

2024-2025 HNSW SERVICES & ANNUAL REPORT

Working towards a world free of viral hepatitis



HEP CURED, PRIDE SQUARE, NEWTOWN

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Hepatitis NSW is proud to acknowledge Aboriginal people as the traditional owners and custodians of our lands and waters.

WELCOME BY DENISE AND STEVEN

Welcome to Hepatitis NSW Services and Annual Report 2024-2025. The report gives a snapshot of our work and its impact and describes the programs and services we provide for people living with or affected by hepatitis C and hepatitis B in NSW.

The Hepatitis NSW vision is **A world free of viral hepatitis**. In working towards this vision, we are funded by the NSW Ministry of Health. Our programs and activities enable us to work towards the NSW Government's commitment to the elimination of hepatitis C and hepatitis B as a public health concern in NSW. Our Strategic Plan 2025 -2030 guides the direction of our work. The Board has endorsed programs designed around advances in rapid testing modalities (POCT, DBS, GeneXpert) and an improved cascade of care such as lived experience, peer and culturally diverse programs, telehealth and remote consultations, as well as nurse, lived experience peer and multi-cultural community worker led services, with the aim of increasing access to non-stigmatised healthcare for people living with hepatitis B and hepatitis C.

As we countdown to the 2030 elimination target date, Hepatitis NSW demonstrated sector leadership by convening the NSW Viral Hepatitis Elimination and Beyond Summit in May this year. Held at NSW Parliament House, the Summit brought together 40 key partners, sector colleagues, researchers and opinion leaders to identify key priorities for action to improve hepatitis-related liver health in NSW, in the context of and progress against the current NSW hepatitis strategic plans, as well as emerging trends, research and innovation. This highly successful event was well received, generated a renewed energy across the sector and identified numerous exciting ideas to help achieve elimination targets.

Hepatitis NSW has experienced expansion through new and strengthened partnerships and projects. The Peer Partnership Program has grown to offer more services, including testing in Community Corrections and outreach settings, in partnership with staff from Local Health District (LHD) and community-based organisation's staff.

The **HEP CURED** statewide communications campaign reached across NSW to raise awareness, and provide activities to test, treat and cure for people living with hepatitis C. Events, including community outreach and World Hepatitis Day added momentum across NSW, along with a social media campaign with exponential impacts. A First Nations Advisory Group has been formed for the development of a culturally appropriate version of the campaign for Aboriginal communities.

We expanded work with research partners, the Kirby Institute (EMPOWER, LiverCare) and Centre for Social Research in Health (Hepatitis B and Tackling Stigma conference), and enhanced service delivery with Hepatitis Australia's HepLink DBS, offering Dried Blood Spot testing at our office and in key settings. A one-off program funded by Gilead Sciences, Custody to Community Patient Support Program, linked people currently on hepatitis C treatment to support in their local community upon release. The Hepatitis Infoline continues to link people in both community and custodial settings to viral hepatitis care and support, including support and incentives for adherence to complete hepatitis C treatment.

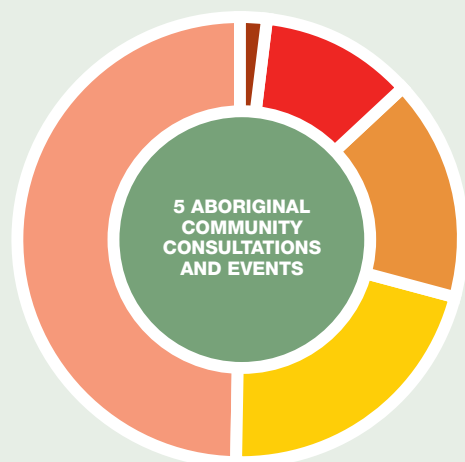
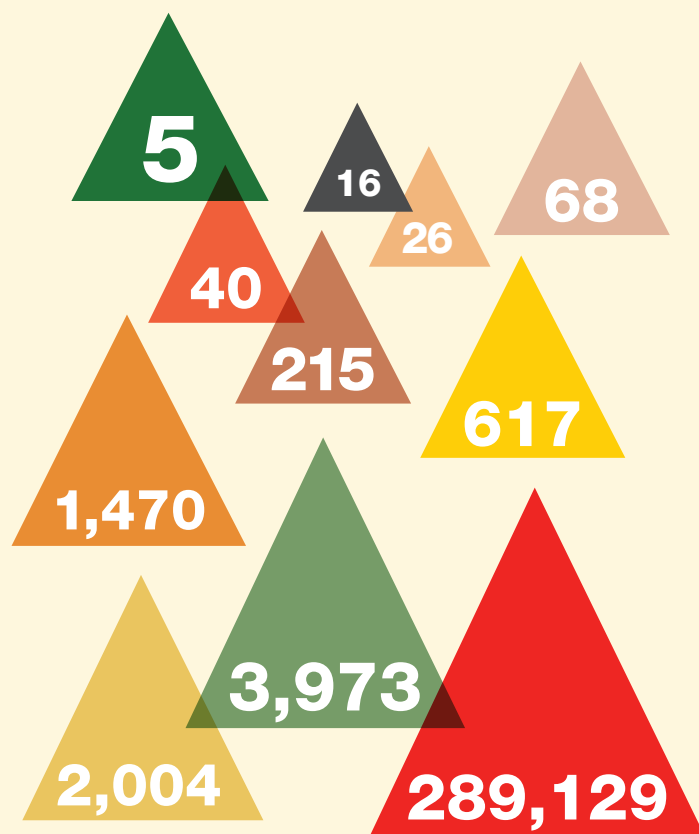
Our website delivered relevant, timely information and downloadable resources, and hosted *The Champion* e-newsletter, keeping the community and sector partners updated about our activities, information. The local services directory, a key resource on our website, supports people on their liver health journey by allowing users to find hepatitis services near them. The website took out the number one position from search results for trusted hepatitis information in Australia.

Please take a few minutes to read about our achievements and the services we provide for our communities.

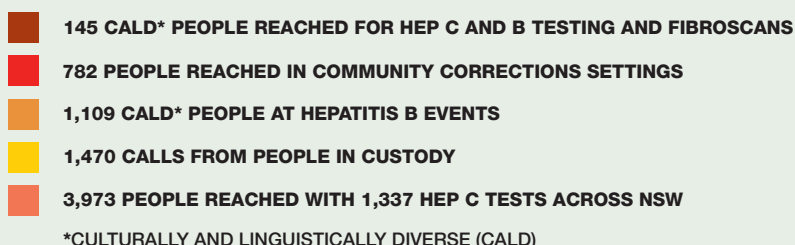
Denise Jarratt
President

Steven R Drew
Chief Executive Officer

2024-25 HIGHLIGHTS



6,960 PRIORITY POPULATIONS REACHED



2024-25 FINANCES

In 2024-2025 our income was \$2,915,887. The majority of our income was spent on activities, resources and services for people living with or affected by viral hepatitis across NSW.

Through careful budget planning and management, we kept our total expenditure at \$2,880,754.

Hepatitis NSW achieved a small operating surplus of \$35,133.

This enabled us to increase our equity (members' funds) to \$917,289 at year-end. Hepatitis NSW remains in a stable financial position with a healthy cash flow that will help ensure we remain solvent in years to come.

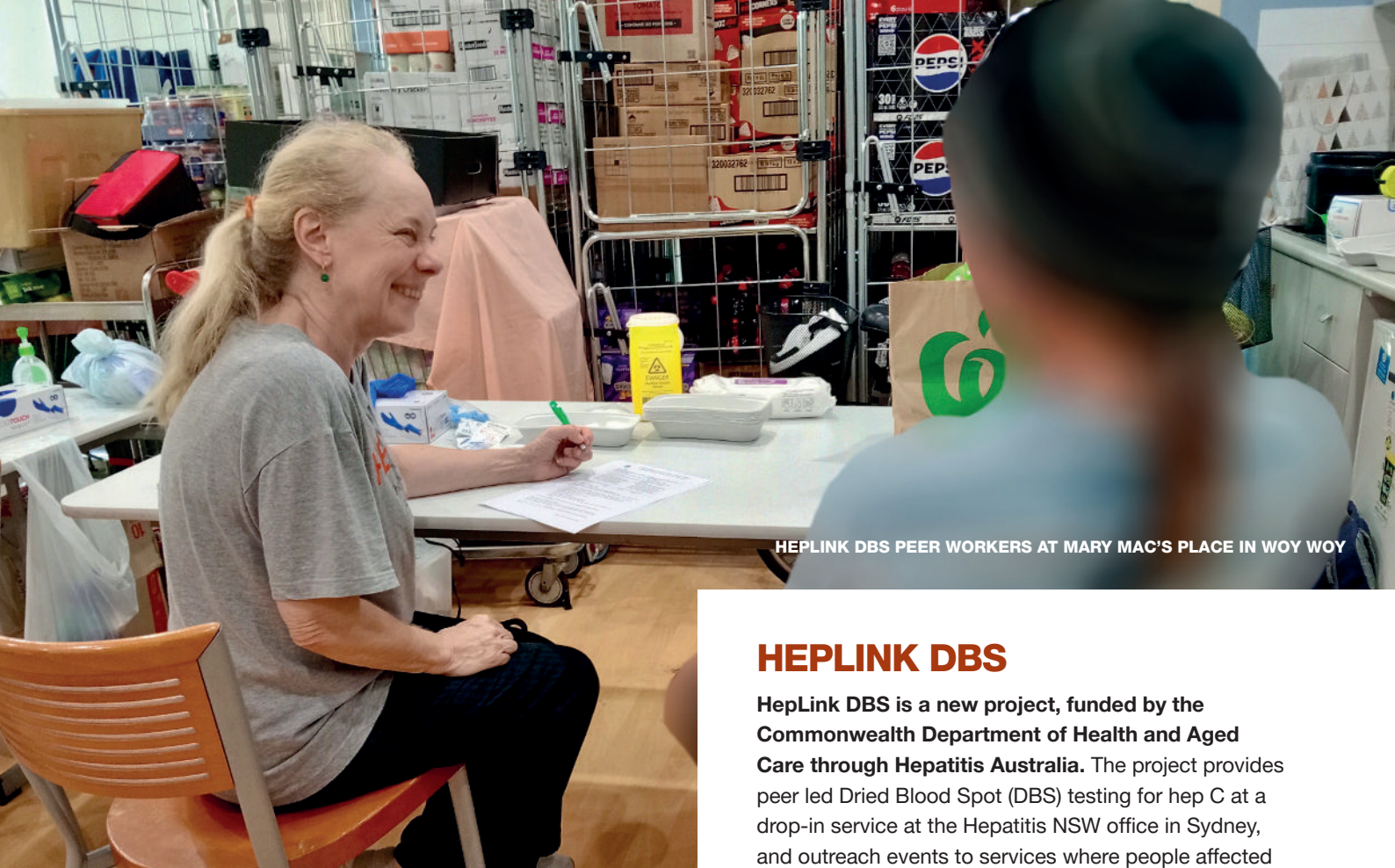
Our funding comes from a variety of sources. The NSW Ministry of Health provides our core annual grant of \$2,395,600. Other funding comes from private and public bodies, as well as income

generated through donations, membership fees, interest earned and cost sharing payments for some products and services.

We gratefully acknowledge and thank all our funding bodies and partners: the NSW Ministry of Health, Hepatitis Australia, Commonwealth Health and Aged Care (HCEP), Kirby Institute, Gilead Science, and Department of Corrective Services.

We sincerely thank our members and donors for their continued support.

Our Annual Financial Statements were audited by Portman Newton, Chartered Accountants. They contain a full breakdown of our income and expenditure and are available to download from our website www.hep.org.au and a copy can be obtained from our office by email request to admin@hep.org.au



HEPLINK DBS PEER WORKERS AT MARY MAC'S PLACE IN WOY WOY

PEER PARTNERSHIP PROGRAM TESTING AND TREATMENT ACCESS

The Peer Partnership Program is a flagship activity of Hepatitis NSW.

Our health information and treatment access program is run by peer workers – people with lived experience of hep C and treatment. 26 skilled and trained peer workers joined staff from local health districts and community partners to deliver 215 events and activities, reaching 3,973 people with hep C information, testing, and treatment.

The program makes hep C testing and treatment as easy-to-access as possible, by partnering clinical staff with our peer workers in priority settings. We take healthcare to people in needle and syringe programs (NSPs), opioid substitution services (OSTs), alcohol and other drug services, residential rehabs, Community Corrections and homelessness services and remove the barriers to hep C testing and treatment.

We provided 7 peer worker training and networking activities to support and retain our peer workforce. These included sessions on using our HEP CURED campaign messaging and merchandise to engage people, peer work skill-sharing, Dried Blood Spot (DBS) and Point of Care testing information and procedures, and Aboriginal Cultural Competency Training.

OUR 26 SKILLED AND TRAINED PEER WORKERS JOINED LHDS AND PARTNERS TO DELIVER 215 EVENTS AND ACTIVITIES, ENGAGING 3,973 PEOPLE ABOUT HEP C. WE PROVIDED 7 TRAINING ACTIVITIES TO SUPPORT OUR PEER WORKFORCE.

HEPLINK DBS

HepLink DBS is a new project, funded by the Commonwealth Department of Health and Aged Care through Hepatitis Australia. The project provides peer led Dried Blood Spot (DBS) testing for hep C at a drop-in service at the Hepatitis NSW office in Sydney, and outreach events to services where people affected by hep C visit. The project has tested 218 people.

26 SKILLED AND TRAINED PEER WORKERS WERE PLACED ACROSS LOCAL HEALTH DISTRICTS (LHDS) WITH 215 SERVICE VISITS. 3,973 PEOPLE WERE ENGAGED WITH ABOUT HEP C.

EMPOWER STUDY

The EMPOWER Sub-study, part of the Australian hep C point-of-care-testing program delivered by the Kirby Institute, highlights the value of community partnerships in delivering peer-implemented hep C testing and care. Peer workers employed by Hepatitis NSW bring their lived experience of hep C and treatment to build trust and reduce stigma. The program aims to make hep C care easy to access and ensures culturally safe, non-judgmental engagement for people experiencing homelessness, drug use, or histories of incarceration.

We have implemented EMPOWER across a mix of diverse outreach settings in Sydney. We leverage lived experience, peer expertise, and strong clinical collaborations to enhance access, trust, credibility, and treatment outcomes for people who are at risk.

EMPOWER provides peer-implemented hep C antibody testing using INSTI 1-minute test kits followed by immediate referral to reflexive RNA tests using the GeneXpert machine, which delivers results within 1 hour. Since commencing, EMPOWER has trained 6 peer workers to implement the tests and enrolled 721 participants at 53 outreach events across 11 sites in various key settings in NSW.

6 PEER WORKERS TRAINED. 721 PARTICIPANTS REACHED THROUGH 53 OUTREACH EVENTS AT 11 SITES ACROSS NSW.

HEP CONNECT

Hep Connect supports people undergoing hep C treatment.

Hepatitis NSW has partnered with Perx Health to deliver this service through the interactive Perx Health app for people managing Hep C treatment. Perx provides medication and appointment reminders, daily support, and rewards such as gift vouchers, to encourage people to stay medication adherent as they progress on their journey to cure. A promotional video has been produced outlining the benefits of the Perx partnership.

68 CLIENTS WERE SUPPORTED TO COMPLETE TREATMENT



HEPATITIS B MULTICULTURAL LIVER HEALTH TEAM

LIVERCARE

Hepatitis NSW has launched a new research sub-study of Kirby Institute's National Point of Care testing, named **LiverCare**. It's a multicultural community-based activity, in partnership with community organisations for hepatitis B and C testing.

145 PEOPLE WERE TESTED AT 4 LIVERCARE EVENTS.

Our website now has hep C and hep B information in Korean and Chinese. Videos from hepatitis B lived experience speakers and information messages in language were popular and were promoted via our blogs, social media and hep B pages.

145 PEOPLE TESTED. 19 HEPATITIS B EVENTS. 19 HEPATITIS B LIVED EXPERIENCE SPEAKER SESSIONS. 14,216 VISITS TO THE HEPB.ORG.AU

HEPATITIS B MULTICULTURAL LIVER HEALTH PROGRAM

Our Hepatitis B Multicultural Liver Health Program aims to raise awareness of hepatitis B, particularly within the Chinese and Korean communities. We run events in collaboration with multicultural community organisations to reach people affected by hepatitis B. At these events, we raise awareness around transmission, prevention, vaccination, management, and treatment, at community events. Hepatitis NSW teamed with clinical staff to offer screening opportunities in places where families and students gathered, such as Family Fun Days and TAFE "Hello Doctor" Health Expos. We trained 15 multicultural and multilingual workers from Chinese, Korean, and Vietnamese backgrounds to increase understanding and knowledge, enabling them to better support people living with hepatitis B.

PEOPLE AFFECTED BY HEP B WERE REACHED THROUGH 19 EVENTS



THE LIVERCARE TEAM, CABRAMATTA

World Hepatitis Day

Thursday 25 July



WORLD HEPATITIS DAY 28 JULY 2024

World Hepatitis Day 28 July 2024 was held at the National Centre for Indigenous Excellence in Redfern. Hepatitis NSW CEO Steven Drew was joined by Ms. Bianca Prain (NSW Ministry of Health), alongside hepatitis B and C lived experience speakers, with Dr Tim Broady (Centre for Social Research in Health UNSW) and Janice Pritchard-Jones (Sydney LHD Hepatitis Coordinator and CNC). Media coverage and interviews added to the reach and impact of our work across the state including on WIN Television Illawarra and the Newcastle Herald.

SPEAKER SERVICE

Our speaker service connects the community and workforce with personal accounts of living with hepatitis C and B.

Our speakers challenge stereotypes and address the stigma associated with living with hepatitis. Personal accounts of peoples lived experience develop service provider's understanding of how stigma and discrimination impact on access to support and services. This is the most effective strategy in changing and improving attitudes, values and behaviours.

Our speakers are trained in public speaking and share their stories as part of education sessions, and at community workshops and events. Our speakers also delivered sessions online, in videos and shared their stories in blogs on the website. We have a collection of speaker session videos which we promoted to increase access.

**40 SPEAKER SESSIONS. 19 SPEAKERS MAINTAINED.
19 HEPATITIS B SESSIONS.**

RAP

Our Reconciliation Action Plan (RAP) was launched in July 2019. We are tracking adequately against the actions and deliverables, with ongoing Aboriginal cultural competency training to increase awareness among staff, volunteer, and Board members. We continued our partnerships with Aboriginal and Torres Strait Islander organisations for service delivery, resource development, training, events and purchasing of supplies and services.

ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES

Hepatitis NSW, join with partner organisations ACON, Sex Workers Outreach Project (SWOP), NSW Users and AIDS Association (NUAA), and Positive Life NSW to improve our capacity to address inequality in health outcomes for Aboriginal people and Close the Gap between First Nations Peoples and non-Indigenous Australians. Together we attended the Yabun Festival on 26 January 2025, with over 100 people visiting the stall, talking with our staff, and taking resources home. In July 2024, we had the HEP CURED Mobile Mural at Redfern Oval with Aboriginal staff from Sydney LHD, and their outreach van provided 65 tests with 86% of people attending identifying as Aboriginal.

WE HELD PARTNERSHIP EVENTS AT 5 COMMUNITY SERVICE SETTINGS.

The resource booklets *Yarnin' about hep C* and *Yarnin' about hep B* were reprinted and sent to the Aboriginal Medical Services (AMS). We also made *Yarnin' about hep B* into an animated video, with men's and women's versions, to help inform and support Aboriginal people in custody. This was made in collaboration with community members and staff from Justice Health NSW.

THE ANCESTORS SHINING DOWN FROM ABOVE, IMAGE COURTESY OF GRANT CAMERON, PROUD KAMILAROI MAN AND NCIE CEO. NAIDOC WEEK 2024



HEPATITIS INFOLINE

Our *Hepatitis Infoline* offers confidential information, support, and referrals across NSW.

Services are available via phone, online Live Chat, website email and within NSW prisons through the free auto-dial phone system. We took a large proportion of calls from people in custody, and from Aboriginal and Torres Strait Islander and culturally and linguistically diverse people. We engaged in more conversations about hepatitis B and vaccination than in previous years. Our callers discussed topics including transmission, prevention, testing and treatment and hepatitis B vaccination.

We also participated in the Hepatitis Australia National Hepatitis Infoline (NHIL) initiative. This initiative is funded by the Commonwealth Department of Health as an embedded and resourced activity of the Australian national response to viral hepatitis.

2,004 CALLS, LIVE CHATS OR EMAILS



PEOPLE IN CUSTODY

People in custody can call the Hepatitis Infoline direct from prison and can request a Hepatitis Information Pack (HIP) by mail, giving them information and resources about hepatitis C and B testing, treatment, prevention, and request forms to see the prison's health service. The packs contain Tx! Mag with prison-specific stories and information on how to access testing and treatment, including DBS in custody. Feedback showed people took action to test or treat as a result of the resources and support they received.

We delivered 4 High Intensity Testing and Treatment campaigns in NSW Correctional Centres during the year, reaching hundreds of people for hep C testing and treatment. We developed a partnership with LHDs to deliver testing and treatment in non-custodial Community Corrections settings delivering 6 sessions.

915 HEPATITIS INFORMATION PACKS SENT TO PEOPLE IN CUSTODY. 782 PEOPLE TESTED IN NON-CUSTODIAL COMMUNITY CORRECTIONS SETTINGS.

2,004 HEPATITIS INFOLINE CALLS, CHATS OR EMAILS

915

HEPATITIS INFORMATION PACKS SENT TO PEOPLE IN PRISON

INFOLINE CALLER DEMOGRAPHICS

73%

38%

15%

- CALLERS FROM PRISON**
- CALLERS IDENTIFIED AS ABORIGINAL OR TORRES STRAIT ISLANDER PEOPLE**
- CALLERS IDENTIFIED AS CALD (CULTURALLY AND LINGUISTICALLY DIVERSE)**

CUSTODY TO COMMUNITY EPCLUSA PATIENT SUPPORT PROGRAM

Hepatitis NSW ran a 12-month program called the **Custody to Community Epcclusa Patient Support Program** from July 2024 – June 2025. This targeted initiative supported participants at nominated correctional centres who had hepatitis C, had commenced Epcclusa medication, and were due to be released before completing their treatment. Acknowledging that returning to the community can be a challenging time in an individual's life, the program offered both in-reach and community support services to eligible participants.

Two Hepatitis NSW Project Officers delivered the program, meeting with participants at eligible correctional centres and providing support in the community. Participants were linked with medical providers who could offer ongoing hepatitis C care including referrals and introductions to appropriate healthcare providers such as doctors, pharmacies, and clinics; face-to-face community visits; and encouragement to get tested to confirm they had been cured of hepatitis C.

To recognise and reward participants' efforts, the program offered incentives. Hepatitis NSW also became a program sponsor of the Work & Development Orders (WDO) scheme. This allowed eligible participants to reduce or clear debts and fines by following their medical plan and accessing regular healthcare while helping them break free from the debt cycle.

RESOURCES ABOUT HEP B AND C

We develop innovative resources responsive to peoples' needs. Our resources are developed in partnership with affected communities and health specialists. These include "easy read" resources with illustrations, that are helpful for people with lower literacy skills, and resources to support clinical work. In-language resources for people with hepatitis C and B are available. You can view and place your order on our website.

100,379 RESOURCES DISTRIBUTED

THE CHAMPION E-NEWSLETTER

The Champion is our monthly newsletter for members and subscribers. It provides news on viral hepatitis and our work, promotes our services and events, and links people to our website. *The Champion* also helps recruit community members to get involved in peer work, public speaking or research studies.

25,364 COPIES DISTRIBUTED

Tx! MAG

Tx! Mag is our easy-read magazine. It helps get people living with hep C into testing, treatment, and cure. Combining comics, puzzles and information, it aims to connect with readers on issues that relate to their lives. We run workshops with communities to develop the themes and storylines. One edition per year focuses on hep B among Aboriginal communities and aims to help Close the Gap on hepatitis B testing, monitoring, care and treatment.

37,500 COPIES DISTRIBUTED



WEBSITE, COMMUNICATIONS AND RESOURCES

Our resources include *TX! Mag*, a comic that talks about issues for people with hep C or hep B, and stigma and discrimination that act as a barrier to people seeking testing and treatment. The stories are based on real life with community input and aim to inform in an entertaining way.

Our website had **264,129 visits**, and it now holds the number one position for hepatitis related searches in Australia. Our hep B website had **14,216 visits**.

The HEP CURED campaign website had **18,158 visits**.

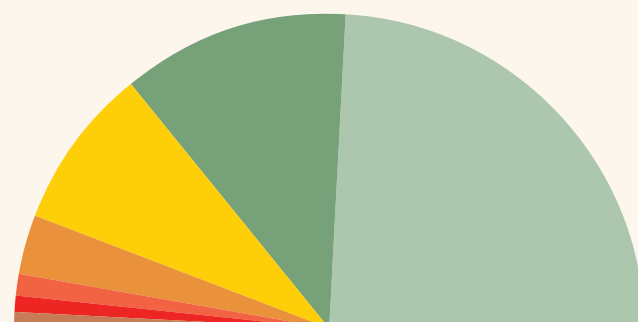
**379,154 WEBSITE
PAGE VIEWS**

WWW.HEP.ORG.AU

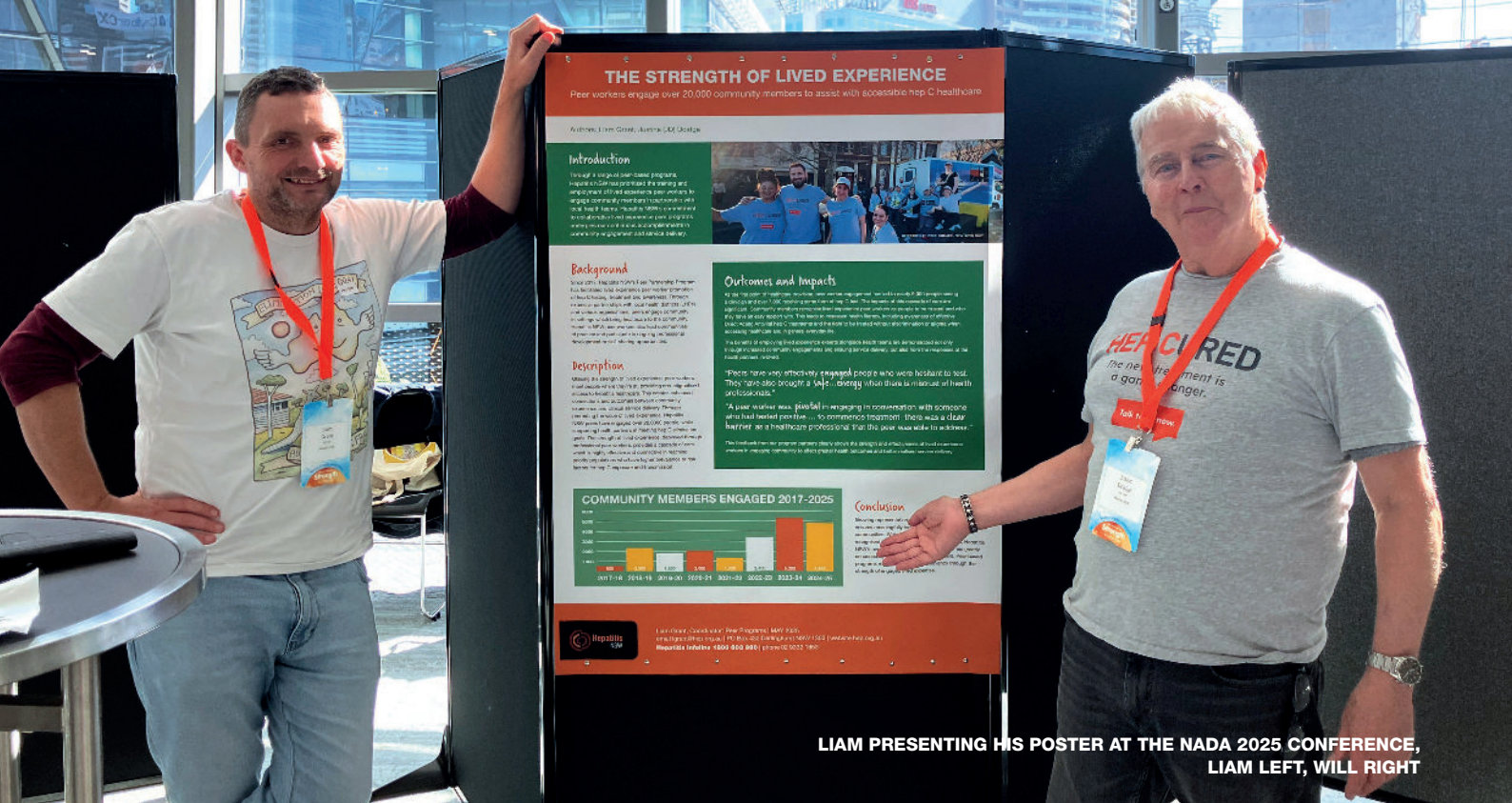


See www.hep.org.au for free resources and information.

**YOU CAN SEE OUR PROGRESS AND
ACHIEVEMENTS HERE:
WWW.HEP.ORG.AU/ABOUT-US/OUR-IMPACT**



	14,216 VISITS TO HEP B WEBSITE*	*HEPB.ORG.AU
	18,158 VISITS TO CAMPAIGN WEBSITE**	**HEPC.ORG.AU
	25,364 E NEWSLETTERS SENT OUT	***HEP.ORG.AU
	33,330 VIEWS OF OUR YOU TUBE	
	100,379 RESOURCES DISTRIBUTED	
	264,129 VISITS***	
	379,154 PAGE VIEWS***	
	763,860 SOCIAL MEDIA VIEWS OR VISITS	



CONFERENCES, REPRESENTATION AND ADVOCACY

Many posters and presentations about our work were accepted at conferences. Our staff and community members represented issues at over **107** meetings, forums and consultations and **31** submissions or conference presentations were delivered.

Hepatitis NSW hosted the Viral Hepatitis Elimination and Beyond Summit on 8 May 2025, with key partner and sector colleagues with a depth of knowledge, skills and experience in viral hepatitis elimination efforts to discuss efforts to date and what comes next. The summit identified priorities for action to improve hepatitis-related liver health in NSW and progress the NSW Hepatitis C and Hepatitis B Strategic Plans, based on emerging trends, research and innovation.





HEP CURED LED VAN, REDFERN

NSW HEPATITIS C HEALTH PROMOTION CAMPAIGN

We continue to work in partnership the Ministry of Health and key stakeholders spanning 15 NSW Local Health Districts and Justice Health NSW, in the development and delivery of a state-wide hep C health promotion campaign. The **HEP CURED** campaign – is both a health promotion advertising campaign, and a coordinated multi-agency program of hep C testing events – aiming to focus on and reach people who inject drugs, their networks, and connections – to promote access to hep C testing and cure. The program component was delivered in key settings across NSW, such as drug health services – NSPs, OST services at community pharmacies, homelessness and social welfare services, community corrections and community outreach settings. The campaign was implemented with peer workers from Hepatitis NSW and NUAA, who work alongside clinical staff, and who use their hep C lived-expertise to start conversations with people to build their trust and bridge them into testing and treatment, using messaging from the campaign. These events were accompanied by the Mobile Billboard – a travelling truck advertising the hep C health message, touring to most of the 21 hep C health promotion sites in July 2024. At these 21 events, 465 people engaged with a peer worker – and 219 people then went on to see a nurse, resulting in 249 hep C tests conducted.

HEP CURED-branded merchandise giveaways, such as caps and beanies, are produced each year for the campaign – distributed to over 40 services and locations to get the campaign messages out and to help incentivise people to engage with peer workers and clinical staff. Our advertising placements, consisting of a one-month paid social media campaign in July 2024 across Facebook, Instagram and YouTube, along with various outdoor advertising placements (at train stations, on Regional NSW bus panels, posters in washrooms across NSW shopping centres and pubs) – directed people to the **HEP CURED** information website, and the 1800 Hepatitis Infoline. The advertising during the July period generated significant website traffic to hepC.org.au with a total number of 22,065 users over 25,010 sessions in the period.

In mid-2024, we partnered with the HARP Aboriginal Health Workers Network (HAHN) to conduct a statewide community consultation to identify the motivators and barriers that First Nations people face in undertaking testing for, and treatment of, hep C. The findings gave us invaluable information on how to plan and proceed with an accessible and culturally appropriate version of the **HEP CURED** campaign for Aboriginal and Torres Strait Islander communities in NSW. A First Nations Advisory Committee was formed to move this work forward.

HEP CURED CAMPAIGN ACTIVATION

21 SITE SESSIONS **465 PEOPLE ENGAGED**
219 SAW THE NURSE **249 PEOPLE TESTED**