

Annual Report

July 2017-June 2018

The Aurum Project is an Australian facility for homeopathic medicine research, which received approval as a charitable institution in 2005.

Mission Statement

The mission of the Aurum Project is to advance the understanding and practice of homeopathy in Australia.

Aims

The Aurum Project aims to promote research into homeopathy.

Our Vision

Our vision is to provide contemporary evidence to promote the use of homeopathic treatment in Australia so that parents may confidently consider homeopathy as one of their healthcare options.

Constitution of The Aurum Project

The Aurum Project has adopted the model rules for incorporated associations, under the Associations Incorporated Act, 1984, available for viewing at www.fairtrading.nsw.gov.au and accepted them as our constituent documents with certain amendments. You can read more here [Constitution of The Aurum Project](#)

About Us

The Aurum Project is endorsed as a tax deductible gift recipient and income tax exempt charity and relies on donations and membership fees to achieve its aims. It also enjoys the support of many volunteers including homeopathy students who bring a broad range of skills and experience so that administration overheads are kept to a minimum, and the majority of donated monies go directly to education and research. It is an essential part of the Aurum Project that our running costs are low. We are committed to ethical behaviour and will deal with the public and our members in a transparent and honest manner. We are a grant-seeking charity and not a grant-giving foundation.

The Aurum Project is run by practicing Homeopaths who are registered with the Australian Register of Homeopaths www.aroh.com.au, and associated professionals.

Our People

Management Committee

Position	Name	Qualifications
Director	Linlee Jordan	MHLthScEd BHom RN DipNut
President	Nyema Hermiston	Adv Dip Hom RN Dip Nat
Vice President	Bernadette English	Dip Hom RN RM
Secretary	Lorena Mattiolo	BBus (Admin) Dip Hom Med
Treasurer	Debbie Gilligan	BDietetics (Hons)(APD) Adv Dip Hom Med
Public Officer	Penny Barron	BSc Adv Dip Hom
Ord Members	Dr Jurgen Schulte	MSc DSc
Ord Members	Sunny Goddard	BHSc Adv Dip Hom
Research Co-ordinator	Dr Celeste Salter	PhD BE PDHom (UK)
Event Co-ordinator	Sherree Maniks	Costume & Set Designer

Advisory Group

Name	Qualifications
Dr Jurgen Schulte	MSc DSc
Dr Russell Vickers	PhD MScMed MDSc DipHom DipHerb
Michelle Hookham	RN DipAppSc LicHom LCCH
Dr David Levy	PhD DipHom DipNat MHLthScEd

Presidents Report

July 2017-June 2018

This year, the Aurum Project celebrates 12 years as Australia's only homeopathic charity, recognised by the Australian Charities and Not-for-profit Commission (ACNC).

Activities in the past year have included:

- Participation with an exhibition stand at the Sydney Mind Body Spirit Festival
- Support for several local screenings around Manly, Sydney, of the documentary on homeopathy 'Just One Drop', which received local press coverage from *Peninsula Living Magazine*.
- Publication of two articles in the Australian Homeopathic Association's national journal *Similia*.
- Continuation of the Autism Support Project

The Aurum Project (AP) website has been significantly developed in the past year:

- The AP blog was awarded 10th place amongst the top 40 homeopathy blogs internationally. (Current update March 2019 - we are now 7th.)

- The online events calendar received 9000 visitors per month
- The Book Barn, where pre-loved homeopathic books are available for sale, is now an online service, making homeopathic books at reduced prices available.

Viewing the AP website quickly reveals the range of functions AP has developed further over the past year:

- Connecting Homeopaths: a monthly sharing space for homeopaths to come together and discuss practice issues
- Blog
- Events Page
- Facebook page
- Members area

Membership has increased considerably and now there are several levels of membership, which offers a range of benefits, with a new Gold membership recently launched, offering added benefits:

- Two 30 minute Skype sessions with our marketing team
- An invitation to write an article for the AP blog
- An invitation to share events you have organised on the AP Facebook page
- An offer to handle ticketing for members who are organising an event. This ticketing is done through our own events page which is similar to Eventbrite in its capacity.

The achievement of which AP is most proud, is the establishment of a survey on homeopaths in Australia and is currently underway. For the first time in the history of Australian homeopathy, data is being collected for the benefit of the profession. The AP has been selected to present its findings at the Homeopathic Research Institute's annual conference in London, in 2019 and at the NZCH Homeopathy conference in 2019.

This survey has been directed by homeopath Dr Celeste Salter, the AP research co-ordinator. She has steered a full team, in a massive effort right from applying for ethics approval through to overseeing preparation for conference presentation. AP is very proud and excited to have such a high calibre Research Co-ordinator as Celeste and we are looking forward to more innovative projects in the future.

So regarding the last financial year, I am delighted to report to AP members that activity is gaining momentum. The AP is progressively becoming stronger and more dynamic, representing homeopathy and homeopathy research in Australia. In particular in it's mission to conduct research in homeopathy about childhood learning and behavioural disorders.

I encourage you to actively ask your colleagues to become AP members, which will help to strengthen this unique charity.

Sincerely
Nyema Hermiston
President
The Aurum Project

Marketing Activity

Award Winning Blogs – between July 2017- June 2018

We made it into the top 10 of international homeopathy blogs.

3 Government initiatives boosting the indomitable spirit of homeopathy in India

June 4, 2018 By AP admin

The Indian government attaches the highest importance to Homeopathy research Shri Shripad Yesso Naik (AYUSH minister) has said that the government of India is doing everything possible to promote homeopathy research and wants to encourage new researchers to help make India capable of delivering the latest developments in homeopathy. Shri Shripad Yesso Naik is [...]



Autism research finds new conclusions about homeopathy

May 2, 2018 By Linlee Jordan

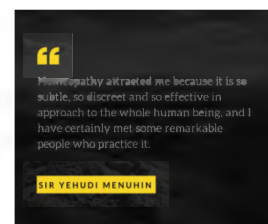
Globally there is an increase in the prevalence of children on the autism spectrum. This is pushing a call for more autism research studies. The fairly standard therapies available worldwide include speech therapy, sensory integration, occupational therapy and special education. Individualised sessions are offered by speech therapists for communication difficulties, occupational therapists for sensory issues [...]



Sir Yehudi Menuhin – Homeopathy quote

April 12, 2018 By AP admin

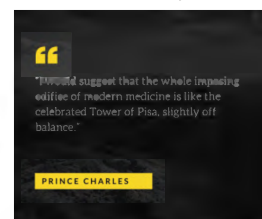
“Homeopathy is the safest and more reliable approach to ailments and has withstood the assaults of established medical practice for over 100 years.” Yehudi Menuhin, World famous violinist. Sir Yehudi Menuhin (1916-1999) is well known as a world famous violinist but he also played the viola and was a conductor. He began playing the violin [...]



So you think you want a revolution? Prince Charles pushes for a U-turn back to Homeopathy

March 10, 2018 By AP admin

So you think you want a revolution? That line from a Beatles song rings true more than ever in 2018. Prince Charles has been a happy proponent of the importance of increasing awareness about sustainability for more than 30 years and he doesn't shy away from using the word revolution. He has been at the [...]



New Aurum Project Research Co-ordinator

March 8, 2018 By AP admin

5 minutes with Celeste Salter, Aurum Project Research Co-ordinator We are delighted to announce that Celeste Salter has recently taken over the role of Research Co-ordinator for the Aurum Project. We sat down with her to find out a little bit more about Celeste and why she decided to accept the role. Celeste is a practicing [...]



A melting pot is an innovative method of accelerated learning

February 16, 2018 By Nyema Hermiston

Similia Journal published an article by the Aurum Project titled "An Innovative Method of Accelerated Learning: A Melting Pot session is collaborative and thought provoking." Melting Pot sessions are focused discussion groups suitable as a continuing education method for homœopaths. When group guidelines are explained, equal participation allows the discussion to become deeply collaborative and [...]



Research about homeopathy for autism

February 8, 2018 By Linlee Jordan

In India, research about homeopathy for autism has shown that the therapeutic system of homeopathy may be effective in the management of autism spectrum disorder. Research has aimed to answer many questions including: What is the scope of homeopathy in the treatment of autism? In which symptoms can we more often expect to see improvement [...]



2017: Homeopathy in Australia and the work of the Aurum Project

January 21, 2018 By AP admin

In 2017, The Aurum Project had a busy and satisfying year including: collaborating with the Your Health Your Choice campaign and the Australian Homeopathy Association; the Just One Drop Film; The Moving Artwork Dress received accolades wherever it appeared; our website won an award; many successful events were run by our members; our Facebook page [...]



What is the scope of homeopathy? Rare case of Baraitser Winter Syndrome

January 10, 2018 By AP admin

When a rare development delay syndrome is found to respond to homeopathy it is imperative to let people know about it. Presenting this case goes some way towards answering the question of "What is the scope of homeopathy?" This case history by Dr Vaishali D. M received recognition as the best Oral Presenter at the 1st [...]



Update: number of homeopathic remedies available now is 8,200

December 12, 2017 By AP admin

This is an updated version of a blog first written in April 2017 when we told you that the total number of homeopathic remedies in existence had passed 7,700. According to the latest information the number has just passed 8,200. Of this figure there are a total of 5,800 remedies which have provings. The total [...]



Controversial homeopathic proving of a combination remedy

December 12, 2017 By AP admin

After more than a few years in the publishing process, an article by the Aurum Project has been published in Similia, The Australian Journal of Homœopathic Medicine. The title is "Proving of a Morning Sickness Combination Formula." This proving was conducted by the Aurum Project for

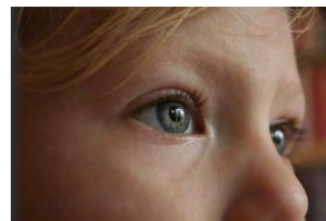


Homeopathic Medical Research in Australia, which is an independently [...]

Autism: How much can homeopathy help?

December 8, 2017 By AP admin

How much can homeopathy help autism? A hard question with a simple answer: always a little, sometimes a lot. This extraordinary case shows what has been achieved in the short space of seven months and illustrates the scope of homeopathy. Ms K. is a ten-year-old girl on the autism spectrum with severe problems. She has [...]



Can homeopathy help Social Anxiety Disorder in children?

September 29, 2017 By admin

A mother contacted me about her child who was 9-years-old at the time. He was so anxious that to go out of the house he needed to carry a bucket in case he vomited. There would always have to be a bucket left in the car. The mother was exasperated as his behavior has been [...]



Autism Treatment Using Homeopathy And Isotherapy

September 3, 2017 By admin

Successful Treatment of autism using Homeopathy, Isotherapy and CEASE Therapy Dr. Tinus Smits' work using both homeopathy and Isotherapy, became known as CEASE Therapy. This is a form of homeopathy that he pioneered. Although was not a scientist, he was a homeopathic doctor who wanted to heal children who suffer with autism. He wanted to [...]



Homeopathy For Migraines in Children and Teens – a Staphysagria case

August 20, 2017 By admin

As migraine sufferers would agree, this affliction affects one's ability to lead a contented life. Migraines can last for days, or sometimes occur frequently which makes it impossible to function normally, or hold down a job. For younger migraine sufferers, they miss out on school or college, which hampers their education and ability to look [...]



Titanic's Life: Unspoken Words by Emerging Poet, Marianne Goestosaturn

July 17, 2017 By admin

Introducing Unspoken Words by Emerging Poet And Storyteller, Marianne Goestosaturn. Marianne is an eight year old poet and storyteller and Titanic is an ant. This is a poem for our time and a poem for homeopaths. We got really inspired by this poem and wanted to share it with all of you, our homeopathic community. Titanic's [...]



Our Members

There was a strong focus to develop The Aurum Project's Members Area on the website and to nurture the members we have to ensure they see value in their membership and to encourage new members to join.

New Member Drives

After re-launching the Aurum Project's Members Area in July 2016, by June 2017 (in just two years), we had reached 120 Members. This was a great achievement of the Aurum Project team as it is a significant income for the charity to operate on and it is a great foundation for building and expanding on our community of supporters.

In order to gain these new members, we undertook a number of campaigns:

- Sales Funnel Strategies – Based on a one-day workshop methodologies. Creating 7 Ways to Grow Your Practice – Marketing tips and techniques specifically targeted to Homeopaths and Natural Therapists. Including 3 steps of emails and communication to obtain the membership signups.
- What's new in the Members area – Events with discounts and Access to new articles, talk notes and handouts – Promoted in Aurum Project Newsletters and Facebook
- Emails to Aurum Project Newsletter Subscribers and Facebook Followers, stating the benefits of being a member.

For example this is a segment from October 2017 Newsletter:

What's New in the Aurum Project's Members Area

Now Available to Download – Free for Members:



New Thesis Available

Joanne Greenland has generously given us her thesis to share to all Aurum Members. - **AN EXAMINATION OF THE BASIS OF THE CONFLICT BETWEEN ORTHODOX MEDICINE AND HOMŒOPATHY**. From the findings, it considers a way forward for homœopathy that enhances the credibility and therefore the long-term sustainability of the profession.



Homeopathy to the Rescue

Using homeopathy to help get off the antibiotic treadmill! This useful PDF includes an A to Z of common infections which may, on some occasions, require antibiotics and also outlines homeopathic treatment for them. Members who are not Practitioners can use this document to help homeopathic treatment at home. Practitioner members, can alternatively use it to develop a **Homeopathy at Home First Aid workshop**.

Upgrade to Gold Member Drives

Based on the result of our Member survey last year, we developed and launched a new option for members – Gold Membership. Here they can receive even more benefits for a premium subscription. The additional benefits include:

- Two 30min skype session with marketing team about events/calendar/directory
- Invited blog article
- We share selected events on Facebook
- We handle the ticketing for your events

In order to upgrade members to Gold level membership, we undertook the following campaigns:

- Announcement of the new Gold Member option – Newsletters and Facebook
- Promotion of additional benefits of being a Gold Member – Email to current members

Nurturing Our Members

In order to retain our members, it is extremely important for them to see value in their membership, to feel valued by us, to see the work we are doing, and to feel part of a community. To ensure this, we have carried out the following:

Our Busy Events Calendar – The development of our Events Calendar has revolutionised how practitioners and organisations view the Aurum Project. They are now able to list their events and

depending on which level of Membership they are at, we can then promote their events using Google Adverts, Facebook Posts, and Newsletter Mentions.

Our busy online events calendar has reached 9,000 visitors per month. This means we can promote these statistics to potential corporate, gold and standard members.

Significant Member Deals – These were offered between members to grow their businesses or discounts on events hosted by the Aurum Project. Often these deals are so significant they pay for the membership fee.

Example: Nov 2017 Newsletter: Course discount for members



**Dr Banerji's Advanced Homeopathy: Postgraduate Course
NOW AVAILABLE IN SYDNEY!**

Open to qualified Homeopaths and Naturopaths

The Advanced Homeopathy Postgraduate course extends your basic training in Homeopathy by providing a clearer understanding of disease and teaching the symptom patterns that lead you to prescribing the correct remedy and helps you to identify the optimum potency and frequency of dose to get the best results. This course also emphasises case-taking skills.

Member Videos and Articles – We have several videos and articles available for members only. These include, Give a Talk Notes, handouts, latest articles, and research thesis.

We were extremely excited to celebrate that two of the articles published in the industry journal, Similia were written by The Aurum Project. These were also made available for members.

Connecting Homeopaths Meet Up Sessions – The Aurum Project co-hosts with Sunny Goddard these sessions (facilitated by Sunny Goddard), so that Homeopaths can discuss and share any thoughts, concerns, advice with other Homeopaths. These sessions can be carried out in person and online via Zoom, allowing anybody to join in regardless of where they are geographically.

End of Year Summary – Blog, sent to Members, newsletter subscribers, and Facebook followers called 2017: Homeopathy in Australia and the work of the Aurum Project

Corporate Members

As well as the standard member benefits, for a charge of \$500 per year, corporate members also benefits from:

- A profile listing on our partners page at aurumproject.org.au/partners/

- Advertising space in Newsletters and social media content
Newsletters - 2 ads per event
Social Media – 2 ads per event on Aurum Project Page and Products ads on Challenging Children and HHC Facebook pages - 1 per month
- Capacity to list events on the Aurum Project Events Calendar (with google ads linking to the listing)

One of Australia's leading brands of homeopathic medicines **Brauer** embraces the past and looks to the future by combining traditionally effective homeopathic medicines, herbal medicines, and naturally gentle skincare with modern science and a genuine understanding of what people want.



Current Sponsors – Jan-Dec 2018



Saunders Global is a multi-discipline design studio with over 25 years international experience, with offices in Sydney and Abu Dhabi. They were one of the first Australian design and architecture firms to specialise in retail spaces. Since the outset they have been a market leader in retail design because of their in-depth understanding of consumer behaviour and especially of the relationship between commerce and space.

Partners

The members, volunteers, and committee of The Aurum Project gratefully acknowledge our major supporters. Their partner relationship with us means that they are at the forefront of a growing recognition of the need for research into natural medicine and homeopathy.

JDS Multi-Super Speciality Homoeopathic Hospital & Research Centre located in eastern part of India. Healing lives by using Homoeopathy treating all types of acute & chronic diseases: asthma, avascular necrosis, rheumatoid arthritis, eczema, etc, children diseases like ADHD, autism, cerebral palsy, providing facilities like IPD, OPD for the patients. We also provide clinical training sessions and webinars for Homoeopathy students and practitioners worldwide.



InterClinical Laboratories is one of Australasia's leading companies in complementary medicine, practitioner nutritional products and health screening services. They are the leading provider for hair tissue mineral analysis (HTMA) in Australia and New Zealand, offering qualitative information for practitioners, to aid patient appraisal & recommendations.



At **Wildcraft Dispensary** they source certified organic, wild harvest and premium grade raw materials from Australia and around the world. Each product is individually hand prepared and made to order. They offer a selection of Herbal Teas, Cocoa and Cocoa blends, Super Foods and Ointments.



Keysun Laboratories are distributors of beauty, toiletry and health care products throughout Australia and its neighbouring countries. In the health category, Keysun has a commitment to excellence which can be seen in their range of top quality medicines manufactured by the most respected laboratories in Australia and beyond.



One of Australia's leading brands of homeopathic medicines **Brauer** embraces the past and looks to the future by combining traditionally effective homeopathic medicines, herbal medicines, and naturally gentle skincare with modern science and a genuine understanding of what people want.



Duoz Media delivers multi-media services ranging from professional photography, videography, print and online design, website development and marketing. Their experience spans decades and yet they remain at the cutting edge of technology advances with a fresh, human approach.



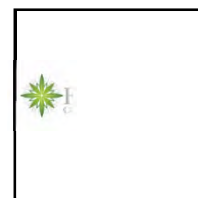
Set up in Wellington NZ in 1995, by pharmacists Michael Dong and Shirley Gay, **Simillimum Homeopathic Dispensary** is dedicated to natural health. They have been dispensing traditionally prepared homeopathic remedies and complementary medicines to practitioners and the public for over 15 years.



At **Owen Homoeopathics** they love teaching people how to care for their family and pets using Homoeopathy. Homoeopathy is a great family health care system that offers simplicity, reliability and excellent results. Owen Homoeopathics offers a range of remedies & specialised kits through retailers across Australia.



Endeavour College of Natural Health is one of the largest natural health education providers in the world. Their vision is to ensure that the philosophy of natural medicine is preserved as interest in this area grows. They are committed to promoting natural health by producing graduates of the highest quality.



The Harbord Homeopathic clinic is situated on the Northern Beaches of Sydney. The clinic has a balanced approach to natural health care, using Homeopathy alongside other elements of natural medicine. Since all patients are unique, homeopathic medicines are prescribed to treat patients as individuals.



HomeoQuest is one of the most friendly, interesting and exceedingly flexible of all Homeopathic software programs today. For naturopaths, homeopaths and even for people who have never touched software like this before, it's an absolute breeze. It has been developed to help you make your prescriptions confidently.



Costume for a Cause. Weaving together 30 years of Fashion Design experience and Event Design and Management with her natural artistic flair, Sherree Maniks thrives on creating show stopping garments that make a positive difference in the world. Sherree's visionary skills give her the ability to turn a concept or written brief into a magical work of wearable art.



Supporting Organisations

The Aurum Project gratefully acknowledges these associations and organisations for their support of our work. We congratulate them for their vision and recognition of the need for research into natural medicine and homeopathy. Individually each group is capable of playing an important role in the world of: investigation; data collection; analysis and publishing. Together we all form a powerful international statement about the importance of promoting natural therapies and homeopathy research.

These organisations are not sponsors of the Aurum Project. They proudly give strong encouragement to our activities.

The New Zealand Homœopathic Society



The New Zealand Homœopathic Society was founded in 1951 by Alfred Grove. The objectives of the Society were then, as they are today, to promote and support the use of homœopathy in New Zealand and to ensure information is readily available for anyone interested in learning more. The Society has continued to develop as a vibrant and cooperative organisation. The Homœopathic Society is run by a small team of dedicated volunteers in Auckland

Australian Homoeopathic Association

The Australian Homoeopathic Association (AHA) represents professionals in Australia and is a founding member of the *International Council for Homœopathy*. Supporting choice, integrity and professional standards in health care. In 2018, the Aurum Project was successful in applying for an AHA Research Grant which was awarded for the Australian National Homeopathy Survey Project.



WORLD WELLNESS GROUP

World Wellness Group

The World Wellness Group was established to provide a high quality, accessible and affordable multicultural health and wellbeing service for marginalised migrants, refugees and asylum seekers. They are a sustainable health service that closes the ever increasing access and equality gaps.

Academy of Homeopathy Education

The Academy of Homeopathy Education is the first and only homeopathy school in the US to offer a full-time pathway to certification. With rigorous academics and unparalleled clinical training delivered live and via the soulful use of cutting-edge technology, AHE prepares its students to become fully-rounded homeopathic practitioners from any city in the world.



AHE NYC | WORLD



College of Natural Health & Homeopathy

The College of Natural Health & Homeopathy has been providing quality homeopathic education in New Zealand, since 1989. The College offers flexible and online learning options recognising the varying needs of students today and has campuses throughout the country providing a high standard of classical homeopathic training.

Homeopathic Education & Research Association

The Homeopathic Education and Research Association (HERA) was formed in Melbourne 1983. Its aims and objectives are to help Australian homeopaths expand their knowledge and develop their competency in homeopathy. HERA offers a network to support the learning of many aspects of homeopathic principles and practice. Ongoing professional education is provided by homeopaths and other health care professionals for the homeopathic profession.

Homeopathic
Education
& Research
Association

Events

Local Just One Drop Screenings

These were post The Aurum Project's hosting of the movie premiere in Sydney CBD (reported on in last years annual report).

These events all had lucky door raffles with the proceeds going to The Aurum Project and a short presentation of who The Aurum Project is.

The importance of this was to support local Aurum Project members in their endeavour to help promote homeopathy. We also received some local press coverage in a local what's on publication: Peninsula Living magazine.



The Mind Body Spirit Stand



The Aurum Project secured a complimentary stand at the Mind Body Spirit Show, Sydney in May 2018, based on our charity status. We used this opportunity to showcase the Your Health Your Choice campaign. This was part of our commitment to our collaboration with the campaign organisers. Over the 4 days of the exhibition, our amazing volunteers worked tirelessly to gain over 2,000 signatures for the petition to try to prevent the government from taking away rebates for private health insurances covering several natural therapies.

Warringah Mall Stand

Again, our charity status, proximity to the mall and our mission and values gained us the opportunity to promote our charity and homeopathy at one of the biggest malls in the southern hemisphere! We used this opportunity to talk to local families about the options of using homeopathy for their health requirements and to promote the research surrounding it. We had a fun lucky dip game and a colouring in table to entice families over to us and to keep the kids busy while the parents chatted with our volunteers.

This was a great opportunity to speak to the broader community about homeopathy and the Your Health, Your Choice campaign.



Homeopathy Awareness Week 10-16 April

It's Homeopathy Awareness Week!

Prince Charles is in Australia

With His Royal Highness in the Gold Coast for the Commonwealth Games, it's a great time to talk about his advocacy for homeopathy. He has been at the forefront of the 'ecological movement' way back before the movement became widely accepted. His Royal Highness, The Prince of Wales authored the book *Harmony in 2010*, in which his philosophies are outlined, showing the imbalance which is at the heart of the crisis which threatens us. The book describes ideas about traditional methods which may be useful again in areas of the built environment, engineering, medicine and farming. To introduce these ideas Prince Charles doesn't mind taking a stand. His opening sentence in the book declares:

"This is a call to revolution. The earth in under threat. It cannot cope with all that we demand of it. Revolution is a strong word and I use it deliberately."

Just for Homeopathy Awareness Week: Live Streaming of the Film: Just One Drop – A film about Homeopathy



The stream will be followed by a real time Q&A. This is an opportunity for you to watch the film again and share it with your family and friends. Encourage folks who could not make it to your events to watch the film and participate in the live chat/discussion. Together we can make a difference in healthcare systems around the world!
Thursday, April 12th: 7pm AEST

[FIND OUT MORE](#)

This is an internationally recognised week to encourage an understanding of homeopathy. This year we created a blog on one of the biggest known supporters of homeopathy – Prince Charles.

We also promoted the online screening of Just One Drop with a post screening Q&A.

A big thank you to our generous sponsors during these events:



Donations

EOFY

The last month of the Financial Year is known to be the biggest month for donations. This is due to the tax deductions received. We ran a newsletter and facebook campaign encouraging donations to come our way.



The Book Barn

In August 2017, we launched our second hand bookbarn online. We celebrated this progress via newsletters, facebook, Google Ads and specifically dedicated landing pages.

The books are an ever-changing collection of new and also previously loved homeopathy books. The books are available in the online book shop and can also be browsed at the Harbord Homeopathic Clinic, Brookvale.

The books have been donated to The Aurum project and so all proceeds go to the charity.

Digital Marketing

Facebook Likers

The Aurum Project = 4,400 Likers at end of June 2018 (Up by 1,110 since June 2017)

Currently (March 2019) = 5,232 Likers



Newsletter Subscribers

Aurum Project Mailchimp Newsletter = 1,028 subscribers in June 2018 (up by 109 subscribers since June 2017)

Currently (March 2019) = 1,065 subscribers



Research Outcomes to June 2018 (and a current update)

During the last financial year July 2017-June 2018, the Aurum Project's research included activities in three areas

1. Autism Support Project
2. First National Survey of Homeopaths in Australia
3. Research Priorities for Homeopathy in Australia

1. The pilot study for the Autism Support Project continued through July 2017 - June 2018. Several resources were completed including: a page on the Aurum Project website, a handout for parents, a policy document and guidelines for practitioners. Current update: The director of the Autism Support Project, Linda Beaver officially launched the project at the 11th Australian Homeopathic Medicine Conference (AHMC) in Sydney in October 2018. A presentation was made at the conference about data collected on more than 20 children on the autism spectrum. Applications to be a Recognised Provider of the Autism Support Project were initiated.

2. The First National Survey of Homeopaths in Australia project was in development stage from July 2017-June 2018 and started during 2018. In April, an application to obtain ethics approval for this research project were made and the project was still awaiting approval for the project by the end of June 2018. Current update: The Survey was launched at the 11th AHMC in October 2018. The data collection period was moved to early 2019 from Jan 28 to Mar 22. Connections with PRACI, a PBRN in Australia for complementary medicine, were made; and applications to present the research project at 10th HRI Conference, London 2019 and 74th LRHI World Congress on Homeopathy in Sorrento, Italy 2019 were made.

3. A working group was formed in 2018 to set the agenda for completing a paper outlining Australian Research Priorities for Homeopathy for 2019 - 2024, including a review of the original priorities set in 2008. This group was convened by the Aurum Project, met bimonthly and included members from AHA, AP, HERA, and ARoH. Invitations to all associations with an interest in homeopathy research were made. Current update: it is expected that a formal document will be accepted during 2019 and presented to the Australian homeopathic community for consideration.

Income Statement and Balance Sheet Below

THE AURUM PROJECT INCORPORATED
A.B.N. 45 162 173 707
INCOME STATEMENT
FOR THE YEAR ENDED 30 JUNE 2018

	2018	2017
	\$	\$
<u>INCOME</u>		
Sales income	3,991	5,699
Interest income	5	2
Donation income	24,501	9,761
Membership income	41,377	3,504
Other income	59	1,385
TOTAL INCOME	<u>69,933</u>	<u>20,351</u>
<u>EXPENSES</u>		
Accounting and auditing fee	704	-
Donation expense	4,121	5,356
Internet service	290	290
Sundry expenses	3,295	1,031
Wages, salaries and consultancy	56,713	13,491
TOTAL EXPENSES	<u>65,123</u>	<u>20,168</u>
NET INCOME/(LOSS)	4,810	183
Retained income at beginning of year	<u>5,100</u>	<u>4,917</u>
Retained income at end of year	<u><u>9,910</u></u>	<u><u>5,100</u></u>

THE AURUM PROJECT INCORPORATED
A.B.N. 45 162 173 707
BALANCE SHEET
AS AT 30 JUNE 2018

	2018	2017
	\$	\$
ASSETS		
Current Assets		
Cash at bank and on hand	7,042	2,232
Inventory - books on hand	1,762	1,762
	<u>8,804</u>	<u>3,994</u>
Non Current Assets		
Website design	1,106	1,106
	<u>1,106</u>	<u>1,106</u>
TOTAL ASSETS	<u>9,910</u>	<u>5,100</u>
LIABILITES		
TOTAL LIABILITES	<u>-</u>	<u>-</u>
NET ASSETS	<u>9,910</u>	<u>5,100</u>
EQUITY		
Retained income	9,910	5,100
TOTAL EQUITY	<u>9,910</u>	<u>5,100</u>