



**Palliative Care
Australia**
Matters of life and death

Annual Report

2023-24



Contents

Welcome	3
Community Awareness	5
National Palliative Care Week	6
The Oceanic Palliative Care Conference	7
Parliamentary Friends of Palliative Care	8
PCA Connect - your link to learning and community	8
Making Change	10
National Paediatric Palliative Care Project	12
National Palliative Care Service Directory	14
Leadership	15
National Palliative Care Standards	16
National Register for Palliative Care Consumers and Carers	17
Reconciliation Action Plan	17
Our People	18
PCA Board	18
Team Leaders	18
Members	19
National Champions	20
Philanthropy and Corporate Partnerships	21
Financial Overview	22

“My patients’ **resilience**
inspires me to keep
going.”



Peter

Palliative Care
Nurse Practitioner

Acknowledgment of Country

Palliative Care Australia is located in Canberra. We acknowledge the traditional custodians of the surrounding land and waters the Ngunnawal and Ngambri Peoples and pay our respects to Elders past and present. We honour and value their continuing culture and the contribution they make to the life of this city and this region.

Welcome

Palliative care is a team effort – a person-focused service that draws on the head, heart, and hands of a range of health professionals and volunteers to enable quality of life in the years, months, weeks, and days that remain for people with life limiting illness.

This collaborative and nimble approach to deliver care inspires our values and how we go about our work at Palliative Care Australia (PCA). As you read our 2023–24 Annual Report, what will be evident are the partnerships we forge and the collective impact we have across the health and care sectors.

A few key initiatives that have had significant impact

2023 Oceanic Palliative Care Conference, **1,400 delegates**

Launch of the **‘Shaping the Future of Paediatric Palliative Care’** project

Advocacy on **medicine shortages**

New NDIA palliative care **‘Priority Access Pathway’**

Review and update of the **National Palliative Care Standards for Specialist Palliative Care**

Launch of the inaugural **National Palliative Care Week Lecture**

In the same way that nurses, doctors, allied health, volunteers, and carers collaborate and co-ordinate the delivery of palliative care; PCA works with like-minded health and care sector leaders to increase access, and build capacity to broaden the understanding of palliative care.

The current health, aged care, and disability reform agenda of the Australian Government complements our approach to policy development, advocacy, education, and awareness raising.



PCA extends our thanks to the leaders we work with from:

- Australian Government Department of Health and Aged Care
- Our member organisations around Australia
- People with lived experience and consumer representatives
- Academic institutions and researchers
- Aboriginal and Torres Strait Islander health organisations
- Primary care, disability services, and all health peaks and groups working across the life span with specific illness and disease.

In particular, PCA is proud of the contribution we made in making sure palliative care is embedded in the new Aged Care Act, and Quality Standards (pending), and aged care funding instrument.

While the primary health, aged care, disability, and National Health Agreement reforms underway are positive, the reality of the extent of reform implementation calls us to do more, and we look forward to deepening our partnerships and the level of further reform.

It is also important to note the new corporate brand PCA launched in 2023/24. The 'orange heart' at the centre of our new look and feel has been embraced by our members and the sector more broadly.

A growing challenge for PCA and indeed many sector peak bodies, is our sustainability. The loss of core peak funding diminishes our capacity to work with governments and other stakeholders to inform the policy and reform agenda, produce educational tools and awareness raising campaigns, and support people and families at the end of life.

We know that the Australian Government values the role that PCA plays in their health and care reform agendas, and we welcome new or future alternative investment pathways to support our important work on behalf of the sector.

Thank you to the PCA Board and partners for their guidance and collaboration and the PCA team, who have delivered significant achievements for our community, doing a lot with a little, and working with our partners in the health, care, corporate, and philanthropic sectors to achieve great things.



Professor Meera Agar
Chair



Camilla Rowland
Chief Executive Officer



Community Awareness



Increasing awareness and understanding of end-of-life issues is central to the work of PCA.

Death and dying and the natural mix of fear, grief, and mystery that many people feel when the subject comes up can be a communication challenge.

Inspired by this, the PCA Communications Strategy adopted in 2022 and updated in 2024 seeks to address this taboo topic for modern Australia through the use of 'real people, real voices'.

With a focus on storytelling and engaging with the news cycle, over this 12 month period PCA has again seen strong and steady interest in existing and new communication products and channels.

Acting as a point of truth, palliativecare.org.au attracted over 330,000 users with around 695,000 page views in 2022/23, in 2023/24, users were slightly down – 327,000 users came to the website, but they were more active and engaged with 719,000 page views.

Website

327,000 users
down 3,000

719,000 page views
up 24,000

Top webpages

- **What is palliative care?**
89,000 page views
- **PCA Homepage**
71,000 page views
- **The Dying Process**
58,000 page views
- **National Palliative Care Standards**
34,000 page views
- **Facts About Morphine**
24,000 page views

PCA eNewsletter

13,700
subscribers

up 600 from last year's 13,105 subscribers

Thursdays@3

21
episodes
average listens/
views per episode
10,000

PCA News

49
articles
published and
distributed to
media

Facebook

26,000
followers
900 new followers

LinkedIn

13,500
followers
4,600 new followers

People of Palliative Care

15
articles
published and shared

National Palliative Care Week

Held annually as an awareness raising initiative to increase understanding of palliative care, National Palliative Care Week (NPCW) is now in its 29th year. Traditionally held in the last full week of May, NPCW is an initiative of PCA and our members, with support from the Australian Government Department of Health and Aged Care.

In 2024, NPCW ran from Sunday, 19 May to Saturday 25 May.

This year's campaign was the second in a two-year strategy that sort to utilise the successful look and feel of the 2023 'Matters of Life & Death' NPCW campaign and establish new branding for PCA, our state and territory based member organisations, and the sector more broadly.

Six palliative care professionals became the faces and voices of the campaign and our storytelling approach via social media:

- **Peter Jenkin**, Palliative Care Nurse Practitioner
- **Jodie Clarkson**, living with brain cancer, palliative care advocate
- **Donna Blunden**, Aboriginal Health Worker
- **Sarah Shaw**, Bereavement Coordinator, Counsellor, Social Worker
- **Dr Suharsha Kanathigoda**, Senior Palliative Care Physician
- **Lourdes O'Keefe**, palliative care volunteer

Drawing on analysis by Medianet we were able to quantify the successful delivery of our key messages via the news media.

Medianet reported, "key message delivery within traditional media reporting was high, with more than three quarters of reporting on the campaign delivering at least one key message."

Key highlights of NPCW include a street graffiti campaign through Brisbane and Adelaide, and the launch of the National Palliative Care Week Lecture, which also incorporated a 'sew-up' of orange felt pocket hearts with the charity 1000 Hearts.

This annual lecture is an event we are keen to grow in stature year on year. The 2024 lecture featured Prof David Currow from the University of Wollongong.

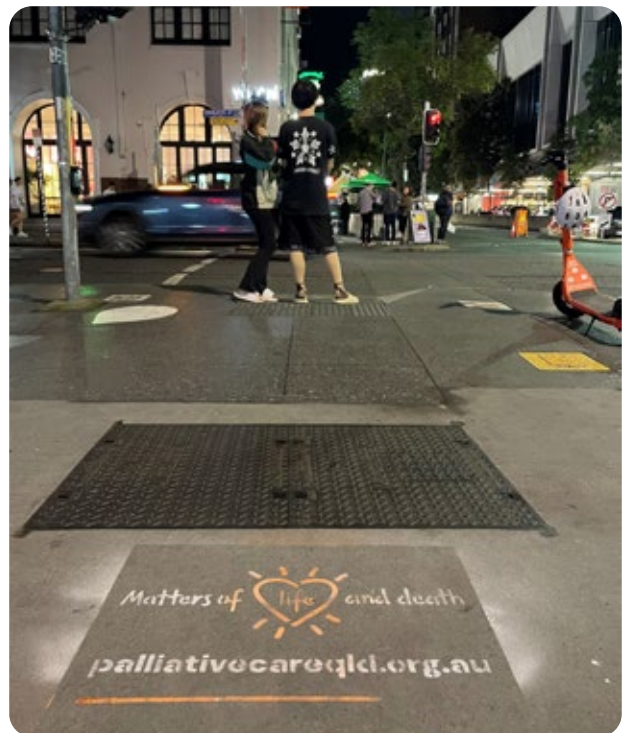
The NPCW Impact Report contains a deeper overview of the campaign.

NPCW Social media

1,035,000
reach

NPCW Website

144,000
page views



The Oceanic Palliative Care Conference (OPCC)

OPCC is PCA's flagship event every two years, and 2023 in Sydney was the most successful conference ever. Over 1400 delegates, with both face-to-face and online attendance. The highest number of registrations ever, reflecting the desire of the sector to meet face-to-face post-Covid.

Around the theme 'With the end in mind – shaping stronger health systems, delivering quality palliative care' our conference MC, Dr Joanne Doran, a senior palliative medicine specialist, skilfully engaged delegates in a program that included 165 presentations, panels, and workshops, 19 keynote plenary sessions, and over 150 posters.

In partnership with health and aged care provider, Silverchain, the [National Palliative Care Awards](#) were a highlight of OPCC, and the focal point of a terrific celebration highlighting significant contributions by palliative care professionals and volunteers. In 2023 we added a new award to our eight categories – The Lifetime Achievement Award, which was won by Queensland GP, Dr Geoff Mitchell.

The gala awards presentation was attended by over 900 people, with well-known Australian comedian, actress, and author Jean Kittson a popular MC.

"The conference was thought provoking and a great avenue for networking with others in the palliative care field."
-23OPCC delegate

"It was amazing to see that so many people are working passionately in palliative care. I want a magic wand to change EVERYTHING and this conference made me think it could be possible to make that magic wand."
-23OPCC delegate





Parliamentary Friends of Palliative Care

Our Parliamentary Friends of Palliative Care, contribute significantly to our engagement and advocacy with Members of Parliament and Senators.

The 47th Australian Parliament are our partners in increasing access to and awareness of palliative care across Australia.

Twenty-one parliamentarians are members of the group: a strong cross section from the government, opposition, smaller parties, and independents.

Working with PCA, the Friends host a number of events each year designed to inform relevant policy and budget processes. All Senators and Members are invited to attend, along with leaders from across the health and care sectors as well as consumers, health professionals and volunteers.

Three Parliamentary Friends of Palliative Care events were held at Australian Parliament House in 2023/24:

- **November 2023** – National Palliative Care Projects Showcase
- **March 2024** – ‘Care at Home, the next chapter of health reform’ a combined event with Dementia Australia and the National Aboriginal and Torres Strait Islander Ageing and Aged Care Council.
- **May 2024** – The Inaugural National Palliative Care Week Lecture, presented by Professor David Currow, on the future of the care economy

Where relevant and appropriate each event is live streamed to PCA digital platforms and can be viewed on demand via [the PCA website](#).

PCA Connect – your link to learning and community

PCA Connect has continued to build an audience since its launch in September 2022. This has been a new and valuable way for PCA to build capacity and community within the palliative care and wider health sectors.

These informal, live, online learning experiences are free to attend and generally coincide with lunch or afternoon tea breaks.

PCA Connect webinars held in 2023/24:

- **August 2023** – Navigating the Journey: Planning and preparing for palliative care post dementia diagnosis
- **November 2023** – Embracing Inclusion: Providing Supportive Palliative Care for LGBTIQ+ Communities
- **April 2024** – Reducing ‘burdensome care’ with a palliative care approach

The series has been well received attracting on average around 400 live participants for each webinar as well as on demand views for the recording via [the PCA website](#).



“It’s a **team approach**, patients can access a **range of support.**”

Sarah

Bereavement Counsellor,
Social Worker

Making Change

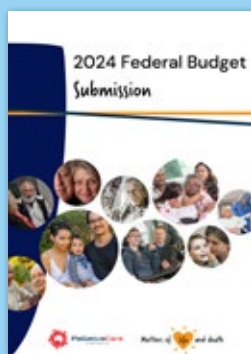
This year PCA has brought attention to a glaring lack of basic at-home support for people under 65 with a life-limiting condition, who cannot access care through the NDIS or other State/Territory-funded services.

These issues are a result of:

- Well-intentioned efforts to divert people under 65 away from residential aged care (in response to the Royal Commission's recommendation that there should be no younger people living in residential aged care by January 2025).
- Recent changes in how the NDIA responds to access requests, which have made it harder for people with life-limiting conditions to get support from the NDIS.
- Over the longer term, funding for programs which provided the kinds of services in question have been eroded.
- Collective decisions by governments about which systems are responsible have led to some people falling through the gaps between systems.

Fixing this service gap was the number one priority in PCA's May [2024 Federal Budget Submission](#). We are pleased that government has heard our feedback, with multiple agencies now working on solutions within their own spheres.

The NDIA announced a new Priority Access Pathway for people with a terminal diagnosis, while the Department of Social Services progress work following the Independent NDIS Review – which recommended addressing barriers between the disability and palliative care systems.



↓ [2024 Federal Budget Submission](#)



Other PCA policy impact of note:

- With PCA's State and Territory member organisations, the continuation of the Comprehensive Palliative Care in Aged Care measure in the 2024 Federal Budget, to enhance connections between specialist palliative care and residential aged care.
- Access to after-hours palliative care, in the context of the Department of Health and Aged Care's review of after hours primary care programs.
- The potential for paramedics to play a much greater role in palliative care – the focus of a joint submission between PCA and the Australasian College of Paramedicine to the Scope of Practice Review.
- Strengthened Aged Care Quality Standards, which require all aged care services offering clinical care to ensure that older people's "needs, goals and preferences for palliative and end of life care are recognised and addressed, and their dignity preserved".
- Ongoing challenges with the supply of opioid analgesics, which play a critical role in palliative medicine.

"The interface between the NDIS and palliative care can be difficult to navigate and can result in poor outcomes for people."

-Independent NDIS Review

A total of 18 policy submissions and statements were completed, highlights:

- Department of Health and Aged Care's [Review of after-hours primary care policies and programs](#)
- National Strategic Framework for Chronic Conditions
- Submissions to 3 stages of the Independent Scope of Practice Review, including a [joint submission with the Australasian College of Paramedicine](#) on opportunities to expand palliative paramedicine.
- Therapeutic Goods Administration consultation on [Medicines shortages in Australia, Challenges and Opportunities](#).
- New Aged Care Act [Exposure Draft](#) and [Foundations of a new Aged Care Act](#) consultation
- Aged Care Taskforce [Draft Aged Care Funding Principles](#)
- [National Nursing Workforce Strategy](#)
- Independent [NDIS Review](#)
- MBS Telehealth Post-Implementation Review
- Aged Care Quality and Safety Commission - draft resources for providers implementing [Clinical Standard 5.7 Palliative and End of Life Care](#)
- Joint position statement with Dementia Australia - [Palliative Care and Dementia](#)

A full list of policy submissions and statements is available from [the PCA website](#)

"National Cabinet should agree to jointly invest in state and territory home and community care programs to provide additional support to people with disability outside the NDIS."

-Meeting of National Cabinet, 6 December 2024

All aged care services offering clinical care are required to ensure that older people's "needs, goals and preferences for palliative and end of life care are recognised and addressed, and their dignity preserved."

-The strengthened draft Aged Care Quality Standards



National Paediatric Palliative Care Project

At the heart of our work in paediatric palliative care, stands a dedicated team driven by a collective passion to enhance the lives of children, young people, and their families.

Upholding co-design principles as their guiding ethos, the PCA team has navigated ethical, governance, and policy hurdles and elevated awareness of paediatric palliative care.

The Paediatric Palliative Care National Action Plan Project (NAP), funded by the Australian Government Department of Health and Aged Care, stands as a pioneering initiative, aimed at developing a first-of-its-kind action plan for Australia.

This historic effort underscores our commitment to enhancing the quality of care and support available to children and young people with life-limiting conditions and their families.

The plan has been supported nationwide and reflects extensive collaboration across health sectors, government departments and diverse lived experience groups. Through this collaborative effort, the project has built on the skills of healthcare professionals, provided resources and education for the community.

Phase one of the Project set and achieved ambitious goals that inspire phase two which started in earnest in 2023/24.

The 'Shaping the Future of Paediatric Palliative Care' initiative takes many of the remaining actions and policy objectives of phase one and turns them into concrete outcomes. Specifically, it builds structured communication training, clinical guidelines, transition pathways, and referral strategies.

With active participation from 90 health professionals and 45 consumers, 'Shaping the Future' embodies a collaborative approach to ensure these objectives translate into meaningful improvements in care, delivery, and support for children, young people and their families.

"Every child with a life-limiting condition is different, and no two families are the same in the level of support and services they require."

-Bereaved family member



Notable 2023/24 achievements:

- [Professional Development Education for Teachers](#) to raise awareness of paediatric palliative care in schools
- [Paediatric End-of-Life Care Communication](#)
- [A Guide to Planning a Funeral for your Child](#)
- [End of Life Location resources](#)
- [A Practical Guide to Palliative Care in Paediatrics \(The Green Book\)](#)
- [Paediatric Palliative Care Need in Australia report](#)
- [Specialist Paediatric Palliative Care Delivered to Children Who Died in 2021 report](#)

The two reports mentioned represent a significant milestone this year. One identifying gaps in paediatric palliative care services, and the other provided a national snapshot of children with high medical needs and life-limiting conditions. These groundbreaking reports represent the first comprehensive analysis of paediatric palliative care data in Australia. We believe, this pioneering information will transform outcomes and significantly reduce government costs nationwide.

Paediatric palliative care itself serves a relatively small population, yet its significance extends far beyond those directly involved – the ripple effects of childhood illness and death extend beyond one family.

Our commitment is to continue to highlight the important and unique needs of these young people and the health professionals who care for them.



"The Greenbook is an outstanding achievement worth celebrating; it's our 'bible.'"

-Health professional

"The Project has taught us how to work with children and families."

-Health professional

"I felt valued and that our voices were influential."

-Bereaved family member

In 2023/24 an estimated

40,000

children and young people would benefit from paediatric palliative care, that number is forecast to grow by **5,000** over the next decade

In one year,

54%

of all children who died with a life-limiting condition **did not receive specialist paediatric palliative care** (AIHW 2023)

4000+

copies of **A Practical Guide to Palliative Care in Paediatrics** (The Green Book) have been distributed, plus downloaded over **650 times**



National Palliative Care Service Directory

The purpose of the National Palliative Care Service Directory (NSD) is to provide consistent, reliable and easily accessible information about palliative care services and support to the community.

The NSD provides information about:

- Specialist palliative care services and providers
- Services that provide general palliative care such as general practices and allied health
- Organisations and community support agencies who provide services to people living with a life-limiting illness and/or their carers

Currently listed on the NSD:

- 226 Specialist palliative care services and providers
- 54 Generalist palliative care services
- 11 Paediatric palliative care services
- 109 Other services (organisations and community support agencies who provide services to people living with a life-limiting illness and/or their carers)
- During the 2023/24 year, the NSD received 7,100 page views

The NSD is a PCA asset we see great potential in for growth and further development. Feedback from government and the sector points to its value and usefulness, something we will be exploring further in 2025.

“It’s not about death, it’s about **living to the fullest with dignity.**”

Dr. Suharsha

Senior Palliative
Care Physician



Leadership

The Australian Government Department of Health and Aged Care calls on PCA to play a leadership and coordination role as part of the National Palliative Care Projects (NPCP).

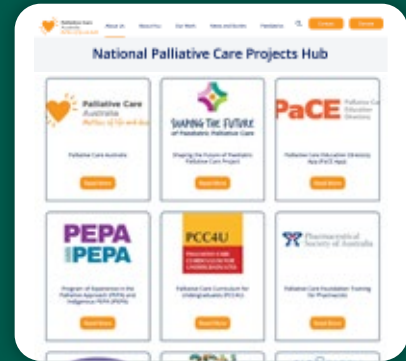
This work enables PCA to support other National Projects with opportunities for collaboration to ensure efficiencies, expand our collective reach, and minimise duplication of efforts.

One of the key moments in this work during 2023/24 was a PCA lead, face to face forum in Canberra for all 23 National Projects.

This was the first post-Covid in-person meeting for this passionate community.

Discussion centred around project evaluation, promotion, communications, education and training. A valuable opportunity for shared thinking and planning.

From this forum, PCA has maintained momentum and continuity across the group through a new series of regular Leaders Network meetings, created an [online Projects Hub](#) to showcase the work of the group and provide a point of truth for easy awareness raising and contact details, and connected over 3,500 General Practitioners with key tools and resources from the National Projects.



3,000

page views for National Palliative Care Projects Hub

"It has been a joy working with the PCA team this year. The support you have provided LHA and the NPCP in general is amazing, and I wish all the grants we had included this!"

- Robert Hardy, LGBTQ+ Health Australia



National Palliative Care Standards

The [National Palliative Care Standards](#) are a set of voluntary standards, intended to guide healthcare providers in the delivery of high-quality palliative care for the person receiving care, their family and carers – in a range of health settings.

For almost 20 years, PCA has had carriage of these two sets of standards:

1. [National Palliative Care Standards for Specialist Palliative Care Providers](#)
2. [National Palliative Care Standards for All Health Professionals and Aged Care Services](#)

In early 2022, PCA launched the first iteration of the National Palliative Care Standards for All Health Professionals and Aged Care Services – for those not working in specialist palliative care.

In 2023-24, led by PCA's Projects Team, a limited scope review of the Specialist Standards was conducted, in consultation with the sector. The end result, Version 5.1 (2024) was [launched during National Palliative Care Week](#).

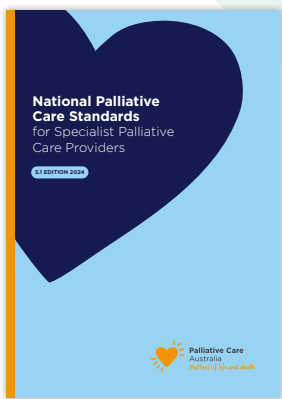
Complimenting this modest update and supporting the practical uptake and acceptance of the standards, PCA's Palliative Care Self-Assessment tool (PaCSA) has also been updated with a series of checklists, facts sheets, and case studies to be more accessible and user friendly.

Mapping the palliative care standards to updated safety and quality mandatory accreditation standards has also been achieved as part of this work, for both the specialist palliative care sector, and those delivering generalist palliative care in primary, community and aged care settings.

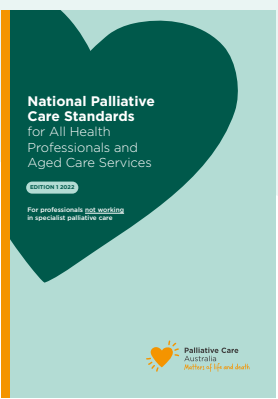


"The briefing session on the standards was fantastic, the team made comments about how valuable they found the session and how we will now map our activities against the standards."
-Shyla Mills, CEO, Palliative Care South Australia

"Each standard having its own self-assessment tool is definitely a positive improvement. They assist with team education and understanding and formulating action plans."
-Mary Trotter, Palliative Care Unit, Wauchope District Memorial Hospital



↓ [National Palliative Care Standards for Specialist Palliative Care Providers](#)



↓ [National Palliative Care Standards for All Health Professionals and Aged Care Services](#)



National Register for Palliative Care Consumers and Carers

PCA's [National Register for Palliative Care Consumers and Carers](#) ensures the voices of lived experience are heard and included in the development of policy, projects, service delivery, and research nationally.

In 2023/24, the Register expanded to 20 members, who have been engaged in 10 external committees and consultation opportunities, as well as at least six PCA led initiatives – not to forget regular media and content requests.

Members of the Register were also a welcome part of the program at the 2023 Oceanic Palliative Care Conference, representing the important voice of lived experience amongst the 1,400 delegates.



Reconciliation Action Plan

PCA launched our third Reconciliation Action Plan (RAP) at the 2023 Oceanic Palliative Care Conference.

We heard feedback at the time that our initial launch did not meet the expectations of the Aboriginal and Torres Strait Islander community who had gathered with us to share this occasion.

Recognising the need to do better, we created space within the conference program for an additional launch that gave the RAP the profile it deserved and allowed delegates to better consider their role in reconciliation.

We regret the distress that our initial launch caused.

Our Innovate RAP was developed through workshops with Aboriginal members of our RAP Working Group. It encourages truth telling, acknowledgement and partnership as part of our internal and external communications, procurement processes and advice gathering.

Having publicly and explicitly supported the Voice to Parliament through visible public communications and stakeholder meetings; a number of staff also volunteered for the YES campaign to add further weight.

We continue to be a member of the Close The Gap initiative and share our support for the Uluru Statement from the Heart publicly and proudly.

PCA has formed informal partnerships with Indigenous health and aged care peaks to continue to strengthen the cultural responsiveness of our work and support the growth of First Nations representation.

One example is our pro bono events and marketing support for the newly created National Aboriginal and Torres Strait Islander Aging and Aged Care Council.

Some of PCA's previous RAP ambitions have not been realised. Recruitment of Aboriginal and Torres Strait Islander people to our staff team and PCA Board is something we continue to try and address.

PCA recognises we need to do better and engage more deeply on our journey towards greater understanding. We are genuinely committed to making improvement at all levels of our organisation and are currently seeking external advice to shape this effort into 2025.

[↓ Innovate Reconciliation Action Plan](#)

Our People

For over 30 years, Palliative Care Australia (PCA) has been the national peak body for palliative care. PCA represents all those who work towards quality palliative care for all Australians who need it. Working closely with consumers, our member organisations, the palliative care workforce and volunteers, we aim to improve access to, and promote the need for palliative care.

Vision

Palliative Care Australia leads a unified voice to strengthen our collective impact towards excellence in palliative care.

Purpose

We see a world where quality palliative care is available for all, when and where they need it. Our work is aligned with the priorities in the National Palliative Care Strategy.

PCA Board

The PCA Board is a skills-based volunteer Board, its role is to provide governance and oversight to the operations of Palliative Care Australia Limited.

Professor Meera Agar

PCA Board Chair, Professor of Palliative Medicine, IMPACCT, University of Technology Sydney, practicing palliative medicine physician in South West Sydney

Dr Peter Allcroft

PCA Deputy Board Chair, Senior Staff Specialist, Southern Adelaide Palliative Services and Clinical Lead - State Palliative Care Network

Alec Wagstaff

Strategy and communications professional

Sunny Traverse

Director of Residential Services, Bene Aged Care and Lecturer and Tutor in Applied Science, Flinders University, Adelaide

Rachel Coghlan

Researcher, Centre for Humanitarian Leadership, Deakin University, and Palliative Care Physiotherapist

Vlad Aleksandric

Health and community services planning professional

Janelle Reid

Senior Lawyer, experienced non-executive director in sport, youth, and health sectors

Simon Waring

Lived experience voice, communications and marketing professional

Dr Simon Menelaws

Lived experience voice, General Practitioner, Ochre Health

Ilsa Hampton *(retired from Board late 2023)*

CEO, Optometry Victoria South Australia

Dr Jayne Hewitt *(retired from Board late 2023)*

Lecturer, School of Nursing & Midwifery, Griffith University

Team Leaders

Camilla Rowland

Chief Executive Officer

Tamara McKee *(finished December 2023)*

Corporate Services Director and Company Secretary

Monique Meacham *(commenced December 2023)*

Finance Manager

Josh Fear

National Policy Director

Ian Campbell

National Communications Director

Chelsea Menchin

National Projects Manager

Gretchen Irvine

National Partnerships and Events Manager

Toni Rice *(finished December 2023)*

Paediatric Projects Manager

Annette Vickery *(commenced December 2023)*

Paediatric Projects Manager

Members

Our members are our State and Territory based palliative care peak organisations and other national palliative care workforce representative bodies.

To learn more about becoming a member of Palliative Care Australia, email pca@palliativecare.org.au.



National Champions

Palliative Care Australia (PCA) is pleased to introduce our National Champions. This group of eminent Australians will grow over time and reflect a range of backgrounds, skills, and experiences with palliative care.

National Champions work with our Board of Directors and Chief Executive Officer to build strategic alliances that serve the business objectives, values, and mission of PCA.

Yvonne Coburn

Former lawyer, newspaper columnist and human resources professional. Today Yvonne is an executive leadership coach working with a wide range of senior executives and guiding business and commerce students at the University of Sydney Business School.



Dr Kirsten McKillop

Policy and law reform expert with many years experience. Kirsten's work spans transport, workers' compensation, social and health law. She also works as a barrister and solicitor in the High Court of New Zealand, and as a lawyer in the Supreme Court of the Northern Territory, Australia.



Dr Richard Russell

Medical practitioner, initially a general practitioner on the west coast of Tasmania, but for many years since a specialist in public health, environmental, and occupational medicine. Improving the wellbeing of those approaching the end of their lives has been a career-long passion.



Shannon Whyte

Proud Aboriginal woman of Gamilaroi descent, extensive experience in project management and business administration across the land management, disability and healthcare sectors.



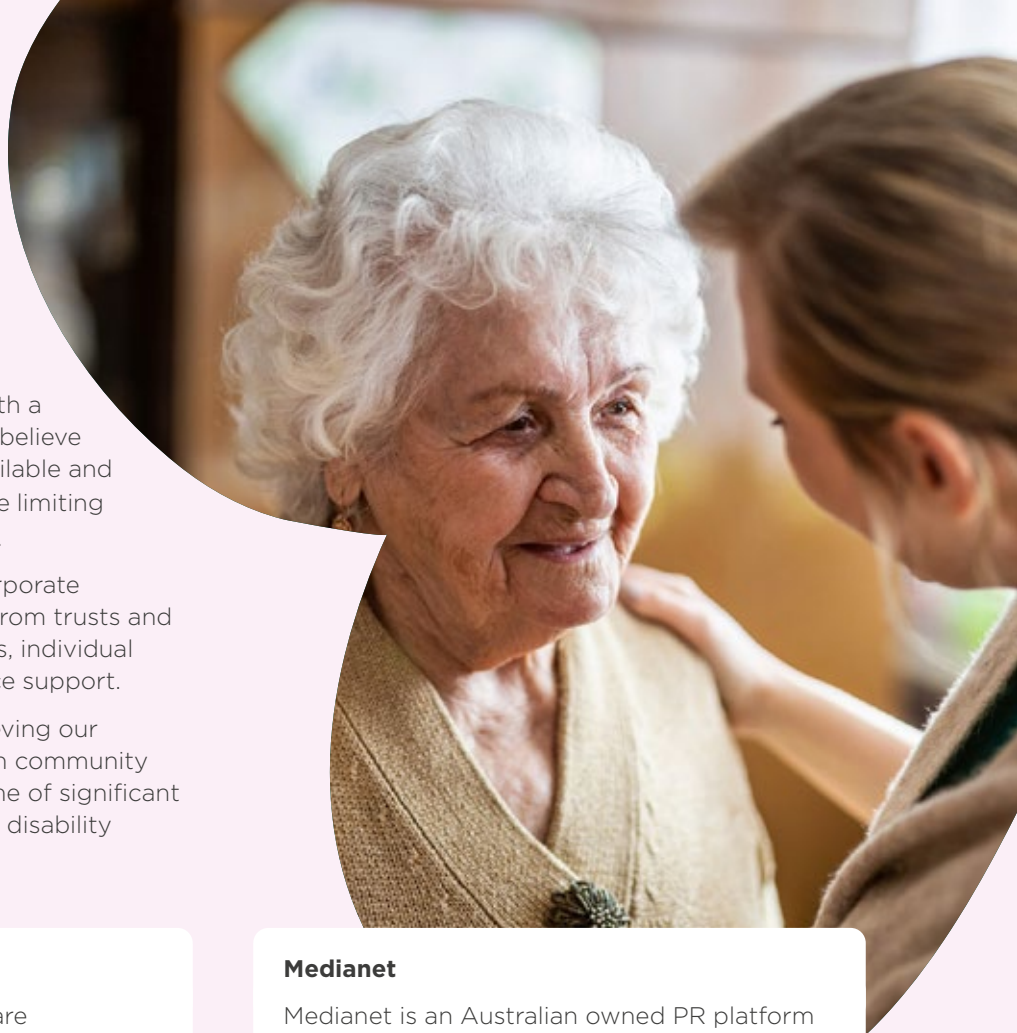
Jessie Williams

Through the flagship 'Dying to Know Day' campaign, Jessie works nationally supporting individuals, organisations, and communities improve end of life experiences, inspired by her own experience of grief.



Relationships are central to our work and success, if you'd like to speak with a National Champion email pca@palliativecare.org.au.

Let's see how we can work together to increase access to palliative care and support people and families at the end of life.



Philanthropy and Corporate Partnerships

Palliative Care Australia partners with a range of organisations who, like us, believe quality palliative care should be available and accessible to people living with a life limiting illness when and where they need it.

Philanthropy for PCA consists of corporate partnerships, sponsorships, grants from trusts and foundations, pro bono opportunities, individual donations, and corporate conference support.

Our partners are invaluable to achieving our mission and enriching the Australian community more broadly – especially at this time of significant reform in the health, aged care, and disability sectors. Partner highlights:

Griffin Legal

Based in Canberra, Griffin Legal are true partners, blending expert legal and professional advice with genuine personal connections across both teams. PCA's strength is linked to the support of Griffin Legal.

Medianet

Medianet is an Australian owned PR platform that enables PCA to connect with journalists and media outlets and provides analysis and strategic advice. The team's ongoing support for PCA through a not-for-profit subscription rate is appreciated.

Blue Arc IT Solutions

"Call Blue Arc" is a familiar catchphrase across the PCA office. The responsive, knowledgeable, and friendly Blue Arc team provide tech support to our team across their work and home office environments – they keep us going.

Nour Al-Asmar

We are grateful for the pro bono support of change influencer, relationship builder, and facilitator Nour Al-Asmar. Nour pulled the PCA staff team together for our annual planning retreat and helped us refine and develop our 2024/25 Annual Operating Plan.

Les Winton Research and Insights

Les Winton brings a personal passion to his work with PCA that adds real depth and weight to the results of his research and analysis. Thank you Les, our advocacy and impact is stronger because of our partnership with you.

PCA also expresses our heartfelt gratitude to those individuals who have generously donated or raised funds for PCA.

If you are interested in advocating for improved palliative care policies and services in Australia, and becoming one of our philanthropic partners, please reach out to Gretchen Irvine, our National Partnerships and Events Manager, phone **(02) 6232 0700** or email **pca@palliativecare.org.au**.

Financial Overview

Palliative Care Australia ended 2023/24 in a strong financial position due to significant rollover of funds to complete the National Paediatric Palliative Care Project, delivery of a strong Oceanic Palliative Care Conference, and restructuring of the Palliative Care Australia team to allow for changes in funding.

This position was held despite the slowing of the Australian economy, which only grew by 1.1 % in 2023, and in the first quarter of 2024 by just 0.1%. The environment we are working in is teetering on recession and has been characterised by high inflation and a cost-of-living crisis.

Despite those pressures, PCA achieved a surplus result with comprehensive income for the year of \$40k - just slightly down from \$110k in the previous fiscal year.

Total revenue was \$5.35m compared to \$4.5m in the previous year with a strong biennial conference offsetting lower grant revenue, along with the completion of the Paediatric Palliative Care Project in December 2023.

From there, we embarked upon year one of our key funding contracts with the Australian Government Department of Health and Aged Care, including the National Palliative Care Project (\$5.8M 3 yrs), the Shaping the Future of Paediatric Palliative Care Project (\$1.25M 3 yrs) and the End-of-Life Directions in Aged Care (ELDAC) project (\$0.6M 3yrs). ELDAC is a joint project between three universities and four national peak bodies.

At the end of the year, we had cash and investments of \$2.8M with \$1.8M actively managed to ensure returns are maximised in line with our investment policy and risk profile. Our balance sheet stays strong with net assets totalling \$1.86m.

For more detail, please read our audited financial report for the year ending 30 June 2024, available on the PCA website.

PCA's Finance Audit and Risk Management Committee consists of up of two independent members as well as three Board Directors to ensure the necessary skills are in place to give well informed advice to the Board.



“If I can help for a minute or an hour,
it’s a joy for me.”

Lourdes

Palliative Care Volunteer





Palliative Care
Australia

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