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 430,000 Australians have a diagnosis of dementia, which is now the leading cause of death for Australian women and the second leading cause of death overall in this country. It is the leading cause of death in the UK and Wales. 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 2018 was over $15 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 disease. 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 & FBR Limited

Wipeout Dementia 2017: Richard Grellman AM, Wayne “Rabbit” Bartholomew and Tony Abbott MP

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 Perminder 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 nine extremely successful rounds of Wipeout Dementia which have:

- Raised over $1,300,000 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 150 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 & FBR 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.

“\n\textbf{Richard Grellman AM} \\
\text{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.

\textbf{Wayne ‘Rabbit’ Bartholomew} \\
\text{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.”

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."
Participate in the Property Industry Wipeout Dementia November 2019

The November 2018 property industry Wipeout Dementia campaign was the most successful to date with a total of $155,642.28 raised. The campaign attracted 1,057 donors.

These funds support infrastructure and research costs for our international consortia harnessing “big data” to identify risk and protective factors for dementia. Our consortia not only provide large sample sizes necessary to address questions around dementia incidence, they also provide the ability to replicate the findings of one study in a different geographical and ethnic group, and to determine which risk and protective factors are universal. Funds raised from Wipeout Dementia provide funding to expand the research being conducted under our COSMIC consortia, which enables various centenarian studies of brain ageing to be compared with each other. The research also looks to examine risk and protective factors for dementia at the extreme end of life. The hope is to find factors that predict successful brain ageing into the 11th decade of life that are robust across cohorts. This will spearhead an international effort to promote successful brain ageing.

On 22 November 2019 CHeBA will host the 10th Wipeout Dementia campaign at Bondi Beach and for the first time boasting five teams captained by Peter Clemesha, Craig Rodgers, Philip Vivian, Steve Watson & Darren Beasley with a fundraising target of $200,000.

The Captains and 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:

- Course costs;
- Strength for surfing training handbook and training sessions;
- Wipeout Dementia merchandise including Hurley dri-fit t-shirt and cap;
- Elite competition surfboard for highest fundraiser;
- Fundraising and social media support.

In return, we request that each duo 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 at h.douglass@unsw.edu.au.
To sign up, please complete and return the attached paperwork and we will 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** – an elite surfboard 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

May 2018 Gnarly Award: Mark Gross

November 2018 Gnarly Award: Steve Watson

**PLAYER’S PLAYER** – as voted by your peers – the 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!
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<tr>
<th>Year</th>
<th>May Winning Team</th>
<th>November Winning Team</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2015</strong></td>
<td><strong>Grellman’s Evergreens</strong></td>
<td><strong>Grellman’s Evergreens</strong></td>
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<td>May</td>
<td>Winning Team: Grellman’s Evergreens</td>
<td>Winning Team: Cliff’s Carvers</td>
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<td></td>
<td>Gnarly Award – John Cunningham</td>
<td>Gnarly Award – Phil Butt</td>
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<td></td>
<td>Players’ Player – Chris Clarke</td>
<td>Players’ Player – Ian Freestone</td>
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<td></td>
<td>Best Wipeout – Peter Chittenden</td>
<td>Best Wipeout – Mark Westfield</td>
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<td>Wave of the Day – Rob Gillespie</td>
<td>Wave of the Day – Andy Kennard</td>
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<tr>
<td>November</td>
<td>Winning Team: Grellman’s Evergreens</td>
<td>Winning Team: Cliff’s Carvers</td>
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<td>Players’ Player – Andrew Wilson</td>
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<tr>
<td></td>
<td>Best Wipeout – Shawn Hobbs</td>
<td>Best Wipeout – John Morgan</td>
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<td></td>
<td>Wave of the Day – Austin Ware</td>
<td>Wave of the Day – Nick Ebrill</td>
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<tr>
<td></td>
<td>Coach’s Award – Stephen Westfield</td>
<td>Highest Wave Scorers – Nick Ebrill &amp; Philip Vivian</td>
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<td></td>
<td>Most Valuable Players – Chris Clarke, Peter Murphy &amp; Ian Freestone</td>
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<tr>
<td><strong>2016</strong></td>
<td><strong>Gillespie’s Grommets Forever</strong></td>
<td><strong>Cliff’s Carvers</strong></td>
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<td>Gnarly Award – Steve Watson</td>
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<td></td>
<td>DHD Runner Up – Ben Grellman</td>
<td>DHD Runner Up – Andrew Wilson</td>
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<td></td>
<td>Players’ Player – Andy Kennard</td>
<td>Players’ Player – John L’Estrange</td>
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<td>Coach’s Award – Ian Freestone</td>
<td>Coach’s Award – Nic George</td>
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<td>Highest Wave Scorers – Austin Ware, Dylan Norman &amp; Heath Sims</td>
<td>Highest Wave Scorers – Rabbit, Anthony Scotts &amp; Guy Lake</td>
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<tr>
<td><strong>2017</strong></td>
<td><strong>Cunningham’s Cruisers</strong></td>
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<td>Gnarly Award – Peter Chittenden</td>
<td>Gnarly Award – Steve Watson</td>
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<td></td>
<td>DHD Runner Up – Simon Liddy</td>
<td>Players’ Player – Andrew Wilson</td>
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<td>Players’ Player – Morgan Hill</td>
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<td>Best Wipeout – Benjamin Freeman</td>
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<td>Highest Wave Scorers – Rabbit, Anthony Scotts &amp; Guy Lake</td>
<td>Wave of the Day – Matthew Faddy</td>
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Previous Wipeout Dementia Competitors

Tony Abbott
Scott Anderson
Jeff Atkinson
Mike Baird
Wayne 'Rabbit' Bartholomew
Darren Beasley
Michael Beggs
Ian Bennett
Phil Butt
Tony Camphin
Ben Caunt
Peter Chittenden
Jon Chomley
Chris Clarke
Ali Clemesha
Peter Clemesha
Andrew Cowan
Warwick Crane
John Cunningham
Pip de Rohan
Joel Ducey
Nick Ebrill
Brett Eichhorn
Julian Etter

Matthew Faddy
Andreas Faeste
David Foster
Ian Freestone
Nic George
Robert Gillespie
Ben Grellman
Richard Grellman
Mark Gross
Michael Gulley
James Haywood
Morgan Hill
Shawn Hobbs
Rodney Jamieson
Chris Jessop
Rob Johns
Andy Kennard
Vince Kernahan
Warren King
Graham Kittle
Peter Kleijn
Badier Kubis
Guy Lake
Stephen Lennard
John L'Estrange

Simon Liddy
Philip Macken
Darren Mansfield
Adrian McGregor
Hamish McLennan
Chris Meehan
David Michel
Doug Miller-Davie
John Morgan
Nikki Morley
Jeff Moxham
Peter Murphy
Stephen Neille
Geoff Nesbitt
Stephen Newey
Brett Newman
Patrick Nicholas
Dylan Norman
Paul Oesterheld
Iain Pretty
Simon Ranson
James Regan
Karl Riedel
Anthony Roberts
Nicholas Roche
Clive Rodell

Craig Rodgers
Adam Russell
David Scardoni
Anthony Scotts
George Sharpe
Craig Shelsher
Heath Sims
Simon Smart
David Smith
James Smith
Richard Stuble
Martin Taylor
Chris Tootell
Philip Vivian
Austin Ware
Steve Watson
Mark Westfield
Stephen Westfield
Dan White
Phillip Wicks
Sam Wicks
Andrew Wilson
Ian Wright
Duncan Young
David Young
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 to drive sponsors to your page.

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 Wipeout Dementia. 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 - Harley.

INVESTING IN THE FUTURE
Supporting
WIPEOUT DEMENTIA

Steve Watson
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 22 November 2019.

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 22 November the property industry Wipeout Dementia is being held at Bondi 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

Scimex, 21 Nov 2018:

The Wentworth Courier, 22 Nov 2017:

Surfing to wipeout dementia

Steve Watson at the Wipeout Dementia event at Bondi Beach.

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 $10 million to dementia research.

The disease is the second leading cause of death in Australia with more than 124,000 new cases diagnosed each year. The current economic cost of dementia in Australia is estimated to be $14 billion and this figure is expected to increase to $20 billion by 2056.

The Dementia Momentum spokesperson 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.
Surf spectacle this Friday to Wipeout Dementia

After hearing about fundraiser Wipeout Dementia, surfer Peter Clemesha jumped on board and rallied mates from the property industry to hold a contest at Bondi Beach.

So far the 24 surfers have raised $40,000 for Dementia Momentum, a research project by CHeBA (the Centre for Healthy Brain Ageing at UNSW) but are hoping to reach their goal of $75,000.

Wipeout Dementia started on the northern beaches and attracted high-profile entrants including former Prime Minister Tony Abbott and Premier Mike Baird but has now reached Bondi with the first Surf Off being this Friday.

“I am a surfer so when I saw they were raising money through the charity doing this surfing competition, I felt moved enough to suggest … doing an event at Bondi,” said Mr Clemesha, director of property company Avenir.

“My uncle has dementia and I thought it would be nice to do something to help my own family.”

Mr Clemesha said he was excited about meeting his long-time hero and 1978 World Surfing Champion Wayne “Rabbit” Bartholomew AM, co-ambassador of the campaign, who will be on the beach for the competition.

Wipeout Alzheimers was the brainchild of CHeBA’s Heidi Mitchell who started it after being inspired by surfer Richard Grellman whose wife Suellen, 66, has advanced young onset Alzheimer’s disease.

*To sponsor a surfer, visit cheba2.everydayhero.com/au/wipeout-dementia-property-industry*

Peter Clemesha and Heidi Mitchell ready to hit the Bondi surf for Wipeout Dementia competition. Picture: John Appleyard
Manly Daily, 5 May 2017:

The Australian Financial Review, 29 March 2017:

More spending needed to wipe out dementia
• 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?
Wipeout Dementia Sponsors

Major Sponsors:

[Logos of sponsors]

Secondary Sponsors:

[Logos of sponsors]

Major In-Kind Sponsors:

[Logos of sponsors]

Event Bag & Prize In-Kind Supporters:

[Logos of sponsors]