



Annual Report

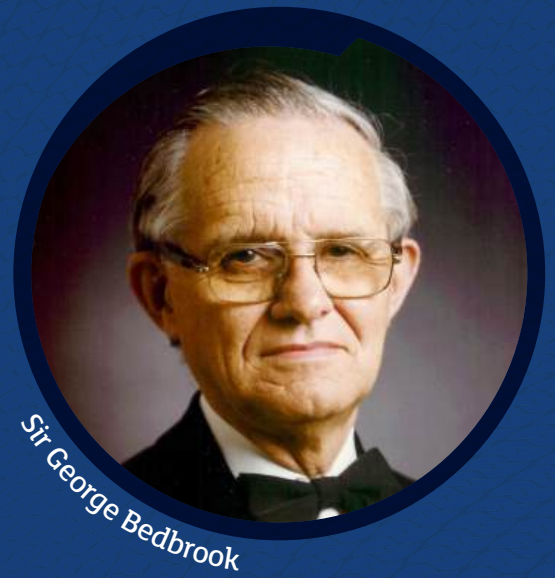
2024/2025



Prevention first. **Support** always.

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We are PBF

PBF Australia's history is steeped in an unwavering commitment to people living with spinal cord injury (SCI). Founded by the visionary spinal surgeon, the late Sir George Bedbrook, PBF had a singular purpose: to see a future where all Australians with traumatic spinal cord injuries lead fulfilling lives, and a world where preventable spinal trauma no longer exists.

Sir George's original mission remains ever present. A traumatic spinal cord injury instantly reshapes lives; not just for the person injured, but for their family, friends, and the community. It is a significant, life altering event that requires awareness, compassion as well as support to learn how to thrive with SCI.

Today, PBF Australia continues Sir George's legacy by providing members with essential financial protection and lived-experience guidance to navigate what is next. We deliver impactful accident-prevention programs in communities, businesses, and hospitals to make a real difference.

At PBF Australia, if the unimaginable occurs, we are here. Prevention first. Support always; that's our commitment to Australians.



Chairperson Report

Hon. Sheila McHale AM



The 2024/2025 year has been one of steady and purposeful progress for PBF Australia. As a Board, we have remained focused on maintaining strong governance, careful financial management, and supporting the organisation to deliver its mission to prevent spinal cord injuries and assist those living with their long-term impacts. The Board continued to strengthen the organisation's strategy by reviewing and updating the current strategic plan, work which is ongoing.

This year we were pleased to welcome two new Directors, Rob Pike and Neha Patel. They bring valuable experience and perspectives that will further strengthen the Board's work. Their appointments reflect our continued commitment to ensuring a strong and balanced Board.

The Board approved expenditure to support strategic investment during the financial year. This decision was made after careful consideration and reflects our intention to reinforce the organisation's foundations while maintaining a disciplined approach to financial stewardship. These investments are directed toward increasing the visibility of the organisation, addressing membership decline and supporting the work required for long-term sustainability.

One of the main highlights of the year was the opportunity to brief His Excellency The Honourable Chris Dawson AC APM Governor of Western Australia and Mrs Darrilyn Dawson on the history and wonderful services offered by PBF. As a result, His Excellency visited Belridge Secondary College to experience first-hand the impact of the story of one of our presenters. We are privileged to have the Governor of Western Australia as PBF's patron.

I extend my appreciation to our CEO, Kim Hocking, staff, presenters, peer mentors, and all who contribute their lived experience to PBF's work. Their professionalism and dedication remain central to the impact we have in hospitals, schools, workplaces, and communities across Australia.

I would like to acknowledge the Board members for their commitment and guidance as we navigate challenging environments.

As we look to the year ahead, the Board will continue to focus on the sustainability of PBF, through strong governance, prudent resource management, and ensuring PBF Australia remains well positioned to deliver on its important mission. To our members, partners, and supporters, I thank them for their continued trust and support. Their contribution enables PBF to make a meaningful difference in the lives of people affected by spinal cord injury and to continue our vital prevention work.

A stylized, handwritten signature of Sheila McHale in black ink.

Hon. Sheila McHale AM
Chair of the Board

CEO Report

Kim Hocking MBA



The 2024/2025 year has been one of recalibration and renewed strength for PBF Australia. Guided by our mission to prevent spinal cord injury and support those living with its life-changing impact, this year has been about investing in change to strengthen our foundations for future sustainability and growth.

We have focused on realigning operations and investing in our people and systems to create a stronger base for the years ahead, supporting sustainable national growth while keeping our focus on what matters most: preventing injury and improving lives.

Our programs continue to make a tangible difference. The launch of Choices for Tomorrow with RAC WA is helping young people make safer choices on and off the road. Collaborations with Ability WA through The Right Fit Program and with Edith Cowan University on student-led prevention campaigns, have deepened our impact and community reach.

Our Peer Support Team at Fiona Stanley Hospital continued to deliver outstanding work, providing over 48 sessions each month to people newly injured. Their nomination for the national HESTA Team Excellence in Disability Award recognised their compassion and dedication.

We also extended our presence, with presenters travelling thousands of kilometres across WA and new relationships forming in Queensland, helping share lived-experience stories and raise awareness in new communities.

A highlight of the year was welcoming our Patron, His Excellency The Honourable Chris Dawson AC APM Governor of Western Australia, to one of our impactful school presentation alongside PBF presenter Mik Francis, a reminder of why prevention matters.

Our long-standing partnership with RAC WA remains a cornerstone of our prevention work, helping us reach more than 100,000 students across Western Australia. Together, we're showing young people how one choice can change everything, a partnership built on shared purpose and community impact.

To our members, both private and corporate, thank you. Your continued support sustains employment for people living with spinal cord injury and enables us to deliver programs that make communities safer and more inclusive. You are at the heart of everything we do.

Our focus remains on delivering meaningful prevention programs and creating opportunities for people with spinal cord injury to live, work, and thrive.

To our staff, presenters, mentors, members, and the Board of Directors, thank you for your commitment, professionalism, and belief in what we do. Together, we carry forward the legacy of Sir George Bedbrook, building safer communities and stronger futures through connection, courage, and purpose.



Kim Hocking
Chief Executive Officer

Our People

Our Board of Directors



Sheila McHale



Esme Bowen



Craig Serjeant



Neha Patel



Robin Piesse



Simon Terry



Rob Pike

Our Senior Team



Kim Hocking
Chief Executive Officer



Emma Seaman
Corporate Support Manager



Chelle King
QLD State Manager



Katie Stokes
Relationships & Growth Manager
(WA, NT, SA)



Darren Shields
Relationships & Growth Manager
(QLD, NSW, VIC, TAS)



Cherie Newell
Finance & Administration Manager



Helen Ziomek

Acknowledging Helen Ziomek

This year, we recognise Helen Ziomek for an outstanding 15 years of service with PBF Australia. As our Injury Prevention Coordinator, Helen has been central to coordinating our lived experience presenters, supporting the Relationship & Growth team, and ensuring strong engagement across our national membership base.

Helen's commitment, professionalism, and steady support have made a meaningful contribution to the way we deliver our programs and connect with communities. We sincerely thank Helen for her dedication and the value she continues to bring to PBF Australia.

Our Impact - Memberships

Our Members Make it Possible

At PBF Australia, personal membership is the cornerstone of our work. As an organisation that receives no government funding, it is the commitment of our personal members that allows us to deliver vital services and support to people living with spinal cord injury (SCI).

Our members receive financial protection should they sustain a permanent spinal cord injury. But these membership fees do so much more.

The commitment to PBF via membership enables us to:

- employ people with spinal cord injury, creating meaningful career opportunities and lived-experience leadership,
- deliver powerful injury prevention presentations in schools and communities across Australia, and
- provide one-on-one peer support through our hospital-based mentors at Fiona Stanley Hospital, helping people navigate the early days of a life-changing injury.

Over the past year, we have worked to strengthen the connection with our personal members. And we are sharing more about how their support creates real impact. We are doing this because our members are not just financially protected; they are empowering the change that we bring to the Australian community every day.

We are deeply grateful to each and every member. As a member of PBF, your support sustains our mission and brings hope, education, and opportunity to those who need it most.

At a Glance

- Over 15,000 personal members supporting prevention and recovery
- Employment pathways funded entirely by members
- A strengthened focus on connecting members with the real impact of their support.

15,005

Personal members



34,700

**Corporate members
across 175 Organisations**



Employment Powered by Lived Experience

PBF Australia proudly employs people with a spinal cord injury, whose lived experience is central to the work we do. From peer mentors supporting newly injured patients at Fiona Stanley Hospital, to injury prevention speakers educating thousands of students, to the dedicated administration team, their insight brings authenticity and hope to every role.

Employing people with spinal injury is not just about providing jobs, it is about empowering voices that educate, inspire, and support others facing similar challenges. These roles, which are sustained entirely through member contributions, demonstrate the powerful impact of community-led support.

“Working at PBF means I’m not only supported but I’m also helping others on their journey.”

- Jane, Peer Mentor.

This vital employment would not be possible without our members, whose financial support directly funds these positions. Their membership helps us continue to deliver life-changing peer support and injury prevention education, turning lived experience into lasting impact.

At a Glance

PBF is proud to employ people living with spinal cord injury, embedding lived experience into every part of our mission.

- Three dedicated peer mentors at Fiona Stanley Hospital
- 38 trained injury-prevention speakers sharing life-changing stories
- 15 staff across membership, programs, and administration
- 100% of these roles funded by member contributions



Corporate Membership: Building Safer Stronger Workplaces Together

At PBF Australia, we are proud to collaborate with a growing number of corporate partners who share our commitment to injury prevention, workplace safety, and employee wellbeing.

Our corporate membership program empowers organisations to foster safer work environments, promote resilience, and protect their people.

One hundred and seventy-five businesses across Australia have looked to PBF to provide important employee benefits through their membership of PBF. These organisations form our corporate member family. We are proud to have experienced a 19% growth in our corporate members.

Through tailored injury prevention presentations, wellbeing initiatives, and peer-led storytelling, we help organisations build strong cultures where safety and support are a priority.

At a Glance

- 175 corporate partners nationwide
- Represents a combined workforce of more than 34,000 employees
- 19% growth in corporate membership this year
- Expanded delivery of workplace injury prevention and wellbeing programs

Thank You to Our Corporate Members

We extend our deepest gratitude to all our corporate members for their ongoing commitment. Your support not only advances workplace safety but also enables PBF to employ people with spinal cord injury, deliver vital peer support, and reach more communities with prevention messages.



Jason Lewis (PBF Speaker) & Lauren Gonzalez (Managing Director, Aveling)

Our Impact - Injury Prevention

Choices for Tomorrow Program

This year, our WA Injury Prevention team launched Choices for Tomorrow, an interactive Year 9 program, delivered in partnership with RAC.

Students are encouraged to make decisions using everyday scenarios, such as riding an e-scooter and explore the real consequences of their choices.

Aligned to the HPE Stay Safe sub-strand of the curriculum, the Choices for Tomorrow program builds skills, empowering students to make responsible choices.

Extending Our Reach: Regional Engagement Driving Real Change

Our Injury Prevention team demonstrated unwavering commitment to delivering impactful education across Western Australia, with lived experience presenter, Rollo, travelling nearly 10,000 km to regional centres including Broome, Karratha, and Kalgoorlie.

This extensive regional outreach is vital to PBF's strategic goal of ensuring equitable access to spinal injury prevention education, regardless of location.

By bringing lived experience stories directly to workplaces and communities such as Bechtel and Main Roads WA, we foster deeper engagement and spark meaningful conversations that resonate long after the presentation ends.

These on-the-ground visits strengthen community connections, support culturally diverse and remote populations, and reinforce the importance of safety in regions where risk factors may be elevated due to geographic or occupational challenges.

Rollo's journeys exemplify how PBF is breaking down barriers, both geographical and social, to embed prevention messages where they matter most, ultimately saving lives and reducing spinal trauma across the state.

154

School presentations



138

P.A.R.T.Y. presentations



184

Workplace presentations



37,549

Programs participants



Our Patron Witnesses Our Mission in Action

As Patron of PBF Australia, His Excellency the Honourable Chris Dawson AC APM, Governor of Western Australia, plays a valued role in championing our mission of injury prevention and community education.

This year, we were privileged to host the Governor at a compelling road safety presentation at Belridge Secondary College, an event that exemplified the real-world impact of our programs.

His Excellency shared a deeply moving account from his time in the Police Force, underscoring the devastating consequences of unsafe behaviour on our roads. This powerful message was echoed by PBF presenter Michael Francis, who shared his lived experience of becoming a paraplegic due to a split-second decision behind the wheel.

Their combined stories left a lasting impression on students and staff, reinforcing the importance of personal responsibility and informed choices. The Governor's attendance not only highlighted the significance of our work but helped amplify our message to the broader community.



Emma Seaman, Hon. Chris Dawson AC APM, Yosef Gebremaskel, Michael Francis (PBF speaker), Sharon Lyon (Principal, Belridge Secondary College), Kim Hocking

Peer Support that Transforms Lives

The Peer Support team at PBF Australia has had an extraordinary year, marked by recognition, connection, and resilience. The team was honoured with a nomination for the HESTA Team Excellence in Disability Award, acknowledging the remarkable impact of this unique program.

Delivered at Fiona Stanley Hospital's Ward 1A, the Peer Support Program is Western Australia's only in-hospital, non-clinical support service for people with spinal cord injuries. Led by mentors who have lived through similar experiences, the program provides insights, empathy, and hope that clinical interventions alone cannot offer. Each week, mentors support patients at their most vulnerable, helping them rebuild confidence, independence, and a meaningful life after injury.

This year, in partnership with Bunnings, Peer Support mentor Jason organised a BBQ for Ward 1A patients and their families. This simple yet powerful event fostered connection and celebration, offering a sense of normalcy during a challenging time.

One participant reflected, "I never thought I'd cook on a BBQ again after my accident, and here I am doing just that."

The impact of peer support extends far beyond the ward. By creating opportunities for everyday connection, PBF helps combat isolation, improve wellbeing, and strengthen recovery outcomes.

Over the past year, our mentors have reached over 200 patients across Western Australia, empowering individuals, and families to rebuild their lives with resilience, purpose, and hope.

At a Glance

- Nearly 600 peer support engagements each year (approx. 48 per month)
- More than 200 patients and families supported this year
- Continued delivery at Fiona Stanley Hospital Ward 1A
- National recognition through nomination for the HESTA Team Excellence in Disability Award

3

Mentors



48

Sessions per month



576

**Peer sessions
for the year**



Our Partnerships

Driving Inclusion Through Partnership and Practice: The Right Fit Program

PBF Australia is proud to be recognised as a leading employer of people with spinal cord injuries. It is a reflection of our commitment to embedding lived experience at every level of our organisation. This commitment shapes a workplace culture that values diversity, empowers individuals, and advances our mission to foster meaningful inclusion.

Our partnership with Ability WA, a valued corporate member and champion of disability inclusion, has been instrumental in the development and delivery of “The Right Fit Program”.

This innovative program supports employers to unlock the power of inclusion by providing the skills, knowledge, and confidence needed to employ people with disability effectively.

Central to the program’s success has been the involvement of PBF’s lived experience consultant, Myreesa (pictured below), and a team of dedicated PBF presenters. Their authentic insights have shaped every stage of the program, from focus groups to design, ensuring it remains relevant, practical, and responsive to real-life experiences.

This collaboration exemplifies the value of inclusive design and the critical role of engaging people with lived experience in creating accessible, meaningful, and sustainable outcomes.

By working together, PBF Australia and Ability WA are not only breaking down barriers to employment but also demonstrating how genuine partnerships drive systemic change and build more diverse, resilient workplaces across Australia.



Kim Hocking, Myreesa Hurtado (PBF Lived Experience Consultant) & Nicole Kennett (Ability WA)

Driving Progress Through Collaboration: PBF at the 2024 ANZSCoS Conference

PBF Australia was proud to support the 2024 ANZSCoS Conference in Fremantle, uniting clinicians, researchers, and advocates committed to improving outcomes for people with spinal cord injury (SCI).

Our involvement reflects our dedication to learning from the latest research and strengthening our programs through collaboration.

By engaging with leaders in the SCI field, PBF continues to enhance advocacy, expand support for members, and contribute meaningfully to the national and global SCI conversation.

RAC WA Partnership

Since 2012, PBF Australia has partnered with RAC WA to deliver road injury prevention presentations to secondary school students across Western Australia. Through powerful lived experience stories, and in this time, we have reached over 100,000 students, highlighting how risky choices on the road can lead to life-altering, and often devastating, consequences.

Partnership with Edith Cowan University

Over the past year, PBF Australia partnered with final-year Arts students from Edith Cowan University to co-design injury prevention campaigns and a digital fundraising strategy.

This collaboration combined PBF's mission with students' creativity, producing fresh, youth-focused messages that raised awareness and supported our fundraising appeal.

The partnership strengthened our connection with emerging communicators, offering real-world experience while expanding PBF's reach and reinforcing our shared commitment to preventing spinal cord injuries across the community.



Our Financials

Statement of profit or loss and other comprehensive income For the year ended 30 June 2025

| | 2025 | 2024 |
|---|------------------|------------------|
| | \$ | \$ |
| Revenue | | |
| Revenue | 1,375,641 | 1,431,688 |
| Interest income | 76,232 | 42,249 |
| Total Revenue | 1,451,873 | 1,473,937 |
| Cost of Sales | | |
| Member Re-Insurance | 186,930 | 192,865 |
| Total Cost of Sales | 186,930 | 192,865 |
| Expenses | | |
| Depreciation | 47,825 | 40,483 |
| Employee Benefits Expenses | 1,237,996 | 1,022,266 |
| Other Expenses | 356,477 | 317,412 |
| Total Expenses | 1,642,298 | 1,380,161 |
| Loss | (377,355) | (99,089) |
| Other Comprehensive Income | | |
| Other comprehensive income for the year, net of tax | - | 1,806 |
| Total Other Comprehensive Income | - | 1,806 |
| Total Comprehensive Income | (377,355) | (97,283) |

The greatest difference we make comes
from the strength of those who've lived it.
Their stories guide us, ground us, and
inspire change in ways nothing else can.

