



Centre for Healthy Brain Ageing (CHeBA)

# Wipeout Dementia

## GET ON BOARD CHeBA'S WIPEOUT DEMENTIA CAMPAIGN

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## A Message from Richard Grellman AM

I would like to extend my thanks to each of you for your interest in Wipeout Dementia, an event which I hope generates strong interest in supporting a cause very close to my heart.

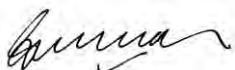
As most of you know, my wife Suellen has advanced young onset Alzheimer's disease. For me, our children, her family and close friends, we have had to learn to walk this journey with Suellen all sharing the sense of helplessness, frustration and sadness that comes with knowing that there is currently no known cure.

But we are not alone. 'The Global Impact of Dementia 2013-2050' report estimates an increase of 17% on the figures published in 2009, with data showing that the number of people with dementia world-wide will increase to 135 million by 2050.

Currently, more than 413,000 Australians have a diagnosis of dementia which is now the second leading cause of death in this country. It is the leading cause of death in the UK and Wales and the prediction is that the number of people worldwide with dementia is set to increase to 135 million by 2050. Economically, this health challenge has an enormous impact. The current cost of dementia internationally is estimated to be \$818 billion annually and, in Australia alone, the estimated cost in 2017 is \$14 billion (of which 61% are direct costs and 38% opportunity costs). By 2056, this figure is projected to increase to \$36 billion.

With the possibility of Alzheimer's disease and other dementias cumulatively affecting more than three million Australians by 2050, an increased investment in research is the only hope we have for the development of medical interventions to delay, stop or reverse the diseases that lead to dementia. Australia currently has 180,000 Residential Aged Care Facilities beds whose occupants have an average age of 80+; and over 50% of residents have dementia. If we have to triple bed numbers to cope with the ageing population, Australia will need 360,000 new beds over 40 years (or approximately 750 new beds per month with 500 of those beds required for people with dementia). We face an incredible work shortage and an inability to meet these demands. The ideal approach is major advancement in research capacity to change the future of ageing in Australia and internationally.

Supporting critical research at the Centre for Healthy Brain Ageing (CHeBA) will not help Suellen. But advancing research will help millions of people in the future and will hopefully alter the direction of this burgeoning socio-economic issue.



**Richard Grellman AM**

**Spokesman for The Dementia Momentum & Chairman of IPH Limited**



*Wipeout Dementia 2017: Richard Grellman AM, Wayne "Rabbit" Bartholomew*



*Wipeout Dementia Ambassadors: Richard Grellman AM and Wayne "Rabbit" Bartholomew*

## Why is this Campaign Worthwhile?



The popular image of a bronzed, outdoors-loving and sports mad Aussie belies the fact that Australians are one of the most physically inactive people internationally. There is incontrovertible evidence that physical inactivity increases the risk of heart disease, high blood pressure, stroke, obesity, diabetes and depression. All of these are risk factors for dementia. **A recent analysis showed that physically inactive individuals had an 80% increased risk of dementia.**

By contrast, physical exercise has positive and protective effects on brain function, not only reducing risk factors but increasing neuroplasticity. The brain abnormalities that lead to dementia are known to start at least 20-30 years before the disease becomes manifest, suggesting that behaviours in young and mid adulthood will have a significant impact on brain health in old age.

Co-Directors of CHeBA, Professors Permindar Sachdev and Henry Brodaty, say one of the most effective strategies we can adopt to reduce the risk of cognitive decline and dementia later in life is to become physically active from an early age, and remain active throughout our lives. Participants in Wipeout Dementia are perfect examples of the benefits that accrue from physical exercise.

In 2015, CHeBA launched *Wipeout Dementia*, a campaign to drive awareness and raise funds for The Dementia Momentum initiative to advance large-scale, big data research into prevention of dementia. Participants are Sydney corporates of all ages and surfing ability who undergo a rigorous strength for surfing program culminating in a Surf Off to promote the relationship between physical activity and brain health.

To date, we have held seven extremely successful rounds of *Wipeout Dementia* which have:

- Raised \$1,000,000 for CHeBA's research; and
- Received support from key political figures: Former Prime Minister Tony Abbott competed in the May Surf Off and NSW Premier Mike Baird competed in the November Surf Off.

Approximately 100 corporates have participated in the surfing events, which have also generated significant media coverage.

The inspiration, keen participant and Ambassador for Wipeout Dementia is **Richard Grellman AM**, Chairman of IPH Limited and former Chairman of The Association of Surfing Professionals (International) Limited and Genworth Mortgage Insurance. His key message through this event is for all Australians to get active to reduce their risk of dementia.

“I am extremely encouraged by the enhanced awareness and attention Wipeout Dementia is generating throughout the corporate community. There is a critical need for partnerships between research and business in order for us to tackle the extraordinary challenge posed by dementia.”



Fellow Ambassador is 1978 World Surfing Champion **Wayne ‘Rabbit’ Bartholomew AM**, who has competed in all Surf Off events.

Wayne ‘Rabbit’ Bartholomew  
*1978 World Surfing Champion*



"The appeal of Wipeout Dementia is that all funds raised go directly to research at CHeBA. At the same time, we're increasing general knowledge in the community about this disease and we all get to have fun doing something we love."

A Word from our Wipeout Dementia 2018 Major Sponsors

# MARK GROSS

Executive Director, Morgans Financial &  
4 x Wipeout Dementia Surfer



"The research and development work undertaken by CHeBA can help dramatically to reduce future suffering. Morgans is delighted to be able to sponsor this campaign, allowing all funds raised to go directly to research."



Major Sponsor



# ANDY KENNARD

Owner, Kennards Hire &  
3 x Wipeout Dementia Surfer

"Wipeout Dementia is a great charity for a great cause and the research needed for that is ongoing so we are delighted to be able to support CHeBA in their research and funding."



Major Sponsor



## Participate in Wipeout Dementia May 2018

On 23 November 2018, CHeBA will host the 8th Wipeout Dementia campaign at Queenscliff – with two optional land-based strength for surfing training sessions held in the lead up to the event that we encourage participants to attend.

Ambassadors Richard Grellman AM and Wayne ‘Rabbit’ Bartholomew AM invite you to get on board to raise critical funds for CHeBA’s dementia research to change the future of this crippling disease.



All participating fundraising surfers will receive:

- Training handbook;
- Wipeout Dementia merchandise including Hurley dri-fit t-shirt and cap;
- New surfboards up for grabs for top two highest fundraisers;
- A VIP voucher to Dripping Wet Manly with a 10% discount off all purchases;
- Fundraising and social media support.

In return, we request that each surfer sets a fundraising target of **\$5,000** with all money raised going directly to The Dementia Momentum.

**To find out more please contact Heidi Douglass on [h.douglass@unsw.edu.au](mailto:h.douglass@unsw.edu.au). Or to sign up, please fill in return the attached paperwork and we will then set up your fundraising page for you!**

N.B. The fundraising platform for Wipeout Dementia is Everyday Hero. A small administration and payment-processing fee is deducted from each gross donation made. The platform offers the option for the donor to offset this fee by adding to their donation value to cover the fee and ensure that CHeBA will get 100% of the selected donation amount if they choose.



## Event Day & Awards

Family and friends, donors and supporters are invited to attend the ceremony post surf off where a number of awards will be presented, including:

**GNARLY AWARD** – a sensational custom Mark Richards 1982 replica twin fin to the highest fundraiser



May 2015 Gnarly Award:  
John Cunningham



November 2015 Gnarly Award:  
Phil Butt



May 2016 Gnarly Award:  
John Cunningham



November 2016 Gnarly Award:  
Mark Gross



May 2017 Gnarly Award:  
Peter Chittenden



November 2017 Gnarly Award:  
Steve Watson

**PLAYER'S PLAYER** – as voted by your peers – that surfer who has demonstrated high commitment to Wipeout Dementia and has inspired others with their efforts both in training and fundraising

**WIPEOUT OF THE DAY** – self-explanatory!

**WAVE OF THE DAY** – not necessarily the highest score but what the judges deem best wave!

## Hall of Fame

The Gnarly Award goes to the highest fundraiser in that round who receives a Mark Richards 1980-82 replica twin fin. The second highest fundraiser takes home the DHD Mick Fanning competition board. All other prize winners receive surfing equipment and apparel packs thanks to Dripping Wet and Hurley.

2015	2016	2017
<p><b>May</b></p> <p><b>Winning Team:</b> Grellman's Evergreens</p> <p>Gnarly Award – John Cunningham Players' Player – Chris Clarke Best Wipeout – Peter Chittenden Wave of the Day – Rob Gillespie</p>	<p><b>May</b></p> <p><b>Winning Team:</b> Gillespie's Grommets Forever</p> <p>Gnarly Award – John Cunningham DHD Runner Up – Ben Grellman Players' Player – Andy Kennard Best Wipeout – Shawn Hobbs Wave of the Day – Austin Ware Coach's Award – Stephen Westfield <i>Most Valuable Players – Chris Clarke, Peter Murphy &amp; Ian Freestone</i></p>	<p><b>May</b></p> <p><b>Winning Team:</b> Cunningham's Cruisers</p> <p>Gnarly Award – Peter Chittenden DHD Runner Up – Simon Liddy Players' Player – Rob Gillespie Best Wipeout – Andy Kennard Wave of the Day – Austin Ware Coach's Award – Ian Freestone <i>Highest Wave Scorers – Austin Ware, Dylan Norman &amp; Heath Sims</i></p>
<p><b>November</b></p> <p><b>Winning Team:</b> Grellman's Evergreens</p> <p>Gnarly Award – Phil Butt Players' Player – Ian Freestone Best Wipeout – Mark Westfield Wave of the Day – Andy Kennard</p>	<p><b>November</b></p> <p><b>Winning Team:</b> Rodgers' Forget-Me-Nots</p> <p>Gnarly Award – Mark Gross DHD Runner Up – Peter Clemesha Best Wipeout – John Morgan Wave of the Day – Nick Ebrill <i>Highest Wave Scorers – Nick Ebrill &amp; Philip Vivian</i></p>	<p><b>November</b></p> <p><b>Winning Team: Cliff's Carvers</b></p> <p>Gnarly Award – Steve Watson DHD Runner Up – Andrew Wilson Players' Player – John L'Estrange Best Wipeout – Andrew Wilson Wave of the Day – Anthony Scotts Coach's Award – Nic George <i>Highest Wave Scorers – Rabbit, Anthony Scotts &amp; Guy Lake</i></p>

## Wipeout Dementia Competitors

Scott Anderson	Andreas Faeste	Philip Macken	Clive Rodell
Jeff Atkinson	David Foster	Chris Meehan	Craig Rodgers
Wayne 'Rabbit' Bartholomew	Ian Freestone	Adrian McGregor	David Scardoni
Darren Beasley	Nic George	Hamish McLennan	Anthony Scotts
Michael Beggs	Robert Gillespie	David Michel	George Sharpe
Ian Bennett	Ben Grellman	Doug Miller-Davie	Simon Smart
Phil Butt	Richard Grellman	John Morgan	David R. Smith
Tony Camphin	Mark Gross	Nikki Morley	James Smith
Ben Caunt	Michael Gulley	Jeff Moxham	Heath Sims
Peter Chittenden	James Haywood	Peter Murphy	Richard Stubbley
Jon Chomley	Shawn Hobbs	Stephen Neille	Philip Vivian
Chris Clarke	Chris Jessop	Stephen Newey	Austin Ware
Peter Clemesha	Rob Johns	Brett Newman	Steve Watson
Andrew Cowan	Andy Kennard	Geoff Nesbitt	Mark Westfield
Andrew Coward	Warren King	Dylan Norman	Stephen Westfield
Warwick Crane	Graham Kittle	Paul Oosterheld	Dan White
John Cunningham	Peter Kleijn	James Paver	Phillip Wicks
Nick Ebrill	Guy Lake	Simon Ranson	Sam Wicks
Brett Eichhorn	John L'Estrange	James Regan	Andrew Wilson
Julian Etter	Simon Liddy	Karl Riedel	David Young
Matthew Faddy	Stephen Lennard	Nicholas Roche	

## Social Media

Do you have a LinkedIn, Facebook, Instagram or Twitter account?  
Does your company have a social media profile to support your campaign?

Send us your best surfing photo and let us create your own social media campaign and drive fundraisers to your page.



**Steve Watson & Partners**  
12 November 2017

Dear Colleagues,  
I'm passionate about surfing and my Father has dementia. Raising money by once again participating in the Wipeout Dementia event is a no brainer for me. Please help me help the Centre for Healthy Brain Ageing (CHEBA) by following the link below and giving whatever you can using the 'Donate' button when you visit [cheba2.everydayhero.com/au/steve-watson-1](http://cheba2.everydayhero.com/au/steve-watson-1)  
My goal is to raise \$5000 to help them continue their important work, and I'd really appreciate it if you c... See more

Enormous thanks to Morgans Financial Limited, Kennards Hire, Colliers International Residential Australia and Ray White who are the official sponsors of the 2017 property industry #WipeoutDementia. Without corporate support this campaign is not possible and all the researchers at Centre for Healthy Brain Ageing UNSW are grateful for your involvement! With dementia the second leading cause of death in Australia this support will go a long way to helping expedite outcomes in dementia research.  
Thanks also go to our generous ongoing apparel sponsor - Hurley.

**INVESTING IN THE FUTURE**  
Supporting  
**WIPEOUT DEMENTIA**

**CHeBA** **WIPEOUT DEMENTIA**

## Fundraising Assistance

We are here to help you reach your fundraising goal and will assist wherever possible with your efforts. The most effective fundraisers are those who personalise their message and reach out to their network individually.

Following are some templates you can adapt for your own fundraising efforts.

### EMAIL / LINKEDIN SUGGESTION 1

Dear #

Please assist me in my efforts to raise funds for dementia research by sponsoring me in **Wipeout Dementia** – an event being held on the 26<sup>th</sup> of May, 2018.

Dementia is the second leading cause of death in Australia and the leading cause of death in the UK and Wales. Any donation, no matter how small, will be greatly appreciated and will go directly to critical research into Alzheimer's disease and other dementias at the Centre for Healthy Brain Ageing (CHeBA).

Thank you for your support: [<insert the link to your fundraising page here>](#)

To find out more about Wipeout Dementia watch this video: [<insert link to video here>](#)

### EMAIL / LINKEDIN SUGGESTION 2

On May 26 Wipeout Dementia is being held at Queenscliff Beach. Wipeout Dementia is a gruelling strength for surfing program which culminates in a Surf Off in support of dementia research at the Centre for Healthy Brain Ageing (CHeBA). Ambassadors for the event are legendary 1978 World Surfing Champion Wayne 'Rabbit' Bartholomew and Richard Grellman, former Chairman of ASP International, whose wife Suellen has advanced young onset Alzheimer's disease.

Projections show that there will be 1.1 million people in Australia with dementia by 2056, which means that 500 new nursing home beds for dementia patients are needed every month for the next 40 years to deal with that. The only way to change this is through critical research.

Please give generously to this worthy cause and help the researchers advance what they are doing at CHeBA to change the future of dementia.

Any support you can give is much appreciated: [<insert the link to your fundraising page here>](#)

## Wipeout Dementia in the Media

The Wentworth Courier, 22 Nov 2017:

# Surfing to wipeout dementia

Shaya Laughlin

WHEN Steve Watson hit the waves at Bondi Beach last week, there was a special person on his mind – his father who has dementia.

Mr Watson, a businessman from North Bondi, competed in a surfing contest called Wipeout Dementia alongside 23 other senior executives from the property industry.

Surfing legend Wayne “Rabbit” Bartholomew, who won the World Surfing Championship in 1978, was among them.

“As we’re all growing older, unfortunately this is something that’s affecting more and more people,” said Mr Watson, the managing director of Steve Watson & Partners.

“It has become a major health issue.”

Friday’s event was run by the Centre for Healthy Brain Ageing (CheBA) for its The Dementia Momentum in-



Steve Watson at the Wipeout Dementia event at Bondi Beach.

itiative and aims to increase awareness about the modifiable risk factors of Alzheimer’s disease and other dementias.

Mr Watson raised \$17,000

himself, bringing the group’s total to more than \$120,000 and making the event the most successful to date.

“A few of the girls in the of-

fice got a bit excited,” he said. “They got behind it and helped me put together a special e-card that we sent out to everyone.”

The surf competition



The group of senior executives from the property industry at Bondi.

“This is something that’s affecting more and more people.”

Competitor Steve Watson

came a week after Bill Gates, an American business magnate, announced he would contribute \$50 million to dementia research.

The disease is the second

leading cause of death in Australia with more than 244 new cases diagnosed each day. The current economic cost of dementia in Australia is estimated to be \$14 billion and this figure is expected to increase to \$28 billion by 2056.

The Dementia Momentum spokesman and fellow Wipeout Dementia ambassador Richard Grellman said the dementia epidemic posed an “extraordinary health challenge” in Australia and that more resources were needed to tackle it.

Manly Daily, 5 May 2017:

Chris Clarke, Geoff Nesbitt and Rob Gillespie.  
Picture: Martin Lange



## CEOs in the surf

Senior executives are taking to the waves for a four-week surfing event in a bid to wipe out dementia.

» Full story page 5

## More spending needed to wipe out dementia



CHeBA's Wipeout Dementia warriors: (Clockwise from top left) Andy Kennard from Kennards Hire, Mark Gross from Morgans, Peter Chittenden from Colliers International, Professor Henry Brodaty AO from the Centre for Healthy Brain Ageing and Richard Grellman AM, from the Dementia Momentum initiative. **Jessica Hromas**

- [Maroubra surfer jumped on board to host surf contest Wipeout Dementia at Bondi Beach](#), The Daily Telegraph
- [Tony Abbott braves rough surf for dementia fundraiser](#), Sydney Morning Herald
- [Toby Abbott braves wild surf, thankfully left budgie smugglers at home](#), The UK Daily Mail
- Abbott Wipeouts for Dementia, The Age
- [Surfs up, big weekend of boardriding on the peninsula](#), The Manly Daily (front page)

### Television exposure:

- Channel Ten Eyewitness News
- Channel Ten Daily Bailey's Weather
- Channel Nine News
- Have You Been Paying Attention?