



# Caladenia

## DEMENTIA CARE

Providing superior services to enhance the quality of life for people living with dementia.

MARCH 2019

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## *Planning for our future with 2020 Vision*

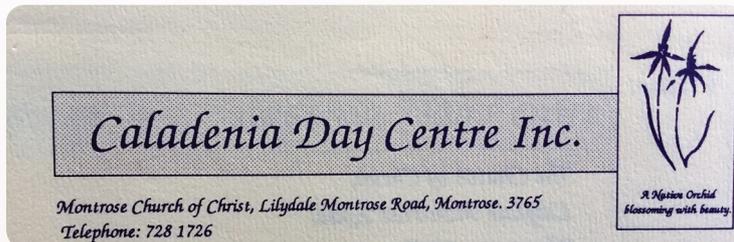
During my time at Caladenia, we have had several updates of style, brand and identity.

Each change reflects the style and trends of the decades, and the increasing need to be aware of our image and branding.

Welcome to a new look for Caladenia – a look that is more up to date, and a look that communicates our professionalism along with our commitment to dementia care with dignity.

In 1984 when Caladenia received the first recurrent funding – Trish Maggs chose our logo. At the time, many services were being named after a funding stream. For example: Come join our ADASS group! (Adult Day Activity Support Service). Come join our HACC Program (Home and Community Care). Trish had the foresight to name us after a native orchid. This has meant that as funding streams have changed, the acronyms have changed and become meaningless.

Caladenia's first logo designed in 1984 reflected an old world charm, with the orchid featured prominently.



As Caladenia grew in size and numbers, and as our reputation spread, a new logo was designed in 2000 where our signature colour and more modern stylised orchid were prominent.



In 2010 when the then Committee made the decision to become a company limited by guarantee – another logo was required to reflect the company status. We became Caladenia Dementia Care, and updated our look once more.



With the most recent changes in funding and climate of competition from private providers, it is imperative that we become a provider of choice. Caladenia's reputation needs to spread, and we need to market ourselves effectively to our potential service users rather than wait for them to come to us.

We have undergone yet another change in brand to reflect Caladenia's commitment to quality services provided with dignity into the future.

*So I hope you enjoy this Newsletter showcasing our brand new image and style!*



# Caladenia

## DEMENTIA CARE

**“Jointly Funded by the Australian Government Department of Health and the Victorian Government.”**

# Men Care Too

Recent research shows that Male carers do not find some of the more traditional supports beneficial at all, and would benefit from access to different kinds of support in their caring role.

Caladenia is committed to providing diverse and quality supports and hopes to bring some gender equity to a service currently accessed 96% by female carers.

We know that in Yarra Ranges, the Hills area will experience growth of 909% in the number of residents with dementia, ranking it 5th by 2050.

Caring for a family member who has dementia is particularly stressful and therefore increases the risk of carer burden and depression. In Australia, the majority of carers over 65 years are men who typically care for their spouses. Male carers are older, more likely to have a disability or chronic illness and are more vulnerable to isolation than female carers, increasing their risk of ill health. (Lynne Dowd PhD Candidate, University Of Western Sydney).

It is vital that services and supports for carers grow and adapt as the population of carers in the Yarra Ranges increases. It is also apparent that male carers are not accessing current services at Caladenia, and would benefit from male orientated and action based supports.

Caladenia is in receipt of a three year Partnership Grant from Yarra Ranges Council to address the needs of Male carers. After canvassing opinions last year we held the very first carers lunch for male carers only, in late January.

I invited seven of our male carers for a pub lunch. What an afternoon it was! In our traditional carer support groups there is conversation to and fro, there is storytelling, and empathising, and carers talking about their emotional response to their role. Not at this lunch table! The group led the conversation and needed no



facilitation from me. They were all about problem solving and practicalities. These gentlemen were telling their story in a matter of fact way to share information gained and lessons learnt rather than for emotional support.

The group voted to continue the lunches on a monthly basis, if respite could be provided for their loved ones.

What a success!

For more information please contact Sarah.



## Welcome to our new volunteers:

John Ansell, Gary Burgess, Kathy Dell, David Green, Gayle Lemmens,  
Sharon McGuigan, Tas Sculthorpe, Kim White  
and Nan Yu

*We hope you enjoy your time with Caladenia!*

# Choice and control

are two things that people living with dementia are often denied.

During a ladies' pampering session, one lady with younger onset dementia told us how wonderful it was to be with a group of girlfriends. She went on to tell us that many of her friends had dropped away after her diagnosis, and she missed the simple pleasures of shopping, chatting or having a coffee with other women.



The conversation then took a turn and we were discussing how difficult it was to go shopping when one must be accompanied by a male partner! Women and men typically shop in very different ways – and browsing was not something that this woman (let us call her Jane) was able to do anymore as she is always accompanied by her husband.



Caladenia's staff took this into consideration and came up with two innovative new additions to our programs.

As a staff we realised that Jane's comments about shopping applied to so many of those who use our services. People living with dementia often do not have a chance to shop independently of their families or partners; which means buying gifts is mostly impossible. Buying gifts, surprising friends and family with that perfect gift is an activity that

gives people so much satisfaction and joy.

So... we set up a Christmas Stall. We receive donations through the year, small things like soaps, ornaments, small knick knacks and handcrafted items. A sign went up, and items were grouped in 50c, \$1 and \$2. A gift-wrapping station was also set up, so gifts could

be wrapped and a card written, ensuring that even if someone was unable to remember where they got the present – it was labelled and had a better chance of finding its recipient!

As an aside, we have found that people want to pay their way. People do not want something for nothing. The experience is devalued if it is not a genuine shopping experience.

Many of those who use our service have taken beautifully wrapped gifts home to put under the tree. We have encouraged independence and allowed people choice and control over a small but important part of their lives.

The second program to grow from that original conversation was a ladies shopping trip. Six ladies were invited and were accompanied by two staff. The day started with a coffee, followed by browsing through the shops at one of the smaller shopping centres. Some of the group had lists, and others were content to browse. After lunch the group visited a well-known local second hand shop to browse for bargains.

Jane was asked to have input into the day, and to give feedback at the end of it as it was her idea to start with. She was given choice and control, and was validated for her ideas. An increase in her confidence and self esteem has been evident in the subsequent weeks.





# CHAIRMAN'S REPORT

It is with great pleasure that I report that Caladenia has successfully

(a) increased its services and service hours over the last year and

(b) gone through a major restructure of its management team. We are now poised to see the benefits of the restructure in more added services to people living with dementia in our local community and a wider range of services. I would like to thank Sarah Yeates and her team for the effort put into these changes.

At Board level we are in need of a Convenor for our Fund Raising Committee. This Committee is responsible for raising funds necessary to finance the acquisition of assets and services that are not provided for specifically under our service agreements with government.

We are seeking a person who is creative and willing to meet with potential donors and ask for a donation of goods or money. Support will be provided to enable this person to be able to communicate the value of our services to the local community and to nurture on-going relationships with donors. They will also manage a small team of volunteers in conducting fund raising activities and events.

I would be delighted to meet with you if you have an interest in our vacant Fund Raising Convenor position. Please call me directly on 0425 729 769 or by email at [hjmoyle@gmail.com](mailto:hjmoyle@gmail.com).

Thank you for your interest in our wonderful Caladenia.

Harry Moyle

Board Chair

## DIARY DATES:

**Friday 22nd March** – Trivia Night Fundraiser at Mooroolbark Bowls Club. Book a table with friends, test your knowledge and bid for some great prizes!

**Friday 19th April** – CLOSED for Easter

**Monday 22nd April** – CLOSED for Easter

**Thursday 25th April** – CLOSED for ANZAC Day

**Saturday 27th July** – Volunteer Training Day

## Thank you to all of the following generous donors:

*AgNova Technologies*

*Andrew and Tara Watson*

*Anne Horan*

*Chirnside Park Senior Citizens*

*CWA Donvale*

*David Bramley*

*David Maggs*

*Gay Boatwood*

*Geoff Clark*

*Geoffrey and Moira Hughes*

*Healesville Greyhound Racing Association*

*Helen and Peter Wood*

*Joan Amy*

*Joan Reynolds*

*June Lawson*

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*Rosemary Mosley*

*Rotary Club of Lilydale*

*Sarah and Darren Yeates*

*Stan Warters*

*Stirling Edwards*

*Teresa Harrison*

*Wallie Quittenton*

*Friends and family of Les Gardiner for In Memoriam donations*

*The CC & C Gardening Club*