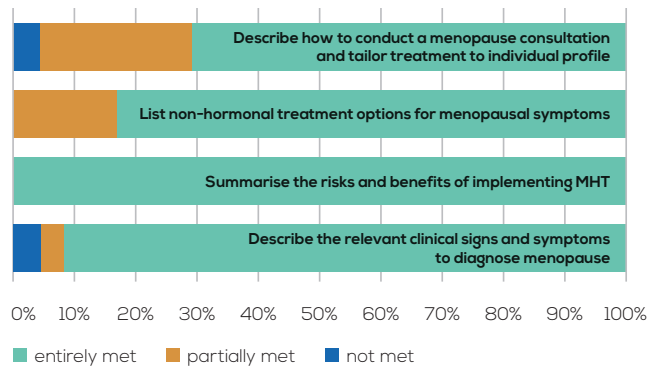


Figure 3: Degree learning outcomes and needs were met.

General feedback from the delegates was positive:

"This was an excellent workshop. Very useful and great speakers. Thank you so much."

"Was excellent as it was"

"Excellent, no suggestions"

"Excellent workshop!"

"Very good booklet, thank you"

"Speakers - fantastic Knowledge. Great Q&A session at the end."

"Exceptional speakers"

"Excellent"

Delivery and Marketing continued..

"Thanks Janice, wonderful"

"Exceptional Speakers, clinically relevant, great level of talk. Persuaded to join AMS"

Some suggestions included:

"Provide further case presentations and discussion around the cases"

"More detail in specific menopausal regimes"

"List of costs of HRT in NZ"

"More places"

"More time spent in contraindication and hormone regimes would be helpful"

"Pity lunch not provided between morning and arvo sessions"

21ST AMS CONGRESS, SYDNEY

The 21st AMS Congress was held at the Sofitel Sydney Wentworth, Sydney from 13-15 October 2017. ASN Events were engaged as the Professional Conference Organisers. The Local Organising Committee (LOC) included Sheila O'Neill (Chair), Michele Kwik, Rod Baber, Vijay Roach, Kirsten Black, Lina Safro, John Eden, Amanda Vincent, and Deb Bateson chaired the Scientific Program Committee.

The theme of the Congress was "Menopause: Exploring the evidence" and the international key note speaker was Dr Tomi Mikkola from Finland. Other speakers included Gemma Figtree, Jason Abbott, Rosie King, Felice Jacka and many others.

The social program included a Welcome Reception and a Dinner Dance with swing band and oration by Hugh Mackay.

A total of 325 delegates registered for the Congress, including seven cancellations and four that did not attend. A further four delegates were complimentary (videographers and media). Thus, the revised total number of delegates was 310, including 25 trade delegates. Eighty-two percent (255) of delegates were doctors.

Eighty-nine percent of delegates agreed that the Congress was relevant to their practice and 85% believed that the learnings from the Congress would change their practice. Eighty-six percent and 14% of delegates rated the speakers as excellent and good respectively.

The major highlights of the Congress rated by delegates included the quality of speakers and the Pre-Congress:

"Excellent speaker presentations"

"Enthusiasm and passion of the speakers"

Pre-Congress. As A GP I thought it was excellent"

"Pre-Congress (was) most useful"

Speakers that delegates identified as being a highlight included Rosie King, Tomi Mikkola, Sonia Davison, Rod Baber, Chris Maher, Jane Elliott, Gemma Figtree, Jason Abbott, David Handlesman and John Eisman AO. Other highlights included information on MHT, discussions about progesterones and the Congress dinner.

Suggestions for improvements included catering, room temperature, registration, providing copies of slides, bigger slides in the Pre-Congress handout, exercise options during breaks, more question time, additional topics such as libido, perimenopause and POI and having tables to write on. A few delegates also thought that the content was targeted in favour of GPs and pitched too broadly.

Following the Congress, Jean Hailes provided a Community Forum titled "Menopause: Science vs Fiction". Dr Liz Farrell and Ms Helen Brown provided the presentations.

SCHOLARSHIPS AND PRIZES

Four scholarships covering the Congress registration fee were awarded to students and doctors in training. All scholars were provided with 12 months AMS membership.

Clin Assoc/Prof Amanda Vincent won the Barbara Gross Award for her presentation "Breast cancer chemotherapy is associated with significant menstrual, hormonal and menopausal symptom changes in pre-menopausal women". The winner of the Jean Hailes Prize was Ms Olivia Sibillin for her presentation "The importance of timing in hormone therapy initiation and cardiovascular risk". The AMS Scientific Prize was awarded to Ms Ladan Yeganeh for her publication "Knowledge and attitudes of health professionals regarding menopausal hormone therapies".

The AMS Award for "Outstanding Contribution to Women's Health" was awarded to Dr Anna Fenton.

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 activities available on the website in 2018:

- 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.

AMS IN THE MEDIA

AMS provided a number of media releases in 2017-18, including for World Menopause Day and advice about MHT shortages and supply.

AMS Past President Prof Bronwyn Stuckey and AMS Board Member Dr Karen Magraith wrote an article for GP journal Medicine Today. Karen also wrote another article with Past-President Dr Jane Elliott for the GP journal Medical Observer

Past-President Prof Susan Davis was interviewed for an article in online magazine Wyza called "Stop making excuses - menopause does not make you fat". Susan was also interviewed on ABC Brisbane about the latest in menopause research.

A media pass to the Congress was provided to a journalist who wrote an article for The Australian on topics presented at the Congress.

SOCIAL MEDIA

As at 30 June, the AMS Facebook page had 75 likes and 89 followers. A campaign was run to promote the Menopause Update: Focus on genitourinary issues workshop in Parramatta, NSW. The campaign ran for two weeks and targeted health professionals living in the Sydney area. Nearly 2,000 people were reached and there were 85 engagements, including likes, click throughs to the website and shares. The cost of the campaign was \$89.

In 2017-18, AMS posted 13 posts on Facebook and 15 tweets on Twitter.

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 2017-18, Prof Rod Baber, Dr Sonia Davison and Clin Assoc Prof Amanda Vincent presented on (i) Premature Menopause and (ii) HRT: A Step by Step Approach 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

In 2017-18, AMS partnered with Jean Hailes to provide a Community Forum following the 21st AMS Annual Congress. The theme "Fact or fiction" tied in with the Congress which was "Menopause: Exploring the evidence".

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. The recruitment phase of the project was completed in 2017-18. Online resources and tools for women will now be developed to address a clinical gap identified and prioritized by AMS members.

The AMS continued to partner with the Endocrine Society of Australia (ESA) and the Australian and New Zealand Bone Mineral Society on a Position Statement for Bone Health Management for Women Receiving Endocrine Therapy for Hormone Receptor-Positive Breast Cancer. AMS provided feedback on the Position Statement and provided valuable insights from a GP perspective.

In early 2018, AMS provided feedback on the content of Women's Health Victoria's Counterpart Navigator App relating to menopause. The app is being developed to assist women who have had gynaecological cancer.

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 potentially provide mutual benefits and assist with its mission "to achieve the best possible health and wellbeing for women during and after menopause". The AMS Board agreed in 2018 to engage a consultant to assist AMS to source and service high value sponsors and partners into the future. Work is due to commence in July 2018.

Future Directions

In 2018-19, the AMS plans to implement a number of initiatives as set out under the AMS Action Plan.

1. Sustainability of the organisation

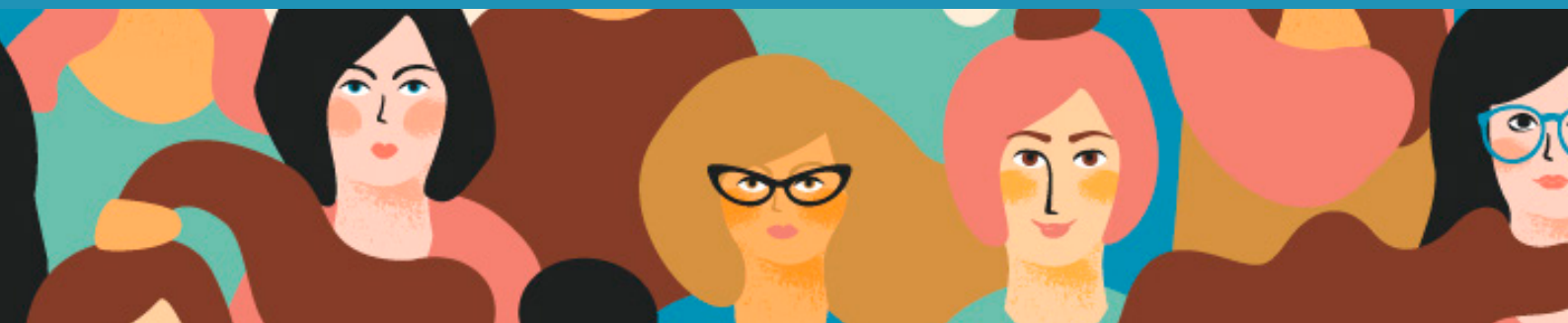
- Consider three-year Director cycle;
- Implement Board and Director evaluations;
- Undertake Board Training in social media;
- Hold four AMS Board Meetings;
- Continue to monitor budget, and investment portfolio fees and performance;
- Source new income streams;
- Consult AMS members on new Strategic Plan;
- Undertake membership survey; and
- Develop a member marketing strategy.

2. Delivery and marketing

- Deliver at least two Menopause Essentials Updates;
- Develop and publish four consumer fact sheets;
- Review, update and publish four AMS information sheets;
- Provide three new learning activities on the eLearning website;
- Publish 12 editions of *eChanges*;
- Provide media releases for World Menopause Day and Annual Congress;
- Post at least 12 social media posts on Facebook, Twitter and LinkedIn.

3. Partnerships and Collaborations

- Continue to support the Early Menopause NHMRC Partnership Project;
- Collaborate with other women's health organizations 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
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EMPOWERING MENOPAUSAL WOMEN