



APEX FOUNDATION  
ANNUAL REPORT  
03/04

*Caring for  
kids -  
Caring for the  
community*





## **NOTICE OF ANNUAL GENERAL MEETING**

**THE APEX FOUNDATION AGM**

**WILL BE HELD AT THE**

**FOYER CAFÉ, 207 KENT ST  
SYDNEY NSW 2000**

**FRIDAY 27TH AUGUST 2004 AT 7.00PM**

**ALL MEMBERS OF THE APEX FOUNDATION  
ARE INVITED TO ATTEND THE ANNUAL  
GENERAL MEETING**

### **CONTACTS**

Registered Office:

C/- Williams Roncolato Solicitors

Level 10, 67 Castlereagh St

Sydney NSW 2000

Telephone: 02 9235 2399

Fax: 02 9235 0060

Apex Foundation Office:

The Apex Foundation

Aon Tower, 201 Kent St

Sydney NSW 2000

Telephone: 02 9253 7775

Fax: 02 9253 7001

E-mail: [info@apexfoundation.org.au](mailto:info@apexfoundation.org.au)

Website: [www.apexfoundation.org.au](http://www.apexfoundation.org.au)  
and [www.apex.org.au](http://www.apex.org.au)

General Manager, Jane Riley and Chairman, Tony Peters meeting at the Foundation's head office in Sydney, where we are generously hosted and supported by Aon Australia.

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Full Financial Reports are printed in a separate document.



Office Manager, Kylie Colman with Apex Mascot, Dunk



# Overview

## OUR ORGANISATION

The Apex Foundation embodies the motivated spirit of individuals coming together to achieve extraordinary things. It was established in the 1970s to manage sustainable income sources for Australian charities and causes, which resulted from inspirational Apex community service schemes. The focus of our work is on Australian children. Through Apexians volunteering their time and efforts nationally, these worthwhile causes have evolved into the established, successful Trusts of today. The Apex Clubs of Australia maintain a strong link with the Apex Foundation, with a representative on the Board, and Clubs actively raising much needed support for their Foundation.

## BOARD, STAFF, PATRONS & GOVERNORS

The management of the Apex Foundation Limited (a Company limited by guarantee) is through an honorary Board of Directors, who share responsibilities for the Trusts and administrative portfolios, under the direction of a Chairman. Office staff consists of a General Manager, an Office Manager, a Fundraising Manager and a part time Accountant, along with numerous volunteers. The Patrons of the Apex Foundation are the Honourable John Howard MP, Prime Minister of Australia and Emeritus Professor, Dame Leonie Kramer AC DBE. The Governors of the Apex Foundation are Sir Jack Brabham OBE and Wayne Gardner AM, who both personally and professionally are providing tremendous support and opportunities for the Foundation.

## INCORPORATION & TAX DEDUCTIBILITY

The Apex Foundation was registered nearly thirty years ago, as a Company Limited by Guarantee, on 25th February 1977. The Foundation does not have a share capital. Gifts to the Apex Foundation of \$2 or more are an allowable deduction under Section 78 of the Income Tax Assessment Act, 1936.

# Mission

The Foundation's mission statement "caring for kids, caring for the community" reflects our desire to improve the quality of life of young Australians who have special needs.

# Vision

Our vision is that all young Australians will have the opportunity to realise their potential and participate fully in our community.

# Goals

In the coming year, the Foundation will:

- Efficiently manage the current Trust Funds and any new Trusts that are developed
- Improve income sources to the Trusts from a diversified range of contributors
- Exhibit leadership, by identifying initiatives to improve services to the community, and facilitate their implementation
- Provide appropriate support for the Apex Clubs of Australia and its activities.



Our Governor, Wayne Gardner AM, with his children Remy and Luca.

# Directors



**Tony Peters**

- Chairman
- Cranio Facial Trust



**Dunstan de Souza**

- Deputy Chairman
- Diabetes Trust



**Mike Fitze**

- Secretary
- Underprivileged Children (Chalet)



**Murray Sallaway**

- Director
- Finance
- Destiny Youth Projects



**Tony Wilshire**

- Director
- Autism Trust
- Melanoma Trust
- Underprivileged Children (SHACK)



**Mike Nevile**

- Director
- Children's Cancer & Leukaemia
- Robert Stolz Fine Arts



**Stephen Bigarelli**

- Director
- Reserves Trust
- Down Syndrome Trust



**Steve "Gribbo" Gribbin**

- Director
- Destiny Nat. Service Scheme
- Membership Committee



**Bryan Whitehorn**

- Director
- Apex Nat. Pres.
- Apex Liaison

# Chairman's Report



Chairman, Tony Peters

When I look back over the last twelve months and review our activities, it is surprising to see how far we have moved on in a number of areas. The decisions our Board has taken to refocus the Foundation back toward the 'Apex Family' is one that will see the whole Apex organisation benefit from in the long term.

Our Foundation was established some 28 years by a vibrant Association of Apex Clubs of Australia to invest the funds raised from the various National Service Schemes conducted by Apex clubs all over Australia. The Foundation continues, with the assistance of its investment manager, ABN AMBRO, to support charitable organisations that are at the leading edge in their areas of speciality. The Foundation offers the Apex organisation a facility to invest their reserves so that these funds attract an investment return that would not be obtainable if not invested as a collective. Our Foundation continues to have two excellent management committees to take care of the day to day activities of the Apex Children's Chalet at Smiggin Holes in the Snowy Mountains and the SHACK at Shoalhaven Heads on the NSW south coast. Both these facilities are utilised by families and groups in need.

Apex continues to be Australia's only home grown service organisation. The Apex name is an Australian icon. The past twelve months has seen a considerable amount of effort put into establishing relationships with a number of companies that will capitalise on this over the next few years. Building these relationships is often a slow process and the real financial benefits are not made immediately. There is also a considerable financial investment in doing this work. The Foundation views this work as a benefit, not only to the Apex family, but to the beneficiaries of the trusts that are administered.

The Board has agreed to change our accounting procedures in the areas of allocation expenses. In the past the general trust has born the majority of our office and administration expenses. These expenses are now spread across all trusts (excl Reserves) to better reflect the areas of activity and expense generation. We have also continued to improve the accountability of staff activity to specific trust areas so that when tasks are conducted for a certain trust, the associated expense is allocated against that Trust. Another area of concern to our Board was our stock of sporting memorabilia. A considerable amount of this stock had been sold and invoiced several years ago, however the sale arrangement did not eventuate as foreseen, so this stock has been brought back to account showing a major loss this year (& individual sales will continue to occur). Naturally advice was taken from our auditors before these decisions were taken.

The past year has seen the area of gifts in kind to the Foundation grow significantly. These gifts are an integral part of fundraising for charitable organisations and are a backbone of support for activities. The support from AON Australia in providing our office facilities in the Sydney CBD has continued to be of great benefit to the Foundation, as does the valuable ongoing support of our long standing legal adviser, Rhys Williams of Williams Roncolato. With the

increase in our activity in the legal area, charity specialists, Freehills Solicitors have also offered substantial support in a number of corporate, Trust, and contract areas.

In last year's Chairman's report, Steve Bennett reported on the change in timing of our annual fundraising Patron's Dinner. This activity was our flagship event and a major contributor to our fundraising income. Many of our supporters worked hard to bring this dinner to life, but it eventually became evident that we would not be able to stage this event. The Sydney charity arena was rapidly becoming saturated with functions of this nature and it was more difficult to obtain necessary support for the dinner. At the end of the day, the decision was taken to cancel this function, and unfortunately take a loss on expenses already accumulated. This loss was lessened somewhat by the continued support of Eclipse Hospitality & the Four Seasons Hotel, who converted our booking to a new event, from which we benefited financially. Our staff have now developed, smaller more feasible events, such as exclusive corporate wine-tasting degustations, with the support of Rubicon Wines, which has the added benefit of adding to our corporate relationships.

An area of intense activity has been further developing our close relationship with the Association of Apex Clubs. Over the past twelve months work has commenced on the proposed integration of the back office areas of both the Association and the Foundation. It has been found that we have considerable duplication of resources and it is felt that by bringing these together we can operate much more efficient and cost effective organisations by sharing these resources. The Foundation is committed to working with the Association in this area with a number of activities currently being worked on by our staff. The Association has agreed that the Foundation may now represent them on specific projects for national marketing and sponsorship. This by no means will detract from the excellent work being carried out by the various Apex State Boards in sourcing support in their states.

In closing I would like to offer my sincere appreciation to Apex National President, Bryan Whitehorn, for his efforts in not only being a Director on the Apex Foundation Board, but working tirelessly in bringing the two arms of the Apex family closer together. The Foundation look forward to continuing this work in future years.

Our appreciation goes to retired Director Steve Bennett, who after 17 years on the Foundation Board retired at the 2003 Annual General Meeting. Steve continues to be a great supporter of the Foundation. This year saw two new faces around the board table, in Steve Gribbin and Steve Bigarelli. Both have showed dedication and commitment that is refreshing. I am also indebted to the continued support of my fellow Directors who each work in their own way to support and manage the Foundation. Combined, the directors of the Foundation have in excess of 190 years experience with the Apex Family. Finally to the staff who continue to turn the wheels in the office. The Board greatly appreciates the work that Jane, Kylie and Anne Maree undertake for the organisation.

A handwritten signature in black ink that reads "Tony Peters".

Tony Peters, Chairman

# General Manager's Report



General Manager,  
Jane Riley

This year has seen a continuance of the Foundation's steady growth and expansion. We consolidated the key areas in which we are undertaking development work, to ensure the resources are strategically in place for success. As we move forward into the 04/05 year, our staff numbers are increasing and our niche in the community and charity sector is strengthening.

The most significant progress we have made is with key relationships. Our major achievements this year have been as a result of initiating and/or strengthening relationships with people and organisations that can assist us to achieve our mission, vision and goals.

Our burgeoning working relationship with the Apex Clubs of Australia is extending our core business into important areas. While those external to our organisations see us as one entity, we have operated largely independently, with different but sympathetic aims. Both parties see the sense in working together as one Apex, merging our resources to extend our varied good deeds to the Australian community.

The Clubs are under enormous financial pressure with public liability insurance increasing to an onerous \$300,000 in the past few years. The Clubs must raise this simply in order to exist. We are utilising our resources to support the Clubs in seeking sponsorship for identifiable national activities, such as the schools debating and public speaking tournaments, to help the clubs continue to support young Australians.

The expansion of our core business into other areas of activity will pay dividends for all of Apex, and of course, the community. It moves the Foundation from an asset caretaker into a more dynamic arena, where we can maintain relevance and continue to "make a difference". We could not do this without a forward-thinking Board, hardworking staff and supportive stakeholders.

We owe a warm thank you to so many wonderful people and businesses. We have publicly acknowledged some of these supporters inside the back cover, but the list could easily be endless if we tried to record every kindness shown to us by the Australian business and general communities, including Apex and affiliated Clubs. We gratefully receive so many gifts that make our resources go further, and thereby help the various charities and causes we support. Donations range from major philanthropic commitments, such as Aon Australia hosting our offices, and Freehills professional legal advice, to discounts and waived fees from almost all suppliers who generously recognise the nature of our work in serving the community.

We are waiting with baited-breath the outcome of numerous proposals we have submitted to develop cause-related marketing relationships with major Australian companies, and to achieve 'chosen charity' status at prestigious events. You may notice the distinctly Aussie colour-scheme of this annual report (with thanks to Aon Australia and Aon live wire) to denote the true-blue heritage of Apex. We are building towards the 30th year of the Foundation and the 75th year of the Apex Clubs of Australia, in 2006. We are seeking partnerships with like-minded Australian icons. Spread the word!

National treasure, and our Governor, Wayne Gardner AM, has been a terrific champion for our cause this year, telling a national TV audience "I chose Apex because through the one organisation I can help so many kids' charities – it makes my work go further". This is a great theme for the coming year – making our work go even further. We look forward to keeping you in touch with progress through our newsletter.

A handwritten signature in black ink that reads "Jane Riley". The signature is written in a cursive, flowing style.

Jane Riley  
General Manager

# Autism Trust

We provide grants for Autism research in Australia. This year, the Professional Committee of the Autism Council of Australia recommended us to fund the following successful applicants:

- Dr Trevor Clark, Autism Association of NSW, "Evidence based outcomes of early-intervention (EI) programs for young children with autism; evaluation of EI programs in NSW". \$9808.50 funding.
- Dr Kate Sofronoff, University of Queensland, "The assessment and treatment of Emotional and Social Understanding Deficits in children with Asperger Syndrome". \$1060.50 funding.

In addition, this year we undertook to fund a pilot program that provides a parent-to-parent telephone counselling help line. Our contribution is \$5,000/ yr for three years. One parent provided the following warm thank you letter to demonstrate just what our support of this cause means to affected young children and their families.



## AUTISM TRUST

Total Disbursed: Over \$500,000  
2003/04 year: \$15,869



Joey and Tracie

### JOEY'S STORY – told by his mum, Tracie

*"The Autism Association has been a godsend for Joey and our family. When Joey was diagnosed at the age of two with Autism he was an angry, aggressive little boy. He couldn't speak and would lash out by attacking us when he became frustrated. Complete strangers would stop me in the street and lecture me about disciplining him. I wanted to say to them, "Well, do you want to try because I can't!"*

*Since Joey started the Association's 'Building Blocks' early intervention program, and later the Vern Barnett School, he has really improved. He smiles a lot more. He responds when we speak to him, and his communication skills have increased. His relationship with his sister Ashley has improved so much. He is happier with himself and the world.*

*I honestly don't know how we would have coped without the Association: they also provide much day-to-day support for the rest of our family. They put me in touch with the "Someone To Turn To" program funded by the Apex Foundation, so that I could talk to other parents of kids with Autism. It's a great therapy thing.*

*It is still difficult some days, but I remain optimistic, because I know the Association will continue to support us over the long term. It is your support that has helped make this all possible for Joey and I can't thank you enough."*

# Children's Cancer + Leukaemia Trust

In the early 1970s two Apexians with sick daughters led the charge to raise over \$1.3 million in the inspirational "Help a Kid Make It" campaign that funded construction of "The Apex Centre" childhood cancer research facility, the first of its kind in Australia. Today, that research facility employs over 100 scientists across 7 major research programs, and the organisation is internationally acclaimed as Children's Cancer Institute Australia. We have contributed over \$2 million to date to this heart-breaking cause.

More Australian children die from cancer than any other disease. Sadly, nearly a third of kids still don't make it, despite tremendous achievements over recent decades. It takes years of laborious work to get to the point of a major breakthrough. The Institute recently developed a new test that is currently in clinical trial in conjunction with the majority of children's hospitals around the country, which is hoped will dramatically reduce deaths from leukaemia.

The key to this breakthrough is detecting minute numbers of cancer cells in the blood, well before a child would be diagnosed as having "relapsed". This is possible with CCIA's new – and very expensive – testing technique. This will enable doctors to make an evidenced based decision to treat some children more aggressively, earlier, before it is too late to save them. It is expected that this predictive tool will save many children's lives, without unnecessarily treating others with bone marrow transplants.

The specialised laboratory equipment (pictured) provided by Apex this year, is an important tool in the testing procedures used for the children in the clinical trial. We were warmly welcomed for a tour of the Institute by Professor Murray Norris, Deputy Director, and Head of the Molecular Diagnostics Program (see picture).



Visiting Children's Cancer Institute Australia



Vital lab equipment purchased by Apex in 2004

**CHILDREN'S  
CANCER &  
LEUKAEMIA TRUST**  
Total Disbursed:  
Over \$2 million  
2003/04 year: \$49,500



# Cranio Facial Surgery Trust

## CRANIO FACIAL SURGERY TRUST

Total Disbursed:  
Over \$1.6 million  
2003/04 year: \$35,400



Before

After

### JACOB'S STORY – told by his mum, Dorothy

*"When Jacob was born in 1994, he was diagnosed with Crouzons Syndrome straight away. By 2½ years his x-rays showed extensive cranial pressure. This was the start of many years of painful procedures for Jacob.*

*By the time Jacob was just 6 years old, he'd had two Craniectomies, a Cranioplasty, a Bi-frontal advancement and a Cranial Vault Remodel, along with a tonsillectomy, an adenoidectomy and Grommets for both ears to improve his hearing and stop "glue ear". In between all of this there were numerous xrays, CT scans and blood tests.*

*At seven years his medical team did a "mid-face distraction" – an extraordinary experience for anyone, let alone a young child. This involved bolting a titanium frame to his skull with a metal piece down the front of his face. From this small wires were attached to screws in his nose and a plate that was screwed to his soft palate. The mid section of his face was cut free from the rest of the skull and over a period of two weeks we turned all the screws 1mm per day till his mid face was extended almost 20mm from its original position. When the frame finally came off after 11 weeks, his whole face had changed and for the first time in his life he was able to breathe through his nose. We are grateful that the Apex Foundation assisted Jacob's medical treatment, through the Cranio Facial Surgery Trust. Today Jacob is a new boy. Thank you."*

Abnormal head shape is relatively common: around one child in 2500 develops a significantly deformed skull that requires surgical intervention to prevent serious medical problems from restrictions on the growing brain. Some of these deformities are genetic, while others are thought to arise from 'environmental' factors on the growing fetus. Surprisingly little is known about what specifically controls skull development and what causes development to go awry in some babies.

A common skull deformity is "craniosynostosis". Apart from the impact on head shape (often quite profound), there are numerous, significant consequences, including increased intracranial pressure, resulting in decreased blood flow and neurological problems. Both vision and hearing may be affected, as well as facial development, which may lead to upper airway obstruction and a greater overall disfigured appearance. Surgical intervention is usually necessary, and additional cosmetic surgery is often undertaken in order to minimise social alienation.

The surgeons at the Australian Craniofacial Unit (ACU), headed by Prof David David, are some of the world leaders in these craniofacial reconstructions and perform life-saving operations on children from across Australia, and underdeveloped countries where medical expertise is not yet available. In addition to training local surgeons, the ACU is also researching the causes of craniosynostosis, and how genes may influence severity of facial deformity, to enable tailored treatment for patients, more rapidly restore patient dignity and self-esteem, and assist quicker integration back into the wider community.

To underpin this research effort, the ACU has helped establish an Australian craniosynostosis genetic testing facility (one of only a few in the world) with the capacity to also service underdeveloped countries in South East Asia, with world-leading technologies for pre- & post-operative assessment using 3D computerised imaging of patient skulls. ACU is also conducting important collaborative research with Children's Health Research Institute at the Women's & Children's Hospital. Continued research is key to understanding this debilitating disorder and will ultimately have enormous and specific benefits for the longer-term clinical management and well-being of patients.

Apex helped establish the Australian Cranio-Maxillo Facial Foundation (ACMFF) twenty years ago. ACMFF finances both the Australian Craniofacial Unit and Institute.

We have also assisted young people affected by facial deformities. Jacob's story tells the difficult journey to gain functional and visual attributes that most of us can take for granted.

# Destiny Youth Trust

## CELEBRATING AND SUPPORTING YOUNG AUSTRALIANS

Australia's shocking youth suicide rates are among the very worst in the world. Apex has long sought to address this issue, including support of Kids Help Line to conduct important research that has assisted them in targeting their service provision. We will continue to work with major service providers in this area, to ensure that when young people lose a sense of hope, they know where to get help, and how to reach out. We are in the process of creating a Trust that will fund projects and partners that will lead and support young people to dream, believe, and achieve their destiny.

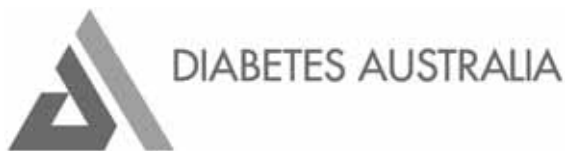
Destiny is an acronym for Dream-Empower-Succeed-Trust-In-Youth. One of the projects we undertook this year was to empower "Young Apexians of the Year" in each State to donate \$1,000 each to their chosen youth support charities, as part of their award. They are outstanding young people – each of them has demonstrated remarkable strengths and leadership in their communities. They chose a broad range of causes to support, including Kids Help Line, the ReachOut website [www.reachout.org.au](http://www.reachout.org.au) and PACT, a group that supports young people to bring sex offenders to justice. The PACT thank you letter below demonstrates that Apex assistance provides much more than goodwill to so many people in our community.



“On behalf of the management committee of PACT, I would like to extend our grateful thanks to the Foundation for making this donation available as well as for your highly valued work with children and young people in Australia.”



# Diabetes Trust



## DIABETES TRUST

Total Disbursed:

Over \$1 million

2003/04 year: \$40,000



Apex assisted the Diabetes Australia Research Trust to fund the following two extraordinary projects this year, which we will all await the results with great interest:

- Prof. Ian Ramshaw, John Curtin School of Medical Research, ANU, Canberra “Development of vaccines for Type 1 Diabetes”.
- Dr Alan Stocks, Princess Alexandra Hospital, Brisbane “The use of dogs to rescue diabetic patients from hypoglycaemia”.

This latter project is a fascinating study being undertaken by a well-known Brisbane Endocrinologist. Dr Alan Stocks will explore the potential use of dogs to rescue people on insulin from severe and life threatening hypoglycaemic episodes. Dogs are already known to be able to detect the smell of catecholamines, which are secreted in the sweat of someone experiencing a ‘hypo’. The project will look at training dogs to recognise the unique smell of a hypo and then react in a way that will alert and rescue their owners from hypoglycaemic episodes. For canine human-companions, no doubt it will be the best excuse ever for those who like to let their dogs sleep on the bed!

Research is abundant, and covers so many areas of both Type I and Type II diabetes, for causes, prevention, better treatments, and cure. It is only a matter of time before major advances are made, as valuable pieces of the puzzle fall into place. Apex has provided over \$1 million support for diabetes research, and is committed to sustaining the effort – so far that represents over a dollar for every man, woman and child currently affected by this disease. Diabetes is a very serious, multi-consequence disease causing eye disease, heart disease, renal disease, stroke, and foot complications that can lead to amputation. Janet’s story reveals the serious life and death impact of Type 1 diabetes on normal every day life.

### JANET’S STORY

*“When my husband was diagnosed with late-onset juvenile diabetes a couple of years ago, his world crashed. He was used to being really fit and active, but the diabetes seems to take a lot out of him – it’s enough for him just to keep up with a demanding job. He’s always eaten the right foods, but the biggest adjustment was suddenly being dependent on insulin injections before every meal to modulate his blood sugar levels. He’s trying to avoid the awful side effects of the disease by keeping his sugar levels low, but this results in hypos on a regular basis. Sometimes in the middle of the night I wake up sensing that something’s not quite right, and he will be in a sweat from head to toe. I wake him and tell him he’s having a hypo, but he’s usually dazed and confused, and argues with me that he’s not! It’s a race against time to get orange juice, jellybeans, bananas and muesli bars into him before he loses consciousness. Thankfully I haven’t had to call an ambulance yet, but am bracing myself for when that day comes. I fear it’s only a matter of time. I hope that research will find a more permanent treatment so it’s not hovering over him every day. I do believe that there could be a cure in his lifetime”.*

# Down Syndrome Trust

The Down Syndrome Trust was established in 1995/96 as a result of an Apex Australia national service scheme. The scheme aimed to provide financial and other support to the Australian Down Syndrome Association, public hospitals, medical research and educational programmes. It has provided over \$150,000 in funding to a range of relevant support services since that time.

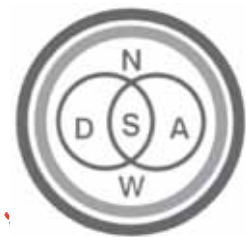
Enormous progress has been made in understanding this disability and how society can assist young people with Down Syndrome to lead their lives to the fullest potential. For example, we have financially assisted the UP Club, a peer support group for adults with Down Syndrome, with over 100 members aged 16-35 years. The UP Club has a coordinator who assists members to develop skills for independent living, by encouraging participation, and supporting young people who take on positions of responsibility in the social club.

One of the highlights of the Trust was the sponsoring of the 7th World Congress event in 2000. This brought many professionals from around the world together in Australia to discuss and exchange research developments and to give encouragement to families of Down Syndrome children.

The Foundation Directors have decided to wind up the Downs Syndrome Trust in 2004/05. The funds will be distributed in accordance with the trust deed and will be used to further the work of support for families with Down Syndrome. Thank you to everyone who has contributed to this cause over the past 10 years.



Up Club peer support programs assist development of independent living skills in the young people who attend.



## DOWN SYNDROME TRUST

Total Disbursed:  
Over \$150,000

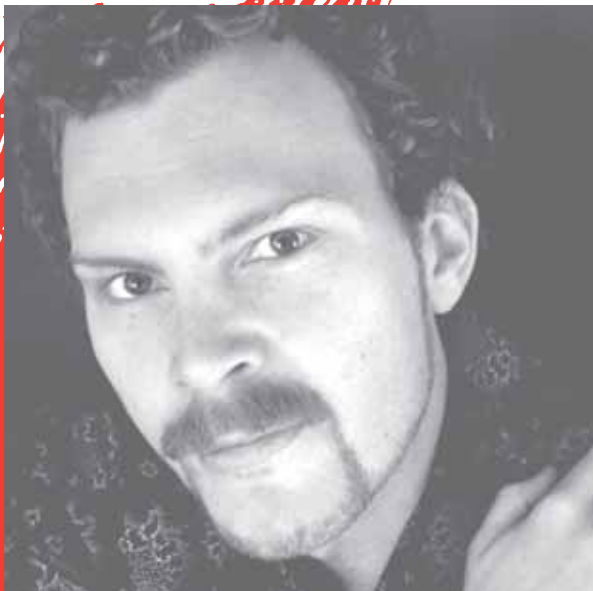
# Fine Arts Trust

Australia's finest young singing talents compete annually for an opera scholarship to represent Australia and attend an international singing competition, held in Vienna. Our support enables a young Australian to attend, compete and perform before Europe's talent scouts, providing an unparalleled career opportunity.

The 2004 winner is Adam Jason Flaherty (voice type: Bass, basso cantante), from St Kilda, VIC. As well as studying voice, Adam has studied for a Bachelor of Arts degree. In 1996 and 1997, he was awarded the Olver Oram Artistic Trust Development Grant for vocal studies. In 1997, Adam won the Lionel Edgerton Scholarship to study at the University of Sydney Conservatorium of Music Opera School. Adam's musical talents also include playing the trombone.

The 23rd International Hans Gabor Belvedere Singing Competition will take place in Austria, at Wiener Kammeroper, mid-year. It is one of the most renowned singers' competitions worldwide, offering talented young people an opportunity to make contact with those who can help them embark on a future international career. Good luck Adam – we hope to hear great news of your progress at the competition!

Adam Jason Flaherty  
Winner of the 2004 Fine Arts  
Trust Grant



**ROBERT STOLZ  
FINE ARTS TRUST**  
Total Disbursed: \$294,000  
2002/03 year: \$4,000

# General Trust

The General Trust Funds come from both donations and member subscriptions made to the Apex Foundation. To assist worthwhile service projects in local communities throughout Australia, we make grants annually to individual Apex Clubs to financially support specific projects.

Each year submissions are invited from Apex Clubs for local community projects. The fundamental aim of the General Trust Grants is to make available to Apex Clubs throughout Australia additional funds to make a difference in their communities.

This year the Apex Club of Griffith (NSW) used a grant of \$2500 to assist the Griffith Community Accommodation project for the School of Rural Health. This community-based initiative with the University of New South Wales provides accommodation for student doctors as they undertake workplace training in the city. The Club was supporting the local community to raise a significant shortfall in funding for the actual costs of its completion. A plaque identifying the Foundation's support was placed above the entry to name a specific area in the residence.

Jindalee Apex Club (Qld) supported a young student, Catherine Hawkins, who was a participant in the YMCA Queensland Youth Parliament.

Morley Districts Apex Club (WA) sought a grant to assist the Apex Holiday Centre in completing major repairs to one of their buildings. Run in association with the Apex Clubs of WA and the Civilian Widows Association of Australia, the camp provides holidays by the seaside for Civilian Widows, youth groups and other deserving organisations. Situated 30 minutes drive south of the Perth CBD on the shores of Safety Bay, Point Peron, in Rockingham, the camp is open to the public but mainly caters for schools and larger groups. There are 2 self-contained cottages on the property. After Perth experienced a number of severe storms, one of the cottages, Ivy Kent, did not bear the brunt of the storm too well. The old roof was torn off in places and water damaged the gyprock ceilings. The grant enabled the removal and replacement of the damaged roof with new colorbond roof sheeting and gyprock ceilings.

Following consultation with their community, Waikerie Apex Club (SA) took on a project to create a comprehensive concept design for redevelopment of a Community Park. It will be a major drawcard for the community and for visitors to Waikerie because of its unique design and educational benefit, the local Apex Club has been involved in an exhaustive process of community consultation, design and implementation of a service work plan.

The Apex Foundation continues to work with member Clubs keen to make a difference at a local level. We congratulate the recipients this year and invite interested Clubs to discuss local opportunities with the General Trust Director, or the Foundation Office.



Griffith Apex Club members Richard Bruffer, Riverina District Apex Clubs District Governor Nigel Petersen, Griffith City Council Deputy Mayor Dino Zappacosta, Student Accommodation Centre Co-ordinator Pam Young and Apex Foundation Director Mike Neville presenting combined Club funds and General Trust Grant monies to the Griffith Community to enable the completion of the student facility.



Waikerie Club's unique playground encourages play that develops physical, linguistic, logical, spatial, musical, inter- and intra-personal skills. The "sundial of human involvement" (pictured) uses human shadow in a puzzle to challenge children and adults. Other creative features include a "thongaphone" and musical fence.

# Melanoma Trust

Melanoma remains a serious global public health issue. Most melanomas are due to a single risk factor (sun exposure), so it is understandable why Australia has the highest rate of melanoma in the world. Melanoma now ranks as the third most common cancer in Australia and is the most common cancer in the age group 15-44.

The Melanoma Foundation was established in 1984 to foster prevention, treatment and research into skin cancers. Foundation funds are primarily used to support the research undertaken at the Sydney Melanoma Unit, the world's largest melanoma treatment and research centre in the world. However the Foundation also conducts training of general practitioners as well as educational programs for schools and the wider community. This year, the Melanoma Foundation has used the support of the Apex Foundation's Melanoma Trust to further public education on the dangers of melanoma.

During the 2003/04 year, the Foundation embarked on a project to revise its major educational brochure – a self-diagnosis tool for the early detection of melanoma. If detected early and treated appropriately, outcomes for melanoma are normally very positive. The brochure has a wide distribution to general practitioners, skin cancer clinics, community groups and individuals across NSW. The Foundation held a focus group with a selection of consumers to ensure that the messages and images conveyed in the brochure were relevant and well received, and worked closely with the designers to develop a contemporary design look.

With the support of the Apex Foundation's Melanoma Trust, this important self-diagnostic tool will educate the community about the importance of monitoring any changes to the skin, thereby increasing the rate of early detection of melanoma and saving lives.



Sun smart kids from Cricket Clinics show the new Melanoma brochure from their sample bags.

## MELANOMA TRUST

Total Disbursed:  
Approx \$800,000  
2003/04 year: \$42,500

THE MELANOMA FOUNDATION

# Reserves Trust



Apex Australia and the State Boards place their investment funds with the Foundation. This is a very practical way of showing their support of the Foundation, as well as maximising their investment income. ABN AMRO provides excellent returns with minimal costs. During the year new guidelines were put in place to ensure a more efficient administration of the Reserves Trusts.

The Foundation manages the Reserves of the Charitable and General Reserves of Apex Australia, Apex New South Wales/ACT, Apex Queensland, Apex South Australia/Northern Territory, Apex Tasmania, Apex Victoria, Apex Western Australia and Hoppers Crossing Apex Club.

The Clubs and State Boards use their Reserves for subsidising State activities, and supporting charitable causes in their local communities. Members of Apex work together to serve their community's greatest needs through ideals of "service, fellowship and community spirit". Apex Clubs work locally in towns and suburbs, but through the strength of the National Association of Apex Clubs, also work together to tackle larger community or social problems. Amongst service clubs, Apex is unique because of its youthful membership base (18-45yrs) and because it's the only Australian-made service club, founded in Geelong, Victoria, nearly 75 years ago.

Apex has been behind many charities that are now a familiar part of Australia's heritage and national treasures. National Service Schemes have covered everything from specific campaigns ensuring milk in schools (1930s) and compulsory TB screening (1940s) to helping launch lasting community causes such as the Royal Flying Doctors Service, the Guide Dogs, Kids Help Line, Children's Cancer Institute Australia, and the SIDS Research Foundation.



**Apex Australia – the staff teams from South Australia and NSW, work together in serving Apex and the community. Pictured outside Coulthard House, the national office of the Clubs.**

Camp Quality is just one of the organisations who bring special groups of kids for some healing, sometimes a first or last holiday, to the Magic Castle in Smiggen Holes, NSW.



## UNDERPRIVILEGED CHILDREN'S TRUST

Total Disbursed To Date:  
Over \$900,000  
Annual disbursement covers operating expenses.

# Underprivileged Children's Trust

This Trust secures the future of two respite accommodation facilities, which were funded and built by Apexians to support disadvantaged, disabled and seriously ill children and their families. Both facilities have long-standing volunteer committees to conduct day-to-day operations.

The Chalet, affectionately known as the "Magic Castle" is in the Snowy Mountains, catering for large groups of kids 6-16yrs with carers for a summer or winter holiday of a lifetime.

The SHACK (Shoalhaven Heads Apex Cottages for Kids) provides holiday units on the NSW South Coast for families under stress with a chronically or terminally ill or disabled child.

### THE SHACK – Ray Vincent's Story

*The idea for the SHACK came from several influential life experiences. My 7yr old niece passed away from a rare form of cancer, and I saw the suffering of the whole family from this tragedy. My Apex membership was the key for a funding vehicle and the workforce to build the facility. The dream of providing holiday accommodation for families with a sick child, inspired Apexians and the general community. The assistance that we received both in the building works and fundraising was outstanding, from near and far. After completion, people slowly started to come, referred by hospitals and support groups. Today the units are almost fully booked, and demand is far greater than we can cater for. We are constantly disappointing people who desperately need a break away because we are booked out so far in advance.*

*We now dream of providing greater facilities, either by extending the SHACK, or building new ones to service other centres such as Melbourne and Brisbane. Starting new locations would require management committees, along with enthusiastic and committed volunteers. The advantage of this idea is that a far greater number of deserving families would have access to accommodation within a reasonable distance from home.*

*The SHACK is an outstanding success, providing a much needed benefit to many families who would otherwise have no chance of a holiday by the sea. The members of the SHACK committee would be happy to assist in the establishment of similar facilities elsewhere.*



SHACK donors, Shoalhaven City Street Machine Club



Camp Quality kids enjoying the Magic Castle's snow garden

The Apex Foundation would like to thank all of our wonderful friends and members, who generously donate their time, services, and financial gifts to help the causes we support.

We would especially like to thank:

- |   |                                     |
|---|-------------------------------------|
| AEI   | Peter Dodd                          |
| Allianz                                     | Eclipse Hospitality                 |
| All Seasons Premier Menzies Hotel           | David Fairweather                   |
| Aon Australia                               | Fairweather Turner                  |
| Aon live wire                               | Freehills                           |
| Apex Australia & members                    | Wayne Gardner, AM                   |
| Brad Argent                                 | Glamapak                            |
| Autism Victoria                             | Graphic Centre                      |
| Autism Council of Australia                 | Holden Australia                    |
| Australian Cranio Maxillo Facial Foundation | Honda Australia                     |
| Autism NSW                                  | Hornsby Advocate                    |
| Aurora                                      | Kardan Consulting, Karen Bristow    |
| Aust. & NZ Inst. of Insurance & Finance     | LBW & Partners                      |
| Len Bosman                                  | Joe Lynch                           |
| Sir Jack Brabham, OBE                       | The Melanoma Foundation             |
| Roger Catchpole                             | Jan Morgans                         |
| Cavill & Co.                                | QBE Mercantile                      |
| Chalet and SHACK Committees                 | Rural Press                         |
| Channel Nine, Kerri-Anne Kennelly           | Lyn Salapatas                       |
| Channel Ten, Bert Newton                    | Shoalhaven City Street Machine Club |
| Children's Cancer Institute Australia       | Teddy and Friends                   |
| Civic Industries                            | Toucan Displays                     |
| Colin, Biggers & Paisley                    | Town & Country stores               |
| Combine Rural Traders (CRT)                 | Ken Traill                          |
| CPI Group Limited                           | Uracast, Rob Curtin                 |
| Diabetes Australia                          | Kristine & Ray Vincent              |
|   | Rhys Williams, Williams Roncolato   |

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THE APEX FOUNDATION  
ABN 58 001 347 897

Aon Tower, 201 Kent Street  
Sydney NSW 2000

Telephone: 02 9253 7775

Fax: 02 9253 7001

E-mail: [info@apexfoundation.org.au](mailto:info@apexfoundation.org.au)

Website: [www.apexfoundation.org.au](http://www.apexfoundation.org.au)  
and [www.apex.org.au](http://www.apex.org.au)