

*“One in five Australians lives
with chronic pain.”*

**WE CAN MAKE A DIFFERENCE
TOGETHER**

THE HUMAN AND ECONOMIC COST OF PAIN

40%

of forced
retirements are
due to
chronic pain¹

23%

is the increased risk
of back pain for people
living outside major cities
in Australia²

1 in 3

aged 65+ are
living with
chronic pain³

\$11.7_b

is the estimated
yearly cost in
lost productivity

\$34_b

is the estimated
yearly cost of
chronic pain

5_m

Australians will be
living with chronic
pain by 2050

50%

of people with chronic
pain also suffer
depression or other
mood disorders⁴

1 in 5

Australians who
die by suicide have
health problems often
associated with pain⁵

CHRONIC PAIN—A SILENT EPIDEMIC

Pain is the most common reason people seek medical help—yet it remains one of the most neglected and misunderstood areas of healthcare.⁶

One in five Australians lives with chronic pain—pain that lasts for three months or more, beyond the normal time of healing—impacting quality of life and often leading to long-term disability.⁷

The prevalence of chronic pain rises to one in three people over 65—but it also occurs in children and teenagers affecting their ability to study, personal relationships, mental health and emotional wellbeing.⁸

The most recent data suggest up to 80 percent of people are missing out on effective treatment, with those in regional and remote areas, as well as children and adolescents, most disadvantaged.

There is a major shortage of specialist clinicians and pain services particularly in primary care.

THE NATIONAL PAIN STRATEGY

The National Pain Strategy is Australia's blueprint for effective treatment and management of acute, chronic and cancer pain.

Developed by more than 200 healthcare professionals, consumers and other stakeholders, it provides a framework to improve access to services for all Australians, with a focus on building capacity in primary care.

“Pain turned Isabella into a very different girl, angry and yelling at people. We looked all over Australia for help, as there was nowhere for kids her age in our state.”

Shay, Isabella's mum



A LITTLE BIT ABOUT US

ABOUT PAINAUSTRALIA

Painaustralia is Australia's leading pain advocacy body working to improve the quality of life of people living with pain, their families and carers, and to minimise the social and economic burden of pain on individuals and the community.

Established in 2011, our key role is to work with state and federal governments, health professional and consumer bodies, funders, educational and research institutions, to facilitate implementation of the National Pain Strategy Australia-wide.

We also work to raise awareness of chronic pain and lift the lid on the stigma of this silent epidemic.

OUR VISION

Our vision is for a society where chronic pain is understood and effectively managed at the community and primary care levels using evidence-based, best-practice strategies.

Through a collaborative approach with members and partners, we are advocating for chronic pain to be a national health priority in line with its high prevalence and burden of disease—not just in Australia but worldwide.

ACHIEVEMENTS TO DATE

The formation of Painaustralia has put chronic pain on the agenda, for the first time in the history of health policy in this country.

Our work in advocacy has helped drive the development of state-wide pain plans in Queensland, New South Wales and South Australia and expand pain clinics into 14 regional centres. Paediatric pain clinics have now been established in all states.

We have helped raise awareness of chronic pain throughout the community, and continue to build a valuable bank of resources for people wanting to learn more about this condition.



YOUR CONTRIBUTION

Over the next three years, we are proposing to introduce a series of new programs—designed to provide community-based support and fill gaps in services.

All of these programs will require funding. Your contribution can help us deliver programs including:

- ▶ National media campaign—to enhance awareness
- ▶ ‘Living Well With Pain’ national consumer roadshow
- ▶ Healthcare professional educational workshops and events
- ▶ Consumer advocacy and support
- ▶ Expanding community education—employing Nurse Educators
- ▶ Training volunteers and advocates
- ▶ Managing pain factsheets in multiple languages
- ▶ Consumer research / surveys

We are also keen to enter into social enterprise joint ventures that align with our goals. The real opportunity can be developed once we get to know you and understand how best our mutual goals can be achieved.



“At age 21, I was diagnosed with Stage 4 Endometriosis. However, I was given no support or information on how to manage my disease or my pain. I felt confused, scared and overwhelmed.”

Syl Freedman

WHO BENEFITS FROM YOUR GENEROSITY

Future generations of Australians will benefit through improved prevention and management of chronic pain, including:

- ▶ Children and teenagers
- ▶ Adults
- ▶ The elderly
- ▶ Families, friends and carers

Others who will also benefit:

- ▶ Employees and work colleagues (improved employee welfare and productivity)
- ▶ Governments (reduced healthcare and welfare costs)
- ▶ Health professionals (ability to better understand and help patients)
- ▶ Insurers (savings)
- ▶ Hospitals (reduced wait lists)
- ▶ Employers (improved employee welfare and productivity)

“If you're brave enough, you can find the opportunities available to you, no matter your disability, and despite your pain.”

Liesl Tesch AM
Painaustralia Ambassador and
Paralympic gold medalist



OUR BOARD AND MANAGEMENT

Mr Robert Regan (Chairman), Partner-in-Charge of the Sydney Office of Corrs Chambers Westgarth

Mr Geoffrey Applebee (Treasurer), Chartered Accountant and adviser to professional services firms

Professor Deborah Schofield, Professor and Chair of Health Economics, Faculty of Pharmacy, Sydney Medical School

Professor Michael Cousins AO, World-leading Pain Medicine Specialist

Dr Penny Briscoe, Head of Pain Management Unit, Royal Adelaide Hospital

Associate Professor Malcolm Hogg, Head of Pain Services, Melbourne Health

Ms Leanne Wells, CEO of the Consumers Health Forum of Australia

Ms Elizabeth Carrigan, CEO of the Australian Pain Management Association

Ms Lesley Brydon, Chief Executive Officer of Painaustralia

OUR COMMITMENT TO YOU

All of our partners are offered the following branding opportunities:

- inclusion on the Painaustralia website;
- profile in Painaustralia eNews (distribution 3,800);
- on promotional materials or products funded by you; and
- Painaustralia email footer to show clients and staff your commitment.
- other concept (negotiable)

Painaustralia would be pleased for acknowledgement in any of your company communications should you wish to promote your partnership to the broader community.

OUR CURRENT PARTNERS



We welcome the opportunity to meet with you to explore opportunities.

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Painaustralia is a registered health charity
Painaustralia is endorsed as a Deductible Gift Recipient

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2. Australian Bureau of Statistics 2011, 4102.0 Australian Social Trends: Health Outside Major Cities
3. Blyth F et al. 2001, Chronic pain in Australia: a prevalence study, Pain 89(2-3), 127-34
4. Holmes et al. 2012, Depression and chronic pain. MJA Open; 1 Suppl 4:17-20
5. Commonwealth of Australia 2006, National Activities in Suicide Bereavement Project: Canberra, Department of Health and Ageing
6. Katelaris A 2012, Why is unmanaged pain still a problem? MJA 196(6):371
7. Blyth F et al. 2001, Chronic pain in Australia: a prevalence study, Pain 89(2-3), 127-34
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painaustraliaTM
working to prevent and manage pain