

Second prestigious Award for innovative tech solution that's changing the lives of people living with Dementia & Disabilities, and their Carers

Redcliffe-based Membo Noticeboard Co-Founders Mark & Anne-Louise Underwood have won the prestigious Carers QLD Carer-Friendly GREAT Business Award for 2021 - adding another accolade to their 2019 Decoding Dementia win.

At the cutting edge of innovative solutions, the digital noticeboard system resulted from the Co-Founders' lived experience of supporting an elderly parent to live independently with Alzheimer's dementia.

It helps solve some of the biggest challenges for people with disabilities & their carers, by making it easier for family, carers and support workers to work more effectively together, and by helping to alleviate carer overwhelm and stress.

Mrs Underwood explains: *"We were really struggling to support my mother. There were constant daily calls to confirm what was going on, and a lot of stress for her and for us, because the usual written forms of reminder were not working."*

"We looked for a solution and when we couldn't find anything that suited, we decided to create something ourselves. Luckily with Mark's background in medical administration software, we were able to do that."

She went on to say: *"Membo worked so well for my mother and for us, we realised we could help others, and now it supports people living with a broad range of physical and mental disabilities, and brain disorders. We recently secured our first client in the UK which is very exciting, and takes Membo global!"*

Debra Cottrell, CEO of Carers Queensland said: *"It is important to understand that businesses are nominated by families and carers, not by industry, and this Award, sponsored by ARAFMI is given to a business that goes above and beyond in its services for carers. The testimonials for Membo were outstanding."*

Testimonials included: *"This has saved me what could be 20 calls a day from my father to check on details of upcoming appointments or events – a huge relief for my patience. Truly life-changing for Carers, Families and people suffering with dementia."* – Caroline Briggs

"The best thing you could ask for as a carer is someone who listens and understands that every situation is different. I feel like my needs in this aspect have been met as my father's condition worsens, I know that my suggestions will be taken into consideration and every effort will be made to cater to our needs." – Tamika McNae

The value of carers cannot be underestimated. According to a 2020 Report from Deloitte Access Economics:

- there are an estimated 2.65 million unpaid carers in Australia
- the annual value of the unpaid support they provide is almost \$78 billion

For social and economic reasons, Government is committed to enable people to live in their own homes.

However, without this veritable army of unpaid carers, our most vulnerable are at risk of being placed into residential care with potentially detrimental effects to their wellbeing & quality of life, & with massive financial implications for Government.

Unfortunately, in committing support to their loved ones, unpaid carers frequently experience physical, emotional and financial issues. Support is vital if they are to continue to provide their invaluable contribution.

Membo Noticeboard is on track to help provide this essential support for thousands of carers everywhere.

In receiving the award, Mrs Underwood said, *"We feel deeply honoured to have won - particularly because we were nominated by the people we help, and of course we are absolutely delighted to be recognised by Carers Queensland."*

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