

Summer 2010/11

## Sponsorship

### James Ormerod



The Saturday Squash Foundation announced that it would continue to sponsor the employment of James Ormerod, who works at PBF's offices in Shenton Park. James is a valued member of staff, applying his skills to support the administration team. James also won Wheelchair Sports handcycling Super Series Award for 2010

James is also a very competitive hand-cyclist, and a keen artist, specialising in beautiful ink drawings of indigenous trees.

James hand cycling



Troy Peck

## Welcome

### Troy Peck

Troy Peck recently joined PBF WA as Membership Administrator. Troy will be able to assist you when you ring to renew your membership



Richard Higgins

## New appointments

### Richard Higgins

Richard Higgins has moved from part-time Peer Support Officer to the role of Corporate Relations and Membership Manager. Please contact Richard if you would like to discuss Corporate Membership or to make a booking for your community or corporate group to hear his inspirational story.

### Contact Us:

PBF Australia  
By phone: 1800 809 780  
By email: [info@pbf.asn.au](mailto:info@pbf.asn.au)  
Online: [www.pbf.asn.au](http://www.pbf.asn.au)  
By post: PO Box 723  
Osborne Park  
WA 6916

## Quiz Answers

1. c 2. a 3. c 4. c 5. a



## Quiz

### Test your knowledge with our Spinal Cord Injury Quiz

1. In 2007-08 there were a total of 362 new cases of spinal cord injury. The most common cause or mechanism of spinal cord injury in Australia was:

- a) Falls from a height
- b) Water related activities
- c) Land transport
- d) Sporting related.

2. Spinal Cord Injuries through traumatic causes occur in every state of Australia in 2007-08. The state/territory with the highest incidence of spinal cord injury per head of population occurred in:

- a) The Northern Territory
- b) Western Australia
- c) Queensland
- d) New South Wales
- e) Victoria

3. In Australia it is estimated that \_\_\_\_\_ people live with a spinal cord injury.

- a) 1 000 000
- b) 50,000
- c) 10,000
- d) 1,000

4. Over the past 8 years the most common spinal cord injury level occurred in \_\_\_\_\_ region.

- a) Thoracic (Chest)
- b) Lumbar (Lower back)
- c) Cervical (Neck)

5. The highest rate of spinal cord injury in 2007-08 occurred in the following age group:

- a) 15-24 years
- b) 25-34 years
- c) 35-44 years
- d) 45-54 years
- e) 55-64 years
- f) 65-74 years
- g) 75+

See left for answers

## A new Corporate member

The CBH Group (Co-operative Bulk Handling) became corporate members of the Paraplegic Benefit Fund in December 2009. With their membership they were entitled to have a free injury prevention presentation.

The Safety and Environment Manager Andrew Pittaway had previously seen a PBF Prevention presentation and wanted CBH management to have the same experience.

After the session it was immediately decided that all employees of CBH group should get the opportunity to hear the PBF workplace presentation. The CBH Group was keen to implement a Health and Safety Strategy to drive an improved safety culture within the business. PBF was ready for the task.

PBF presenters Symon Still, Lenny Ettridge, Peter Allen, Keith Conder and General Manager May Bowden teamed up for the job. They delivered 17 sessions to over 680 people throughout the wheat-belt region and to staff in West Perth and Rockingham.

The message from the Paraplegic Benefit Fund was well received. Unsolicited feedback was e-mailed to CBH's CEO Andy Crane from around the state. These were some of the comments he received.



CBH Management team: Colin Barry, Andy Crane, Andrew Pittaway and Trevor Badger with Keith Conder and Symon Still

"That was one of the best presentations I have ever seen"  
"(the presentation) was simply awesome"  
"how do I donate?"  
"it has changed how I think about safety"  
"everyone needs to see this"  
"the (presentation) one hour was more transforming than a day's safety training"

If you would like to know more about our injury prevention presentations call 1800 809 780 and speak to Helen Ziomek.

## Where are they now?

### Matt Naysmith

In December 2007, Matt Naysmith's life changed after he slipped from a rock in the Karraginni National Park. Matt sustained a permanent and complete spinal cord injury at level C4. At the time Matt did not know that the Collie football club he played for was a member of the Paraplegic Benefit Fund.

It was a pleasant surprise when the treasurer of the Collie Football Club told Matt that he was eligible for the PBF benefit payment of \$100,000.

At the time Matt was living at the quadriplegic centre in Shenton Park. Living at the centre was good for Matt's rehabilitation; however Matt did not want it to be his long term accommodation.

The PBF member benefit of \$100,000 was pivotal in acquiring a unit and making some basic modifications for wheelchair access. Without the member benefit this would not have been possible.

Matt has only been at his new home for 6 weeks and is getting used to his new surroundings and living back in the community.

Matt has now made moves to be involved with the PBF Prevention team as a presenter. By sharing his story, Matt hopes to prevent other life changing injuries from occurring to others. We look forward to Matt's engagement with the PBF prevention team.

### PBF Membership Prices

Single \$40 Double \$54  
Family \$70

## From the Director



Another \$100,000, another family affected!

It is with sadness that I write this newsletter as unfortunately the Paraplegic Benefit Fund is organizing to make another \$100,000 payout to one of our members who is now a

quadriplegic resulting from a sporting accident. This person has no insurance and won't receive any other money. Most accidents are preventable and we are working hard to achieve this, but we have much work to do. A person suffers a spinal cord injury, on average everyday in Australia, and this has a huge effect on the families of the victims, both emotionally and financially. The \$100,000 that our members receive, goes a small way to help financially with medical bills, equipment such as wheel chairs and renovations to homes (how many people have doors wide enough for a wheel chair and a bathroom that is wheelchair accessible?).

The Paraplegic Benefit Fund exists to offer financial assistance to your family should one of your loved ones have an accident, which results in permanent spinal cord injury. PBF then uses your membership fees for our educational packages on safety. One of the great programs our team delivers in partnership with RAC, is the Road Program to schools. In 2010 one of our team who is in a wheelchair, will have shared their real life story to over 150 schools in WA. We are attempting to make the next generation of drivers on our roads aware that accidents can happen to them and hopefully they will keep safe behind the wheel in their cars. If you would like the school that your children attend to have one of our presentations then please ask the school to call our office and we will be able to book them in for 2011.

We are working hard to protect our members' families, and also encourage more parents particularly with teenage children to become members for the small annual cost of \$70, which is less than \$1.50 per week. We are also looking to offer career opportunities to employ more "wheelies" and deliver more programs into schools and the workplace. Our dream is to eventually make fewer payouts as a result of fewer accidents.

Please stay safe.

*Simon Bedbrook*

Director

PS Please consider a family membership to PBF as a gift for friends and family. Call our friendly team on 1800 809 780 and we can organize this for you. Thankyou

## Preventing Injuries in the Workplace

### Team Member Profile



Lenny Ettridge

Introducing Lenny Ettridge

Presenter and member of our Injury Prevention team

Lenny was 17 years old when he was in a shooting accident that resulted in paraplegia. Lenny had a previous stint with PBF after his rehabilitation, and recently rejoined PBF, to tell his story as part of the PBF Workplace program. Lenny has been very successful in promoting PBF memberships at presentations to safety representatives and supervisors. His favourite hobby is singing and performing, and will soon be travelling to Tamworth with his singing partner Debbie, to showcase their talent. Please join us in wishing them both an enjoyable trip.

### Already a Corporate Member?

Why not upgrade your membership to include your family?  
Partner \$20 / Family \$30 per year  
Call 1800 809 780 or Visit [www.pbf.asn.au](http://www.pbf.asn.au)

## Community News



Keith Conder at ICCWA lunchtime forum

As part of PBF's commitment to educating the community about spinal cord injuries, Keith Conder was invited as a special guest at the Injury Control Council of WA public lunch time forum. Keith told his story of injury in a car crash many years ago that left him a paraplegic. Margaret Quirk, MLC was there to show her support for initiatives that reduce trauma and death on the roads.

## Workplace



Keith Conder (foreground) and Symon Still at CBH presentation

Our workplace injury prevention program is delivered by individuals who live with a spinal cord injury. The program is an inspirational presentation and serves to remind workers and managers how easily an injury can happen. The program partners with existing O H & S and safety systems.

Over the past 12 months more than 3,000 workers have seen and heard a presentation. Our team set new records over October and November as they engaged in 15 presentations for Co-Operative Bulk Handlers (CBH) across the state from Geraldton, to Corrigin and all the way to Albany.

Why not call our Injury Prevention Co-ordinator on 1800 809 780 to book a presentation for your next OH & S meeting or Safety training course?

## Road Safety for Schools

In 2010, our award-winning Road program received a major sponsorship from RAC in WA, and has proved to be a successful relationship with our prevention team delivering presentations to 10,000 students since January.

The sponsorship allows schools to book a free PBF presentation as part of the RAC's Keys For Life program.

The program is interactive and includes a personal story by a PBF presenter who has suffered a spinal cord injury, and discussion about risk-taking behaviours in novice drivers.

TO BOOK A PRESENTATION FOR YOUR SCHOOL, CALL 1800 809 780.

### Are your details up to date?

Let us know if your details have changed; have you moved, changed phone number or credit card details lately?

### To update your details

Call 1800 809 780 or Visit [www.pbf.asn.au](http://www.pbf.asn.au)

## Out and about with PBF

PBF's Injury prevention team members were invited to attend and exhibit at the Dowerin Field Days in August. Keith Conder delivered presentations to students at Dowerin Senior High School, as part of the PBF Road program.

Visitors to the PBF stand were able to test their quoits-throwing skills, and to chat to staff about support through membership. Pam Ferriere from Northam won a weekend for two in the lucky draw. Co-operative Bulk Handlers (CBH) and Australian Rail Group (ARG) each sponsored a night at The Crowne Plaza Hotel, Perth for Pam and her partner.

WA staff members were also at West Australian Mining Expo in November. Members of the public and mining industry sector had the opportunity to meet some of our presenters, and to learn more about spinal cord injury.



Simon Bedbrook, May Bowden, Lenny Ettridge and Helen Ziomek at Dowerin

## PBF Community

### Meet our First Members



David and Vivienne Abbie

Meet a couple of our earliest members and supporters – David and Vivienne Abbie, who also have PBF membership number 000001!

"We became members because David Bedbrook and I worked together in agricultural consulting in Wongan Hills back in the day. We raised our kids in the small country town together, and it was through David that I got to know about his father, Sir George, and his work in the treatment of spinal cord injuries.

Vivienne and I believe strongly now, as we did back then, that we need to help where we can, to provide cover for our family, in case any one of us suffered a spinal cord injury. The effect on family and friends, and on the individual's life is devastating. Of course we hope we never have to make a claim, but there are others who have, and it's a great opportunity to support them through our membership. There are a lot more dividends to go around if we are aware of how easily a spinal cord injury can happen, and how easily we can prevent it.

I notice that PBF is also working hard in injury prevention. We naturally believe it will never happen to us, and that medical insurance will be sufficient. We see it as something different, with a practical benefit that is paid to members very soon after diagnosis. Membership is a small premium to pay for assistance that could make a big difference. It's actually a "no-brainer"! We thought PBF membership was a great idea back in 1986 and we still think it's great!

## Gifting Program

### Against the grain update

In August, four men with permanent spinal cord injuries set off across Australia on quad-bikes, to revisit the sites of their life-changing accidents. Craig Parsons, who is a quadriplegic, and Terry Mader, Jim Cairns and Anton Zappelli who are paraplegics, together with a support team took up the challenge to educate others about spinal cord injuries by delivering 3 safety presentations to Aboriginal communities along the way.

Their mission, to film a documentary about their trip, received overwhelming support from individuals and companies in Perth. Paraplegic Benefit Fund generously collected donations on our behalf, and made the funds available through their Gifting Program. The highlights included the wedding of Anton to Kate at Uluru, crossing a soaking wet Simpson Desert, becoming isolated from the support vehicles for three days, conquering Big Red, and fully submerging one of the bikes!

Donations and funds to complete the documentary are still pouring in, and it is with huge thanks and gratitude to community including PBF's members, that we are able to confirm that a completed version of the film will be presented to a documentary conference in Sydney in March next year for broadcaster support.

Stay safe!  
*Jim Cairns*  
ATG



Anton and Kate at their wedding in Uluru alongside Craig Parsons and Jim Cairns (front) and wedding guests

## Safety Champion of 2010 Award



Prof Fiona Wood, Deb Costello and Symon Still

October was Community Safety month. Injury Control Council of WA celebrated the month by acknowledging people from the WA community who had made a significant contribution to keeping WA a safer place from personal injury. 20 people from around the state were formally acknowledged at the ICCWA Breakfast of Safety Champions in October.

Symon Still, PBF's Injury Prevention Manager was the first to be acknowledged and awarded by Australian of the Year, Dr Fiona Wood and ICCWA CEO Deb Costello at the ICCWA Safety Champions breakfast.

Symon was awarded and named a Safety Champion of 2010 following a successful year in PBF prevention. Symon heads up the WA team of 11 presenters who deliver the PBF Prevention message to workplaces, schools and community groups throughout Western Australia. Over the past 12 months PBF's prevention team has delivered over 300 presentations and spoken to over 20,000 people.

After receiving the award Symon said, "It's wonderful to be acknowledged for all the work that the Paraplegic Benefit does in the area of personal safety. We hope to double the number of presentations and presenters we employ over the next few years to reduce the number of injuries and deaths that occur as a result of preventable actions in or community each year."

If you would like to know more about PBF's prevention program and/or book a presentation for your workplace call PBF on 1800 809 780