



# AUSTRALASIAN MENOPAUSE SOCIETY

*Annual Report 2020*

[www.menopause.org.au](http://www.menopause.org.au)



AUSTRALASIAN  
MENOPAUSE  
SOCIETY  
EMPOWERING MENOPAUSAL WOMEN

# AMS Vision

*AMS is the leader in menopause awareness and education, empowering clinicians and the community in Australia and New Zealand.*

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# AMS Mission

*To achieve the best possible health and wellbeing for women during and after menopause.*

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# AMS Objectives

- Disseminating evidence-based information on menopause and women's midlife health to health professionals and the public;
- Educating doctors and other healthcare professionals in clinical care, and understanding of midlife women's health in our community;
- Encouraging the application of evidence-based information and knowledge in midlife women's health and healthy ageing, as clinical best practice; and
- Translating research into evidence-based clinical practice excellence and advocacy.



## Who we are

The AMS was established in 1987 and became a company limited by guarantee in 2013. At 30 June 2020, the AMS had 601 members compared with 559 at the same time in 2019 (net increase of 7.5%). The AMS is governed by a Board of 10 Directors who are appointed by AMS members and the Board. All Board positions are voluntary and only expenses are remunerated.

The AMS brings together doctors, nurses, allied health professionals, researchers and community workers who want to participate in communication and scientific discussions for the advancement of knowledge about the menopause and women's midlife health.

## AMS Action Plan

All of the work and decisions made by AMS are underpinned by the directions of the AMS Strategic Plan which includes:

1. Sustainability of the organization
2. Delivery and marketing
3. Partnerships and collaboration

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## AMS 2019-20 IN REVIEW

### MENOPAUSAL SYMPTOM SEVERITY SUMMARY

Number of menopausal or post-menopausal women in Australia and New Zealand<sup>1</sup>

**4,902,116**

Suffering or have suffered **MODERATE** menopausal symptoms **2,941,270**<sup>2</sup>

Suffering or have suffered **SEVERE** menopausal symptoms **980,423**<sup>3</sup>

### MEMBERSHIP

**601** members  
a net increase of **7.5%**

### WEBSITE

**490,831**  
visits to website

**982,164**  
page views of website

**185,698** Find an  
AMS Doctor searches

### INFORMATION SHEETS

- 1 new doctor information sheet
- 1 doctor sheet updated
- 1 new consumer fact sheet
- 2 consumer sheets updated

- 1 new infographic
- 1 infographic updated
- 2 infographics translated into 2 languages

### ENQUIRIES

**62** enquiries from the public  
**22** media enquiries

### TRAINING

**14** education sessions  
to **3,700** attendees  
**2** new eLearning RACGP  
accredited activities launched

<sup>1</sup>Based on ABS 2016 and StatsNZ 2013 age and sex data (women 50 years and over).

<sup>2</sup>Based on 60% women suffering moderate symptoms

<sup>3</sup>Based on 20% women suffering severe symptoms

# President's Report

Sonia Davison



**COVID-19 pandemic** This annual report is written at the time of the COVID-19 pandemic, which was declared on March 11th, 2020. The pandemic has had a major impact on planned activities of the AMS and has impaired the ability for future planning due to uncertainty about domestic and international travel, a global financial downturn and parts of Australia and New Zealand being subject to lockdown to retard viral spread.

**Australasian Menopause Society Board** The AMS Board continues with a total of 10 members. New Board members include Dr Ashley Makepeace (WA), Dr Meredith Frearson (SA/NT) and Dr Christina Jang (QLD). Professor Beverley Vollenhoven (VIC) has also rejoined the Board, in a Board appointed position. I thank the Board for their dedication to the AMS, and their ongoing contributions, especially given the restrictions of the pandemic and the requirement for clinician Board members to have hastily adopted telehealth, including the use of new Medicare item numbers. I thank the Chairs of the Subcommittees and our Treasurer for their ongoing commitment to the society. Dr Karen Magraith has been nominated to the President-Elect position, and will take over the role as President in late 2021. I would like to express my sincere thanks to Past-President Associate Professor Amanda Vincent for her significant contributions to the AMS, both past and present.

**Executive Director's Office** Despite the restrictions of the pandemic and the flow-on effects to the AMS, our Executive Director, Vicki Doherty, with the assistance of Georgina Ponce de Leon, continues to maintain the essential functioning of the AMS office. I thank Vicki and Georgina for their adaptability and ability to remain focused on the needs of the organisation, despite both of them being based within the state of Victoria, which has been subject to 2 periods of lockdown to date during the pandemic.

**Board Subcommittees** Reports from the Chairs of the Board Subcommittees are included in this annual report. Dr Sylvia Rosevear, as Treasurer continues to oversee our finances.

The pandemic has affected global markets and has had an early negative impact on Society finances. Thanks to Dr Karen Magraith, who has taken on the role as Chair of the Education Subcommittee, and has been responsible for co-ordinating the updating and the writing of new information sheets. Our information sheets now include consumer-based information, including infographics, and we are pleased that translations of some of our information have been produced, in Vietnamese and Maori. Thank you to our overseas collaborators who have assisted with this task, and also to the Board and AMS members who have assisted in updating, writing and reviewing information sheets.

Thank you to Dr Lina Safro, who has agreed to take on the role of Chair of the Menopause Essentials Updates committee. A successful Menopause Essentials Update was run in conjunction with the AMS Congress in Hobart, September 2019, with thanks to Dr Karen Magraith who oversaw the planning of this Update. Unfortunately, the pandemic has resulted in cancellation of the Menopause Essentials Update planned for the International Menopause Society Congress, in Melbourne, April-May 2020. Future updates are planned for 2020 in October, Sydney, in conjunction with Family Planning NSW, and in Perth, in November 2020. Whether these events will be able to proceed as face to face meetings depends on the progress of the pandemic, with it appearing likely that the Sydney meeting will take place in the form of a webinar.

Thank-you to Associate Professor Amanda Vincent for her contribution as Chair of the Website Subcommittee, including oversight of the monthly *eChanges*.



## President's Report continued..

**Membership** AMS membership continues to grow, even during the pandemic, which remains a key goal of the AMS Board. A new resolution was voted in at the Hobart AGM for changes to exclude new Associate Members from voting rights.

**eChanges** Our monthly e-bulletin continues to be emailed to our members in the form of *eChanges*. I thank the Board and Society members who have assisted with content for *eChanges*, and for Vicki and Georgina's commitment and dedication to overseeing the production of *eChanges*.

**eLearning** site The eLearning site continues to be underutilised, and the Board wish to increase utilisation of this platform.

**Media** AMS members, including Board members and past-Presidents have been prominent in the media, via print, radio and television, having been interviewed on a number of women's health issues. The pandemic has been associated with a shortage of various medications, including a number of hormone therapy products, and this has been the focus of the latest media interview, with AMS being featured within an article in *The Guardian*.

**Meetings** Professor Bronwyn Stuckey, as Chair of the Scientific Organising committee for AMS Hobart 2019 organised an excellent program with the theme of "Hot topics for a cool climate". The meeting was a great success, well attended, and with excellent feedback from sponsors and attendees. The Congress featured a variety of excellent local speakers, and international guest speaker Dr Pauline Maki. Thank you to Professor Stuckey, Local Organising Committee Chair Dr Karen Magraith, Vicki and Georgina, and the efficient congress organiser, for their efforts in making this meeting a great success.

AMS was to be the host menopause society for the International Menopause Society Congress in Melbourne, April-May 2020. Dr Elizabeth Farrell, Local Organising Committee Chair (LOC), Janet Michelmores, Vicki, Associate Professor Amanda Vincent, myself and Professor Sue Davis, who is current IMS President were the IMS Melbourne 2020 LOC members. I was part of the IMS 2020 Scientific Organising Committee. We did not plan to run our own AMS Congress in 2020 in order

to optimise the success of the IMS meeting. The Congress was initially postponed to February 2021 but has now been cancelled due to ongoing travel restrictions and high numbers of COVID-19 cases in various overseas countries.

We are in the early stages of development but still plan to proceed with our 2021 Congress, which has been moved to November 2021, and is planned for Queenstown, New Zealand.

**Partnerships** The Early Menopause website related to the Early Menopause NHMRC partnership grant that AMS is involved was launched in September 2019. Vicki is pursuing sponsorship/partnership opportunities, reaching out to other commercial entities that share our values and demographic. AMS has co-written an Australian summary of the Testosterone in women position statement that was published in September, 2019. The AMS Board was delighted to be part of a group response in the discussion of breast cancer risk and hormone therapy in the position statement: *BMS, IMS, EMAS, RCOG and AMS Joint Statement on menopausal hormone therapy (MHT) and breast cancer risk in response to EMA Pharmacovigilance Risk Assessment Committee recommendations in May 2020*.

**Education – other** AMS Past-Presidents Dr Elizabeth Farrell, Professor Bronwyn Stuckey and myself participated in a webinar for HealthEd on breast cancer and hormone therapy in October 2019. Professor Bronwyn Stuckey presented a menopause update at the HealthEd GPCE meeting, Melbourne, and I was interviewed on menopause at this meeting by President of the RACGP, Dr Harry Nespolon. AMS Past-Presidents Professor Rod Baber and Dr Jane Elliott and myself were part of a menopause panel for the HealthEd Women and Children's Update events in Sydney, February 2020, and Melbourne, March 2020.

**Risk management** Following the Board Governance Workshop in February 2020 Vicki and Georgina have compiled a risk register and are preparing a risk mitigation strategy.





# AMS Board 2019-2020

Rear (L to R): Janice Brown, Meredith Frearson, Amanda Vincent, Beverley Vollenhoven, Ashley Makepeace, Lina Safro, Georgina Ponce de Leon. Front (L to R): Christina Jang, Sylvia Rosevear, Sonia Davison, Karen Magraith, Vicki Doherty



## President/Past-President

**Clinical Associate Professor  
Amanda Vincent**  
BMed Sci MBBS PhD FRACP  
Meetings attended 4/4



## President Elect/ President

**Dr Sonia Davison**  
MBBS FRACP PhD  
Meetings attended 4/4



## Past President

**Professor Bronwyn Stuckey**  
BA MBBS FRACP  
Meetings attended 1/1  
(retired 7 September 2019)



## Treasurer

**Dr Sylvia Rosevear**  
BA MBChB MD FRCOG  
Meetings attended 4/4



## Professor Beverley Vollenhoven

MBBS PhD FRANZCOG CREI  
Meetings attended 3/3  
(appointed 28 October 2019)

## Regional appointments



## VIC/TAS

**Dr Karen Magraith**  
BMBS FRACGP  
Meetings attended 4/4



## NZ

**Dr Janice Brown**  
MBChB FRNZCGP  
PGDipObstMedGyn NZ CertFP  
Meetings attended 4/4



## SA/NT

**Dr Susan Jenner**  
BMBS FRACGP  
Meetings attended 1/1  
(retired 7 September 2019)



## SA/NT

**Dr Meredith Frearson**  
BMBS FRACGP DRCOG DFFP,  
Cert Fam Plan  
Meetings attended 3/3  
(elected 7 September 2019)



## NSW/ACT

**Dr Elina Safro**  
BSc(Med) MBBS  
Meetings attended 4/4



## QLD

**Dr Georgina Hale**  
MBBS FRACP PhD  
Meetings attended 1/1  
(retired 7 September 2019)



## QLD

**Dr Christina Jang**  
MBBS Dip Obs RANZCOG  
Meetings attended 3/3  
(elected 7 September 2019)



## WA

**Dr Jennifer Rogers**  
MBBS Dip Obs RANZCOG  
Meetings attended 1/1  
(retired 7 September 2019)



## WA

**Dr Ashley Makepeace**  
MBBS FRACP  
Meetings attended 2/3  
(elected September 2019)

# Executive Director's Report

Vicki Doherty

2019-20 has been a difficult year with the COVID-19 pandemic impacting on both our professional and personal lives. As some of our board members, AMS members and our AMS team are locked down for the second time in Melbourne, it's hard to remember when times seemed normal. What does remain constant is that many women still require advice and evidence-based treatment for menopausal symptoms, many of which have been exacerbated by the pandemic.

We continue to implement the AMS Strategic and Business Plans. This Annual Report includes our vision, mission, values and objectives and guides our reporting of outcomes.

Interest in menopause and women's midlife health continues to rise with more hits on the AMS website, more requests for information from the public, more Find an AMS Doctor searches, more requests from the media and more requests for AMS input into position statements, projects and research. It is likely that this trend will continue with the next generation of menopausal women being more educated and curious as well as expecting more options in their care at midlife.

One of the key highlights of 2019-20 was presenting our Menopause Essentials Update at the largest conference for general practitioners (GPs) in Australia. Over 300 delegates attended the plenary at GP19 in Adelaide. Clinical Associate Professor Amanda Vincent and Dr Jane Elliott presented and feedback from the delegates was excellent.

The Board and I attended a workshop on Governance at our February 2020 Board Meeting. Following this training Georgina and I have developed a Risk Register which outlines all potential risks (including a pandemic!) and a risk mitigation strategy.

The Annual Congress in Hobart was a huge success with 308 delegates attending. Dr Karen Magraith as the Chair of the Local Organising Committee and Prof Bronwyn Stuckey as the Chair of the Scientific Program Committee did a stellar job in organising a fabulous scientific and social program that was evaluated very highly. The Annual Congress continues to be AMS's biggest educational and social event and so I encourage you to take the time to attend Queenstown in 2021!

Unfortunately, the 17th World Congress on the Menopause, Melbourne 2021 is unable to go ahead as planned for February 2021 due to COVID-19. A lot of planning had gone into the meeting so it is very disappointing for all involved. We are grateful though that the World Congress will return to Melbourne in 2024 and we look forward to hosting the meeting then.



AMS membership continues to increase – a net increase of 7.5% was achieved in 2019-20 and for the first time we had over 600 members subscribed. The membership attrition rate remains above industry standard; however, we are mindful that sometimes members miss their renewal accidentally. We are consistently looking for ways to make your renewal process easier, so please let me know if you have any suggestions.

The Education Subcommittee has been busy with developing and updating a number of doctor information sheets and patient fact sheets. The website statistics continue to show us that these information sheets and patient fact sheets are highly valued. Two of our infographics were also translated in Maori and Vietnamese.

After a resolution was passed at the Annual General Meeting in September, changes to the Constitution were made to add a new complimentary Student membership category and to disallow new Associate Members from voting.

In 2018, AMS engaged a consultant to assist us to source and service high value sponsors and partners into the future. A proposal was developed and mailed to potential partners in mid-2019 however we did not secure any in that round. We plan to revisit this project in mid-2020 using an email campaign to target employees working from home.

I would like to thank the AMS Membership and Administration Officer, Georgina Ponce de Leon for her hard work and assistance in supporting the work of AMS. I would like to thank the AMS Board for their dedication to women's health and for supporting me in my role. Lastly, I would like to thank AMS members for their support of our work. Please feel free to contact me to discuss any ideas you may have to improve your membership experience.



# Treasurer's Report

Sylvia Rosevear

The financial statements cannot be audited until the final annual statement is provided by Crestone which is due mid-October. Therefore, draft financial statements are provided for 2020 below.

The AMS made a loss of \$78,818 in 2019-20 compared with a profit of \$7,848 in 2018-19 (See Profit and Loss Statement at 30 June 2020). There was a large decrease in income from the investment portfolio due to COVID-19 (a loss of \$25,000 compared with an income of \$125,000 in 2018-19). Membership income was down 5% although the number of current members increased for the same period (income down due to members paying a 3-year membership subscription in previous years). There was also a slightly higher income from Congress and Education. Introduction of the Government's COVID-19 financial assistance provided an additional \$27,000 in income.

Costs for Education and Congress were down around 50% and Board costs were down almost 30%. Salaries and Superannuation were up nearly 13% due to an increase in administration hours and realignment of salary payments to qualify for JobKeeper payments. Website costs were around the same as in previous years and Operations and Other Expenses were also similar to 2019.

Total equity decreased by 3.6% from \$2,164,389 in 2018-19 to \$2,085,572 in 2019-20 (see Statement of Financial Position as at 30 June 2020).



## STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2020

	2020 <sup>1</sup> (\$)	2019 <sup>1</sup> (\$)	2018 (\$)	2017 (\$)	2016 (\$)
<b>Assets</b>					
<b>Current Assets</b>					
Cash assets	357,690	559,440	511,323	279,905	270,448
Receivables				8,000	
Current tax assets		941	416	1,643	1,106
Deposits paid	24,628	20,344	29,325		
<b>Total Current Assets</b>		<b>580,725</b>	<b>541,064</b>	<b>331,476</b>	<b>271,594</b>
<b>Non-Current Assets</b>					
Other financial assets	1,755,766	1,686,800	1,684,548	1,775,493	1,666,093
<b>Total Non-Current Assets</b>	<b>1,755,766</b>	<b>1,686,800</b>	<b>1,684,548</b>	<b>1,775,493</b>	<b>1,666,093</b>
<b>Total Assets</b>	<b>2,138,083</b>	<b>2,267,525</b>	<b>2,225,611</b>	<b>2,106,969</b>	<b>1,937,687</b>
<b>Liabilities</b>					
<b>Current Liabilities</b>					
Payables	-200	8,588	-205	2,242	-517
Current tax liabilities	10,416	3,580	18,405	8,157	4,287
Provisions	17,110	14,487	18,851	13,590	
Other	25,185	76,481	32,020	28,659	
<b>Total Current Liabilities</b>	<b>52,511</b>	<b>103,136</b>	<b>69,071</b>	<b>52,649</b>	<b>3,770</b>
<b>Total Liabilities</b>	<b>52,511</b>	<b>103,136</b>	<b>69,071</b>	<b>52,649</b>	<b>3,770</b>
<b>Net Assets</b>	<b>2,085,572</b>	<b>2,164,389</b>	<b>2,156,541</b>	<b>2,054,321</b>	<b>1,933,918</b>
<b>Equity</b>					
Retained profits	2,085,572	2,164,389	2,156,541	2,054,321	1,933,918
<b>Total Equity</b>	<b>2,085,572</b>	<b>2,164,389</b>	<b>2,156,541</b>	<b>2,054,321</b>	<b>1,933,918</b>

1. 2020 figures are draft as the 2020 financial statements are yet to be audited.

## Treasurer's Report continued..

### PROFIT AND LOSS STATEMENT AT 30 JUNE 2020

	2020 <sup>1</sup> (\$)	2019 <sup>2</sup> (\$)	2018 (\$)	2017 (\$)	2016 (\$)
<b>Income</b>					
Membership income	78,070	82,712	76,099	69,356	68,125
Investment income <sup>3</sup>	(25,088)	125,828	182,591	189,423	98,426
Congress and Education income <sup>4</sup>	152,822	143,395	162,567 <sup>8</sup>	128,408	162,642
Government Payments	26,961				
<b>Total Income</b>	<b>233,764</b>	<b>351,935</b>	<b>421,257</b>	<b>387,187</b>	<b>329,193</b>
<b>Expenses</b>					
Financial management and fees <sup>5</sup>	28,043	28,326	37,717	35,059	45,372
Congress and Education <sup>6</sup>	23,713	40,180	19,802	10,673	50,310
Board expenses	14,574	20,572	19,364	13,778	38,177
Salaries and superannuation	207,838	184,280	191,720	152,558	157,905
Website and computer	17,156	15,830	17,785	10,140	15,544
Operations <sup>7</sup>	19,903	14,456	15,229	23,495	20,732
Travel and accommodation					11,192
Other expenses <sup>9</sup>		4,944	17,422	21,081	
Consulting	356	35,499			
<b>Total expenses</b>	<b>311,582</b>	<b>344,087</b>	<b>319,037</b>	<b>266,784</b>	<b>339,233</b>
<b>Profit (Loss) before income tax</b>	<b>(78,818)</b>	<b>7,848</b>	<b>102,220</b>	<b>120,403</b>	<b>(10,040)</b>

1. 2020 figures are draft as the 2020 financial statements are yet to be audited.

2. Note figures may differ slightly from 2019 Annual Report as the above figures are audited whereas the 2019 reported figures were draft.

3. Includes Dividends, Distribution from trusts, Interest received, Movement in value of investments, Refund of franking credits

4. Includes Education, Congress, Sponsorship, Licensing fees and Seminar income

5. Includes Accounting fees, Audit fees, Bank fees and charges, Bookkeeping fees, Financial management fees

6. Includes Education, Awards and Congress

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

8. Includes grant of \$24,000 from Tourism Australia for IMS 2020

9. Includes IMS 2020 costs

### CASH FLOW STATEMENT FOR YEAR ENDED 30 JUNE 2020

At the time of going to print, the Cash Flow Statement for year ending 30 June 2020 was not yet available. An audited Cash Flow Statement for 2019 is provided below.

Cash Flows From Operating Activities	2019 (\$)	2018 (\$)	2017 (\$)	2016 (\$)
Receipts from customers	270,570	250,026	218,025	230,767
Payments to suppliers and employees	-323,453	-266,005	-261,279	-343,471
Net movement in income tax provision		0	0	0
Net movement in GST liability	-525	1,227	537	888
<b>Net cash provided by operating activities</b>	<b>-53,048</b>	<b>-14,752</b>	<b>-43,791</b>	<b>-111,816</b>
<b>Cash Flows From Investing Activities</b>				
Interest received	2,621	5,514	7,532	18,268
Investments	101,525	240,656	45,676	148,689
<b>Net cash provided by investing activities</b>	<b>101,525</b>	<b>246,170</b>	<b>53,808</b>	<b>166,957</b>
<b>Cash Flows From Financing Activities</b>				
<b>Net cash from financing activities</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Net increase (decrease) in cash held	<b>48,117</b>	<b>231,418</b>	<b>9,417</b>	<b>55,141</b>
<b>Cash at Start of Year</b>	<b>511,323</b>	<b>279,905</b>	<b>270,488</b>	<b>215,347</b>
<b>Cash at Year End</b>	<b>559,440</b>	<b>511,323</b>	<b>279,905</b>	<b>270,488</b>

## Investment Portfolio Assessment

COVID-19 had a devastating impact on the AMS investment portfolio in the March 2020 quarter, losing around 12.5%. The portfolio did bounce back in the June 2020 quarter. In the 2019-20 financial year, the portfolio lost 3.3%. This compared to a fall on the ASX300 Share market Index of just over 10% and a fall in the MSCI Global Share Index of 1.4% for the same period.

The model used to manage the Australian Equities of the AMS portfolio, Ethical Partners, underperformed in 2019-20. However, the unhedged nature of the International Equities generated a positive return, offsetting the disappointment of the Australian Equities performance. The AMS Board will review the Australian Equities model in 2020-21.

## Sponsorship and Partnerships

In 2018, the AMS agreed to engage a consultant to assist the AMS to develop and implement a sponsorship model that will enable us to source high value, long term sponsors. A Partnership Proposal was developed and posted to 57 potential partners in June 2019. Potential partners were followed up however the project was put on hold due to other work priorities. The project will be revisited in 2020-21.

# Chair, Education Subcommittee Report

Karen Magraith

Susan Jenner retired from the role of Chair, Education Subcommittee in September 2019. I would like to pay tribute to Susan for her service during this time. During her six years as Chair, Susan coordinated the development and updating of over 50 Clinician Information Sheets, Patient Fact Sheets and Infographics. She recruited expert writers, managed the editing process and ensured that our educational materials remained up-to-date and relevant to members and women. Susan also developed and supported other educational activities for AMS, and supported me in my role as the coordinator of the Menopause Essentials Updates.



## AMS Annual Congress

The annual AMS Congress was held in Hobart in September 2019. Bronwyn Stuckey served as Chair of the Scientific Organising Committee and coordinated an excellent program covering a broad range of topics. As our premiere educational event for the year, the Congress was well received by over 300 delegates from Australia, New Zealand and beyond. As a Tasmanian GP, I was particularly gratified that the meeting was held in Hobart.

## Menopause Essentials Updates

The Menopause Essentials Update (MEU) is a half-day format, presented by speakers with a wealth of experience. It provides a clinically focussed update on the management of menopause. At the Hobart meeting, Board member Dr Lina Safro took on the role of coordinator of the MEUs.

AMS ran a MEU workshop as the Pre-Congress Update in Hobart in September. In Hobart, as at previous meetings, it was highly rated by the audience, which was a mixture of general practitioners and other clinicians.

AMS presented another MEU across two workshops at the Royal Australian College of General Practitioners' (RACGP) Conference – GP19 in Adelaide in October. Clinical Associate Professor Amanda Vincent and Dr Jane Elliott presented to over 300 delegates and feedback was excellent.

As the International Menopause Society Congress in Melbourne was planned for April 2020, AMS did not plan any MEU workshops for early 2020. AMS was planning to host a Pre-Congress Update at the IMS meeting, and an international panel of speakers was coordinated. Unfortunately, the IMS Congress could not proceed due to the COVID-19 pandemic.

Lina has organised a truncated MEU being run as a Menopause Masterclass in collaboration with Family Planning NSW. This meeting will now be run as a Zoom meeting due to COVID-19. Another meeting has been planned for Perth in November which we hope will go ahead as a face-to-face meeting.

Meanwhile, members can access videos from the Congress and Pre-Congress Update, along with various other educational resources via our website.

## Information Sheets, Fact Sheets and Infographics

In 2019-20, the Subcommittee produced a number of educational resources for health professionals and consumers.

### Information sheets – for clinicians:

- Management of menopause after breast cancer (new)
- AMS Guide to MHT/HRT equivalent doses Australia only and NZ only (revised)

### Consumer fact sheet:

- Urinary incontinence in women (revised)
- Decreasing the risk of falls and fractures before and after menopause (new)
- What is menopausal hormone therapy (MHT) and is it safe? (revised)

### Infographics:

- What is MHT and is it safe? (revised)
- Menopause- what are the symptoms? (translated into Maori and Vietnamese)
- What is MHT and is safe? (translated into Maori and Vietnamese)

## eLearning Website

AMS launched a new eLearning website in 2018 for AMS members. In 2020, AMS also included a pay per course for non-members to access the eLearning website. All activities on the website are accredited by the RACGP for QI&CPD points. There were seven activities available on the website in 2020, including a webinar of the Menopause Essentials Update, case studies, articles and quizzes.

We continue to publish *eChanges*, and provide links to international news and publications in the menopause sphere. We are also exploring options for other educational opportunities for members that suit members' needs during the COVID-19 pandemic. These include a series of short videos for clinicians.

I would like to thank all the members of the Board for their help, and especially the Education Sub-committee members Lina Safro, Janice Brown, Sonia Davison, Meredith Frearson, Christina Jang and Ashley Makepeace. I would also like to thank Dr Lucy Bates who reviewed the fact sheet: *Urinary incontinence in women*.

Thanks too to the AMS Board and Executive Director, and to other contributors.

## Key Focus Areas

# Sustainability of the Organisation

### 1. Maintain a highly skilled and motivated Board.

A highly skilled and motivated Board is necessary for AMS to function from both a governance and operational perspective. The AMS uses the Good Governance Principles of the Australian Institute of Company Directors to guide its governance. The AMS reviews its Strategic Plan at each Board Meeting and has begun to roll out some of the work plan. The AMS Board has also agreed to begin undertaking Board and director evaluations to ensure that the Board is functioning effectively and efficiently, and that directors are performing.

The AMS introduced an annual professional development opportunity for Board directors in 2017. In 2019-20, the Board proposed that training in governance be provided. Non Profit Training provided a half day workshop on governance, including the Board's role, strategic planning, delegations, policies and procedures, stakeholder relations, risk management, oversight of financials, and strategy and sustainability.

### 2. Remain financially viable and accountable

AMS needs to remain financially viable in order to function. In 2020, AMS made a loss of \$78,818 compared with a profit of \$7,848 in 2019. The loss was due to the large loss of income from the investment portfolio (a loss of \$25,000 compared with an income of \$125,000 in 2019) due to COVID-19. Total equity decreased by 3.6% from \$2,164,389 in 2018-19 to \$2,085,572 in 2019-20. Although AMS made a loss in 2019-20, it has enough reserves to remain solvent and has reduced its budgeted costs for 2020-21.

### 3. Strategic plan is current, relevant and implemented

In 2020, AMS has continued to work on its strategic plan and operationalising it. A detailed implementation plan has been developed and the strategic plan is reviewed at each Board Meeting.

### 4. AMS members are engaged

AMS recognises that members join a member-based organisation to obtain some value. In 2019-20, AMS engaged its members through its monthly *eChanges* newsletter as well as its annual Congress and eLearning website.



# Delivery and Marketing

## 1. Provide up to date menopause information to clinicians and community

### Information Sheets and Consumer Fact Sheets

In 2019-20, the Subcommittee produced a number of educational resources for health professionals and consumers.

#### Information sheets – for clinicians:

- Management of menopause after breast cancer (new)
- AMS Guide to MHT/HRT equivalent doses Australia only and NZ only (revised)

#### Consumer fact sheet:

- Urinary incontinence in women (revised)
- Decreasing the risk of falls and fractures before during and after menopause (new)
- What is menopausal hormone therapy (MHT) and is it safe? (revised)

#### Infographics:

- What is MHT and is it safe? (revised)
- Menopause- what are the symptoms? (translated into Maori and Vietnamese)
- What is MHT and is safe? (translated into Maori and Vietnamese)

Through reciprocal arrangements, AMS members also have access to education and resources available through the International Menopause Society (IMS), North American Menopause Society (NAMS) and the European Menopause and Andropause Society (EMAS).

### AMS Website

In 2019-20, there were 490,831 visits to the website with over 982,000-page views. The highest hitting webpage is the AMS home page followed by (in order):

- Menopause – what are the symptoms?
- Treatment options
- AMS guide to MHT/HRT equivalent doses- Australia only
- Bleeding – perimenopausal, postmenopausal and breakthrough bleeding on MHT/HRT
- Information sheets

The Find an AMS Doctor had over 185,000 visits, with the state of NSW having the highest number of searches (over 50,000 searches). There were over 9,300 views of the consumer targeted videos in 2019-20. The most played video was 'What is MHT?'

### AMS eChanges and eNews

In 2019-20, AMS members received 12 eChanges and 24 special news bulletins. Health professionals who subscribe to the AMS HP eNews bulletin received 12 bulletins. The average open rate of eChanges was 50% and the HP eNews was 33%, compared with the overall open rate for all industries of 32%.

## 2. Educate audience about menopause

In 2019-20, the AMS presented two Menopause Updates.

The first Menopause Update was held as the Pre-Congress Meeting of the 23rd AMS Annual Congress in Hobart in September. 157 delegates registered for the Pre-Congress and 98 completed the evaluation (68% response rate). Seventy-two percent of respondents were GPs, 16% were gynaecologists and 3% endocrinologists.

The degree the Pre-Congress learning outcomes were met are in Figure 1 below.

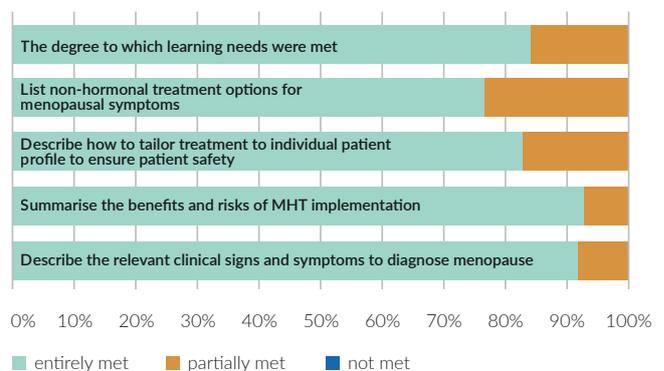


Figure 1: Degree learning outcomes were met.

Presenters included Clinical A/Prof Amanda Vincent, Dr Jane Elliott, Prof Martha Hickey and Prof Bronwyn Stuckey. 88% of respondents rated the speakers as excellent and 12% rated them as very good.

The second Menopause Update was held as part of the Royal Australian College of General Practitioners' Annual Conference, GP19 held in Adelaide in October. Clinical A/Prof Amanda Vincent and Dr Jane Elliott both presented 2 workshops to over 300 delegates. AMS received excellent anecdotal feedback from the delegates.

### 23<sup>rd</sup> AMS Congress, Hobart

The 23<sup>rd</sup> AMS Congress, was held at the Hotel Grand Chancellor Hobart from 6-8 September. Conference Design were engaged as the Professional Conference Organisers. The Local Organising Committee (LOC) included Karen Magraith (Chair), Naomi Saunder and Jenelle Cullen. The Scientific Program Committee included Bronwyn Stuckey (Chair), Rod Baber and Karen Magraith.

The theme of the Congress was Menopause: Hot topics for a cool climate and the international Key Note Speaker was Pauline Maki from the US. Other speakers included Janette Vardy, Jim Tsaltas, Craig Hassed and many others.

A total of 319 delegates registered for the Congress and/or Pre-Congress, including eight cancellations and three delegates who did not attend. The final number of attendees was 308. The majority of delegates were GPs (58%) and 35% were specialists.

## Delivery and Marketing continued..

The majority of delegates were from VIC (24%), followed by NSW/ACT (20%). Although 15% of delegates were from TAS, 12 of these registered for the Pre-Congress only, or Friday day registration and not the full Congress. Fourteen delegates (4%) attended from New Zealand. A total of 160 evaluations were completed for the Congress, indicating a 59% response rate (compared with 46% in 2018). Not all evaluations were fully completed.

The degrees to which the program learning outcomes were met are provided in Figure 2 below.

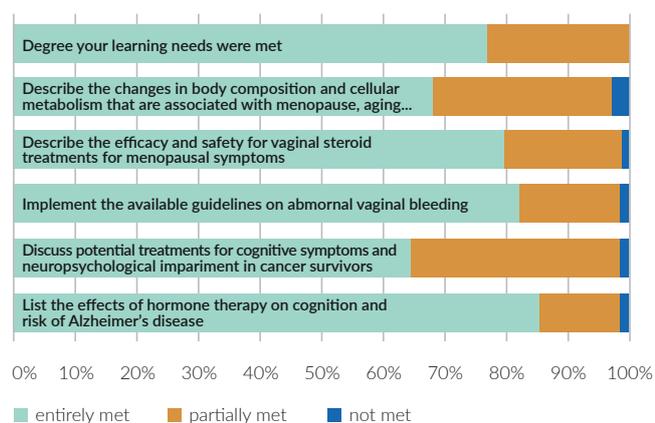


Figure 2: Degree learning outcomes were met.

86% of delegates agreed the Congress was relevant to their practice and 86% thought it would change the way they evaluate and manage women in midlife (8% unsure). 78% rated the speakers as excellent and 22% rated them as good.

The venue was rated as excellent by 73% and 27% as good.

Highlights of the Congress included:

*"So many! The quality of the speakers, their enthusiasm was all fantastic. For my first AMS conference it was a warm, welcoming and incredibly collegiate event. Thanks very much"*

*"The assistance from the experts on understanding the relevance of the study published in the Lancet"*

*"Again, excellent quality and diverse talks. Especially impressed with the great talks on Mental Health management in midlife"*

*"All of it - topics relevant and informative and excellent passionate and knowledgeable speakers. Setting-Hobart was terrific"*

*"Congenial warm inclusive atmosphere, largely clinical patient-centered approach"*

*"Excellent program! Pauline Maki talking about MHT and cognition was fascinating! Panel re most recent Lancet article re breast cancer was probably particularly relevant for discussions with patients in the coming weeks"*

Suggested improvements included:

*"A couple of speakers weren't good orators and one was just too technical in his presentation"*

*"Emails for access to be provided a few days earlier, for those that were travelling beforehand & without access to electronics"*

*"Having access to hard copies of the notes or electronic copies of the notes at the time of the talks like was done for the pre-congress update"*

*"Consider whether to accept sponsors like vaginal laser as may send message AMS endorses product"*

*"Lunch should be provided even if you didn't book for lunch"*

*"More practical suggestions and less statistics"*

Other feedback included:

*"Impressed how up to date info was and well presented in practical way"*

*"Excellent Hotel and location. All talks excellent too"*

*"Healthier food"*

*"Loved the coffee stands outside the lecture hall in the mornings"*

*"Thanks to all the organisers for another wonderful congress, well done!"*

### Scholarships and Prizes

Two travel grants of \$1,000 were awarded to two delegates from remote and rural areas. Two scholarships covering the Congress registration fee were awarded to two students. Scholars are also provided with 12 months AMS membership.

Dr Beverley Lawton was awarded the AMS Award. Nicole Opie won the Barbara Gross Award for her presentation "Fracture risk prediction and the decision to treat low bone density". The winner of the Vivian Wallace Poster Prize was Kelly Teagle for her poster "Barriers and breakthroughs in tele-menopause care". The Jean Hailes Prize was awarded to Stephanie Than for her presentation "Associations between age, sex and menopause with brain structure at middle and early old age".

The AMS Scientific Prize was awarded to Hanh Nguyen for her paper "A cross-sectional and longitudinal analysis of trabecular bone score in adults with Turner syndrome".

## Delivery and Marketing continued..

### eLearning Website

AMS launched a new eLearning website in 2018 for AMS members. In 2020, AMS also included a pay per course for non-members to access the eLearning website. All activities on the website are accredited by the RACGP for QI&CPD points. There were seven activities available on the website in 2020:

- Menopause Essentials Update Hobart – a three-hour webinar;
- Menopause Essentials Update Melbourne – a three-hour webinar;
- Case Study: Joan – a case study on venous thromboembolism with relevant journal articles and multiple-choice questions;
- An Update on MHT – an article on menopausal hormone therapy (MHT) with multiple-choice questions;
- Menopause basics – 45-minute webinar;
- Urinary incontinence – 45-minute webinar; and
- Sexual function – 45-minute webinar.

### AMS in the media

AMS provided a number of media releases in 2019-20, including for World Menopause Day. There were 22 requests from the media for interviews and/or articles.

AMS Past-President, Clinical A/Prof Amanda Vincent was interviewed for *Endocrine Today* on osteoporosis and *The Saturday Paper* on menopause. AMS Past-Presidents Prof Susan Davis and Dr Liz Farrell were interviewed on ABC's *Life Matters* on compounded bioidentical hormone therapy. Prof Davis was interviewed by *Medical Republic*, *The Age* and *ABC Radio Melbourne* on the same topic. Prof Davis was also interviewed by *New Idea* on the "Truth about HRT".

AMS Board Member, Dr Lina Safro prepared an article requested by the *Pharmacy Guild of Australia* about management of menopause symptoms. AMS President-Elect, Dr Karen Magraith prepared an article for *News GP* (RACGP's newsletter)

on compounded bioidentical hormone therapy. Dr Magraith was also interviewed on *ABC Radio Hobart* on menopause and the workplace. Past-President, Dr Jane Elliott was interviewed by *ABC Radio Adelaide* on menopause.

AMS President, Dr Sonia Davison was interviewed for *Fernwood Fitness Magazine* on perimenopause, *House of Wellness* website on HRT myths, *HCF Member Magazine* on perimenopause, *Australian Journal of Pharmacy* on menopause and *The Guardian* on the MHT shortages. Past-President Prof Bronwyn Stuckey was interviewed by the *Sydney Morning Herald* on menopause and cholesterol.

### Social media

As at 30 June, the AMS Facebook page had 339 likes and 391 followers and AMS Instagram had 61 likes and 79 followers. In October 2019, AMS produced a whiteboard explainer video on "Menopause – what are the symptoms?" which has had 893 views. In 2019-20, AMS posted 12 posts on Facebook and 1 post on Instagram.

### HealthEd Women's and Children's Health Update

AMS continues to be involved in the Women's and Children's Health Update by providing speakers and also a trade display in the exhibition area. In 2019-20, Dr Sonia Davison presented as part of a panel in Sydney to over 1,500 delegates and was then filmed in Melbourne as part of a webinar series for HealthEd that replaced the face-to-face meetings in Melbourne, Adelaide and Perth due to COVID-19. Dr Davison and Professor Bronwyn Stuckey also presented at HealthEd's GPCE in Sydney and Melbourne in 2019 to over 1,200 delegates.



# Partnerships and collaborations

## 1. Develop joint activities of mutual benefit

AMS partnered with the Royal Australian College of General Practitioners (RACGP) to deliver two menopause workshops at their annual conference, GP 19 in Adelaide in October. Clin A/ Prof Amanda Vincent and Dr Jane Elliott presented to over 300 delegates and many delegates visited the AMS trade display.

AMS continued to partner with Monash University and provide in-kind support on an NHMRC Partnership Grant "Early Menopause Implementation Research using Experiences and Perspectives of Women and Health Professionals to Translate Evidence into Practice". AMS has assisted with the promotion of the online resources and tools through its information sheets, website and social media.

AMS partnered with the Endocrine Society of Australia to endorse the Global Consensus Position Statement on the Use of Testosterone Therapy for Women, which was endorsed by many societies around the world.

AMS joined the Committee of National Societies (CNS) of the International Osteoporosis Foundation (IOF). Membership of the CNS of IOF provides AMS members with access to information and resources provided by the IOF as well as 20 free registrations to the World Congress on Osteoporosis.

The AMS provided sponsorship support to the University of Western Sydney Obstetrics and Gynaecology Conference which was arranged by medical students. This sponsorship provided financial support to the conference as well as exposing the medical students to the work of AMS.

These partnerships and collaborations signify the recognition of AMS as a leading voice in women's health as well as reduce the potential for duplication of projects.

## 2. Partner with industry

The AMS recognises that partnering with industry will provide mutual benefits and assist with its mission "to achieve the best possible health and wellbeing for women during and after menopause". The AMS was able to partner with a number of companies in 2019-20 to deliver the Annual Congress.

Further, the AMS is currently pursuing a number of partnerships of mutual benefit through a targeted partnership campaign.

# Future Directions

In 2020-21, the AMS plans to implement a number of initiatives as set out under the AMS Action Plan.

## Sustainability of the organisation

- Implement Board and Director evaluations;
- Undertake Board professional development training;
- Hold four AMS Board Meetings;
- Continue to monitor budget, and investment portfolio performance;
- Contract one new partner; and
- Develop membership strategy.

## Delivery and marketing

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

## Partnerships and Collaborations

- Continue to support the Early Menopause NHMRC Partnership Project;
- Collaborate with other women's health organisations to promote best practice management of menopause;
- Source and maintain partnerships with industry; and
- Strengthen relationships with the international community of menopause organisations.



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**AUSTRALASIAN  
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SOCIETY**  
EMPOWERING MENOPAUSAL WOMEN