

A Message from the Executive Director Grant White

This is my final message to PBF members in my role as Executive Director/Chief Executive Officer of PBF Australia.

Sir George Bedbrook was a visionary masquerading as a notable orthopaedic surgeon, who, in 1984, asked me to become one of the founding Directors of his new concept, PBF Australia. Sir George struck out the word failure in his life dictionary and replaced it with persistence. I had the honour of working with Sir George until his passing in 1991. From that date my aim was to adopt Sir George's persistent approach and to deliver PBF to a position where it was both financially secure and able to meet its two main objectives – the provision of a

PBF member benefit, and a community injury prevention program which employs presenters who themselves have incurred spinal cord injury.

Currently PBF has almost 50,000 members Australia wide, the capability to continue paying out member benefit payments and a vibrant and best practice injury prevention program.

My passion for PBF and those who have experienced spinal cord injury has not waned and although I will be stepping aside as CEO, I will be continuing my involvement with PBF as a Board Member.

My role as CEO was enhanced as a result of the close working relationship I enjoyed with David Bedbrook as Chairman and for that I am thankful.

I also take this opportunity to personally thank Tony South for his tireless efforts and support of not only myself, but the vision of PBF. Also Darren Meyers, the Chief Financial Officer, who has always provided me with timely financial information that has been an integral requirement in my role as CEO.

It is with pleasure that I announce that Jon Morris, the current State Manager of Western Australia, has accepted the role of Chief Executive Officer. I have the upmost confidence in Jon and know that he will successfully preside over PBF during the coming developmental phase.

My best wishes to you all,
Grant White
Executive Director

PBF Staff at the Athens Paralympics

PBF had strong representation at this year's Athens Paralympics in Shaun Norris and Jamie Dunross.

Shaun won Silver for Australia in wheelchair basketball. At 19, he was the youngest member of the team. He was also the highest scorer with 19 points in the final against Canada.

Athens was Shaun's first Paralympics but will not be his last! Shaun trained hard in the lead up to the games, and, having competed, is motivated to train even harder to represent Australia in 4 years time at the Beijing Paralympics.

Shaun's Athens performance was so impressive that Italian scouts offered him a contract to play professional wheelchair basketball in the Italian league.



Shaun Norris in action during the Australia v Brazil match at the Athens Paralympics

coming 5th at this year's games.

As well as managing a successful small business, being heavily involved in the community group 'Sailability' and representing Australia, Jamie has recently agreed to be a presenter in the PBF Workplace Injury Prevention Program. Jamie's presentations

are not only uplifting and motivational but they also spell out a strong safety message to all who hear him speak.

Jamie plans a solo voyage around the world in 2005. Jamie loves the challenge sailing brings him and sees his solo voyage as ideal training for the Beijing Paralympics in 2008. Go Jamie.

PBF Australia wish Shaun good luck in Rome, but he will be sadly missed in the office back in Perth.

Also representing Australia was Sydney Paralympics Gold medalist Sailor Jamie Dunross. Jamie is an experienced skipper and with his team went into the Athens Paralympics ranked 13th in the world – they surpassed this ranking by

HEAVIEST SURF BREAK ON THE PLANET

WATCH YOUR BACK IN THE WAVES



Department of Health
Injury Prevention Branch



PBF is Surfing into Summer

With summer fast approaching PBF WA has been busy preparing the next aquatic safety campaign – "Surf Safety". Over the last ten years, more than 120 people have sustained spinal injuries whilst enjoying the water environment, and tragically, over forty of these people have incurred a permanent spinal cord injury. The majority of these injuries occur in the ocean environment - surfing related incidents are the most common. Falling off surfboards and hitting reefs and shallow sandbanks is causing many young people serious injuries and PBF WA is determined to enlighten them to the dangers they face.

The "Surf Safety" campaign will target young surfers and swimmers with a series of innovative initiatives. An advertisement will feature in Tracks Surfing Magazine over summer; a series of Buspaks will be seen around Perth on coastal buses, video resource packs will be sent to key aquatic recreation clubs and associations and an information card for surfers will be distributed by Wet Dreams International with their surfing products. PBF would like to acknowledge the Injury Prevention Branch at the Department of Health, Government of Western Australia for their funding contribution.

So, surf's up and PBF WA wishes you all safe and happy summer swimming...

THANKS for the Invaluable Promotional Support

A million thank you's to the people and organisations who have provided an incredible amount of promotional support to PBF in the last twelve months. Particular thanks to:

- Network Ten for screening a PBF Community Service Announcement (CSA) for two 3 month periods
- 92.9fm for producing and airing two CSA's, one which will run for 12 months
- APN Outdoor for providing billboards, taxi backs and bus backs free of charge - some for up to a year
- IFAP for ongoing promotion of PBF through newsletters and their recent conference
- Elephant Productions for the production of the PBF television CSA featuring Matthew Pavlich
- Matthew Pavlich for providing his services free of charge for the television and radio CSA's together with the latest billboards
- Steve Irwin (Croc Hunter) for providing the voiceover for the Aquatic Injury Prevention radio CSA
- Pro surfer Taj Burrow for starring in the PBF Aquatic Injury Prevention video

Townsville Warms to PBF

In August Tony South spent a week in Townsville sharing with the local community the cause and effect of preventable accidents resulting in spinal cord injury (paraplegia and quadriplegia).

During the week he presented to 9 rotary clubs, 3 councils and attended meetings with 12 other prominent community leaders.

Northern Queensland has the highest rate in Australia, per capita, of spinal injury. As the only Spinal Injury Unit in Queensland is in Brisbane it results in prohibitive travel and accommodation costs for family members supporting a loved one hospitalised in Brisbane for up to 18 months.

PBF membership is a cost-effective solution to the community crisis caused by spinal injury and was positively accepted with a number of organisations joining PBF as corporate members. Membership funds go to

research and prevention programs whilst enabling members to overcome personal costs in the event of an injury.

PBF acknowledges the generosity of Barry Toohey and Seagulls Resort for providing Tony with accommodation free of charge to PBF.



Tony South with Barry Toohey outside Seagulls Resort-Townsville



PBF NEWS

Paraplegic Benefit Fund - Founded by Sir George Bedbrook

Edition 9



This Issue

MISSION: To reduce the incidence and impact of spinal cord injury



Credit – Where Credit Due!

Photo: John Brown (GM) Warwick Credit Union being presented with cheque by Wendy Ardrey (PBF Representative Warwick)

The Warwick Credit Union General Manager, John Brown, didn't imagine when they added PBF Corporate Membership to their Human Resources Package for all directors and employees in March of 2002, that he would ever need to call upon PBF for the \$100,000 Spinal Injury Benefit Payment.

"We joined as the result of a mother, a Credit Union member, sharing her story with us, about how her son became a paraplegic as a result of a fall and the enormous unplanned expenses the family incurred in his many months of

hospitalisation in Brisbane and years of expensive rehabilitation" John told PBF.

"We decided that because PBF was offering a meaningful cost-effective community-based solution, as a charity, to the community problem that spinal injury is causing in Australia, we should join.

Also, because PBF is focussing on funding unmet needs created by spinal injury – particularly community awareness and prevention programs amongst school children; research into a cure, and equipment for people with paraplegia or quadriplegia –

including the families of our employees made good sense." John continued.

In March 2004 the Credit Union became aware of the full value of including families in their PBF Corporate Membership when a family member of one of their employees had a fall from his motorbike and incurred a spinal injury resulting in permanent paraplegia.

As a PBF Corporate Member the \$100,000 benefit has made an enormous difference in the financial capacity of the family to cope with this very expensive disability.

Credit Where Credit Due

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PBF Australia Ltd ABN 39 521 178 651
WA
PO Box 723, Osborne Park WA 6916
Phone: (08) 9443 1777 Fax: (08) 9443 1788
Email: pbfwa@westnet.com.au

QLD
GPO Box 9959, Brisbane QLD 4001
Phone: (07) 3221 0933 Fax: (07) 3229 7867
Email: info@pbfqld.asn.au

www.pbf.asn.au

Driving young people to safety

PBF WA's Youth Road Safety Program has been selected as a finalist in the 2004 Community Services Industry Awards in the small organisation category "Being Innovative."

Special thanks to Fiona Shepherd, a member of our Road Safety Team, for writing the application on behalf of

PBF. Well done Fiona!

This is a great award for the Youth Road Safety Program and all of the presenters who work as part of the program. Their tireless energy and motivation to promote road safety to young people is inspirational and they deserve the recognition this nomination brings. Thanks to

Fiona Shepherd, Bridget Cheffins, Ricardo Jansen, Sinead Forbes and Symon Still for their ongoing effort and enthusiasm.

The winners will be announced at a presentation evening on Tuesday 30th November, so watch this space for more news and keep your fingers crossed!

Simpson Desert Cycle Challenge

And the Winner is...

Results from the 2004 Simpson Desert Challenge

The 2004 Simpson Desert Cycle Challenge (September 28 – October 2) certainly did prove to be a "challenge" again this year.

Thirty two riders experienced the full spectrum of temperatures and weather conditions, with 45 degree temperatures on registration day, through to torrential rain storms and gale force winds throughout the week.

Day 1 started with a bang when Dutchman Jaap Viergever established his superiority early and was untouchable for the remainder of the week. His performance across the desert was widely dubbed the best ever.

Three days of torrential storms turned the normally dry and dusty desert into a mud pile and made for tough travel for riders and also for support crews and event vehicles.

As always, a great mix of youth and age and varying fitness levels was on display with some incredible efforts at the back of the pack to beat the sweep home. The Army was represented by nine fantastic riders from Palmerston in Darwin and their spirit and tenacity was fantastic to see. Worthy of special mention is The 1st Combat Engineer Regiment from the Robertson Barracks in Palmerston, Northern Territory. These soldiers took on a major logistical and physical challenge as part of this year's Simpson Desert Cycle Challenge. In addition to their arduous training, they travelled from Darwin to Purnie Bore (580klms west of Birdsville) and provided support crews for the riders - navigating 990 sand dunes in some of the most unpredictable country in Australia. And their reward, other than the satisfaction of having conquered the desert and raising \$13 000 for PBF, was a pie and a 6-pack at the Birdsville Pub!

Full results for the 2004 Simpson Desert Cycle Challenge are available at www.go.to/sdcc. The 2005 Simpson Desert Cycle Challenge will be held from September 27 – October 1, 2005.



Bridget gives Youth a Road Safety Message.

One of the most powerful and positively influential services PBF offers the community is the coordination and presentation of Injury Prevention Programs. Each presenter has sustained a spinal cord injury and gives a powerful personal testimony and an effective safety message to groups at schools, work places and other community-based organisations throughout Western Australia.

PBF has 12 presenters who contribute to the Road, Work and Aquatic Injury Prevention Programs. Over the next twelve newsletters each presenter will be profiled.

In this edition of the PBF News we present Bridget Cheffins.

Bridget has been a Youth Road Safety Presenter with PBF for 3 years. Throughout this time she has presented at over one hundred schools and to thousands of students throughout Western Australia. Bridget sustained a spinal cord injury when she was 17 years old in a road accident. Her story touches all and many students have been powerfully impacted by her presentation, Bridget's own personal testimony and the strong road safety message that she delivers.

Bridget joined the PBF Road Safety team three years ago after moving from Darwin where she managed a retail Pearl shop. Since joining with PBF, Bridget says, "the best thing about presenting is making a positive impact on young people's behaviour."

We are all very glad Bridget is part of the award winning PBF Youth Road Safety Team. Thanks for your work Bridget.





"Service Above Self"



Rotary Celebrates 100 years

The 2005 Rotary 100th Anniversary celebration has seen the 25th club to join PBF in funding solutions to the spinal injury problem in Australia.

As well as providing much needed funds through a discounted corporate membership fees, each club has the peace-of-mind that should paraplegia or quadriplegia occur to a member, or their immediate family, the \$100,000 benefit is available.

With many more clubs now considering joining PBF as a result of receiving presentations, it is hoped that in the future Rotary may conduct a "Year of Spinal Injury Awareness" to make the wider community aware of the cause and effect of spinal injury and how to prevent it in the first place.

One million for Queensland

The most effective way to reduce risk taking activities that result in spinal injury and paraplegia or quadriplegia, is awareness education amongst school children.

In 2004, the Paraplegic & Quadriplegic Association of Queensland presented its Spinal Education Awareness

Team Program (SEAT) to its one millionth school child - an amazing accomplishment for a program that receives no government funding.

PBF is proud to be a funding supporter of this program, and has donated close to \$20,000 in the last four years.

SUNRISE MEDICAL Continuing to Support PBF

18% of our population have a disability. Sunrise Medical understands the critical importance of providing quality products - particularly for people with paraplegia or quadriplegia - to enable them to lead productive lives.

The cost of disability to the community is enormous so we all have a vested interest in reducing the impact of disability, at all levels, and ensuring all Australians with a disability are provided with every opportunity to be fully

rehabilitated and returned to the workforce if possible.

Sunrise Medical products assist people with mobility disabilities to regain maximum independence.

We sponsor PBF Newsletters in support of PBF's mission to fund quality living solutions to all unmet needs created by spinal injury. We also assist PBF in funding programs to prevent injury.

Ian Mackenzie
General Manager
Sunrise Medical.

LYNFORD – SUPPORTING PBF, ADDING VALUE FOR ITS CUSTOMERS

Last year local Ford Dealer, Lynford, donated the use of a van to Jason McLean, a young man who became a quadriplegic as a result of a surf accident.

Situated on Scarborough Beach Road, Osborne Park, Lynford will now give a PBF membership to every person who purchases who buys a new car from Lynford. For a family vehicle this membership will include the entire family. This initiative is a great way to support PBF in its charitable and injury prevention work, whilst providing a valuable add-on for their customers.

Further, Lynford have agreed to make a donation to PBF for every car purchased by PBF members and their friends. When purchasing your car from Lynford, please be sure to mention the referral from PBF.

So please consider Lynford when looking for your next new or used car.

Thanks Lynford!!



Acknowledgement of Sunrise Medical sponsorship of PBF newsletter

The Paraplegic Benefit Fund is proud to have Sunrise Medical as our sole sponsor of PBF newsletters. Through their valuable support we are able to direct the funds that would be required to produce this newsletter to meet critical unmet needs created by spinal injury.

Sunrise Medical manufactures and markets rehabilitation and respiratory products including:
QUICKIE manual wheelchairs and powerchairs
POWERTEC powerchairs
JAY seating products
SUNTEC economy lightweight wheelchairs
BREEZY folding manual wheelchairs
EZ Access portable ramps
HANDYBAR support handle for cars

For your nearest outlet contact 02 9899 3144 (if in QLD Ralph Beckett on 07 5576 0888). Email: ian.mackenzie@sunrisemedical.com.au Web: www.sunrisemedical.com.au



Reserved Seating!!!

November 15-19 is National Spinal Cord Injury Awareness Week and PBF, with the help of Dark Horse Advertising, have come up with a unique way to reach those in the greatest danger of sustaining a spinal cord injury.

Young men will be targeted in the "Reserved Seating" Campaign that will see wheelchairs placed in prominent public places bearing the messages "Reserved for your Mate if you Drink Drive" and "Reserved for your Girl if you Speed."

A large sign, bearing the same message, will be placed on Mounts Bay Road with six wheelchairs arranged in front of it.

Local organisations, including 92.9fm, Challenger TAFE, and HMAS STIRLING have come on board to support the campaign. Thanks to IFAP for providing much needed financial support.

The message is high impact and will really place the consequences for reckless driving into perspective.

This innovative campaign marks PBF Australia's sustained commitment to reducing the incidence and impact of spinal cord injury and coincides with the launch of the WA Road Safety Council's Drink Driving Campaign.

Introducing... SPINALCURE AUSTRALIA

SPINALCURE AUSTRALIA (SCA) is a national organisation operated on a voluntary basis by people with spinal cord injury and their families and is supported by leading scientists.

The goal of SCA is to find a cure for the paralysis caused by spinal cord injury and to offer advice and assistance to those currently disabled.

To achieve this goal, the organisation is actively involved in direct fundraising and encouraging government (Federal and State) to allocate substantial funds for medical research.

Laboratories currently being funded are the Prince of Wales Medical Research Institute in NSW, Western Australian Neurotrauma Research Project, the University of Queensland School of Molecular Neuroscience and Sydney University's Pain Management Research Institute.

For the many thousands of Australians disabled by spinal cord injury the only hope of full recovery of mobility and function is neural regeneration. The connection between brain and motor ability must be re-established.

Scientists working with stem cells and olfactory cells have made tremendous progress towards a cure.

Improved fundraising will accelerate the transition from laboratory success to clinical reality.

For more information go to www.spinetrust.com.au or write to SPINALCURE AUSTRALIA, PO Box 131, Artarmon NSW 1570.