



Easing the impact

Annual Report

2023-2024



PBF Australia's History

Founded by the visionary spinal surgeon, the late Sir George Bedbrook, PBF Australia was established with a singular purpose: to provide vital support for Australians suffering from spinal cord injuries (SCI). Sir George's legacy continues to inspire our mission: reducing the incidence of permanent paralysis caused by accidents in homes, workplaces, and recreational settings. We are equally dedicated to easing the profound impact of SCI for those already affected, affirming that life after a spinal cord injury is not the end but the beginning of a new chapter.

Spinal cord injuries are unpredictable, yet every day someone in Australia faces this life-altering event. As the only membership-based charity offering financial support at the time of diagnosis, PBF Australia steps in with immediate financial assistance to help ease the burden of such an injury. This support enables individuals to focus on their recovery and adjust to their new reality.

With a presence in Western Australia, Queensland, New South Wales, and Victoria, PBF Australia is proud to serve over 49,000 members. We are grateful for the courage and resilience of those living with SCI, whose stories and efforts help further our mission, including our injury prevention programs. PBF Australia is not just a support system but a community working together to reshape the future of spinal cord injury in Australia



Chairperson's Report

The 2023-24 financial year could be described as one of uncertainty, yet full of opportunities. The year began with the resignation of our long-standing CEO, Martin Browning, and two Board Directors, Simon Bedbrook and Jane Spring. Despite the challenges posed by these transitions, the year also presented significant opportunities. We successfully recruited Kim Hocking as our new CEO, who commenced in January 2024, and we recruited a new Director, Simon Terry, who brings fresh perspectives and skills to our Board. Two additional appointments are imminent.

As with many established non-profit organisations, funding for contemporary service models remains a key challenge. As a membership-based charity, growing our membership base amidst a difficult economic climate—marked by cost-of-living pressures—remains a critical focus. This led to a refresh of our strategic plan, allowing us to navigate these challenges and respond to the evolving needs of our community.

Despite the changing economic landscape, the demand for our services remains high. Estimates show that 300-400 spinal cord injuries occur across Australia. As such, the need for programs like peer support, injury prevention in schools and workplaces, and early financial assistance is crucial.

As I conclude my first year as Chairperson, I extend my heartfelt gratitude to our CEO, staff, and Board for their dedication and commitment. I also acknowledge the ongoing support of His Excellency the Honourable Chris Dawson AC APM, Governor of Western Australia, and Mrs. Darrilyn Dawson, our co-patrons. I am also grateful for our corporate members and the many thousands of private members whose continued support sustains our work in spinal cord injury prevention and care.

Hon Sheila McHale AM



CEO Report

Joining PBF Australia as CEO, in January 2024, has been a humbling experience, and I am proud to share our progress over the past 12 months. Our core mission remains at the forefront of everything we do. This year, we have focused on strengthening our key areas: injury prevention education, member support, and building strategic partnerships that extend our reach and impact.

In the second half of this financial year, we aligned our programs nationally, ensuring consistency and responsiveness to the needs of individuals living with SCI. Our successes so far are a testament to the strong foundation laid by our staff, stakeholders, and the broader community. Together, we have reconnected with sponsors, launched new initiatives, and streamlined operations, positioning PBF Australia for even greater achievements in the year ahead.

I want to express my gratitude to my predecessor, Martin Browning, for his leadership, and to our Board, staff, and supporters for their unwavering commitment. Looking ahead, we are entering an exciting new phase of growth, with plans to deepen our impact, collaborate with community partners, and continue ensuring the sustainability of our services.

Thank you to everyone who has been part of this journey. Your continued support is key to driving lasting change in preventing spinal cord injuries and supporting those affected by them.

Kim Hocking



Thanking our Former CEO — In September 2023, we bade farewell to Martin Browning after seven years of service. Martin played a pivotal role in guiding PBF Australia through numerous challenges, including the COVID-19 pandemic. We thank Martin for his dedication and wish him every success in his future endeavours.



Acknowledging Darron Shields 15 Years of Service — This year, we proudly celebrated Darron Shields' remarkable 15-year journey with PBF Australia. Darron has been an inspiration, motivating countless individuals through his resilience and passion for spinal cord injury prevention. His role as a lived experience presenter has left an indelible mark on audiences, empowering communities to stay safe and live life to the fullest. We are grateful for Darron's continued dedication and proud to have him as part of our team.

Our Impact



15,523

Private members



36,133

Injury prevention participants



34,336

corporate members from

147

organisations

Injury Prevention Presentations



167 road / school presentations, **9439** people



157 P.A.R.T.Y. presentations, **3857** people



190 presentations, **5075** people

59 Youth Detention Centre presentations, **242** people

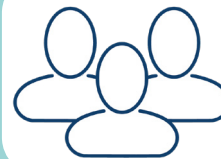
161 Road Safety Education presentations, **17520** people



1200 hours of peer support at Fiona Stanley Hospital

- At any given time there are **36 people as patients** on the rehabilitation ward at Fiona Stanley Hospital.
- **Ave 28** sessions per month

Our Staff



47

staff members

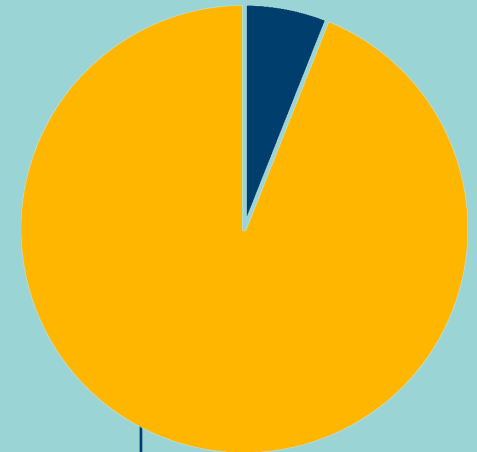
07 FTE

03 PT

37 casuals

17 road injury prevention speakers

18 workplace injury prevention speakers



86.5% living with paraplegia or quadriplegia

Year in Review

Co-design of Injury Prevention Programs for Youth Detention Centres

This year, PBF Australia expanded its Youth Detention Centre Program with two new centres in Queensland and our first centre in New South Wales. We introduced the Resilience Program to enhance the emotional strength of young people in detention, empowering them to make better choices and overcome life's challenges.

TMR Grant



A key achievement of the year was the success of the Queensland Department of Transport and Main Roads (TMR) grant, enabling PBF to deliver 54 injury prevention programs to Queensland businesses, reaching thousands of staff and promoting safety.

WHS Foundation's Work Health and Safety Award

PBF Australia was honoured with three nominations at the WHS Foundation Work Health and Safety Awards. We were thrilled to win the Communication Award for our workplace injury prevention program.



Corporate Membership



This financial year, we supported 147 organisations, covering 33,446 employees. Corporate members receive 24/7 financial protection and access to vital services for employees who experience a spinal cord injury. Membership plays a crucial role in enabling PBF to continue its mission, with member support and loyalty allowing us to provide education and employment opportunities for individuals affected by permanent spinal cord injuries.

Year in Review

Peer Support



Our Peer Support Program at Fiona Stanley Hospital grew with new mentors, Ebony McGann and Jason Lewis, who provided invaluable support to patients. The program continues to offer hope, resilience, and connection to those affected by Spinal Cord Injury.

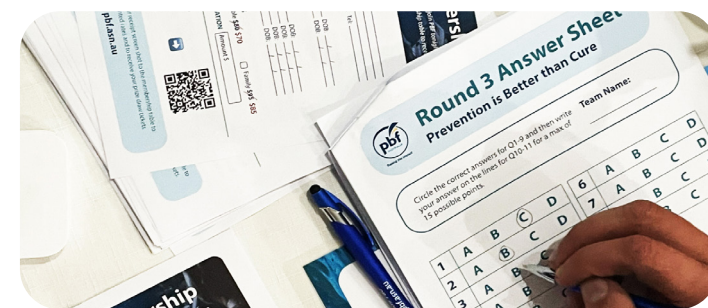
Gifting Program

PBF Australia's Gifting Program is committed to improving the quality of life for individuals living with spinal cord injuries by providing essential funding to support their independence, education, or work.

One of the recipients of this support is John O'Shea, a Queensland resident with an L1 spinal cord injury. When John needed to install hand controls in his car to maintain his independence, PBF Australia was able to contribute \$5,000 towards the installation.



Quiz Nights



In the 2023-24 financial year, PBF Australia organised six road safety-themed quiz nights across the Perth metro area. These events aimed to raise awareness about road safety, specifically addressing risks like fatigue, speed, and distractions. By engaging participants in four rounds of questions, we encouraged safer road use and positive behaviour changes.

The quiz nights reached an audience of 17,000 people, and we're committed to extending our impact to improve road safety in WA. Special thanks to the Road Safety Commission for their grant support.

Our Impact

Private Membership

We extend our heartfelt thanks to our loyal members, with over 16% having been with us for more than 30 years. Our longest-standing supporter joined in 1986 and continues to support our mission. This year, private members generously contributed \$13,380 in donations.

We also welcomed 370 new private members, many of whom were inspired by hearing lived experience presentations. Marissa Yeo, a new member, shared, "I could not imagine having a permanent spinal cord injury, and peace of mind protection for my family is priceless."

HBF Run for a Reason



On Sunday, 19 May 2024, PBF Australia's WA team participated in the HBF Run for a Reason, raising \$7,662 in donations to support the Peer Support Program at Fiona Stanley Hospital's spinal ward. This was our first participation in the event, and we look forward to making it an annual tradition.

Employment and Workforce Impact

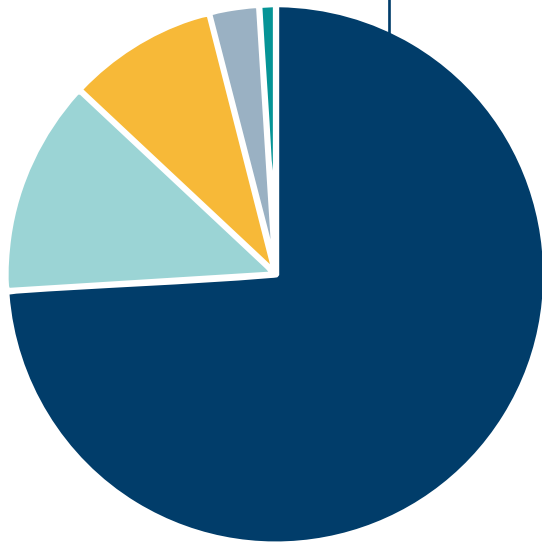
PBF Australia takes pride in our diverse team, with 86% of our workforce living with spinal cord injuries. These individuals play an essential role in our operations as lived experience speakers, peer support mentors, business development officers, and administrative support staff.

We are also proud to highlight one of our speakers and peer support mentors, Tayla Stone, who won the Under 30 Road Safety Prevention Award. This recognition underscores the significant impact of our team members both within PBF and in the broader community.



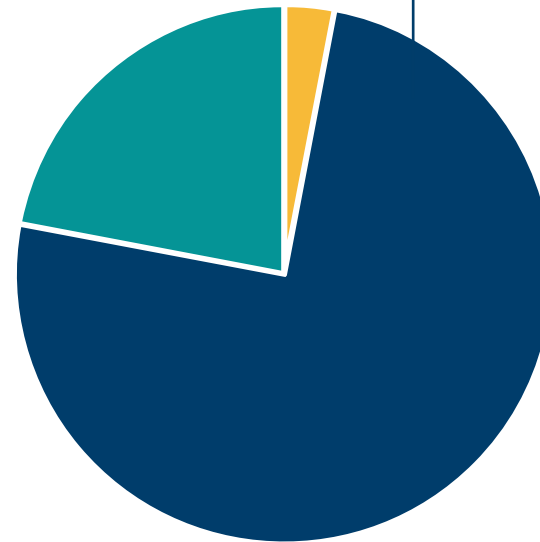
Financial Summary

Revenue \$1,281,072



- Membership Fees 74%
- Services Rendered 13%
- Grants, gifts, donations 9%
- Interest and Dividends 3%
- Fees 1%

Expenditure \$1,380,161



- Employee Benefits 75%
- Other 22%
- Depreciation 3%

Statement of Profit & Loss and Other Comprehensive Income

| <i>For the year ended 30 June 2024</i> | 2024 | 2023 |
|---|-----------|-----------|
| Revenue | | |
| Membership Fees | 1,100,930 | 1,116,197 |
| Revenue from Rendering Services | 199,533 | 204,753 |
| Grants, Gifts and Donations | 130,437 | 106,039 |
| Interest and Dividends Received | 42,249 | 18,846 |
| Fees - Refunds & Recoveries | 788 | - |
| Total Revenue | 1,473,937 | 1,445,836 |
| Cost of Sales | | |
| Membership Claims and Reinsurance Expenses 3(c) | 192,865 | 187,205 |
| Total Cost of Sales | 192,865 | 187,205 |
| Net Revenue | 1,281,072 | 1,258,631 |
| Expenditure | | |
| Depreciation and Amortisation | 40,483 | 50,299 |
| Employee Benefits Expenses 3(b) | 1,022,266 | 979,767 |
| Other Expenses 3(a) | 317,412 | 330,315 |
| Total Expenditure | 1,380,161 | 1,360,381 |
| Profit/(Loss) for the Year | (99,089) | (101,750) |
| Other Comprehensive Income | | |
| Movements in NMV of investments | 1,806 | 1,094 |
| Total Other Comprehensive Income | 1,806 | 1,094 |
| Net Current Year Surplus After Adjustments | (97,283) | (100,656) |

Board Of Directors



Sheila McHale, AM



Craig Serjeant



Simon Bedbrook
Resigned
(1/07/2024)



Esme Bowen



Robin Piesse



Jane Spring
Resigned
(18/10/2023)



Simon Terry
Commenced
(04/08/2023)

Our Senior Team



Kim Hocking
CEO



Chelle King
Easten State Manager



Emma Seaman
Community Awareness
& Corporate Support



Katie Stokes
Business Development &
Membership Services



Cherie Newell
Accounts and Finance

Support

