



1 – 7 May 2011

Supporting

Neuroscience Research Australia



2011 Bridge for Brain Research Challenge

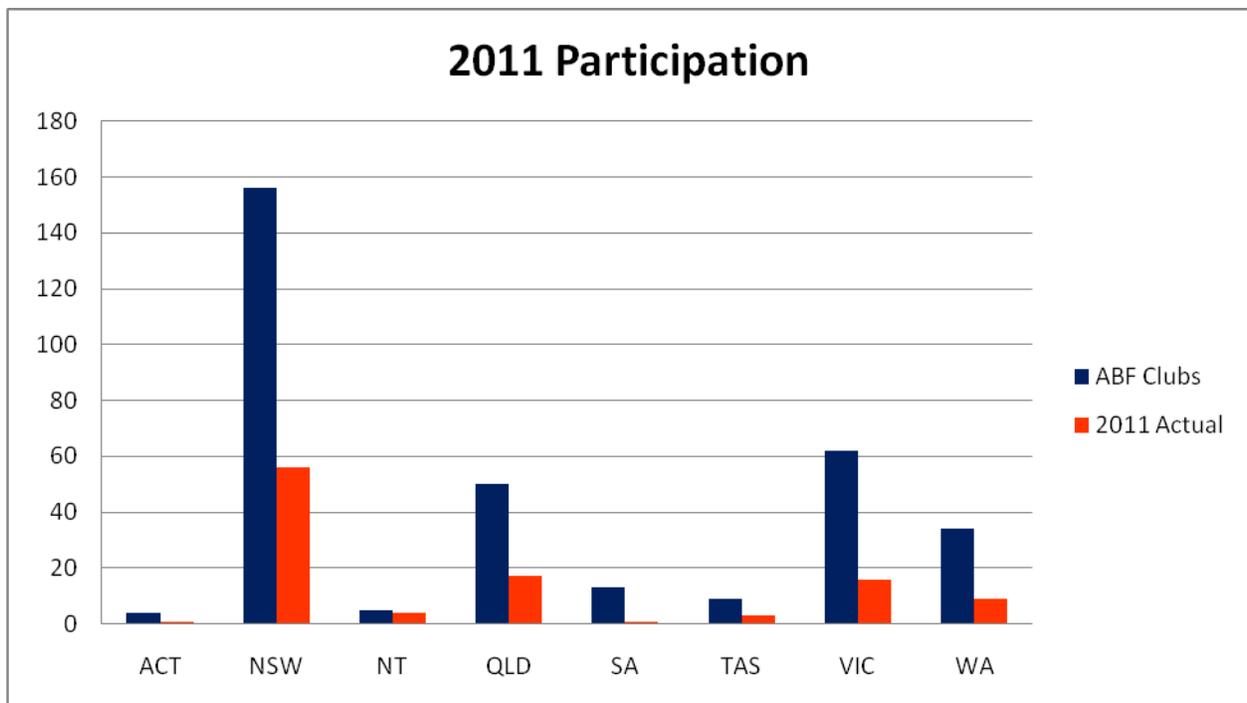
Nationwide Participation

In 2011 the number of clubs that registered to participate in the Challenge was 122, with 108 clubs going on to play the set hands provided. Of those clubs only 94 clubs registered their scores online to receive RED master points – 33 were scored manually by the ABF secretariat.

A number of clubs (18) who either registered and then did not play or never registered did make a donation in support of the Challenge.

A total of 126 clubs supported the event in 2011.

Our understanding is that there are more than 330 ABF registered clubs, at this stage the challenge is receiving support from less than 40% of those clubs.



See Appendix A for sample of Play Kit sent to all Clubs

Nationwide Results for 2011

Highest percentage overall			
Elizabeth Morrish	Ann Griffin	74.87%	Sale Bridge Club
Highest percentage Score by a pair over the age of 75 years			
Joan Kefford	Charlie Braid	64.35%	Esperance Bridge Club

National Top 10			
Place	Players	Club	Percentage
1	Morrish, Griffin	Sale	74.87
2	Preston, Evans	Noosa	71.88
3	Ross, Cooke	Yarrawonga	71.66
4	Swarbrick, Van Lier	Sale	71
5	Campbell, Jackson	Redcliffe	70.99
6	Fernie Spooner	Stanthorpe	70.13
7	Li, Walker	NSWBA	70.09
8	Trotter, Kacso	Geraldton	69.98
9	Martin, Frost	Tully	69.66
10	Scorer, Hector	Bathurst	68.67

2011 Top 5 (NSW):			
Place	Players	Club	Percentage
7	Li, Walker	NSWBA	70.09
10	Scorer, Hector	Bathurst	68.67
12	Widawska, Jones	Southern Highlands	68.6
15	Connelly, Faranda	Murwillumbah	66.9
17	Wright, Wright	Randwick	66.44

2011 Top 5 (QLD):			
Place	Players	Club	Percentage
5	Campbell, Jackson	Redcliffe	70.99
6	Fernie Spooner	Stanthorpe	70.13
9	Martin, Frost	Tully	69.66
11	Hooper, Hooper	Cairns	68.67
30	Denham, Sheldon	Helensvale	64.96

2011 Top 5 (VIC):			
Place	Players	Club	Percentage
1	Morrish, Griffin	Sale	74.87
3	Ross, Cooke	Yarrawonga	71.66
4	Swarbrick, Van Lier	Sale	71
14	Turner, Fuller	Echuca	67.78
18	Jacobs, Elson	Waverley	66.35

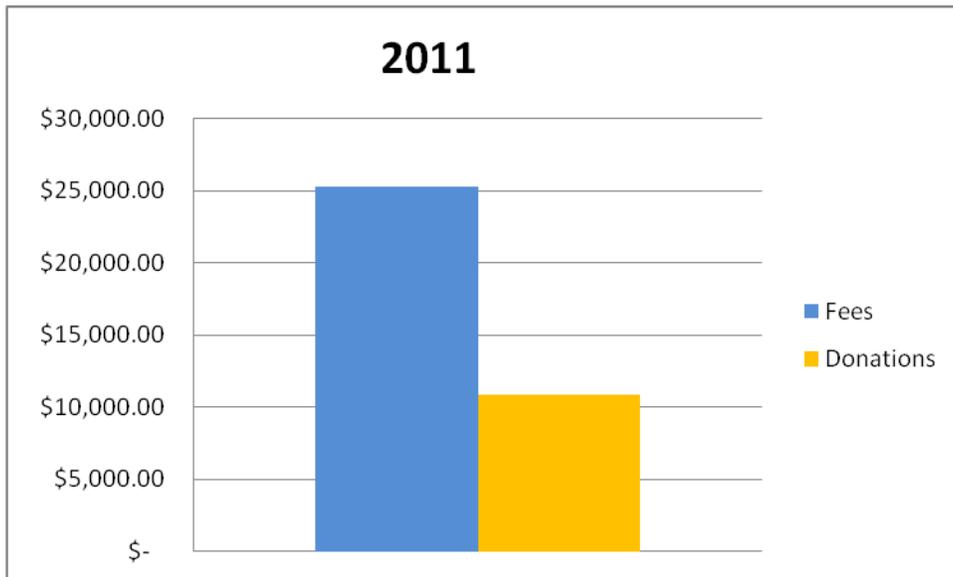
2011 Top 5 (WA):			
Place	Players	Club	Percentage
8	Trotter, Kacso	Geraldton	69.98
13	Flack, Ogden	Kojonup	68.48
38	Briad, Kefford	Esperance	64.35
47	Degasperis, Rocchiccioli	Undercroft	63.66
48	Hardman, Stack	Mandurah	63.62

2011 Top 5 (TAS):			
Place	Players	Club	Percentage
19	McCulloch, Smith	Launceston	66.23
73	Graves, Sherriff	Launceston	62.51
81	Moody, Newton	TBA	62.09
102	Archer, Gilmore	Launceston	61.3
138	Little, Tyson	TBA	60.21

2011 Top 5 (NT & ACT):			
Place	Players	Club	Percentage
16	McIntyre, Taylor	Palmerston	69.32
25	Mill, Mooney	Palmerston	65.29
26	Caple, Winders	Palmerston	65.19
118	Mitchell, Gunson	South Canberra	60.75
163	Rusin, Kalejs	South Canberra	59.74

Fundraising for 2011

The 2011 Challenge raised **\$36,155** for research into Alzheimer's and other dementias.



Press/ Media for 2011

In 2011 we encouraged clubs to contact local press to generate interest on a local level.

We provided clubs with various media releases, tips on dealing with the press and contact details of our Communications Manager should the journalist require further information.

Neuroscience Research Australia also sort to generate some media coverage around the Bridge for Brain Research Challenge by releasing results of a survey conducted related to Australian's attitude toward brain health.

Date	Spokesperson	Outlet	Medium	Show
15/04/2011	Peter Schofield	ABC Canberra	Radio	ABC Canberra Drive program, presenter Louise Marr
20/04/2011	Peter Schofield	Tasmania, LA FM (Launceston), 7AD (Devonport), 7BU (Burnie) and 7SD (Scottsdale).	Radio	Tasmania Today with John Fabris
20/04/2011	Peter Schofield	2UE	Radio	Evenings with Stuart Bocking

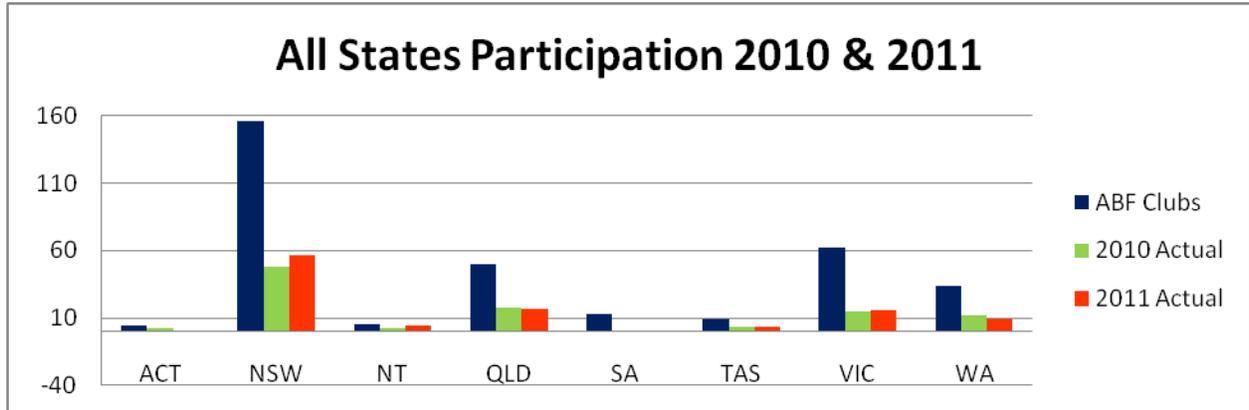
See Appendix B for samples of media release and coverage received.

Participation

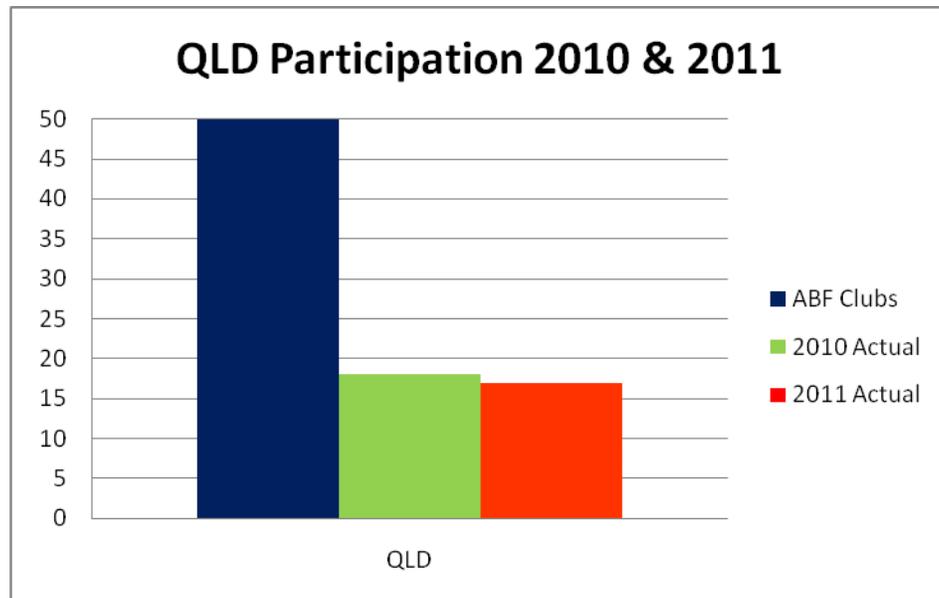
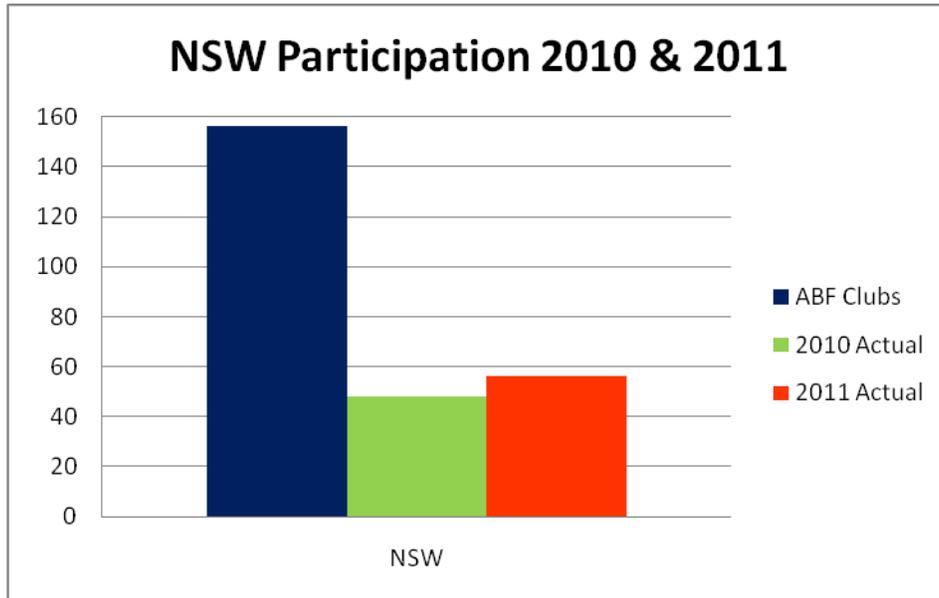
Breakdown Nationwide

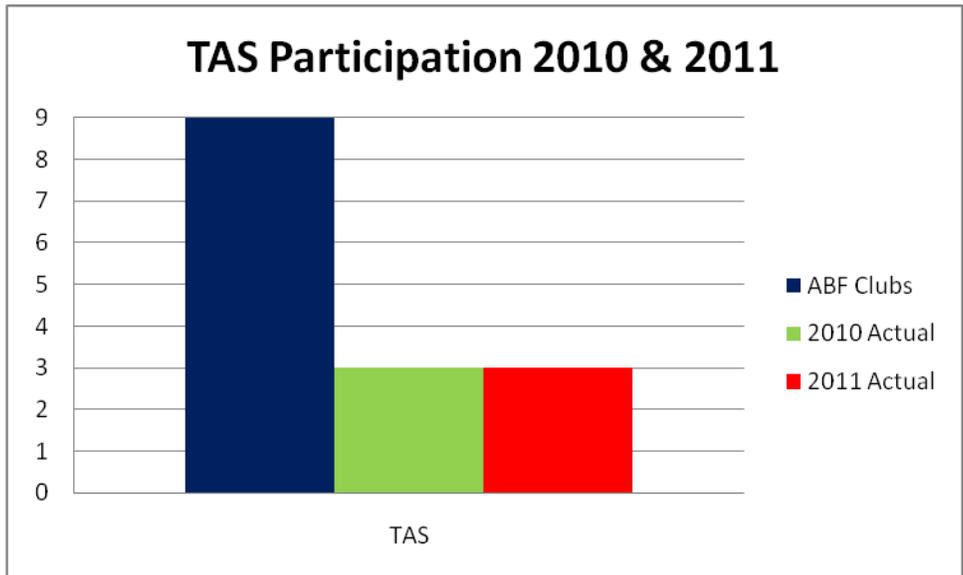
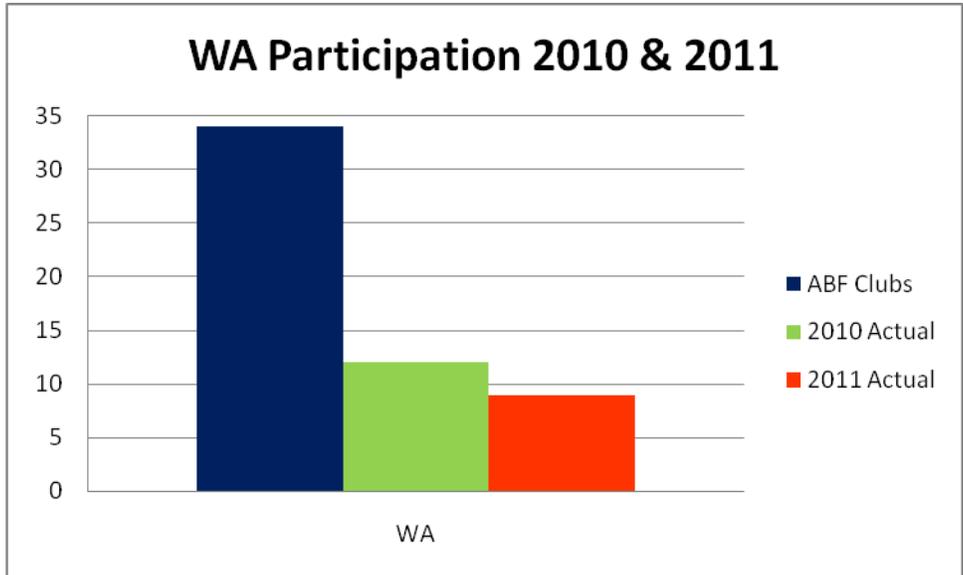
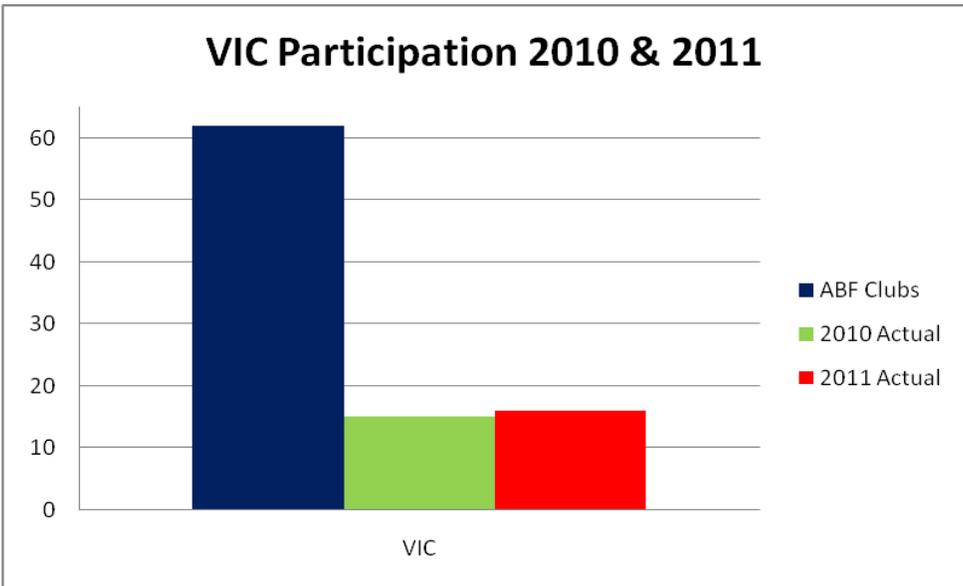
Please see below a breakdown of 2010 and 2011 club participation in the Challenge verse the number of ABF clubs.

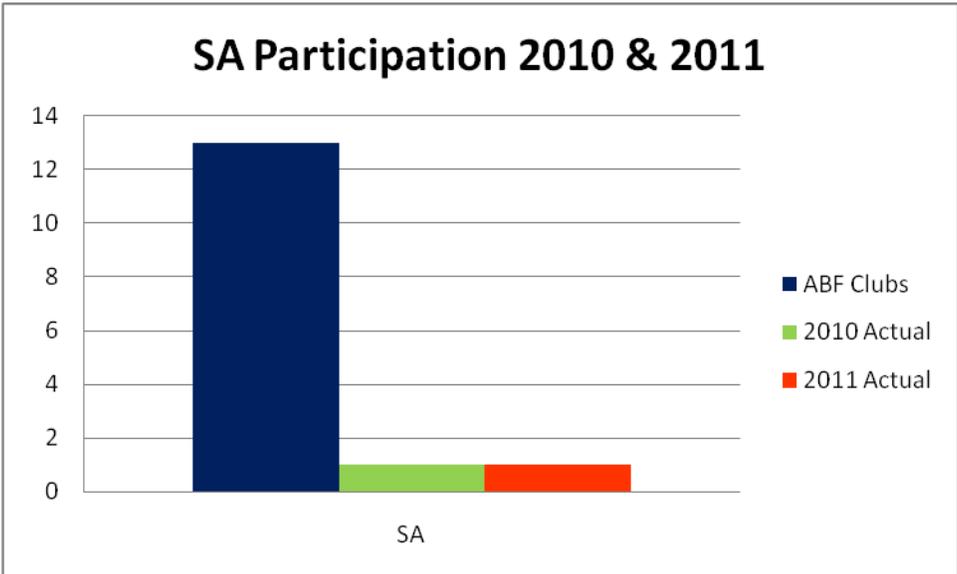
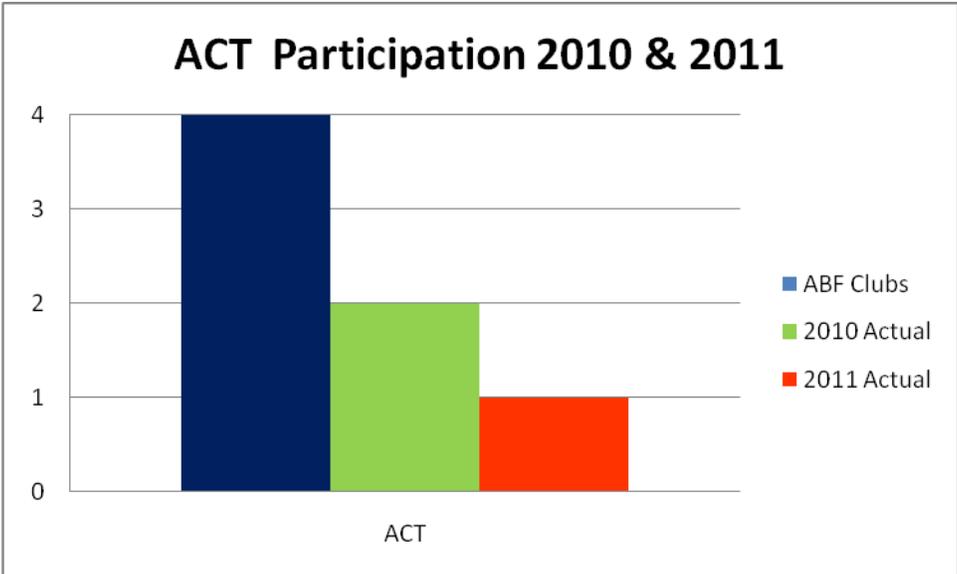
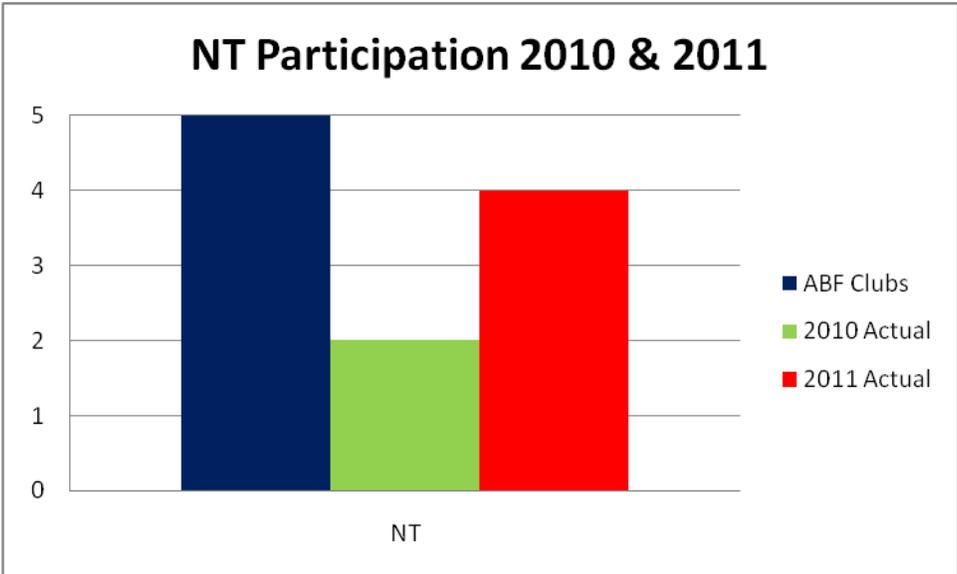
On average our reach is less than 40% in some states it is less than 10%.



Breakdown State by State



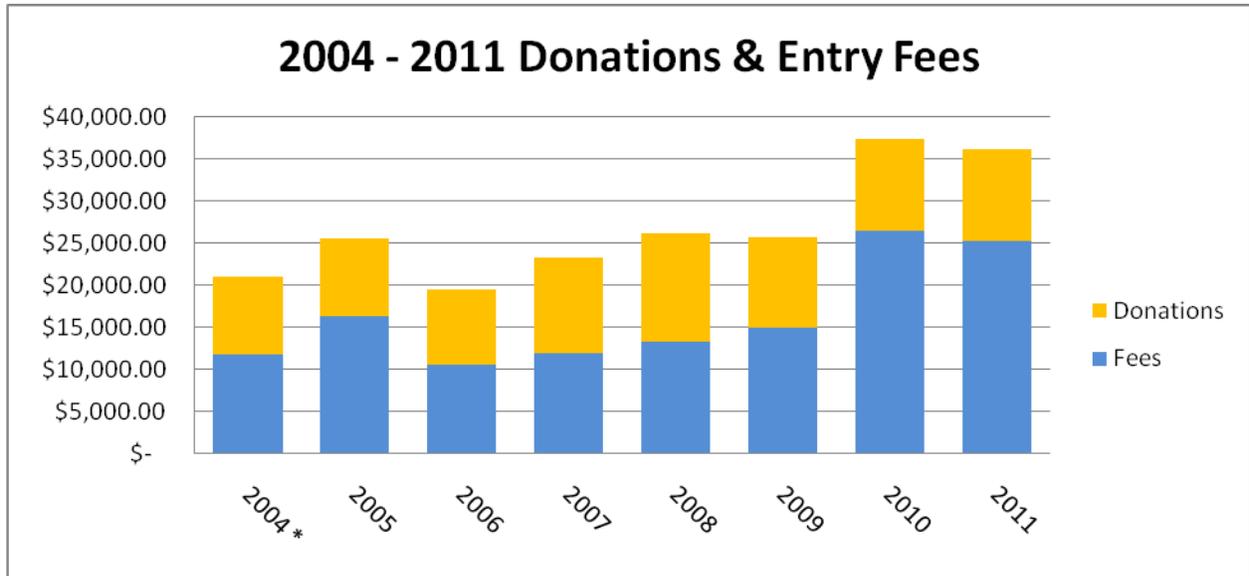




Overview of Funds Raised

Since 2004 the Challenge has raised over **\$214,448.99** towards research to finding treatments and ultimately a cure for Alzheimer's and other dementias.

Bridge for Brain Research Challenge year by year comparison



*2004 was held as a test event in NSW only

Appendix A – Sample of Play Kit sent to all clubs

Appendix B – Copy of media release and samples of coverage
