

# MEDIA RELEASE



**Palliative  
Care  
Australia**

## Palliative Care Australia Inc.

Level 1, 21 Napier Close, Deakin ACT 2600 | PO Box 24, Deakin West, ACT 2600  
t: 02 6232 4433 | f: 02 6232 4434 | w: [www.palliativecare.org.au](http://www.palliativecare.org.au) | e: [pcainc@palliativecare.org.au](mailto:pcainc@palliativecare.org.au)



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### **Palliative Care Australia farewells inspirational CEO**

It is with deep regret that Palliative Care Australia announces Dr Yvonne Luxford is moving on from her position as Chief Executive Officer after four successful years with the organisation.

In her time as CEO, Dr Luxford has led PCA through a period of great growth, establishing the organisation as a leading voice in Australia's healthcare system and making a significant difference to the lives of dying Australians and their families.

'It has been an absolute joy and honour to work in this amazing sector,' said Dr Luxford. 'I continue to be astounded at the dedication and passion shown by those who work each day to ensure quality care at the end of life for all and would like to thank everyone who has supported me in this position.'

Under Dr Luxford's stewardship, PCA has become an organisation to be reckoned with in terms of its influence on health policy, notably taking a leading role in the aged care reforms during which the Productivity Commission proclaimed 'palliative care is core business for aged care' and also the Senate Inquiry into Palliative Care in Australia.

'Palliative care has become well supported as a bipartisan issue which has been humbling to witness, and I'd particularly like to thank the Parliamentary Friends End of Life Care Group for their leadership in this,' Dr Luxford said.

'A personal highlight for me has also been the ground breaking work that has happened on the international stage, which has culminated in the World Health Assembly adopting a resolution on palliative care for the first time in its history. The foundations have been laid for transformational change in our sector.'

Palliative Care Australia also 'came of age' during Dr Luxford's tenure, celebrating its 21st birthday with the introduction of a modern governance structure for the organisation.

Contact: Amanda Bresnan– PCA National Policy Manager– 02 6163 8405/0417 193 407

PCA is the peak national organisation representing the interests and aspirations of all who share the ideal of quality care at the end of life

*Patron: His Excellency General the Honourable Sir Peter Cosgrove AK MC (Retd), Governor-General of the Commonwealth of Australia*

'It has been a pleasure working with our members during my time with PCA, their input into policy statements and submissions in particular has been invaluable and I am confident the organisation will continue to go from strength to strength in the future.'

PCA has also been setting the bar when it comes to raising community awareness of palliative care issues, for example through the launch of ehospice - the world's leading website for palliative care news and information, the successful bi-annual Australian Palliative Care Conferences and winning an IABC Golden Quill Award for the 2011 National Palliative Care Week campaign.

'These achievements, and more, are only possible through having a dedicated and talented staffing team. I have had the pleasure of working with an amazing team at PCA and that team extends to our Departmental colleagues, PCA's members, committees and Board.

'I have greatly enjoyed my time at PCA and I truly believe I am moving on leaving strong foundations towards making palliative care everyone's business a reality.'

**Ends**