

# Wipeout Dementia

GET ON BOARD CHeBA's WIPEOUT DEMENTIA CAMPAIGN



Contact: Heidi Douglass  
Email: [h.douglass@unsw.edu.au](mailto:h.douglass@unsw.edu.au)

**Centre for Healthy Brain Ageing (CHeBA)**  
UNSW Medicine & Health  
UNSW Sydney  
Sydney NSW 2052

# Contents

Summary.....	3
Participate in Wipeout Dementia March 2024.....	6
Event Day & Awards .....	8
Hall of Fame .....	9
Previous Wipeout Dementia Competitors .....	10
Social Media.....	11
Wipeout Dementia in the Media .....	12
Wipeout Dementia Sponsors.....	16



Wipeout Dementia May 2016

# Summary



## *Property Industry Wipeout Dementia November 2022*

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

By contrast, physical exercise has positive and protective effects on brain function, not only reducing risk factors but increasing neuroplasticity. The brain abnormalities that lead to dementia are known to start at least 20-30 years before the disease becomes manifest, suggesting that behaviours in young and mid adulthood will have a significant impact on brain health in old age. Co-Directors of CHeBA, Professors Perminder Sachdev and Henry Brodaty, say one of the most effective strategies we can adopt to reduce the risk of cognitive decline and dementia later in life is to become physically active from an early age, and remain active throughout our lives. Participants in Wipeout Dementia are perfect examples of the benefits that accrue from physical exercise.

In 2015, CHeBA launched Wipeout Dementia, a campaign to drive awareness and raise funds for The Dementia Momentum initiative to advance large-scale, big data research into prevention of dementia.

To date, we have held 12 extremely successful rounds of Wipeout Dementia since May 2015 with the property industry hosting the most successful event to date in November 2022, raising \$350,000.

Overall, these 12 events have raised over \$2,500,000 for CHeBA's research and received support from key political figures: Former Prime Minister Tony Abbott and NSW Premier Mike Baird.

Approximately 200 corporates have participated in the campaigns, which have also generated significant media coverage (see page 7).

Building on the success of the initial events, the inaugural property industry Wipeout Dementia was launched in November 2016 thanks to Peter Clemesha of Avenor. Held for the first time at Bondi Beach, this event set the benchmark for other industries to join Wipeout Dementia and led a new wave of support for the campaign.



The inspiration, former Ambassador for Wipeout Dementia is Richard Grellman AM, Chairman of IPH Limited and former Chairman of AMP Foundation and The Association of Surfing Professionals (International) Limited and Genworth Mortgage Insurance. His key message through this event is for all Australians to get active to reduce their risk of dementia. Richard's wife Suellen passed away from young-onset Alzheimer's disease in September 2022.

1978 World Surfing Champion Wayne Rabbit Bartholomew AM is the Ambassador for this initiative and has competed across the Bondi and Queenscliff events.



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

*Richard Grellman AM*



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

*Wayne 'Rabbit' Bartholomew  
1978 World Surfing Champion*

# A Word from our Wipeout Dementia 2023 Major Sponsor

## **MARK GROSS**

Executive Director, Morgans Financial &  
6 x Wipeout Dementia Surfer



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



# Participate in the Property Industry Wipeout Dementia March 2024

The Wipeout Dementia campaign has now raised over \$2 million for The Dementia Momentum.

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

In March 2024, CHeBA will host the 13th Wipeout Dementia campaign at Bondi Beach. Teams will be captained by Peter Clemesha of Avenor, Craig Rodgers of TSA Management, Philip Vivian of Bates Smart, Steve Watson of Steve Watson & Partners, Darren Beasley of Novm, Michael Gordon of Buildcorp, and Anthony Scotts of AWM, and an eight team TBC. Each individual surfer has a fundraising target of \$5,000.

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

All participating fundraising surfers will receive

- Wipeout Dementia merchandise including branded rashie, t-shirt and cap
- Entry into event day surf off
- Access to award ceremony after surf off
- Chance to win elite competition surfboard for highest fundraiser, and other prizes
- Fundraising and social media support

**To find out more please contact a Captain or Janelle Burns at [janelle.burns@unsw.edu.au](mailto:janelle.burns@unsw.edu.au)**

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

N.B. The fundraising platform for Wipeout Dementia 2022 is Raisley. A small administration and payment-processing fee is deducted from each gross donation made. The platform offers the option for the donor to offset this fee by adding to their donation value to cover the fee and ensure that CHeBA will get 100% of the selected donation amount if they choose.





# Event Day & Awards

The Family and friends, donors and supporters are invited to attend the ceremony post Surf Off where a number of awards will be presented, including the GNARLY AWARD – an elite surfboard to the highest fundraiser!



May 2015 Gnarly Award:  
John Cunningham



November 2015 Gnarly Award:  
Phil Butt



May 2016 Gnarly Award:  
John Cunningham



November 2016 Gnarly Award:  
Mark Gross



May 2017 Gnarly Award:  
Peter Chittenden



November 2017 Gnarly Award:  
Steve Watson



May 2018 Gnarly Award:  
Mark Gross



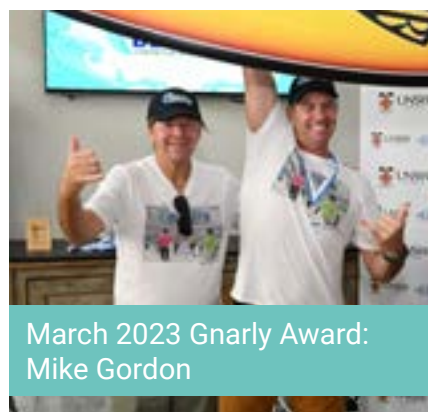
November 2018 Gnarly Award:  
Steve Watson



November 2019 Gnarly Award:  
Josh Millard



March 2022 Gnarly Award:  
Mike Gordon



March 2023 Gnarly Award:  
Mike Gordon



# Hall of Fame

	May 2015	Nov 2015	May 2016	Nov 2016
<b>Winning Team</b>	Grellman's Evergreens	Grellman's Evergreens	Gillespie's Grommets Forever	Cliff's Carvers
<b>Gnarly Award</b>	John Cunningham	Phil Butt	John Cunningham	Mark Gross
<b>Players' Player</b>	Chris Clarke	Ian Freestone	Andy Kennard	
<b>Best Wipeout</b>	Peter Chittenden	Mark Westfield	Shawn Hobbs	John Morgan
<b>Wave of the Day</b>	Rob Gillespie	Andy Kennard	Austin Ware	Nick Ebrill
<b>DHD Runner Up</b>			Ben Grellman	Peter Clemesha
<b>Coach's Award</b>			Stephen Westfield	
<b>Highest Wave Scorers</b>				Nick Ebrill & Philip Vivian
<b>Most Valuable Players</b>			Chris Clarke, Peter Murphy & Ian Freestone	

	May 2017	Nov 2017	May 2018	Nov 2018
<b>Winning Team</b>	Cunningham's Cruisers	Cliff's Carvers	Cunningham's Cruisers	Cliff's Carvers
<b>Gnarly Award</b>	Peter Chittenden	Steve Watson	Mark Gross	Steve Watson
<b>Players' Player</b>	Rob Gillespie	John L'Estrange	Morgan Hill	Steve Watson
<b>Best Wipeout</b>	Andy Kennard	Andrew Wilson	Benjamin Freeman	Peter Kleijn & Philip Vivian
<b>Wave of the Day</b>	Austin Ware	Anthony Scotts	Richard Grellman	Matthew Faddy
<b>DHD Runner Up</b>	Simon Liddy	Andrew Wilson		
<b>Coach's Award</b>	Ian Freestone	Nic George		
<b>Highest Wave Scorers</b>	Austin Ware, Dylan Norman & Heath Sims	Rabbit, Guy Lake & Anthony Scotts		

	May 2019	Nov 2019	March 2022	March 2023
<b>Winning Team</b>	Grellman's Evergreens	Daza's Drop Ins	Gordo's Grovelers	Gordo's Grovelers
<b>Gnarly Award</b>	Tony & Stella Holt	Josh Millard	Michael Gordon	Michael Gordon
<b>Best Wipeout</b>	Tony Camphin	Craig Shelsher	Lachie Paramor	Chris McDowell
<b>Wave of the Day</b>	Heath Sims	Will Rothwell	Shane Campbell	Will Pascoe
<b>DHD Runner Up</b>	Mark & Ben Gross	Darren Beasley, Pip de Rohan & Brett Newman	David Kemp	Mark Gross
<b>Battle Royale</b>		Cliff's Carvers	Clemo's Diehards	Clemo's Diehards
<b>Most Valuable Players</b>		Pip de Rohan, Lucy Ford, Peter Kleijn, Joel Ducey & Anthony Scotts	Guy Lake, David Kemp, Michael du Chateau, Maha Metwally, Ben Gross, Jack Basil-Jones & Mark Gross	Beau Arscott, Lachie Paramor, Andrew Wilson, Nick Butler, Nikki Mote, Mark Gross

# Previous Wipeout Dementia Competitors

Tony Abbott	Wylie Faeste	John L'Estrange	Clive Rodell
Scott Anderson	Lucy Ford	Eloise Liddy	Craig Rodgers
Steve Anderson	David Foster	Simon Liddy	Alex Rosenthal
Beau Arscott	Sam Franklin	Anthony Lombardo	Will Rothwell
Jeff Atkinson	Benjamin Freeman	Philip Macken	Adam Russell
Mike Baird	Ian Freestone	Darren Mansfield	Jeremy John Saxton
Keo Bartholomew	Nic George	Peter Marix-Evans	David Scardoni
Wayne 'Rabbit' Bartholomew	Eliza Gerahty	James Martin	Blake Schulze
Jack Basil-Jones	Richard Gerahty	Adrian McGregor	Anthony Scotts
Alex Beasley	Robert Gillespie	Hamish McLennan	Colin Scotts
Darren Beasley	David Goldman	Chris Meehan	Jake Scotts
Colin Beckton	Michael Gordon	Maha Metwally	Richard Scotts
Michael Beggs	Ben Grellman	David Michel	Mike Sergeant
Ian Bennett	Richard Grellman	Brad Miles	George Sharpe
Jason Boon	Ben Gross	Josh Millard	Craig Shelsher
Stuart Brown	Mark Gross	Doug Miller-Davie	Brendan Shipp
Phil Butt	Michael Gulley	Stuart Montfort	Heath Sims
Mick Café	Alby Haywood	John Morgan	Simon Smart
Shane Campbell	James Haywood	Nikki Morley	David Smith
David Camphin	Michael Hendrie	Ben Moss	James Smith
Tony Camphin	Cameron Hicks	Andrew Moss	Richard Stubley
Ben Caunt	Morgan Hill	Nikki Mote	Martin Taylor
Lachlan Chittenden	Shawn Hobbs	Jeff Moxham	Shaun Timbrell
Peter Chittenden	Stella Holt	George Murphy	Chris Tootell
Jon Chomley	Tony Holt	Peter Murphy	Philip Vivian
Chris Clarke	Fiona Hunt	Stephen Neille	Stuart Voigt
Peter Clemesha	Jackson Hunter	Geoff Nesbitt	Philip Waddington
Ali Clemesha	Jim Hunter	Lachlan Nesbitt	Hugh Waddington
Max Clinton	Rodney Jamieson	Stephen Newey	Austin Ware
Andrew Cowan	Chris Jessop	Brett Newman	Steve Watson
Ben Cradock	Rob Johns	Patrick Nicholas	Mark Westfield
Warwick Crane	Alex Kelly	Dylan Norman	Stephen Westfield
John Cunningham	David Kemp	Mark Occhilupo	Dan White
Harry Dehne	Andy Kennard	Joe O'Dwyer	James Whitehead
Aaron De La Harpe	Alexandra Kent	Paul Oesterheld	Phillip Wicks
Pip de Rohan	Danny Kent	Tom O'Neill	Sam Wicks
David Desson	Vince Kernahan	Lachie Paramor	Andrew Wilson
Joel Ducey	Warren King	Stefan Perkowski	Ian Wright
Anton du Chateau	Graham Kittle	Iain Pretty	Sam Wright
Mike du Chateau	Peter Kleijn	Simon Ranson	Duncan Young
Myles du Chateau	Badier Kubis	James Regan	David Young
Matthew Faddy	Guy Lake	Karl Riedel	
Andreas Faeste	Scott Leney	Anthony Roberts	
	Stephen Lennard	Nicholas Roche	

# Social Media

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

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





# Wipeout Dementia in the Media

The Urban Developer, 31 March 2022

## Property Sector, Mark Occhilupo Team Up to Wipeout Dementia



Wipeout Dementia has hit \$2 million on the back of the property industry's Bondi Beach event, with 64 heavy hitters raising nearly \$350,000 to support critical research into Alzheimer's disease and other dementias.

The 2022 event held on March 25 continued the initiative's successful record, reaching \$2 million raised for The Dementia Momentum, with industry representatives from more than 50 organisations including Morgans, Lendlease, Buildcorp, Colliers International, UBS, CBRE and Anyuan.

This year 1999 world surfing champion Mark Occhilupo competed, generously auctioning off the board he rode in the 2019 Bells Beach Heritage Heat against US pro-surfer Tom Curren.

The Dementia Momentum supports research led by the Centre for Healthy Brain Ageing (CHeBA), at UNSW Sydney.

"The evolution of Wipeout Dementia across the property industry has been inspirational and humbling," Dementia Momentum ambassador Dr Richard Grellman, chair of IPH Limited and former chair of the Association of Surfing Professionals [International], said.

Dr Grellman's wife Suellen has advanced young onset Alzheimer's disease.

"Funding for dementia research still lags considerably behind other conditions, despite it being the single greatest cause of disability burden in Australia, the leading cause of death among women and the second leading cause of death overall.

Scimex, 21 Nov 2018:



## Property industry unite to Wipeout dementia

Publicly released: Wed 21 Nov 2018 at 1400 AEST | 1600 NZDT

# Surfing to wipeout dementia

Shaya Laughlin

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

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

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

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

"It has become a major health issue."

Friday's event was run by the Centre for Healthy Brain Ageing (CHeBA) for its The Dementia Momentum initiative and aims to increase awareness about the modifiable risk factors of Alzheimer's disease and other dementia.



Steve Watson at the Wipeout Dementia event at Bondi Beach.

Mr Watson raised \$17,000

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

"A few of the girls in the of-

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

The surf competition



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

"This is something that's affecting more and more people."

Competitor Steve Watson

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

The disease is the second

leading cause of death in Australia with more than 244 new cases diagnosed each day. The current economic cost of dementia in Australia is estimated to be \$14 billion and this figure is expected to increase to \$26 billion by 2056.

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

## Surf spectacle this Friday to Wipeout Dementia

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

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

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

"I am a surfer so when I saw they were raising money through the charity doing this surfing competition, I felt moved enough to suggest

the beach for the competition.

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

• To sponsor a surfer, visit: [cheba2.everydayhero.com/au/wipeout-dementia-property-industry](http://cheba2.everydayhero.com/au/wipeout-dementia-property-industry)

... doing an event at Bondi," said Mr Clemesha, director of property company Avenor.

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

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



Peter Clemesha and Heidi Mitchell ready to hit the Bondi surf for Wipeout Dementia competition. Picture: John Appleyard





[\*The Australian Financial Review, 29 March 2017:\*](#)

## **More spending needed to wipe out dementia**

Governments, the corporate sector and the community must urgently lift the amount spent on preventing and curing dementia, which threatens to become a major brake on economic growth.

That's the message from company director and former long-standing KPMG partner Richard Grellman, who is the spokesman for the University of NSW's Centre for Healthy Brain Ageing's (CHeBA) Dementia Momentum initiative.

"The reality is that this disease is going to impact more and more people," Mr Grellman said. "We are going to live longer and the costs of providing appropriate care to an increasing number of people means this is going to have a huge economic impact.

"The Turnbull government, corporates and the community should do all they can to confront the causes and find the cure."

Mr Grellman's old company hosted a lunch for CHeBA in Sydney on Wednesday. The event was attended by 130 people, including key supporters Morgans executive director Mark Gross, Kennards Hire's Andy Kennard and Colliers International boss Peter Chittenden, and raised about \$25,000 for research.





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

## Wipeout initiative

The lunch recognised the second anniversary of the Dementia Momentum initiative, which is perhaps best known for hosting the series of surfing days for business high-flyers called Wipeout Dementia.

Mr Chittenden said the need for action on dementia was urgent.

"What we know is that we are going to need 500 more beds every month for the next 40 years to cater for the ageing population of Australia and half of those will have dementia," he said.

"It is one of many health concerns but it gets the least amount of funding and the Australian population is too big to have this limited amount of interest."

CHeBA co-director Professor Henry Brodaty told the lunch Australia could save \$5.7 billion over the next decade if it could reduce the number of people over the age of 65 suffering dementia by just 5 per cent.

Recent research showed that the estimated cost to the Australian economy of dementia was \$14 billion in 2017, of which 61 per cent were direct costs and 38 per cent were opportunity costs. This figure was projected to increase to \$28 billion by 2056.

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

#### **Television exposure:**

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



# Sponsors

## Major Sponsor:



## Team Sponsors:



## Event Partners:

