



Easing the impact

PBF Australia Ltd

Annual Report

2021-22



Contents

- 1 *PBF Australia*
- 2 *Message from our Patron*
- 2 *Message from our Chair*
- 3 *Our Board members & Senior Managers*
- 4 *Overview*
- 5 *Meaningful employment opportunities*
- 5 *Finances*
- 6 *Membership*
- 6 *Our activities*
- 7 *Future projects*





Easing the impact

PBF Australia

Reducing the incidence and impact of spinal cord injury in Australia

Founded in 1984 by world renowned spinal surgeon, the late Sir George Bedbrook, PBF is a charity providing much-needed financial support for Australians who sustain a spinal cord injury. At PBF we want to see fewer Australians becoming permanently paralysed each year through accidents at home, work or play. For those already living with spinal cord injury, we aim to reduce the impact of the injury on all aspects of their lives. Life can and does go on after a spinal cord injury.

- ✓ No one expects a spinal cord injury. Yet every day, someone, somewhere in Australia sustains this life changing injury
- ✓ We are the only membership-based charity which provides our members with a benefit payment should they sustain a permanent traumatic spinal cord injury
- ✓ This benefit payment is made as soon after diagnosis as possible providing much needed financial assistance in the days after injury
- ✓ With over 51,000 members, PBF provides low-cost financial protection for individuals, couples, families, corporates, clubs and organisations.
- ✓ We provide meaningful employment opportunities, supporting people to get back to work after spinal cord injury
- ✓ PBF currently employs over 40 people living with permanent spinal cord injury, we are one of the largest single employers of people living with spinal cord injury in Australia.
- ✓ We deliver Road, Workplace, Youth and Aqua injury prevention programs, including the Prevent Alcohol and Risk-related Trauma in Youth program (P.A.R.T.Y.) in WA & QLD hospitals
- ✓ Our peer support and gifting programs help those living with paraplegia and quadriplegia get the most out of life



Message from our Patron

His Excellency, The Honourable Chris Dawson APM, Governor of Western Australia as our new patron.



Every day in Australia someone sustains a permanent spinal cord injury. The consequences are life changing, impacting not only those injured, but their family, friends, colleagues, and the broader community.

Receiving emotional, practical, and financial support following a spinal cord injury is pivotal to moving forward, helping the permanently injured adapt to their new challenges and to go on to live rich and fulfilling lives.

Having personally witnessed the devastating impact of road trauma I acknowledge the importance of PBF Australia's injury prevention programs and the employment opportunities and peer support they provide for those living with spinal cord injury. I am aware that PBF members who have sustained permanent spinal cord injury have greatly benefited from the financial support provided so soon after injury, helping to reduce financial stress at a time of great distress.

As patron, I commend the Board, staff, and volunteers of PBF in their ongoing efforts to reduce the incidence and impact of spinal cord injuries in Australia and support their endeavours in promoting safe practices on the road, in the water and the workplace.

Message from our Chair

David Gilchrist

My thanks go to the PBF management team, all staff, and my colleagues on the board for their ongoing commitment and hard work during yet another challenging year. I am pleased that our keen focus on providing meaningful employment opportunities for people living with spinal cord injury continued, and welcome all new team members who have recently joined PBF.

Whilst the delivery of our injury prevention programs was once again disrupted by the lockdowns and restrictions during the year, we delivered presentations to over 27,000 people; keeping the safety message front of mind and helping to influence risk taking behaviours.

The full economic and social impact of the COVID-19 pandemic may not yet be fully understood, but it is clear that our focus must remain on ensuring that a financially sustainable operating model is maintained. It is expected that other revenue development activity will also continue, allowing us to increase employment opportunities and to maintain the provision of peer support services as well as our gifting program to assist those living with spinal cord injury.

On behalf of PBF Australia I thank all of our private and corporate members, and our corporate partners, for their ongoing support. I look forward to further success during FY23.

Our Board members

During the year two new appointments further strengthened our Board, and important strategic planning work was completed, highlighting opportunities for growth over the next three years. We acknowledge the significant contribution made by Steve Maxwell, who announced his retirement from the PBF Board after 6 years of service. Steve's expertise, support and guidance during several significant IT projects was greatly appreciated; Steve was a regular attendee at PBF events, forming strong connections with many team members. His good humour and wise counsel will be greatly missed.



David Gilchrist
BA BBus PhD FCA



Simon Bedbrook
BSc (Agriculture), Advanced Diploma of
Financial Planning (Financial Services).



Esme Bowen
BSc (Nursing), FAICD



Craig Serjeant
BSc (Pharmacy)



Jane Spring
B Ec (Hons), LLB, MPA USyd
FAICD FGIA FIPAA



Robin Piesse
BA (Geography), Post Graduate
Diploma in Business

Our Senior Managers



Martin Browning
Chief Executive Officer
BSc (Hons), MBA



Chelle King
Eastern States Manager
Diploma in Business Management

Overview



Vale Symon Still

After a couple of challenging years we were deeply saddened by the sudden death of Symon Still a much-loved and valued member of the PBF team since 2004. Symon was a passionate educator, committed to reducing the incidence and impact of spinal cord injury. He was the driving force behind our injury prevention programs and the positive influence that he has had on the lives of others cannot be underestimated. Symon is sorely missed but the team remain highly motivated to carrying on PBF's mission as we know that is what he would have expected.

PBF Australia were delighted to be named as the chosen charity by 2021 AIM WA Pinnacle award winner RAC WA.



We were gifted \$20,000 training credits & used all available funds



11 x PBF team members attended training (7 x living with spinal cord injury)



This allowed us to attend 39 days of training at AIM WA



15 x different courses were taken including Workplace Safety, Better Mental Health at Work, Developing Resilience & Think Smart

“

It's refreshing to work for an organisation like PBF that values both personal and professional development. The sessions at AIM were valuable at both levels.

”

“

We were spoilt for choice with leadership and management training options. I was lucky enough to attend several sessions, which were both interesting and relevant to my work at PBF.

”

Building meaningful employment opportunities



PBF continue to offer meaningful employment opportunities to those living with permanent injury and are proud to employ over 40 people living with spinal cord injury in WA, QLD, NSW and SA. Many are engaged as [injury prevention speakers](#), sharing their personal stories to build greater awareness of the risk of spinal cord injury in Australia, and to influence attitudes towards safety by highlighting the potential consequences of making unsafe choices. Several team members were involved in the development of our new online injury prevention programs which are now available throughout Australia.

Greg Willmott



Age at time of injury: 30
Level of injury: C5/6

“ Working with PBF gives me a purpose in life and I want others to learn from my experience, but sometimes face to face presentations are difficult for me to do, as I need assistance from my carer...online presentations will provide more flexibility and will be great for locations with bad access or for places too far from Perth. ”

Jax Lane



Age at time of injury: 30
Level of injury: C5

“ Having access to the equipment to present online has opened the door to many more opportunities to share my story...I think it's great to now be able to share our stories with those living in more remote or regional areas too. Otherwise they would miss out on hearing about our personal experiences and important injury prevention messages. ”

Finances

Whilst operations were still impacted by COVID-19 and injury prevention bookings disrupted, the year-end financial report showed a profit of \$19,450. This follows last year's result of \$385,478 that was largely achieved through the provision of Government subsidies. Our balance sheet remains strong with our net assets increasing from \$1,710,371 in 2021 to \$1,727,711 in 2022.

Our Annual Information Statement (AIS) has been submitted to the Australian Charities and Not-for-profits Commission (ACNC) and includes our full financial report which can be viewed here <https://www.pbf.asn.au/reports/>

The primary focus for FY23 will be on maintaining a financially sustainable operating model; largely through revenue growth by increasing PBF member numbers.

Membership

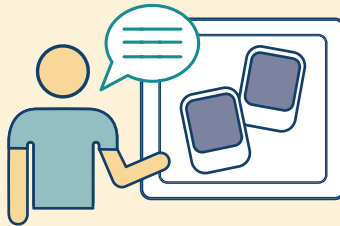
Total PBF membership at year end was 51,534. There were 34,311 members covered under corporate memberships (employees and members of clubs, organisations and businesses who are PBF corporate members) and 17,223 private members (individuals, couples, and families). This represented an overall decrease of just 71 members on the previous year. As stated, growth of membership numbers is a priority for FY23.

Employers from the public and private sector, and many clubs and organisations value the benefit of PBF corporate membership, and we were pleased to welcome new corporate members during the year including; Action Drill & Blast, Australian Country Choice and WestCycle. We thank all who continue to support PBF including The Rotary Club of Surfer's Paradise who celebrated 25 years of membership!

Our activities



Employed 44 people living with spinal cord injury



Presented to over 27,000 people in schools, workplaces and hospitals



Delivered 191 workplace safety presentations



Directly supported people living with spinal cord injury through our gifting program



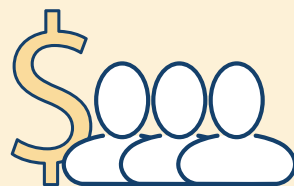
Provided essential peer support to the newly injured and assisted those living with spinal cord injury



Influenced risk taking behaviours of thousands of students through road safety programs



Developed a new user-friendly website with improved functionality



Provided financial protection to over 51,000 PBF members



Completed an online presentation project giving us capacity to reach more people in more locations

Future projects

We will continue take a balanced approach to any planned growth in order to maintain the PBF mission to “assist, employ, prevent & educate”. Whilst it will be essential to keep sufficient focus on business-as-usual (BAU) activities to maintain financial sustainability, future partnership and sponsorship opportunities will continue to be explored to support growth.

Exciting opportunities for the coming year include the development of new injury prevention programs that will raise awareness of PBF, whilst providing employment and membership opportunities. These include delivery of a new program at the Brisbane Youth Education centre (BYTEC) a school operating inside the Brisbane Youth Detention Centre at Wacol, QLD and opportunities to develop new post-licence community education programs through grant funding received from the Road Safety Commission WA and the Department of Transport and Main Roads QLD.



[Who are PBF? >](#)

[What PBF do >](#)

PBF (Australia) Pty Ltd

Suite 1/315 Railway Road, Shenton Park WA 6008

E info@pbf.asn.au W pbf.asn.au T Freecall 1800 809 780



www.pbf.asn.au

PBF (Australia) Pty Ltd ABN 39 521 178 651 | AFSL 301359