



# Our Annual Review for 2015

**pain**australia™  
working to prevent and manage pain

A close-up photograph of a person's hand clutching their head, suggesting intense pain. The image is overlaid with a semi-transparent purple gradient. The text is centered and written in a clean, white, sans-serif font.

**Untreated chronic  
pain affects millions  
of Australians.**

**We're calling on the  
federal government to  
make pain a national  
health priority.**



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# Chairman's Message

As Painaustralia celebrates our 5th anniversary as the flag-bearer for the National Pain Strategy, we're pleased to report on progress made during the past year, and commend the organisations and individuals who contributed to this.

This report highlights a wide range of achievements in service innovation, improved clinical practice, education and training of health care professionals and the expanding awareness of chronic pain and its impact on individuals and the community.

## Highlights

Significant milestones have also been achieved in terms of government recognition and commitment over the past five years:

- The federal government has recognised chronic pain as a chronic health condition – eligible to be treated under a Medicare-funded Care plan. Chronic pain management is also being considered in the current government Reviews of Primary Care and Medicare.*
- All Australian states and ACT Health have adopted recommendations of the National Pain Strategy allocating funding of more than \$100 million to improve access to pain services.*
- The federal government contributed a grant of \$365,000 towards the development of world-leading pain management education and training resources, now available online to all health care professionals.*

*– NSW and WA state governments developed high quality web-based consumer education and self-management resources and Painaustralia provides a portal to these and a wide range of other valuable resources.*

*– The Australian Commission on Safety and Quality in Health Care highlighted the need for improved access to pain specialists and multi-disciplinary pain management services in its recent Atlas on Variation in Health Care 2015.*

## Our Strategic Plan

Our 2016-2020 Strategic Plan identifies priorities for action. However we recognize that longer term, our strategy must evolve to ensure we remain effective, influential and ultimately beneficial to those in chronic pain.

I would like to acknowledge the hard work and commitment of Painaustralia's executive team and particularly thank those organisations that continue to support Painaustralia as members.

We hope that others of you who value our work will also consider joining in the coming year.



**Robert Regan**  
Chairman



## About Painaustralia

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**Painaustralia works 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.**

**One in five Australians lives with chronic pain – including adolescents and children – and one in three over the age of 65.**

**The number of Australians living with chronic pain will increase with our ageing population, from 3.2 million in 2007 to 5 million by 2050.**

**Our key role is to work with state and federal health authorities, health professional and consumer bodies, funders, and educational and research institutions, to facilitate the implementation of the National Pain Strategy Australia-wide.**

**1<sup>in</sup>3**

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**Australians aged 65+ are living with chronic pain**

### **Our Members and Partners**

Painaustralia works collaboratively with members and partners, including more than 150 organisations that contributed to the National Pain Strategy.

Foundation members include the Australian Pain Society, the Faculty of Pain Medicine of the Australian and New Zealand College of Anaesthetists and the Pain Management Research Institute, University of Sydney.

The Consumers Health Forum of Australia supports our work and we are indebted to a number of corporate partners and pro-bono service providers (see acknowledgements on page 19).



**PMRI** PAIN MANAGEMENT  
RESEARCH INSTITUTE  
Conquering Pain



**The National Pain Strategy is a blueprint for delivery of evidence-based pain management strategies for acute, chronic and cancer pain, with a focus on improving access to interdisciplinary pain services.** It was developed by more than **150 health professional and consumer bodies** and approved by consensus at the National Pain Summit in 2010.

## Recommendations



People in pain  
as a **national**  
health priority



**Quality**  
improvement  
and **evaluation**



Access to  
**interdisciplinary**  
**care** at all levels of  
the health system



**Research** to  
improve the  
**understanding** and  
**treatment of pain**



**Skilled professionals**  
and **best-practice**  
**evidence-based care**



**Knowledgeable,**  
**empowered** and  
**supported consumers**

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## **Chronic pain affects families and siblings too.**

Children with chronic pain often drop out of school, which can result in social isolation and failure to achieve academic potential.

**One in five children and teenagers live with chronic pain.**





## The Human and Economic Cost of Pain

40%

of forced  
retirements  
are due to  
chronic pain<sup>1</sup>

23%

of people living  
in rural and remote  
areas are **more likely**  
to have back pain<sup>2</sup>

1/5<sup>th</sup>

of Australians  
are **living with**  
chronic pain

\$11.7<sub>bn</sub>

is the estimated  
yearly cost in **lost**  
productivity

\$34<sub>bn</sub>

is the **estimated**  
yearly cost  
of chronic pain<sup>3</sup>

5<sub>m</sub>

Australians will be  
**living with chronic**  
pain by 2050

# Our Board and Management

We have a capable Board with a range of expertise in law, finance, business management, health economics, consumer advocacy and clinical excellence.



**Robert Regan**  
Chairman

Robert is the Partner in Charge of the Sydney Office of Corrs Chambers Westgarth, Member of the Corrs Executive Leadership Team and leader of that firm's Corporate, Banking & Finance, Tax, and Energy & Resources divisions. Robert is a Governor of the AmCham NSW Council of Governors. He has also served as a Director of the Australian Centre for International Commercial Arbitration. The Australian Financial Review lists Robert as one of Australia's 'Best Lawyers' for Infrastructure and Construction.



**Geoffrey Applebee**  
Treasurer

Geoffrey is an experienced Chartered Accountant and adviser to professional services firms and their partners. He is a director of companies in the public and private sectors, and an independent member of a government audit committee.



**David Ipp AO QC**  
Director

Retired as Commissioner for the NSW Independent Commission Against Corruption (ICAC), David was formerly a Judge of the Supreme Court of WA and of the Court of Appeal of NSW. He Chaired a Panel of Eminent Persons, which advised the Commonwealth and State Governments on legal reforms.



**Prof. Deborah Schofield**  
Director

Deborah is Professor and Chair of Health Economics, Faculty of Pharmacy, Sydney Medical School, University of Sydney, Murdoch Children's Research Centre and Garvan Institute of Medical Research. Her career has spanned the Australian Public Service, academia and clinical practice and she has an international reputation for her work in economic modelling of the health system, health, and its impact on families and the economy.



**Prof. Michael Cousins AO**  
Clinical Representative

Michael, a world-leading Pain Medicine Specialist, practices at the Northern Private Pain Centre (North Shore Private Hospital). Formerly, he was Director of the Pain Management Research Institute (University of Sydney/Royal North Shore Hospital). He was Chair of the National Pain Summit (Canberra, 2010) and the International Pain Summit (Montreal, 2010).



**Dr Penny Briscoe**  
Clinical Representative

Penny is Head of the Pain Management Unit, Royal Adelaide Hospital. She is a past Dean of the Faculty of Pain Medicine of the Australian and New Zealand College of Anaesthetists.



**Assoc. Prof. Malcolm Hogg**  
Clinical Representative

Malcolm is Head of Pain Services, Melbourne Health. He is the Immediate Past President of the Australian Pain Society.



**Leanne Wells**  
Community Director

Leanne is Chief Executive Officer of the Consumers Health Forum and has wide experience as a senior executive in government and NGO health roles, including as CEO of the former Australian Medicare Local Alliance, ACT Medicare Local and Australian General Practice Networks.



**Elizabeth Carrigan**  
Community Director

Elizabeth is the nominee of the Australian Pain Management Association and has a background in education and a strong track record in health advocacy. Elizabeth is an invited member of the International Association for the Study of Pain's International Public Panel for the Special Interest Group-Education.



**Lesley Brydon**  
Chief Executive Officer


Lesley is a Pharmacist with experience in corporate communications and healthcare advocacy. She was appointed CEO of PainAustralia in 2011, following her role as Executive Director of the National Pain Summit and National Pain Strategy.

# Our Strategic Plan for 2016-2020

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Our strategic plan is guided  
by the following six principles:

- ① Recognition of chronic pain as a complex multi-dimensional chronic condition in its own right
- ② Intervention at an early stage
- ③ Assessment and treatment of chronic pain must address the physical, psychological and environmental/ social factors that play a key role in chronic pain
- ④ Person-centred care for chronic pain at all levels of the health system
- ⑤ Rights and validation of the person in pain and recognition of their families and carers
- ⑥ Community awareness and responsibility to support people with chronic pain, their families and carers



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**“ I’ve lived with nerve pain ever since falling from my horse at 13. There were times I felt overwhelmed and scared. I spent years hardly able to sleep because I was worried I had a terminal illness. But then I discovered how to work with the mind to achieve positive results. Mindfulness and meditation are now part of my daily routine. Being able to manage my pain has enabled me to pursue the things I love, like film-making and creating music. Part of the reason I wrote the film *Ambrosia*, was to shed light on chronic pain, and how it can affect people at any age.”**

Rhiannon Bannenberg

# Gaining Ground: Key Achievements and Innovations from 2015

## Education and Training for Health Professionals

- The Faculty of Pain Medicine (ANZCA) launched a new curriculum in 2015, which is now training doctors to focus on the psychological and social aspects of pain, not just the physical aspects.
- The University of Notre Dame Fremantle appointed its inaugural Churack Chair of Chronic Pain Education and Research, Professor Eric Visser, to facilitate teaching of chronic pain medicine as a core part of the undergraduate program for medical students.
- The Pain Management Research Institute developed a web-based training program *Putting Cognitive Behavioural Therapy Skills into Practice*, to give clinicians tools for consultations, including patient assessment, motivational interviewing, goal-setting, treatment plans and maintenance strategies.
- Arthritis & Osteoporosis Victoria held a series of webinars for health professionals to help them deliver evidence-based treatment and management of people with arthritis and other musculoskeletal conditions.
- The Palliative Care Online Training website was revamped to include new and specifically targeted resources, including a module on pain management.
- National Pain Strategy MedicineWise released a suite of online learning products for GPs as part of its Chronic Pain Portal.
- The National Rural Health Alliance added chronic pain education and training resources for health professionals and patients on its website.
- The NSW Agency for Clinical Innovation developed a new communication tool for pain assessment for use with culturally and linguistically diverse communities.
- The Australian Primary Health Care Nurses Association held workshops in three different cities, on chronic disease management (including chronic pain) and coordination of care through identification of community needs.
- *Making Sense of Pain*, a two-day inter-disciplinary workshop supported by Arthritis & Osteoporosis WA, continued to educate health professionals in Western Australia, to transfer up-to-date knowledge about chronic pain into clinical practice.
- The Pelvic Pain Foundation of Australia was established to implement the recommendations of the ground-breaking report, *The \$6 Billion Woman and the \$600 Million Girl*. A key focus of the foundation is to provide health professionals and consumers with evidence-based information. It also supports new research, providing travel grants, and holds seminars. ([www.pelvicpain.org.au](http://www.pelvicpain.org.au))
- For the first time, the Australian Physiotherapy Association conference focused on the multidisciplinary nature of pain, with a half-day National Pain Network pre-conference workshop, led by conference convenor Dr Anne Daly and network Chair Lester Jones.



Rachael West

**Royal Melbourne Hospital Physiotherapist Nicole Moore and Yoga For Pain's Rachael West developed *Yoga for Pain Teacher Training*, to build pain management skills in yoga teachers, and educate primary health professionals about yoga as a pain management tool.**

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Physiotherapist and Osteopath Stephen King, and his *Functional Movement Group* colleague Osteopath Andrew Lemon, held the first-ever interdisciplinary movement symposium in Melbourne in November, with a focus on chronic pain.



GP Dr Ian Thong earned his pain specialist qualifications and now offers roving pain clinics to a population of more than one million across central west New South Wales.



**“I make sure that fees are affordable as most of my patients are pensioners or have disabilities. If I charged the standard fee, they would never be able to access treatment.”**

Dr Ian Thong, GP and Pain Specialist

# Gaining Ground: Key Achievements and Innovations from 2015 (continued...)

## Education and Support for Consumers



**“While medical experts attend conferences around the world and publish papers on endometriosis, most are failing to adequately inform and educate their patients.”**

Lesley Freedman, EndoActive Co-Founder

- We hosted the third annual Living Well With Pain Symposium and Forum in Brisbane in March, in conjunction with the Australian Pain Society's Annual Scientific Meeting. The event provides an opportunity to hear from leading Australian and international experts on pain, and captures ideas to improve understanding and treatment.
- We produced new fact sheets, *Managing Chronic Pain* and *Neuropathic (Nerve) Pain*, both available on the Healthshare website for doctors to give to patients, and a TENS fact sheet (in conjunction with ActivLife) all available on the Painaustralia site.
- In collaboration with Chronic Painaustralia, Arthritis Australia, and the Australian Pain Management Association, we assisted MedicineWise develop a range of online chronic pain resources for consumers, including the chronic pain communication tool, my pain diary, and the chronic pain knowledge hub.
- EndoActive ran the first-ever conference on endometriosis, with expert speakers and more than 200 people in attendance. The conference DVD is available for sale and has been distributed widely.
- Arthritis & Osteoporosis WA delivered a Mini Rural Road Show at Esperance for WA Country Health Service (Goldfields). With speakers Dr John Quinter and Physiotherapist Melanie Galbraith, the program focuses on arthritis, pain and exercise, with presentations for consumers and health professionals.
- We welcomed new books about the latest scientific understanding of pain and trends in self-management, including: *The Pain Book: Finding Hope When It Hurts* by Professor Philip Siddall, Rebecca McCabe and Dr Robin Murray, *The Explain Pain Handbook: Protectometer* by Professor Lorimer Moseley and Dr David Butler, and *Rewire Your Pain: an evidence-based approach to reducing chronic pain* by Dr Stephanie Davies and Dr Nicholas Cooke.
- For the Pharmacy Guild's Discover More Ask Your Pharmacist campaign, we collaborated with Palliative Care Australia, the Australian Physiotherapy Association and the Pharmacy Guild of Australia, to develop resources to help pharmacists talk to consumers about pain management and provide advice beyond medication.



# New Ways to Deliver Pain Management

– A team of health professionals – Osteopath Terry Stewart, Exercise Physiologist Heidi Clarke, Psychologist Sue Milne and Anaesthetist Dr David Crooke – led by Clinical Nurse Consultant and Southern Pain Care Director Kathy Hubble, have developed a multidisciplinary chronic pain program for GP clinics that allows patients to be assessed and treated in-house.

**“Multidisciplinary pain management is the most effective way to treat chronic pain. Our program makes it possible for GPs to access treatment programs for their patients.”**

Kathy Hubble, Clinical Nurse Consultant and Southern Pain Care Director

– The NSW Agency for Clinical Innovation Pain Management Network, in collaboration with Healthdirect Australia, developed a chronic pain telehealth package to support health professionals and patients in rural and remote Australia. On trial since July 2015, with Orange Chronic Pain Clinic and The Complex Pain Clinic at the Children’s Hospital Westmead, it has been enabling services in the NSW towns Coonamble, Kandos and Taree, as well as Canberra.

**“The use of telehealth for pain management consultations is now bringing best practice pain management into regional New South Wales.”**

Jenni Johnson, ACI Pain Management Network Manager

– A trial of Macquarie University’s online Pain Course, delivered by the university’s eCentreClinic, found it improves access to essential information for people

in rural and remote Australia, and others who are unable to connect with face-to-face support. Intended to work alongside pain clinics and allied health services. Increasing numbers of GPs are referring patients to the online course.

**“The online Pain Course is a really convenient option for people outside urban centres, and others who have difficulty accessing support due to pain-related disability.”**

Dr Blake Dear,  
Pain Course Co-Director

– Turning PAIN into GAIN is an education and support program funded and delivered by Gold Coast Primary Health Network. Brainchild of Pharmacist Consultant Joyce McSwan, the program combines education with individual case management, to ensure participants form sustainable connections with primary health care. Patients are referred by GPs or from the Gold Coast Hospital’s pain program.

**“Turning PAIN into GAIN works with patients individually to ensure they are well connected and supported by their GP and allied health professionals, before leaving the program.”**

Joyce McSwan, Pharmacist Consultant

– Research released by the Pharmacy Guild of Australia showed strong support from consumers for an enhanced role for Australia’s 5,450 community pharmacies, which could include advice about pain management and quality use of medicines.

**In July in Broome, Pain Physician Dr Roger Goucke and Physiotherapist Dr Ivan Lin from Essential Pain Management, delivered pain management training to a group of Cultural Carers from Indigenous communities in the Kimberley region of Western Australia.**



**“The cultural carer model of community education and support is uniquely placed to help with culturally sensitive pain management education in isolated areas of Australia.”**

Dr Roger Goucke, Pain Physician

# Gaining Ground: Key Achievements and Innovations from 2015 (continued...)

## Improving Access to Pain Services

— All state governments and the Australian Capital Territory have now supported the recommendations of the National Pain Strategy and have invested more than \$100 million to enhance hospital-based pain services.

— The Queensland Government announced funding of \$1.7 million over the next three years, to develop a state-wide paediatric pain service at Lady Cilento Children's Hospital in Brisbane. Painaustralia supported advocacy for the services, spearheaded over many years by Professor Tess Cramond AO OAM and more recently by Queensland's only Paediatric Pain Specialist, Dr Kathleen Cooke.

**“Management of pain during the growth and development that occurs throughout the childhood and teen years, and even during the transition period to 21, requires specialised management.”**

Dr Kathleen Cooke,  
Paediatric Pain Specialist

— The Electronic Persistent Pain Outcomes Collaboration (ePOCC) is set to improve pain services, by capturing data and measuring outcomes as a result of treatment. There are now 50 participating sites across Australia and New Zealand, with over 14,000 patients enrolled. However the service is still advocating for federal government support to allow identification of the most effective and efficient treatments for patients and a coordinated national approach to their implementation.

### Support Groups

Community support groups play an important role for many people with pain.

The number of groups is expanding, with a focus on education and self-management and supporting one another.

The Australian Pain Management Association supports 14 groups in four states.

Other support groups include:

— *Diamond Facts Chronic Pain Support Group in Port Lincoln, South Australia, founded by Norah Baldock, who lives with chronic pain due to intestinal cystitis.*

— *Milton-Ulladulla Social Chronic Pain Online Support Group, founded by Angie Markowsky who knows the isolation of chronic pain.*

— *Australian Chronic Pain Sufferers – a Facebook group started by Scott Thompson, who lives with chronic neuropathic pain.*



**“Some people with chronic pain expect their GP will be able to cure or control their pain. The reality is you have to take charge of your own health.”**

Norah Baldock, Diamond Facts  
Chronic Pain Support Group

# Advocating for Change

- We contributed to the review of chronic disease management in primary care, with a Submission to the Standing Committee on Health Parliamentary Inquiry July 2015. Key recommendations are for Medicare funding for a dedicated Chronic Pain Care Plan and for a GP or Pain Physician led multidisciplinary pain program.
- In our Pre-Budget Submission 2015-2016 we asked the federal government to commit to creating more accessible options for prevention and management of chronic pain in the community and in the workplace, in order to help people with chronic pain remain in the workforce.
- Our Submission to the Senate Legal and Constitutional Affairs Legislation Committee regarding the Regulator of Medicinal Cannabis Bill 2014 supported its use for intractable pain in palliative care and called for more research into use of medical cannabis for chronic pain.
- The proposal to remove analgesics containing codeine from sale through pharmacies urged us to write to the Federal Minister for Health asking the government to address the issue of poorly treated chronic pain, by fast-tracking key recommendations of the National Pain Strategy.
- The federal government placed ZOSTAVAX, a vaccine proven to help prevent shingles and associated pain, on the National Immunisation Program, providing free immunisation to Australians aged 70 and a five-year catch-up program for those aged 71 to 79. Painaustralia supported this campaign.
- In partnership with Arthritis Australia, we advocated against the delisting of Panadol Osteo from the Pharmaceutical Benefits Scheme.
- Our submission to the Australian Commission on Safety and Quality in Health Care led to the inclusion of opioid prescribing in the 2015 Australian Atlas of Healthcare Variation. The Commission's report identified lack of access to pain specialists and multidisciplinary services as a key issue in regional, remote and lower socio-economic areas, where opioid prescribing was significantly higher.
- University of Queensland occupational therapy student Trang Le, who lives with chronic back pain, launched See Pain, a campaign to raise awareness about the occupational injustice of pain. The campus-based initiative aims to reach the masses through Facebook using the mascot #PugwithPersistentPain.



**“I’m a 25 year-old living with endometriosis. It has propelled me to start writing about my experiences in the hope it may help others and raise awareness. For a long time I had no idea if my experiences were normal and I was desperate to compare notes. I needed help and validation. I strongly believe as a community, we should be openly discussing these things so nobody feels alone or embarrassed by their health issues. I started my blog to help make this a reality.”**

Syl Freedman, Co-founder  
EndoActive

# Advocating for Change

## Raising Awareness



In February, Director Professor Michael Cousins AO, CEO Lesley Brydon, and other colleagues participated in SBS Insight's program on pain. (See [www.sbs.com.au/news/insight/tvepisode/ouch](http://www.sbs.com.au/news/insight/tvepisode/ouch))



Chronic Pain Australia hosted National Pain Week 20-26 July, encouraging people to talk about pain. Key events were held in Sydney and Brisbane, where the Big Red Bus toured the city. The Living With Pain Snapshot Survey was conducted, building upon previous years' surveys.



In Queensland, eight year-old Isabella Linton, who developed Complex Regional Pain Syndrome, helped to raise awareness about the condition in her hometown of Home Hill for Colour the World Orange day.



In Sydney in July, Pain Australia hosted a screening of the film *Ambrosia*, about a young woman struggling with chronic pain. The film was written and directed by young filmmaker Rhiannon Bannenberg, who lives with neuropathic pain.



The Pain Management Research Institute attracted more than 100 people and raised thousands of dollars for pain research, at its fourth annual Walk Against Pain at the Sydney Cricket Ground.

*The Conversation Australia*, published an exceptional 10-part Pain Series which addressed topics such as the nature of pain, economic cost of pain, talking about pain, and cultural and gender differences related to pain.

### **'Art offered me a voice with which I could speak about my pain.'** Eugenie Lee, Artist

Victorian artist Soula Mantalvanos, who lives with pelvic pain, continued to raise awareness of chronic pain with an eye-catching exhibition, while Sydney artist Eugenie Lee drew upon her debilitating experience of endometriosis to create visual narratives through paintings, sculptures and installations.

*The Huffington Post Australia* produced short videos to complement two features on chronic pain, *What Life is Like for People Who Live With Chronic Pain* and *The Silent Suffering of Women With Endometriosis*. Four of our Pain Australia patient advocates featured in the *This is What I Live With* video.

## What does success look like?

①

Reduced stigma and discrimination

②

Reduced avoidable harm, neglect and mismanagement of pain

③

People with pain live quality, productive lives where their pain is managed effectively

④

The contribution of families and carers of people in pain is valued and supported

⑤

Health professionals working with people in pain are appropriately trained and supported

⑥

People in pain have timely access to effective interdisciplinary care where possible in primary care with clear and accessible referral pathways for more complex cases, as close as possible to where they live

## Acknowledgements

**We can win the battle against chronic pain. This will happen because like-minded individuals and organisations come together for the collective good.**

**We want to thank all those who are making this possible, through their own hard work, or by providing financial or in-kind support.**

### Our pro-bono partners

The following companies and individuals have generously provided us with pro-bono services:

**Corrs Chambers Westgarth**  
for legal services

**Deloitte Touche Tohmatsu**  
for the Painaustralia audit 2014

**ESV Accounting and Business Advisors** for audit 2015

**Financial Reporting Specialists (FRS)** for the preparation of financial statements

**Pitcher Partners**  
for Financial reporting

**BMF**  
for communications strategy

**Morris and Partners**  
for graphic design

**Precinct**  
Design of 2015 Annual Review

**Jane Baré**  
for HR and recruitment advice and assistance

**The Enero Group**  
for the donation of Painaustralia offices

### Our financial supporters

We are grateful to the following organisations for their financial support:

**Australian Pain Society**  
**Faculty of Pain Medicine**

**Australian and New Zealand College of Anaesthetists**

**Pain Management Research institute**

### Educational grants

We thank the Painaustralia Collaboration for the provision of unencumbered educational grants to assist in our work:


**Mundipharma**  
**Pfizer Australia**

**Seqirus Ltd**  
**Reckitt Benckiser**

### Our corporate partner

We also thank our corporate partner:

**Activlife**

A photograph of Michael Clarke, a former international cricketer, smiling and holding a cricket bat. He is standing on a cricket field with a stadium in the background. The entire image has a strong orange-red color overlay.

Getting help to  
manage my pain  
extended my career  
and changed my  
life for the better.

**Michael Clarke**

Former international cricketer, captain  
of Australia and National Pain Ambassador.



Join the campaign  
[campaignforpain.org.au](http://campaignforpain.org.au)

**“Our model of care promotes self-management strategies that reduce reliance on health services, medication and surgery. This has clear economic benefits for patients, government and other health care funders.”**

Lesley Brydon, PainAustralia CEO

**References** (from page 7)

<sup>1</sup> Schofield et al. (2012) Quantifying the Productivity impacts of poor health and health interventions Health economics, University Sydney Oct 2012.

<sup>2</sup> ABS (2011) 4102.0 Australian Social Trends: Health Outside Major Cities, Report by the Australian Bureau of Statistics. Released 25/3/2011.

<sup>3</sup> MBF Foundation (2007) *The high price of pain: the economic impact of persistent pain in Australia*. Report conducted by Access Economics in collaboration with the Pain Management Research Institute – The University of Sydney/Royal North Shore Hospital.

Working to prevent and manage pain.  
[painaustralia.org.au](http://painaustralia.org.au)

**painaustralia**<sup>™</sup>  
working to prevent and manage pain


**Painaustralia Limited**

1 Miller Lane Pyrmont NSW 2009  
PO Box 3277 Tamarama NSW 2026

Telephone. (02) 9694 0993  
Email. [lesley.brydon@painaustralia.org.au](mailto:lesley.brydon@painaustralia.org.au)

ACN 147 676 926



A photograph of Michael Clarke, a former international cricketer, standing on a cricket field. He is wearing a dark polo shirt and dark trousers, and is holding a cricket bat. The background shows a large, empty stadium with tiered seating. The entire image has a warm, reddish-orange color cast.

Getting help to  
manage my pain  
extended my career  
and changed my  
life for the better.

**Michael Clarke**

Former international cricketer, captain  
of Australia and National Pain Ambassador.



Join the campaign  
[campaignforpain.org.au](http://campaignforpain.org.au)