

Annual Report 2021



**AUSTRALASIAN
MENOPAUSE
SOCIETY**

EMPOWERING MENOPAUSAL WOMEN

www.menopause.org.au

AMS VISION

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

AMS MISSION

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

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 2021, the AMS had 510 members compared with 601 at the same time in 2020 (net decrease of 15%). 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 midlife women's 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 2020-21 IN REVIEW

MENOPAUSAL SYMPTOM SEVERITY SUMMARY

Number of menopausal or post-menopausal women in Australia and New Zealand¹

4,902,116

Suffering or have suffered

MODERATE menopausal symptoms

2,941,270²

Suffering or have suffered

SEVERE menopausal symptoms

980,423³

MEMBERSHIP

510 members
a net decrease of **15%**

WEBSITE

719,988
visits to website

1,421,792
page views of website

300,131 Find an AMS Doctor searches



INFORMATION SHEETS

- 1** new doctor information sheet
- 5** doctor sheets updated
- 2** consumer sheets updated

ENQUIRIES

102 enquiries from the public
20 media enquiries



TRAINING

13 education sessions to **735** attendees
2 new eLearning RACGP accredited activities launched

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

²Based on 60% women suffering moderate symptoms

³Based on 20% women suffering severe symptoms

PRESIDENT'S REPORT

Sonia Davison

COVID-19 pandemic

This Annual Report is written during the 19th month of the COVID-19 pandemic, and at a time when three COVID vaccines are available in Australia. Apart from compassionate reasons, very limited overseas travel has been available during the pandemic, consisting of a travel 'bubble' with New Zealand. Repeated lockdowns have occurred in Australia and New Zealand, including prolonged lockdowns in NSW and Victoria, limiting face-to-face meeting capacity and planning.

Australasian Menopause Society Board

The AMS Board continues with a total of 10 members. Dr Marita Long was elected as a new Board member (VIC/TAS) at the 2020 Annual General Meeting. I thank the Board for their ongoing dedication to the AMS, and their collective contributions, which have focused on promoting the educational mission of the Society. I thank the Chairs of the Subcommittees and our Treasurer for their ongoing commitment to the AMS. Dr Karen Magraith has been nominated to the President-Elect position, and will take over the role as President in late 2021. Clinical Associate Professor Amanda Vincent and Dr Meredith Frearson will leave the AMS Board in late 2021; I thank both Board members for their considerable efforts, including Amanda's many years of Board membership and role as Past-President, and Meredith's role as Chair of the Local Organising Committee for the AMS 2021 Congress.

Executive Director's Office

Our Executive Director, Vicki Doherty, with the assistance of Administrative Officer Georgina Ponce de Leon, continues to maintain the efficient organisation of the AMS office. I thank Vicki and Georgina for their commitment to AMS, despite both staff members residing within the state of Victoria, which has been subject to two prolonged periods of lockdown during the pandemic.



Board Subcommittees

This Annual Report includes reports from the Chairs of the Board Subcommittees. Treasurer Dr Sylvia Rosevear, has continued to oversee our finances. The pandemic affected global markets and had an early negative impact on Society finances, which have subsequently rallied. Dr Karen Magraith has continued in her role as Chair of the Education Subcommittee, and has been responsible for co-ordinating the updating of existing information sheets and the writing of new information sheets, in addition to scripting and producing short information videos. Many thanks to Board members and AMS members who have assisted in updating, writing and reviewing information sheets.

Dr Lina Safro as Coordinator of the Menopause Essentials Updates has continued to enthusiastically organise Update meetings despite the difficulty in planning meetings due to the pandemic. I thank her for her energy and continued optimism in this role.

Thank-you again to Dr Lina Safro for her contribution as Chair of the Website Subcommittee, including oversight of the monthly *eChanges*.

Membership

AMS membership has fluctuated during the pandemic. Membership has risen historically with each annual AMS Congress. Due to the pandemic and the planned International Menopause Society Congress in April 2020 (subsequently cancelled), the last AMS Congress was in Hobart, in late 2019.

eChanges

eChanges, our monthly e-bulletin, continues to be emailed to our members. Vicki and Georgina have ensured the production of *eChanges* has remained timely and relevant. I thank the Board and Society members who have contributed to content for *eChanges*.



PRESIDENT'S REPORT continued..

eLearning site

The eLearning site continues to be underutilised, and an aim of the Board is to increase utilisation of this platform.

Media

The media have increasingly contacted the AMS for radio, print and television interviews and comment on women's health issues during 2020 and 2021. The pandemic has continued to be associated with a shortage of a number of hormone therapy products, and this has been the focus of several media interviews. The ABC requested that the AMS be involved in a television interview on menopause, which I assisted with. This was filmed in Melbourne, and aired in June 2021. This interview was viewed more than 200,000 times online, and had an estimated live television audience of 700,000.

Meetings

Professor Susan Davis, AMS Past-President, presented a webinar in March 2021, organised by the AMS: "What's new: The use of testosterone in women". This was very well attended and the feedback from attendees was excellent.

Successful Menopause Essentials Updates were held in October 2020 in Sydney, in conjunction with Family Planning NSW, and in Perth, in November 2020. The feedback from these meetings was exceptional. A further Menopause Essentials Update is planned for Adelaide, late November 2021.

The AMS was asked to develop an ALM for the GPCE event in Sydney, in May 2021: 'Menopause – what's hot, and what's not'. This received excellent feedback from attendees. A similar event at the Brisbane GPCE was cancelled due to COVID-19 concerns.

We are in the final stages of organising the AMS 2021 Congress, which has been moved to late November 2021, and is planned for Adelaide; 'Midlife and Menopause – Perception in the Pandemic'. Due to uncertainty about travel and the pandemic, and with lockdowns continuing in several states in Australia and also New Zealand, a hybrid online/onsite meeting is planned.

Partnerships

The AMS has successfully pursued sponsorship/ partnership opportunities, reaching out to other commercial entities that share our values and demographic. We are extremely grateful to our partner organisations for their support and interest in women's health and menopause.

Education – other

AMS Board Members have participated in a series of menopause related podcasts for HealthEd during 2021, initiated by HealthEd. A variety of corporate entities have contacted the AMS requesting educational presentations on women's health and menopause for their workers, including the challenges surrounding menopause and work, which have been conducted by various Board members via webinar.

Other – The AMS were pivotal in advocating for women by campaigning against the removal of hormone therapy products Estradot and Estalis from the PBS. Along with the efforts of AMS Past-Presidents, the AMS partnered with the Endocrine Society of Australia and the Royal Australian and New Zealand College of Obstetricians and Gynaecologists to successfully campaign for a price increase for these products, rather than deletion from the PBS, representing a win for women on limited incomes.

And finally.... As this is my last Annual Report after 2 years as AMS President I thank AMS members for their loyalty to the Society during a very difficult time in history, due to the pandemic. I welcome new members to the Society and I am thrilled that new members continue to join. I also convey my thanks and best wishes to past members of the Society. It has been a privilege and honour to serve as AMS President and I offer my heartfelt thanks to the AMS Board, our Executive Director Vicki Doherty and Administrative Officer Georgina Ponce de Leon, for their exceptional support and dedication to the Society during very difficult circumstances for us all.

EXECUTIVE DIRECTOR'S REPORT

Vicki Doherty

2020-21 has been another difficult year with the COVID-19 pandemic impacting on how we work and how we live. Many AMS members have had to transform the way they work and care for women at midlife as well as juggle the side-effects of restrictions and lockdowns, such as isolation from loved ones and home-schooling. AMS has also had to reinvent ways on how to deliver its objectives and keep members engaged.

At the time of writing, NSW, ACT and Victoria had announced a roadmap out of lockdown to live the new COVID-19 normal. While other states and territories, and most of New Zealand (with the exception of Auckland) have not had to endure extended lockdowns, there is understandable hesitation in opening up and what impact this will have on our healthcare system and our most vulnerable. The AMS wishes you, your families and loved ones, hope and tranquillity in these turbulent times.

While we continue to implement the AMS Strategic and Business Plans, we have had to be creative in how to deliver these. This Annual Report includes our vision, mission, values and objectives and guides our reporting of outcomes.

Menopause awareness and requests for information continue to increase. In 2021, there were nearly 1.5 million hits on the AMS website and over 300,000 searches on the Find an AMS Doctor Service. There were more requests for interviews from the media and information requests from the public, as well as invitations for AMS input into position statements, projects and research.

While COVID-19 restrictions led to the cancellation of the World Congress on the Menopause and not being able to run many face-to-face events in most jurisdictions, AMS was very excited to host a face-to-face Menopause Essentials Update in Perth in



November 2020. The event was sold out with a waitlist, indicating that many clinicians are seeking education on menopause. Other education events, such as the "Menopause Masterclass" in collaboration with Family Planning NSW and a workshop on "What's new: The use of testosterone in women" all ran online. These online events attracted a large number of delegates indicating that one of the benefits of online education is ease of access, particularly for participants who live in rural and regional areas. While we all want to get back to face-to-face meetings, there seems to be a place for and an option of, online meetings.

AMS membership in 2021 decreased in comparison to 2020. This decrease was most likely due to a decrease in membership applications in order to have access to the reduced member rate to attend the Congress, which was not able to run in 2020-21 due to COVID-19. We know that some members do miss their email renewal notices, so have been posting renewal notices as well to maximise opportunities for membership renewal. 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.

AMS took on an advocacy role in 2021, recruiting the Royal Australian and New Zealand College of Obstetricians and Gynaecologists and the Endocrine Society of Australia to support the application to the Pharmaceutical Benefits Advisory Committee for a price increase of menopausal hormone therapy products Estalis and Estradot, to ensure they remained on the Pharmaceutical Benefits Scheme (PBS). This advocacy was

EXECUTIVE DIRECTOR'S REPORT continued..

successful and means that women will still have access to these products on the PBS and importantly women on a healthcare card will have access to these products at the concession price.

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 contacted potential partners again in 2020-21 and were able to secure a partnership with AIA Insurance to deliver a menopause education program for health professionals and a menopause wellbeing program for AIA members. AMS is also in negotiations with another two organisations about partnerships and hope to secure these in 2021-22.

In 2021, AMS had 10 requests from organisations to provide menopause education to staff as part of their health and wellbeing programs. AMS Board Members and AMS members have delivered a number of these with more lined up for 2021-22. These presentations provide another income stream for AMS.

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. In particular, I would like to thank Dr Sonia Davison for her leadership as AMS President over the last two years. 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

At the time of writing, the financial statements were currently being prepared by the auditor, therefore draft financial statements are provided for 2021 below.

The AMS made a profit of \$344,381 in 2020-21 compared with a loss of \$66,513 in 2019-20 (See Profit and Loss Statement at 30 June 2021). There was a large return from the investment portfolio (\$368,951) after the large loss of capital due to COVID-19 in March 2020. Income from Congress and Education was down (\$69,781 compared to \$152,784) as the World Congress on the Menopause was rescheduled and then cancelled due to COVID-19. Membership income was also down 7.6% likely due to a decrease in new members joining in order to receive discounted registration for the Congress that was unable to run. AMS qualified for the JobKeeper program and was also eligible for the Cash Flow Boost which brought in an additional \$68,744 of income for 2020-21.

Board expenses were close to zero as face-to-face meetings could not take place due to COVID-19 and so there were no meeting and travel costs. Congress and Education costs were down 31% due to reduced face-to-face meetings due to COVID-19. Staffing costs were down almost 13% as staff reduced their hours to minimise the risk of AMS running at a loss due to the loss of income from Congress. Operation costs were down 49% compared to 2019-20 due to no need for legal advice and its associated costs. Website and Financial Management costs were similar to 2019-20.

Total equity increased by 16.4% from \$2,097,876 in 2019-20 to \$2,442,257 in 2020-21 (see Statement of Financial Position as at 30 June 2021).



STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2021

	2021 ¹ (\$)	2020 ² (\$)	2019 (\$)	2018 (\$)	2017 (\$)
Assets					
Current Assets					
Cash assets	436,008	357,689	559,440	511,323	279,905
Receivables		9,233			8,000
Current tax assets			941	416	1,643
Deposits paid	15,144	24,628	20,344	29,325	
Other	961				
Total Current Assets	452,113	391,550	580,725	541,064	331,476
Non-Current Assets					
Other financial assets	2,048,273	1,755,766	1,686,800	1,684,548	1,775,493
Total Non-Current Assets	2,048,273	1,755,766	1,686,800	1,684,548	1,775,493
Total Assets	2,500,386	2,147,316	2,267,525	2,225,611	2,106,969
Liabilities					
Current Liabilities					
Payables	-1,025	-200	8,588	-205	2,242
Current tax liabilities	7,891	6,845	3,580	18,405	8,157
Provisions	20,896	18,736	14,487	18,851	13,590
Other	30,365	24,059	76,481	32,020	28,659
Total Current Liabilities	58,129	49,440	103,136	69,071	52,649
Total Liabilities	58,129	49,440	103,136	69,071	52,649
Net Assets	2,442,257	2,097,876	2,164,389	2,156,541	2,054,321
Equity					
Accumulated funds	2,442,257	2,097,876	2,164,389	2,156,541	2,054,321
Total Equity	2,442,257	2,097,876	2,164,389	2,156,541	2,054,321

1. 2021 figures are draft as the 2021 financial statements are yet to be audited.

2. Note figures may differ slightly from 2020 Annual Report as the above figures are audited whereas the 2020 reported figures were draft.

TREASURER'S REPORT continued..

PROFIT AND LOSS STATEMENT AT 30 JUNE 2021

	2021 ¹ (\$)	2020 ² (\$)	2019 (\$)	2018 (\$)	2017 (\$)
Income					
Membership income	72,119	78,070	82,712	76,099	69,356
Investment income ³	368,951	(25,088)	125,828	182,591	189,423
Congress and Education income ⁴	69,781	152,784	143,395	162,567	128,408
Government Payments	68,744	36,194			
Other ⁵	15,973	38			
Total Income	595,569	241,997	351,935	421,257	387,187
Expenses					
Financial management and fees ⁶	31,471	29,953	28,326	37,717	35,059
Congress and Education ⁷	16,385	23,713	40,180	19,802	10,673
Board expenses	58	14,574	20,572	19,364	13,778
Salaries and superannuation ⁸	177,613	203,795	184,280	191,720	152,558
Website and computer	15,760	17,156	15,830	17,785	10,140
Operations ⁹	9,901	18,964	14,456	15,229	23,495
Other expenses ¹⁰			4,944	17,422	21,081
Consulting		355	35,499		
Total expenses	251,188	308,510	344,087	319,037	266,784
Profit (Loss) before income tax	344,381	(66,513)	7,848	102,220	120,403

1. 2021 figures are draft as the 2021 financial statements are yet to be audited.

2. Note figures may differ slightly from 2020 Annual Report as the above figures are audited whereas the 2020 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, Seminar and eLearning income

5. Includes Partnerships

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

7. Includes Education, Awards and Congress

8. Includes Salaries, Superannuation, Allowances, Annual Leave Accrued

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

10. Includes IMS 2020 costs

CASH FLOW STATEMENT FOR YEAR ENDED 30 JUNE 2021

At the time of going to print, the Cash Flow Statement for year ending 30 June 2021 was not yet available. An audited Cash Flow Statement for 2020 is provided below.

Cash Flows From Operating Activities	2020 (\$)	2019 (\$)	2018 (\$)	2017 (\$)	2016 (\$)
Receipts from customers	206,557	270,570	250,026	218,025	230,767
Payments to suppliers and employees	(293,296)	(322,928)	(266,005)	(261,279)	(343,471)
Net movement in GST liability	941	(525)	1,227	537	888
Net cash provided by operating activities	(85,798)	(52,883)	(14,752)	(43,791)	(111,816)
Cash Flows From Financing Activities					
Interest received	555	2,621	5,514	7,532	18,268
Investments	(116,508)	98,379	240,656	45,676	148,689
Net cash provided by financing activities	(115,953)	101,000	246,170	53,808	166,957
Net increase (decrease) in cash held	(201,751)	48,117	231,418	9,417	55,141
Cash at Start of Year	559,440	511,323	279,905	270,488	215,347
Cash at Year End	357,689	559,440	511,323	279,905	270,488

Investment Portfolio Assessment

After a large cut to capital in the AMS Investment portfolio in March 2020 due to COVID-19, the portfolio bounced back increasing in value from \$2,147,316 in 2019-20 to \$2,500,386 (16.4%).

Sponsorship and Partnerships

Even with restrictions due to COVID-19, AMS was able to run a face-to-face Menopause Essentials Update in Perth which was sponsored by Besins. AMS also provided a webinar on "What's new: The use of testosterone in women" which was sponsored by Lawley Pharmaceuticals.

In March 2019, AMS sought legal advice and developed a licensing agreement, whereby organisations could pay royalties to AMS to provide its information or fact sheets to clinicians. In 2020-21, income from a number of license agreements totalled \$45,000.

In 2020-21, AMS entered into a partnership with AIA Insurance to develop a menopause education program for health professionals and a menopause wellbeing program for AIA members. At the end of 2020-21, AMS was still actively seeking partnerships with other organisations.

CHAIR, EDUCATION SUBCOMMITTEE REPORT

Karen Magraith

The COVID-19 pandemic has affected the work of AMS in many ways. Many face-to-face meetings have been cancelled. Board members have been busy adapting to high workloads and new and ever-changing demands in our clinical work.

Nevertheless, we have continued to work on educational projects for clinicians and for the wider public.

We have continued producing new educational materials and bringing existing materials up to date. The World Menopause Day in October 2020 focussed on Premature Ovarian Insufficiency and we have produced several updated educational resources in line with this.

AMS Annual Congress

The major educational event for AMS is our annual Congress. As members are aware the International Menopause Society meeting was scheduled for 2020, to be hosted by AMS in Melbourne, but was cancelled because of the COVID-19 pandemic. As a result, we did not hold a Congress between June 2020 and June 2021. At the time of writing plans are well underway for Congress to be held in Adelaide in November 2021 with a hybrid format. Thanks to Dr Meredith Frearson, Chair of the Local Organising Committee and Dr Anna Fenton, Chair of the Scientific Organising Committee, and their teams.

AMS Educational Meetings

Despite the restrictions, AMS managed to present a number of educational meetings coordinated by Dr Lina Safo.

In collaboration with Family Planning NSW, AMS presented a highly successful Menopause Masterclass Webinar in October 2020, with presenters Prof Rod Baber and A/Prof Deborah Bateson.

Following publication of the Global Consensus Position Statement on the Use of Testosterone Therapy for Women, AMS held a Webinar on 'What's new? The use of testosterone in women'. Presented by Prof Susan Davis and Dr Sonia Davison, this meeting was well received.



AMS presented a Menopause Essentials Update in Perth in November 2020. It provided a clinically focussed update on the management of menopause. Speakers were Dr Ashley Makepeace, Dr Nely Shrestha Khatri, Dr Lucy Williams, Dr Jennifer Ng, and the meeting Chair was Dr Jenny Rogers.

AMS was also invited to present an RACGP accredited Active Learning Module (ALM) on menopause at GPCE in Sydney. Dr Lina Safo developed the predisposing and reinforcing activities. Drs Terri Foran, Cheryl Phua, Michele Kwik and Amanda Beech provided the presentations over two days. AMS was also invited to present an ALM at GPCE in Brisbane and a menopause workshop at GPCE in Perth, however both meetings were cancelled due to COVID-19.

Information Sheets, Fact Sheets and Infographics

In 2020-21, the Subcommittee produced a number of educational resources for health professionals and consumers.

Clinician Information Sheets

- *Oestrogen and Cognition in the Perimenopause and Menopause*. This new information sheet has been written by Dr Sylvia Rosevear, with contributions from other Board members. It reviews the current literature and updates our current understanding of this important issue for women.
- *Risks and Benefits of MHT*. Dr Christina Jang and Clinical A/Prof Amanda Vincent have conducted a major revision of this clinician information sheet.
- *Spontaneous Premature Ovarian Insufficiency*. This sheet was updated by Clinical A/Prof Amanda Vincent.
- *Early Menopause due to Chemotherapy and Radiotherapy*. Updated by Clinical A/Prof Amanda Vincent
- *Sexual Difficulties in the Menopause*. Updated.
- *AMS Guide to MHT/HRT Equivalent Doses*. Updated.

Consumer Fact sheets

- *Early Menopause – Chemotherapy and Radiotherapy*. Updated by Clinical A/Prof Amanda Vincent
- *Menopause before 40 and Spontaneous Premature Ovarian Insufficiency*. Updated by Clinical A/Prof Amanda Vincent.

CHAIR, EDUCATION SUBCOMMITTEE REPORT continued..

Short videos

We have produced two short videos for clinicians, about compounded bio-identical hormones and cardiovascular disease, to supplement our educational materials.

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 nine activities available on the website in 2021, including the Menopause Masterclass, a webinar of the Menopause Essentials Update, case studies, articles and quizzes.

eChanges

We continue to publish *eChanges*, a monthly newsletter updating members on AMS news and providing links to international news and publications in the menopause sphere.

I would like to thank all the members of the Board for their help, and especially the Education Subcommittee members Dr Lina Safro, Dr Janice Brown, Dr Sonia Davison, Dr Meredith Frearson, Dr Ashley Makepeace, Dr Christina Jang and Dr Marita Long.



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 rolled out its 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. Due to COVID-19, the AMS Board was unable to meet face-to-face in 2020-21 and therefore not able to undertake any professional development training. Board members were however offered training via webinars in overseeing finances and cyber security.

2. Remain financially viable and accountable

AMS needs to remain financially viable in order to function. In 2021, AMS made a profit of \$344,381 compared with a loss of \$66,513 in 2020. The large profit was due to major gains in capital in the investment portfolio after a loss in 2019-20 due to COVID-19. Total equity increased by 16.4% from \$2,097,876 in 2019-20 to \$2,442,257 in 2020-21.

3. Strategic plan is current, relevant and implemented

In 2021, AMS has continued to work on its strategic plan and operationalising it. A detailed implementation plan was 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 2020-21, AMS engaged its members through its monthly *eChanges* newsletter, Menopause Essentials Update, webinars and eLearning website.



KEY FOCUS AREAS

DELIVERY AND MARKETING

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

Information Sheets and Consumer Fact Sheets

The AMS develops and maintains evidence-based resources. In 2021, AMS developed one new information sheet (Oestrogen and cognition in the perimenopause and menopause) and five were updated (*Risks and benefits of MHT*, *Spontaneous premature ovarian insufficiency*, *Early menopause due to chemotherapy and radiotherapy*, *Sexual difficulties in the menopause* and the *AMS guide to MHT/HRT equivalent doses*).

In 2020-21, the AMS updated two fact sheets (*Early menopause – chemotherapy and radiotherapy* and *Menopause before 40 and spontaneous premature ovarian Insufficiency*).

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). In 2020-21, AMS was a Committee of National Societies of the International Osteoporosis Foundation, which gave AMS members access to webinars, resources and 20 free registrations to the World Congress on Osteoporosis, Osteoarthritis and Musculoskeletal Diseases.

AMS website

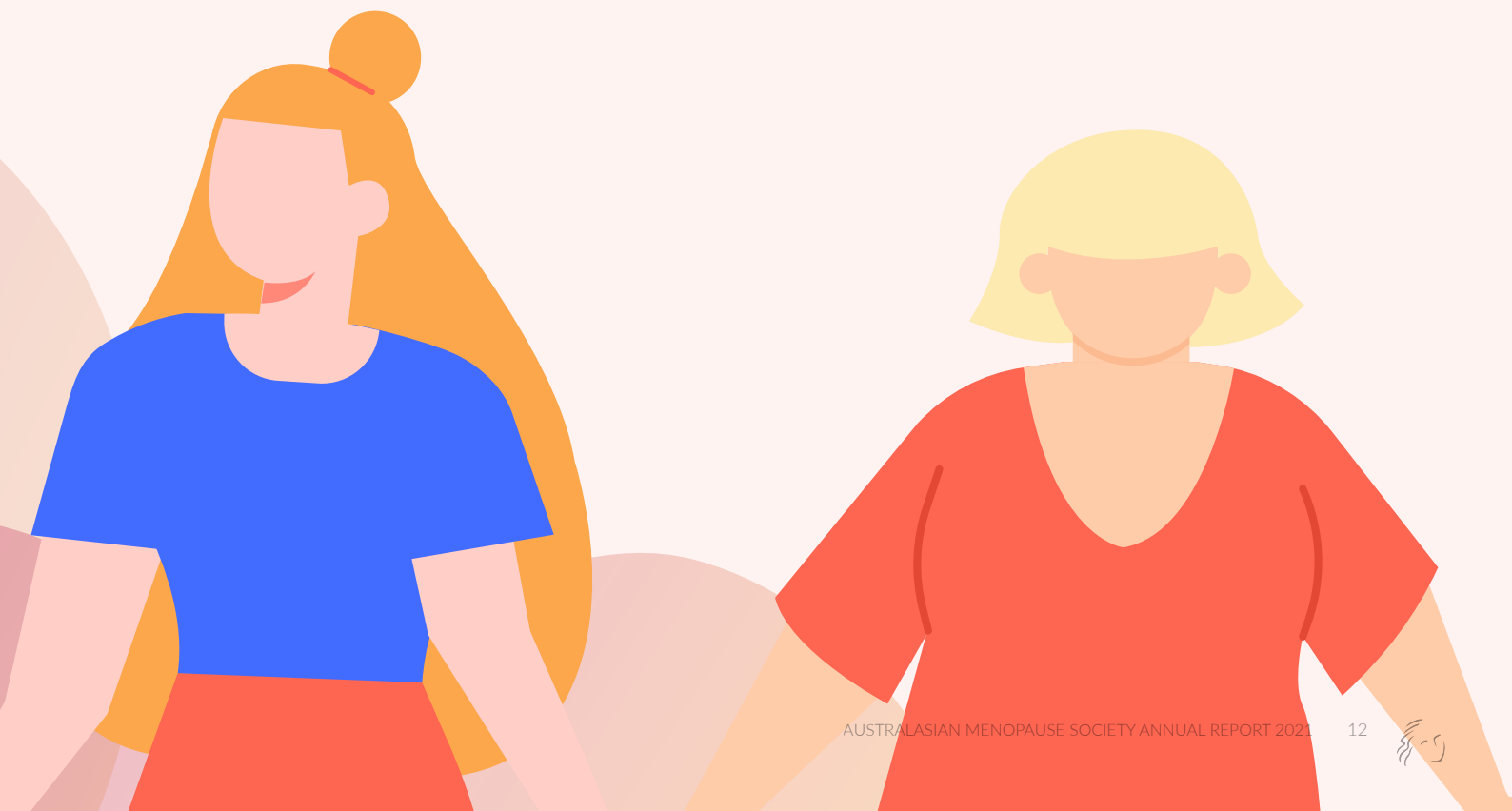
In 2020-21, there were close to 720,000 visits to the website with over 1,420,000-page views. The highest hitting webpage is the AMS home page followed by (in order):

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

The Find an AMS Doctor had over 300,000 visits, with the state of NSW having the highest number of searches (over 84,000 searches). There were nearly 13,000 views of the consumer targeted videos in 2020-21. The most played video was 'What is MHT?'.

AMS eChanges and eNews

In 2020-21, AMS members received 12 *eChanges* and 28 special news bulletins. Health professionals who subscribe to the AMS HP eNews bulletin received 12 bulletins and 5 special news bulletins. The average open rate of *eChanges* was 56% and the HP eNews was 35%, compared with the overall open rate for all industries of 32%.



KEY FOCUS AREAS

DELIVERY AND MARKETING continued..

2. Educate audience about menopause

In 2020-21, the AMS presented two Menopause Updates.

The first Update "Menopause: The hot topics" was run in collaboration with Family Planning NSW (FPNSW). Professor Rodney Baber AM and Clinical Associate Professor Deborah Bateson were the presenters and Dr Elina Safro chaired the session. Due to COVID-19 restrictions, the 2-hour workshop was run as a webinar via Zoom. FPNSW provided the technical and administrative support with enrolment and AMS paid the speaker fees. The MEU was promoted through the FPNSW contact list of 3,500 health practitioners (GPs and nurses).

82 participants were enrolled and 65 attended the webinar. Thirty-four delegates completed the evaluation of which 25 were GPs (74%). On average, the learning outcomes were entirely met by 69% of respondents and partially met by 28%. Learning needs were entirely met for 76% of respondents and 91% reported that the workshop was relevant to their professional practice. The session on menopause in primary care was useful to 97% of respondents and the session on contraception in perimenopause was useful to 94%. Seventy-seven percent of respondents reported that they were able to participate fully in the online workshop with 94% reporting that they would be happy to attend another workshop via Zoom.

The second Menopause Essentials Update was presented face-to-face in Perth in November 2020. Presenters included Dr Ashley Makepeace, Dr Nely Shrestha Khatri, Dr Lucy Williams and Dr Jennifer Ng and Dr Jennifer Rogers chaired the session. The workshop was sponsored by Besins.

Due to COVID-19 restrictions, registrations were capped at 51 delegates and the event was sold out with a considerable wait list. Of the 51 delegates who attended, there were 36 GPs, 2 O+Gs, 8 endocrinologists, 3 nurses and 2 sponsor representatives. Only 14 delegates (28%) were AMS members.

Delegates were requested to complete an evaluation via Survey Monkey. The response rate of the evaluations was 69%.

The majority of delegates heard about the Update via email (56%), word of mouth (24%) and flyer (18%). Other delegates heard about the Update via the Besins rep.

Most program learning outcomes and personal learning needs of delegates were entirely met (see Figure 1 below).

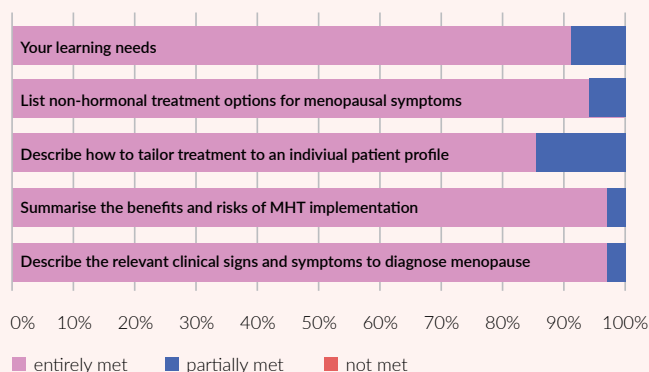


Figure 1: Degree learning objectives were met

The speakers' presentations were rated as 97% excellent and 3% as good.

Thirty-three (97%) delegates agreed the Update was entirely relevant to their practice and only one said it was partially relevant.

Thirty-one (91%) delegates agreed that the workshop will change how they evaluate and manage menopausal symptoms. One delegate believed that the workshop would not change their practice.

Twenty-six (76%) delegates thought the venue was excellent and eight (24%) thought it was good.

Highlights of the Update included:

"Quality of the speakers and presentations. The collegiality"

"Having such a useful and complete set of well-planned presentations delivered in one afternoon"

"Learning new ways to manage menopause with excellent speakers"

"Clear explanations and review of latest evidence Opportunity to attend a face-to-face event and talk with others!"

Some suggestions for improvements included:

"Greater numbers able to attend and/or live streaming to a remotely connected audience as well"

"Excellent but if had to suggest anything - possibly a Longer full day workshop with more cases for discussion - case based questions to work on in small groups."

KEY FOCUS AREAS

DELIVERY AND MARKETING continued..

The AMS also produced a webinar "What's new: The use of testosterone in women" in March 2021. Professor Susan Davis presented the webinar and Dr Sonia Davison moderated the session. The workshop was sponsored by Lawley Pharmaceuticals.

222 delegates registered for the webinar and 140 (63%) attended the live webinar. An attendance of 35-45% is considered a good attendance rate for webinars. Of the delegates that attended, 61 (44%) were GPs, 37 (26%) were O+Gs, 23 (16%) were endocrinologists, 7 (5%) were pharmacists, 2 (1%) were allied health and 10 (7%) were other. Delegates were requested to complete an evaluation via Survey Monkey. The response rate of the evaluation was 69%.

Most program learning outcomes and personal learning needs of delegates were entirely met (see Figure 2 below).

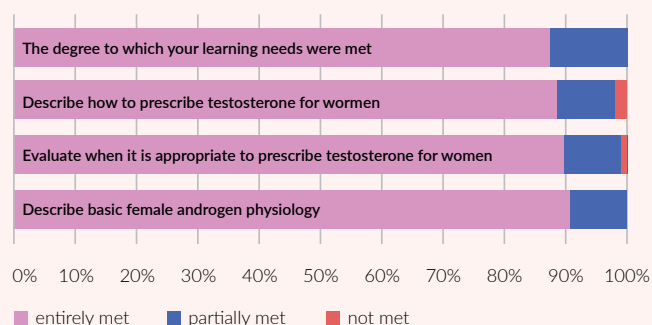


Figure 2: Degree learning objectives were met

86% believed that the webinar was entirely relevant to their practice and 14% thought that it was partially relevant.

Ninety percent (90%) of delegates rated the speaker as excellent and 10% rated the speaker as good.

Seventy-seven (77%) of delegates thought the webinar provided enough opportunity to interact where as 5% did not.

Highlights of the webinar included:

"Clear information and guidance"

"Excellent presentation with relevant data"

"High quality speaker"

"Discussion of the evidence"

"Clarity about non-indications"

"Practical advice on how to prescribe"

"Whole webinar was excellent"

"Really clear description of physiology"

How the respondents thought the webinar could be improved include:

"More case studies"

"Longer perhaps?"

"Excellent as was"

Workplace Education

In 2020-21, a number of workplaces contacted AMS to provide presentations to their staff on menopause. Dr Karen Magraith provided a presentation via webinar to IBM Australia and Dr Sonia Davison presented via webinar to staff at Nexans Olex. A number of workplace presentations have been booked for 2021-22.

Menopause 2-minute Videos

The AMS Board agreed to produce a set of short 2-minute videos for clinicians and another targeted at patients. In 2021, AMS developed 2 videos for clinicians, including *Compounded bioidentical hormone therapy* and *Menopausal hormone therapy and cardiovascular disease*. A patient version of *Compounded bioidentical hormone therapy* was also published.

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 nine activities available on the website in 2021:

- What's new: The use of testosterone in women – a one-hour webinar;
- Menopause: The hot topics – a two-hour webinar;
- 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.



KEY FOCUS AREAS

DELIVERY AND MARKETING continued..

AMS in the media

AMS provided a number of media releases in 2020-21, including for World Menopause Day. There were 20 requests from the media for interviews and/or articles.

AMS President, Dr Sonia Davison was interviewed by NewsCorp Smart Daily and Tonic Magazine on menopausal hormone therapy (MHT) and by Women over 40 Magazine about cardiovascular risk and menopause. Sonia was also interviewed about menopause in general by House of Wellness, Joy FM Radio, NewsCorp Smart Daily, Australian Women's Weekly, Mamamia Podcasts, Drivetime Radio and ABC News and Print.

AMS President-Elect, Dr Karen Magraith was interviewed by Women over 40 Magazine on cardiovascular risk and menopause and by News GP and AusDoc about the potential delisting of MHT patches from the Pharmaceutical Benefits Scheme. Karen was interviewed about data from the Australia Talks survey, which suggested many women over 50 felt dismissed by their GPs by ABC Radio and ABC News Channel. Karen was also interviewed by ABC Weekend Breakfast about menopause.

AMS Board Member Dr Ashley Makepeace was interviewed about menopause by The West Australian. AMS Past-President Professor Bronwyn Stuckey was interviewed by 6PR Perth Radio about MHT and breast cancer. AMS Past-President Professor Rod Baber was interviewed about menopause by 2GB House of Wellness and Drivetime Radio.

Social media

As at 30 June 2021, the AMS Facebook page had 935 likes and 1,068 followers and AMS Instagram had 68 likes and 185 followers. In 2020-21, AMS posted 16 posts on Facebook reaching 9,802 people.

HealthEd Women's and Children's Health Update

Due to COVID-19, all of the face-to-face HealthEd Women's and Children's Health Updates across Australia were cancelled in 2020-21. AMS was however invited to produce a series of podcasts for HealthEd. AMS President Dr Sonia Davison presented for the podcast on "Non-Hormonal management of menopausal symptoms - what's the evidence?" and AMS Past-President Dr Liz Farrell presented on "Vaginal health after breast cancer". AMS

Board Member Dr Marita Long presented a podcast on "Managing sexual difficulties in perimenopause and menopause" and AMS President-Elect Dr Karen Magraith presented on "The practicalities of prescribing menopausal hormonal therapy in General Practice". AMS Past-President Dr Jane Elliott presented a podcast on "A structured approach to conducting a menopause consultation in General Practice" and past AMS Board Member Clinical A/ Professor Deborah Bateson presented on "Contraception in perimenopause: A practical approach".

AMS Prizes

As the World Congress on the Menopause was cancelled, travel grants, scholarships and free communication prizes could not be awarded.

The AMS Scientific Publication Prize is awarded for the best publication by an AMS member in the preceding financial year. In 2020-21, the AMS Scientific Prize was awarded to Dr Rakibul Islam for his paper "Safety and efficacy of testosterone in women: A systematic review and meta-analysis of randomised controlled trial data".

KEY FOCUS AREAS

PARTNERSHIPS AND COLLABORATIONS

1. Develop joint activities of mutual benefit

AMS partnered with the British Menopause Society, International Menopause Society, the European Menopause and Andropause Society, the Royal College of Obstetricians and Gynaecologists to develop a joint statement on menopausal hormone therapy (MHT) and breast cancer risk in response to European Medicines Agency Pharmacovigilance Risk Assessment Committee recommendations. The position statement outlined that the findings of the Collaborative Group on Hormonal Factors in Breast Cancer (CGHFBC) should be considered in the context of the overall benefits obtained from using MHT.

In May 2021, Sandoz advised the AMS that it was going to remove all doses of menopausal hormone therapy patches, Estalis and Estradot from the Pharmaceutical Benefits Scheme (PBS) as they were no longer commercially viable. AMS partnered with the Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG) and the Endocrine Society of Australia (ESA) to write to the Australian Minister for Health, the Hon Greg Hunt, outlining the risks to women of not having PBS-subsidised access to these medications. Following discussions with Sandoz, they agreed to submit an application to the PBS for a price increase instead of removing Estalis and Estradot from the PBS. AMS, RANZCOG and ESA wrote to the PBS supporting Sandoz's application for a price increase. In September 2021, the PBS agreed to the price increases, ensuring that women could still access these medications at the PBS-subsidised rate.

AMS participated in a Community Forum which informed Healthy Bones Australia's Position Statement on Improving Bone Health and Osteoporosis Management in Australia. The Position Statement identified four main priorities including: Increasing community awareness, Improving risk factor identification and diagnosis, Improving first fracture identification and management and Enhancing bone health strategic engagement and advocacy.

AMS partnered with the European Menopause and Andropause Society to endorse the Global Consensus Recommendations on Menopause in the Workplace in May 2021.

In 2020-21, AMS renewed its partnership agreement with RANZCOG to cross-promote our Congresses and other education. AMS also renewed its partnership with Healthdirect Australia, Australia's health information and advice website.

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 continued membership of 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.

These partnerships and collaborations signify the recognition of AMS as a leading voice in women's health as well as reducing 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 to deliver education in 2020-21.

In 2020-21, AMS entered into a partnership with AIA Insurance to develop a menopause education program for health professionals and a menopause wellbeing program for AIA members. At the end of 2020-21, AMS was still actively seeking partnerships with other organisations.

FUTURE DIRECTIONS



In 2021-22, 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 or review two consumer fact sheets;
- Develop or review 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;
- Partner with Monash to review the development of an evidence-based guideline for Premature Ovarian Insufficiency;
- 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.

AMS BOARD 2020-2021



President

Dr Sonia Davison
MBBS FRACP PhD
Meetings attended 3/3



Past-President

Clinical Associate Professor
Amanda Vincent
BMed Sci MBBS PhD FRACP
Meetings attended 3/3



Treasurer

Dr Sylvia Rosevear
BA MBChB MD FRCOG
Meetings attended 3/3



President-Elect

Dr Karen Magraith
BMBS FRACGP
Meetings attended 3/3

REGIONAL APPOINTMENTS



VIC/TAS

Professor Beverley
Vollenhoven
MBBS PhD FRANZCOG CREI
Meetings attended 0/1
(retired 4 November 2020)



VIC/TAS

Dr Marita Long
MBBS FRACGP DCH Cert of
Sexual and Reproductive Health
Meetings attended 2/2
(elected 4 November 2020)



NZ

Dr Janice Brown
MBChB FRNZCGP
PGDipObstMedGyn NZ CertFP
Meetings attended 2/3



SA/NT

Dr Meredith Frearson
BMBS FRACGP DRCOG DFFP,
Cert Fam Plan
Meetings attended 3/3



NSW/ACT

Dr Elina Safro
BSc(Med) MBBS
Meetings attended 3/3



QLD

Dr Christina Jang
MBBS MD FRACP
Meetings attended 3/3



WA

Dr Ashley Makepeace
MBBS FRACP
Meetings attended 3/3



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EMPOWERING MENOPAUSAL WOMEN