

**ANNUAL**

**REPORT**

2020

# CONTENTS



[OUR VISION, MISSION, VALUES  
STATEMENT AND STRATEGIC  
OBJECTIVES](#)

[CHAIRMAN'S MESSAGE](#)

[CEO MESSAGE](#)

[OUR NATIONAL PATRON](#)

[OUR PAIN CHAMPIONS](#)

[OUR BOARD](#)

[ADVOCACY](#)

[Parliamentary Friends of Pain Management](#)  
[Lived Experience of Chronic Pain](#)

[EVIDENCE-BASED POLICY](#)

[COMMUNITY AWARENESS AND  
INFORMATION](#)

[ORGANISATIONAL SUSTAINABILITY](#)





Chronic pain affects **3.4 million** Australians.



**68 per cent** of people living with chronic pain are of working age.



**40 per cent** of early retirement is due to chronic pain issues.

# ABOUT PAINAUSTRALIA

## OUR MISSION

Painaustralia is Australia's peak 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. We work collaboratively with key stakeholders to integrate pain as a priority in the broader health agenda and our roadmap for achieving world-class care is the National Pain Strategy and associated National Strategic Action Plan for Pain Management.

## OUR VISION

Pain is a recognised national health priority and all Australians living with pain or at risk of pain-related disability, their families and carers can access credible information and a world-class system of care.

## OUR VALUES STATEMENT

*Painaustralia's values describe the core ethics and principles which drive our work and all our endeavours.*

**Collaborative:** we will work collaboratively with the broader pain management sector, stakeholders with an interest and the general community to build partnerships and find synergies to advance our mission.

**Respectful:** we will value the rights and perspectives of all stakeholders.

**Courageous:** we will lead the sector by example and lead the charge for change based on achieving our mission.

**Informed:** our work will be informed by the knowledge and experience of our stakeholders, credible information and where available, scientific evidence.

**Credible:** we will act ethically and professionally.

**Transparent:** we will be accountable to our stakeholders for our actions and outcomes.

**Independent:** our work will always remain unbiased and un beholden to vested interests.



A multidisciplinary approach to pain management is essential for better health outcomes, however, nearly **70 per cent** of all GP consultations relating to pain result in a medicine prescription.

## STRATEGIC OBJECTIVES

- ▶ **ADVOCACY**
- ▶ **EVIDENCE-BASED POLICY**
- ▶ **COMMUNITY AWARENESS AND INFORMATION**
- ▶ **ORGANISATIONAL SUSTAINABILITY**



Suicidal behaviour is **two-to three times** more likely for people with chronic pain.



The national financial burden of pain is estimated to be **\$73.2 billion** in 2018 and will increase to **\$215.6 billion** by 2050.



Referrals to pain specialists occur in less than **15 per cent** of GP consultations where pain is managed

# CHAIRMAN'S MESSAGE



Painaustralia Chairman,  
Em Prof **Ian Chubb AC**

I am pleased to present Painaustralia's Annual Report for 2020 – a challenging yet highly productive year for the organisation.

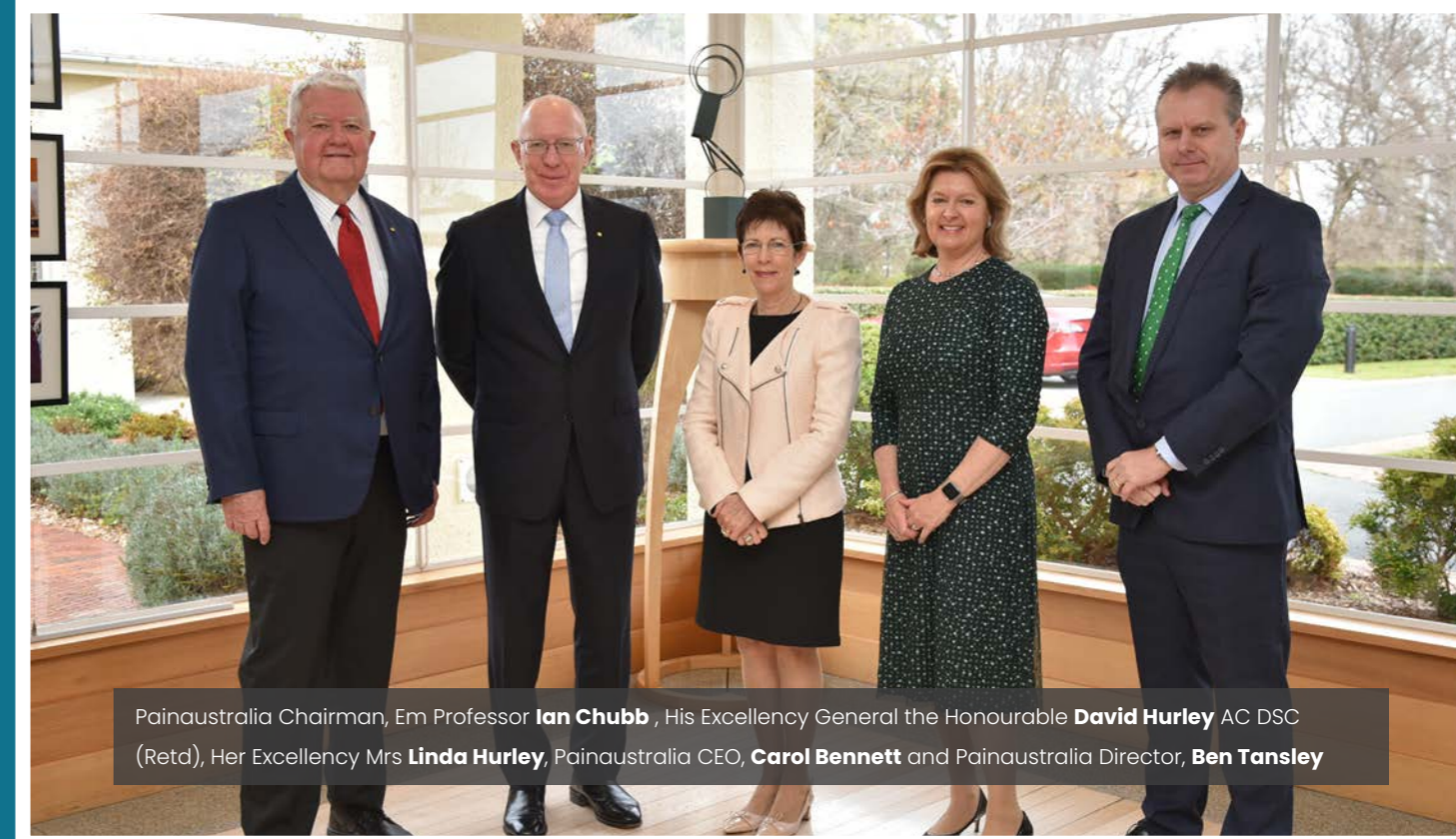
With COVID-19 occupying the attention of Australian governments in 2020 and the long-held Council on Australian Governments being disbanded to make way for the new National Cabinet, we were pleased to see the National Strategic Action Plan for Pain Management (the Action Plan), the seminal roadmap for a national response to pain management in Australia, forwarded directly to State and Territory governments for approval. The Action Plan was accompanied by a strong letter of support from Health Minister the Hon Greg Hunt MP, who has been a champion of the cause and led Australia's first national response when he commissioned Painaustralia to work with the pain sector to produce the National Action Plan. We are expecting the response from Australian governments this year which will pave the way for world leading progress in pain management in this country.

Painaustralia successfully added to our outstanding pain champions program in 2020. One of the most notable new participants is award winning author, documentary producer, host, and advocate with lived experience of managing her own pain condition, Tara Moss. We are humbled that Tara is prepared to bring her personal experience and insight to illustrate the challenges facing those living with chronic pain. She joins our National Patron, Sir Angus Houston and fellow pain champions Sophie Scott, Peter Rudland and Liesl Tesch.

The establishment of the first ever Parliamentary Friends of Pain Management group led by co-chairs, Senator Wendy Askew and Mr David Smith MP, Member for Bean was a significant highlight of the year. The group will help us to raise awareness of pain and its impact on our community among our federal politicians and we are grateful to have had such an outstanding response from the 22 parliamentarians who have joined the group.

We were delighted that our Governor-General, his Excellency the Honourable David Hurley and Mrs Linda Hurley hosted two meetings with Painaustralia last year (including the launch of the parliamentary friends group and appointment of our newest pain champion, Tara Moss). They have shown an interest in this issue informed by a first-hand knowledge of the impact of pain on serving members of the defence forces and among veterans which cannot be understated as our National Patron Sir Angus Houston and pain champion, Peter Rudland, have identified.

Beyond regular participation in media and public awareness and advocacy, Painaustralia has been clearly focussed on developing sound, evidence-based policy and advice to inform pain management in Australia. This has taken the form of a position statement on medicinal cannabis through to submissions to major national inquiries and Royal Commissions. We have also actively engaged with international bodies in sharing our knowledge on approaches.



Painaustralia Chairman, Em Professor **Ian Chubb**, His Excellency General the Honourable **David Hurley AC DSC (Retd)**, Her Excellency Mrs **Linda Hurley**, Painaustralia CEO, **Carol Bennett** and Painaustralia Director, **Ben Tansley**

I would like to thank my board colleagues and Chief Executive Officer, Carol Bennett and her team, who have provided dedicated and professional service to the organisation throughout an otherwise difficult year.

Of course, our members, partners and supporters have given us the imprimatur to achieve our objectives and to place pain management firmly at the heart of health policy and practice in Australia and we are extremely grateful for this support.

*“ Much more can be done to deliver evidence-based care and treatment that can make a difference in the lives of millions of Australians living with pain. As Chairman, I want to ensure that Painaustralia leads the way in advocacy, awareness and education and policy for best practice pain management in Australia. ”*

# CEO'S MESSAGE



Painaustralia CEO,  
**Carol Bennett**

It was an honour to start the year with an invitation from the Canadian Government to share Australia's experience of developing the National Action Plan in a consultation forum on the Canadian Pain Strategy held in Halifax, Nova Scotia in January. It was held in conjunction with the Canadian Institutes of Health Research 'best brains exchange' consulting on a regional response to improving pain management.

It was affirming to be part of a number of international exchanges in 2020 looking at the global response to chronic pain and to know that Australia is on the front foot along with countries including Canada, the United States and Malaysia when it comes to the implementation of a national approach.

The year of the COVID-19 pandemic proved to be one of the most challenging, yet at Painaustralia we found the need to provide informed, precise and specific chronic pain information was more pressing than ever. It necessitated the establishment and daily maintenance of an information hub for useful resources, mental health support and answers to questions around particular issues related to COVID-19 and pain management. It was important to keep abreast of the impact of the pandemic on people living with pain conditions.

As a conduit for information between government and consumers, Painaustralia was in a position to inform the TGA of medicines shortages (such as hydroxychloroquine for rheumatoid arthritis or lupus or even paracetamol and other pain-relieving medications), or consumers about concerns related to side effects of existing medicines with COVID symptoms or access to usual pain treatments in the time of lockdown.

While the urgency of the pandemic required timely responses, it did not reduce the focus on important activity to improve the way we respond to chronic pain in Australia. Painaustralia was pleased to receive a grant from the Department of Health as part of the Australian Government's National Action Plan response to deliver the consumer awareness and education project, creating a one-stop hub of information and resources on chronic pain in Australia. The project has enabled us to establish a collaborative group of sector experts, the Consumer Awareness Reference Group, to oversight the review of key information housed on our website.

Our Consumer Advisory Group (CAG) provided advice on our various partnership projects, awareness and policy work throughout the year from our Take Home Naloxone project (funded by the Department of Health) to GP awareness of opioid reforms (in partnership with NPS MedicineWise). We are fortunate to have a robust and insightful CAG, as well as our broader and very active consumer network, that inform us with lived experience on the more complex and nuanced issues in pain management.

We were delighted to have received the support of 22 parliamentarians from all sides of politics who signed on to be part of the inaugural Parliamentary Friends of Pain Management group. This is an important step towards raising attention for pain management among parliamentarians and the broader community.

*Chronic pain can devastate lives – impacting a person's relationships, ability to participate in work or their education. Better community awareness of pain and its management can break down the barriers that lead to stigma and poorly managed pain.*

Perhaps one of the most challenging issues confronting people living with pain has been the changes to opioid regulations – with the Pharmaceutical Benefits Advisory Committee introducing changes to PBS benefits from 1 June 2020. In short, these changes represent a restriction on prescribing of opioids and new rules around the continued prescribing of opioids for chronic pain. Coming into effect amid the pandemic, and without the full consideration and endorsement by jurisdictions of the National Action Plan, many consumers and health professionals found themselves without adequate information about the changes or affordable and accessible alternative pain management options. In addition to establishing an opioid hub on the website, Painaustralia was involved in opioid awareness and education activities for the best part of the year.

Ensuring that pain management is a core part of broader health policy responses continues to be important be it through providing policy advice to Royal Commissions into aged care or mental health or inquiries on medicinal cannabis. We participated in no less than 26 such reviews.

Informing the public conversation on these issues is similarly important and our media presence continues to provide a key avenue for this to occur. It was assisted by the outstanding consumers living with pain who provide their voice to the cause as well as our pain champions who bring their profile to the cause. We have the support of a stellar cast including our newest pain champion, Tara Moss, who has offered her insightful advocacy to Painaustralia's work.

I am thankful for the consumers, members and sponsors who contribute to Painaustralia's work through their support. I am privileged to work with Professor Ian Chubb and the Board of Directors, who have led a strategic program bringing us closer to realising pain as a national health priority and improving our national response.



His Excellency General the Honourable **David Hurley** AC DSC (Retd) and **Carol Bennett**, Painaustralia CEO

## OUR NATIONAL PATRON



Air Chief Marshal Sir Angus Houston AK, AFC (Ret'd), National Patron

**When you consider how many people chronic pain affects and the impact it has across our communities, it is clear that we need to be proactive as a nation and make this a national health priority.**

Air Chief Marshal Sir Angus Houston AK, FC (Ret'd) continues to honour our organisation through his role as National Patron.

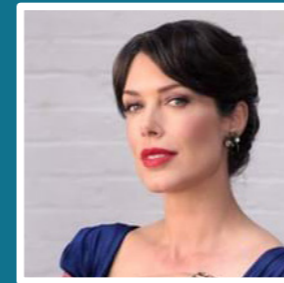
Sir Angus was awarded the Knight of the Order of Australia in January 2015 for extraordinary and preeminent achievement and merit in service to Australia through distinguished service in the Australian Defence Force, continued commitment to serve the nation in leadership roles, particularly the national responses to the MH370 and MH17 disasters, and in a variety of roles in the community.

Sir Angus retired from the military as Chief of the Australian Defence Force in July 2011 after serving for 41 years. In April 2017, Sir Angus was appointed Chancellor of the University of the Sunshine Coast. In addition, he chairs several boards and is the Ambassador/Patron for a number of charitable organisations.

Sir Angus accepted the role of National Patron of PainAustralia in recognition of the unfortunate fact that chronic pain is a common condition among veterans, especially those injured in conflict. Sir Angus is an exceptional Australian with a deep commitment to the Australian community.

PainAustralia is honoured that he continues to serve as our National Patron.

## OUR PAIN CHAMPIONS



### Tara Moss, Best Selling Author and Advocate

Tara Moss is an award-winning author, documentary producer, host and advocate. Since

1999, Tara has written 13 bestselling books, published in 19 countries and 13 languages. She is the winner of an Edna Ryan award and in 2017 was recognised as one of the Global Top 50 Diversity Figures in Public Life, for using her position in public life to make a positive impact in diversity.

In the media and through her page Tara and Wolfie, Tara brings advocacy and visibility to issues of disability and chronic pain, and the need to normalise mobility aids.

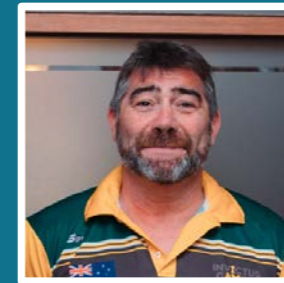


### Sophie Scott, ABC Medical Reporter

ABC Medical Reporter, Sophie Scott lives with chronic pain as an outcome of her genetic condition of hypermobility.

Sophie says: "I visited GPs, physios, rehab physicians and then a pain clinic, where I learned that taking pain-killing medication wasn't really helping. What did help me was doing a free online pain management course at Macquarie University, strength training, pacing and for flareups using a biofeedback device. What I learned is that living with pain is nothing to be ashamed of, that managing pain goes hand in hand with managing your mental health."

The wealth of experience and skills that Sophie brings to our organisation has been invaluable. Sophie's personal experience gives her an excellent understanding of the issues faced by people with chronic pain, and we are grateful that she is willing to share this publicly to help raise awareness about this important issue.



### Peter Rudland, Veteran and Invictus Games competitor

Veteran and Invictus Games competitor and

gold medallist Peter Rudland survived a horrific Black Hawk helicopter crash while serving with the army in Afghanistan. He sustained severe injuries and lives with chronic pain.

Peter joined the Army in 1989 and was medically discharged in 2017. During his service he was deployed to Cambodia, Iraq (twice), Timor Leste (twice) and Afghanistan. It was during the Afghanistan mission in 2010 that he survived a Black Hawk helicopter crash as he and his fellow servicemen closed into a Taliban stronghold. Four people died. Peter awoke in a German hospital, with bleeding on the brain, organ damage and almost every major bone in his body broken.

Peter acknowledges just how difficult his journey has been since that crash. He was a proud competitor at the 2019 Invictus Games, competing successfully in wheelchair rugby and recumbent cycling.



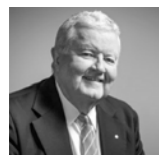
### Liesl Tesch AM MP

Liesl is a seven-time Paralympian and the first NSW MP to use a wheelchair. She has achieved enormous success in her personal and

public life and lives with a spinal cord injury. We are extremely grateful to Liesl for her continued support of PainAustralia.

# OUR BOARD

*Our Board volunteers their time to guide the direction of PainAustralia. Their expertise includes law, finance, business management, health economics, consumer advocacy, clinical excellence and government policy.*



Emeritus Professor **Ian Chubb** AC  
**Chairman**

Professor Chubb was Chief Scientist for Australia from May 2011 to January 2016.

Prior to that, Professor Chubb was Vice-Chancellor of the Australian National University from January 2001 to March 2011; Vice-Chancellor of Flinders University of South Australia for six years and the Senior Deputy Vice-Chancellor (Provost) of Monash University for two years. While at Monash he served as Dean of the Faculty of Business and Economics for 16 months.

Professor Chubb was the ACT's Australian of the Year in 2011. He has been awarded six honorary doctorates: a DSc by Flinders University in 2000; a D.Litt by Charles Darwin University and a D.Univ by the Australian National University, both in 2011; an LLD by Monash University in 2012, a D.Univ by the University of the Sunshine Coast in 2014 and an LLD by the University of Melbourne in 2015.

He was elected a Fellow of the Australian College of Education in 2008 and a Fellow of the Academy of Technological Sciences and Engineering and Fellow of the Royal Society of New South Wales in 2014.

He was awarded the Academy Medal of the Australian Academy of Science in 2016 and was elected Fellow of the Academy in 2017. He is a member of the Council of the Academy of Science, chairs its Education Committee and is a member of its Policy Advisory Committee.



**A/Prof Malcolm Hogg**  
**Director and Clinical Advisor**

A/Prof Hogg is a full-time specialist in Anaesthesia and Pain Medicine and Head of Pain Services, Melbourne Health. He is a past president of the Australian Pain Society (APS) and fellow of Faculty of Pain Medicine, ANZCA, and member of the International Association for the Study of Pain (IASP).

Malcolm's leadership roles include membership of external advisory groups to Victorian Dept of Health and Human Services safescript (medication monitoring system) external advisory group, Drugs of Dependence committee and Pain services clinical advisory committee. Research interests include pain outcomes following trauma and models of care for pain service delivery.



**Geoffrey Applebee** BA(Acc), FCA, FAICD  
**Treasurer** (Resigned 10 March 2020)

Geoffrey is a former partner of a Big-4 accounting firm, a position he held for 22 years. He is a highly experienced Chartered Accountant and adviser to professional services firms and their partners. He is a Director of a diverse group of companies in the public and private sectors, and an independent member of a government audit committee.



**Ben Tansley** B Com (Acc), FCA  
**Director** (Appointed on 20 March 2020)

Ben is a highly experienced Chartered Accountant with over 25 years' experience in the professional services industry working within Australian and international markets. He is currently the Canberra Assurance Leader for EY. His experience over the last 25 years includes providing of a broad range of assurance and financial advisory services to a diverse range of clients in the corporate, not-for-profit and government sectors. Ben is passionate about working with executives and Boards in supporting them improve governance, finance and risk management practices.



**Sister Mary-Lynne Cochrane**  
**Director** (Appointed on 18 March 2020)

Sister Cochrane is a Consumer Representative with the Agency for Clinical Innovation Pain Network and a member of the Executive Committee.

Mary-Lynne lives with a form of arthritis and over 35 years she has endured twenty-two surgeries, including three knee replacements, three hip replacements, three back surgeries, a shoulder replacement, pelvic bone transplants and surgeries in both feet and hands.

Mary-Lynne entered the Sisters of the Good Samaritan in 1977 after a period working with the Endeavour Foundation a facility for intellectually slow children. She has a background in Social Science with Welfare.

In her current role, within the Good Samaritan Congregation Mary-Lynne conducts training programs for her sister nuns in the use of mobile handsets and iPads to enhance communication and connect.

Last year Mary-Lynne was appointed as Wellbeing Coordinator for another religious order.



**Professor Deborah Schofield**  
**Director**

Professor Schofield is Professor and Chair of Health Economics, Faculty of Business and Economics, Macquarie University. Her career has spanned the Australian Government public service, academia and clinical practice and she has a national and international reputation for her work in economic modelling of the health system, health, and its impact on families and the economy.



**Professor Paul Glare**  
**Director**

Professor Clare is the Chair of Pain Medicine, Gorthern Clinical School, Faculty of Medicine & Health, University of Sydney; Head of the Specialty of Pain Medicine in the Sydney Medical School; Director, Pain Management Research Institute (PMRI), Kolling Institute. He is also a specialist physician in pain medicine with a Clinical Academic appointment in Northern Sydney Local Health District as well as having external appointments at North Shore Private Hospital and Genesiscare at St Leonards and Macquarie University Hospital. He is also a medical advisor to Cymra Life Sciences Pty Ltd.



**A/Prof Meredith Craigie**  
MBBS, B Med Sc, MM(PM), FANZCA, FFPANZCA, GAICD  
**Director** (Appointed on 21 June 2020)

A/Prof Craigie is a specialist pain medicine physician working in the CALHN Pain Management Unit at the Queen Elizabeth Hospital and Clinical Associate Professor at the University of Adelaide. She is the immediate past-Dean, Faculty of Pain Medicine of the Australian and New Zealand College of Anaesthetists (FPM). She has a Masters of Pain Medicine (Sydney University) and has fulfilled numerous roles locally and nationally as a teacher, advocate, and advisor to government, researcher and journal editor of Anaesthesia and Intensive Care as well as clinician in anaesthesia and pain medicine. Meredith is passionate about medical education, pain education for healthcare practitioners and consumers, pain at the extremes of life and the transition from acute to chronic pain.



**Dr Graeme Killer, AO**  
**Director**

Dr Killer is a former Chief Medical Officer for the Department of Veterans' Affairs and physician to Prime ministers and Governors General.

He is currently involved in a case management pilot of Veterans with complex physical and mental health problems.



**Dr Chris Hayes**  
**Director**

Dr Hayes is a specialist pain medicine physician who works at John Hunter Hospital in Newcastle NSW and has been Director of Hunter Integrated Pain

Service, since its foundation in 1997. He is a past Dean of the Faculty of Pain Medicine, Australian and New Zealand College of Anaesthetists. Additional roles have included co-chair of NSW Agency for Clinical Innovation's Pain Network and Chair of the Pain Management Clinical Committee of the Medicare Benefits Schedule Review. His research interests include a "whole person" approach to pain, outcome measurement and redesign of health systems to achieve greater integration between specialist pain services and primary care.



**Dr Will Howard**  
**Director**

Dr Howard became a pain medicine physician via rural general practice and anaesthesia. He has been strongly involved in the Australian Pain Society

since 2004, initially as Editor of the newsletter and later as Secretary. Will has recently retired from clinical practice but continues his involvement in research into lessening pain and disability after surgery, and he remains active in seeking system change to lessen pain and disability in the community.



**Catherine Murphy**  
**Director** (Appointed on 21 June 2020)

Catherine holds degrees in Economics and Law from the Australian National University. She held senior positions in the Australian Public Service before

joining the Prime Minister's Office where, for several years, she was senior legal adviser to Prime Minister the Hon John Howard. Subsequently she served as Chief of Staff to Minister the Hon Dr Brendan Nelson. She was also CEO to a major industry organisation.

Catherine's main interest is working with Board's dealing with social and health related public policy to improve the lives and outcomes for all Australians. She is an active volunteer with OzHarvest, Legacy and a women's resource and referral centre



**Ms Leanne Wells**  
**Director** (Resigned 8 February 2020)

Leanne is Chief Executive Officer of the Consumers Health Forum and has wide experience as a senior executive in government and non-government

organisations health roles including CEO of the former Australian Medicare Local Alliance, ACT Medicare Local and Australian General Practice Networks.

# ADVOCACY

## MEETING WITH HIS EXCELLENCY GENERAL THE HONOURABLE DAVID HURLEY AC DSC (RETD)

On Monday 29 June 2020, representatives of Painaustralia including our Chair, Em Professor Ian Chubb AC FAA, director Mr Ben Tansley and CEO Carol Bennett had the privilege of a private meeting with his Excellency General the Honourable David Hurley AC DSC (Retd) and Her Excellency Mrs Linda Hurley at Government House in Canberra.

As a former serving General in the Australian Army, His Excellency is only too aware of the impact of chronic pain for servicemen and women and military veterans. The broader implications for all Australians and the need for evidence-based cost effective treatment and support options were discussed as well as the role of Painaustralia as Australia's peak body working to improve the lives of millions who live with pain conditions and their families and carers.



His Excellency General the Honourable **David Hurley** AC DSC (Retd), Her Excellency Mrs **Linda Hurley**, Painaustralia CEO, **Carol Bennett**, Painaustralia Director, **Ben Tansley** and Chairman, Em Professor **Ian Chubb**.

## PARLIAMENTARY FRIENDS OF PAIN MANAGEMENT GROUP LAUNCH

In 2020, Painaustralia established the new Parliamentary Friends of Pain Management Group of the Federal Parliament, co-chaired by Senator Wendy Askew and Mr David Smith MP, Member for Bean.

The friends group is a non-partisan group that is open to all Senators and Members. The purpose of the group is to raise awareness among politicians for better management of pain conditions and explore opportunities to work with Painaustralia to improve the quality of life of people living with pain conditions and their families and carers.



**Senator Wendy Askew**  
Chair of Community Affairs Legislation Committee Deputy Chair of Community Affairs References Committee, Liberal Party of Australia



**Mr David Smith MP**  
Member for Bean, Australian Capital Territory, Australian Labor Party



**Mr David Smith MP, Senator Wendy Askew, Her Excellency Mrs Linda Hurley, His Excellency General the Honourable David Hurley** AC DSC (Retd) and **Carol Bennett**, Painaustralia CEO

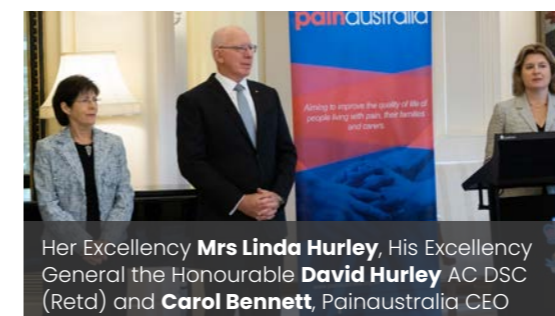


**Tara Moss**, Award Wining Author and Advocate - Painaustralia's newest Pain Champion

On Tuesday 6 October, the Governor-General, His Excellency General the Honourable David Hurley AC DSC (Retd) and Mrs Hurley, formally launched our Parliamentary Friends of Pain Management Group at an event held at Government House and online.

His Excellency highlighted the importance of pain and pain management in Australia, as the number of Australians living with pain continues to rise.

The event was an introduction to our newest pain champion Tara Moss, Award Wining Author and Advocate.



Her Excellency **Mrs Linda Hurley**, His Excellency General the Honourable **David Hurley** AC DSC (Retd) and **Carol Bennett**, Painaustralia CEO



**Senator Wendy Askew**



**Mr David Smith MP**, Member for Bean, and **Carol Bennett**, Painaustralia CEO



## Members of the Parliamentary Friends of Pain Management Group

Wendy Askew, Senator for TAS  
 David Smith MP, Bean ACT  
 Bridget Archer MP, Bass TAS  
 Catryna Bilyk, Senator for TAS  
 Nicolle Flint MP, Boothby SA  
 Dr. Mike Freeland, Macarthur NSW  
 Luke Gosling MP, Solomon NT  
 Celia Hammond MP, Curtin WA  
 Matt Keogh MP, Burt WA  
 Dr. Andrew Laming MP, Bowman QLD  
 Dr. Andrew Leigh MP, Fenner ACT

Fiona Martin MP, Reid NSW  
 Emma McBride MP, Dobell NSW  
 Dr. Daniel Mulino MP, Fraser VIC  
 Deborah O'Neill, Senator for NSW  
 Alicia Payne MP, Canberra ACT  
 Fiona Phillips MP, Gilmore NSW  
 Helen Polley, Senator for TAS  
 Senator Louise Pratt, Senator for WA  
 Hon Amanda Rishworth MP, Kingston SA  
 Maria Vamvakinou MP, Callwell Vic  
 Dr. Anne Webster MP, Mallee NSW

Professor Jennifer Martin, Chair of Clinical Pharmacology, School of Medicine and Public Health, University of Newcastle, discussed the latest research around medicinal cannabis and the studies that are currently underway.

Associate Professor Michael Vagg, Dean, Faculty of Pain Medicine, discussed how cannabinoids measure up to clinical standards including biological plausibility, risks and effectiveness as a pain management strategy.

The briefing paper on medicinal cannabis can be found at [www.painaustralia.org.au](http://www.painaustralia.org.au)

The video can be found at [www.painaustralia.org.au](http://www.painaustralia.org.au)



Em Professor **Ian Chubb**, Painaustralia Chairman and **Carol Bennett**, Painaustralia CEO

In November, a meeting of the Parliamentary Friends of Pain Management Group was held. This was an important opportunity to outline the evidence about pain management and medicinal cannabis.

CEO Carol Bennett outlined Painaustralia's briefing paper on medicinal cannabis, which highlights the need for better pain management options and access for Australians living with pain, and a more robust evidence-base for medicinal cannabis as a pain management treatment.

Associate Professor Malcolm Hogg, Head of Pain Services at Melbourne Health, Painaustralia Clinical Director and medicinal cannabis prescriber, discussed the nuances around prescribing medicinal cannabis for chronic pain patients.



Associate Professor **Malcolm Hogg**  
 Head of Pain Services, Melbourne Health, Painaustralia Clinical Director and Medicinal Cannabis Prescriber



Professor **Jennifer Martin**  
 Chair of Clinical Pharmacology, School of Medicine and Public Health, University of Newcastle



Associate Professor **Michael Vagg**  
 Dean, Faculty of Pain Medicine

## THE LIVED EXPERIENCE OF CHRONIC PAIN OUR CONSUMER ADVISORY GROUP

Painaustralia aims to provide a voice to Australians living with chronic pain which is fundamental to informing our policy and positions on key issues.

The Consumer Advisory Group (CAG) provides Painaustralia with an opportunity for people with lived experience of chronic pain to lead positive change for the benefit of all people living with chronic pain. CAG members assist, advise and work together with Painaustralia to improve chronic pain management in Australia. It represents diverse conditions, gender, age and geographical locations.

The CAG was consulted in and out of session throughout 2020. Their valuable input helped to shape Painaustralia's policy positions and a number of programs relating to pain management.



**Kim Allgood** - With half a life living the reality of persistent pain and invisible disabilities, Kim's knowledge, and broad spectrum of experiences, creates interesting coffee conversation. Hungry for

further assistance and awareness for all those affected by CRPS (Complex Regional Pain Syndrome) and other persistent pain conditions; Kim and her carer founded The Purple Bucket Foundation Inc. in 2011.



**Leah Dwyer** - Leah has lived with a chronic condition called Cervical Dystonia for 11 years. Leah is originally from Toronto, Canada and arrived in Australia in 1997. She is a Remedial Massage Therapist in Sydney.

Leah developed Dystonia after an accident at her son's school athletic carnival. Three months later she was diagnosed by a neurologist and offered Botox and sedatives as her treatment options. She tried this for a year then decided to stop. She then began managing her pain with over the counter codeine tablets. Unfortunately, after several years she developed a tolerance and later became addicted.

After 8 years she decided to taper off of the codeine and try other pain management strategies. She became very interested in Cognitive Behavioural Therapy (CBT), Cognitive Functional Therapy (CFT), mindfulness, and pain neuroscience.



**Don Firth** - With a full knee replacement and several back and shoulder injuries, he has been forced to greatly reduce his physical activities. Tai Chi, singing in choirs and daily spas work together

to improve and maintain the fitness of both his body and mind.

He has been gradually able to reduce his dependence on pain killers and increased his physical activity. Courses in mind training and pacing are greatly helping this process.



**Mary-Lynne Cochrane** - Mary-Lynne is a Painaustralia Board Director and Chair of Consumer Advisory Group.

Mary-Lynne is a Consumer Representative with the Agency for Clinical Innovation Pain Network and a member of the Executive Committee.

Mary-Lynne lives with a form of arthritis and over 35 years she has endured 22 surgeries, including three knee replacements, three hip replacements, three back surgeries, a shoulder replacement, pelvic bone transplants and surgeries in both feet and hands.



**Mary Wing** - Mary developed chronic neuropathic pain following spinal fusion surgery in 2004. She has been through the same journey as most people she has spoken to over the ensuing years. However, with help from her GP, physician, physiotherapist and a psychologist, she learnt how to manage her pain and in 2010 completed a Post Grad/Dip in Chronic Condition Management. Mary has also facilitated chronic condition self-management programs both here and online in the USA and Canada.



**Rachel Seeley** - Rachel was diagnosed with endometriosis in 2008. More recently, she has been living with adenomyosis, fibromyalgia, chronic fatigue syndrome, and joint hypermobility syndrome. She had her first surgery for endometriosis at age 23, and had her third and hopefully last surgery for the disease at age 33.



**Sarah Fowler** - Sarah has lived with chronic and persistent pain for over half of her life. Injuries and chronic pain have been a common and debilitating feature of Sarah's life - especially throughout her youth with debilitating pain leaving her at times confined to a wheelchair.

Sarah and her family have both struggled with finding appropriate support and access to treatment and services, spending hours researching to try and work out what was wrong.

Sarah struggled with the stigma and the lack of recognition of her condition. "People did not believe that I was in pain. I was told it was probably in my head". Eventually her search led Sarah and her family to the Randwick Children's Hospital in Sydney.

**Jessica Hirst** - Jessica has lived with chronic pain since the start of her 20s. She can no longer work a traditional job. As a result, she is so passionate to be able to provide support and education to others. Jessica feels that no one deserves to go through what she has and hopes that "If I can make it easier for even one person, then my suffering has all been worthwhile." Jessica is empathetic and always willing to go the extra mile for others. She is passionate about people understanding the role and impact of opioid based medications, as well as the life changing benefits of multidisciplinary care



**Louisa O'Neil** - Louisa's chronic pain journey began at 16 when she slipped and injured her lower back. Over the years, Louisa's pain journey has continued and in the last 15 years she has undergone 11 surgeries. Louisa is a qualified social worker and currently works part time as a telephone counsellor. Louisa suffers from a number of chronic pain conditions and as a result, has been involved in pain management rehabilitation programs and pain support groups.



**Naomi Creek** - Diagnosed at age 12, Naomi's personal experience living with rheumatoid arthritis has made her a passionate advocate for others living with arthritis and chronic pain. She believes

patients must have access to the right resources to understand their condition and feel empowered to manage their own health. She is a firm believer in a holistic approach to living well through healthy eating, regular exercise, medication and reducing stress.



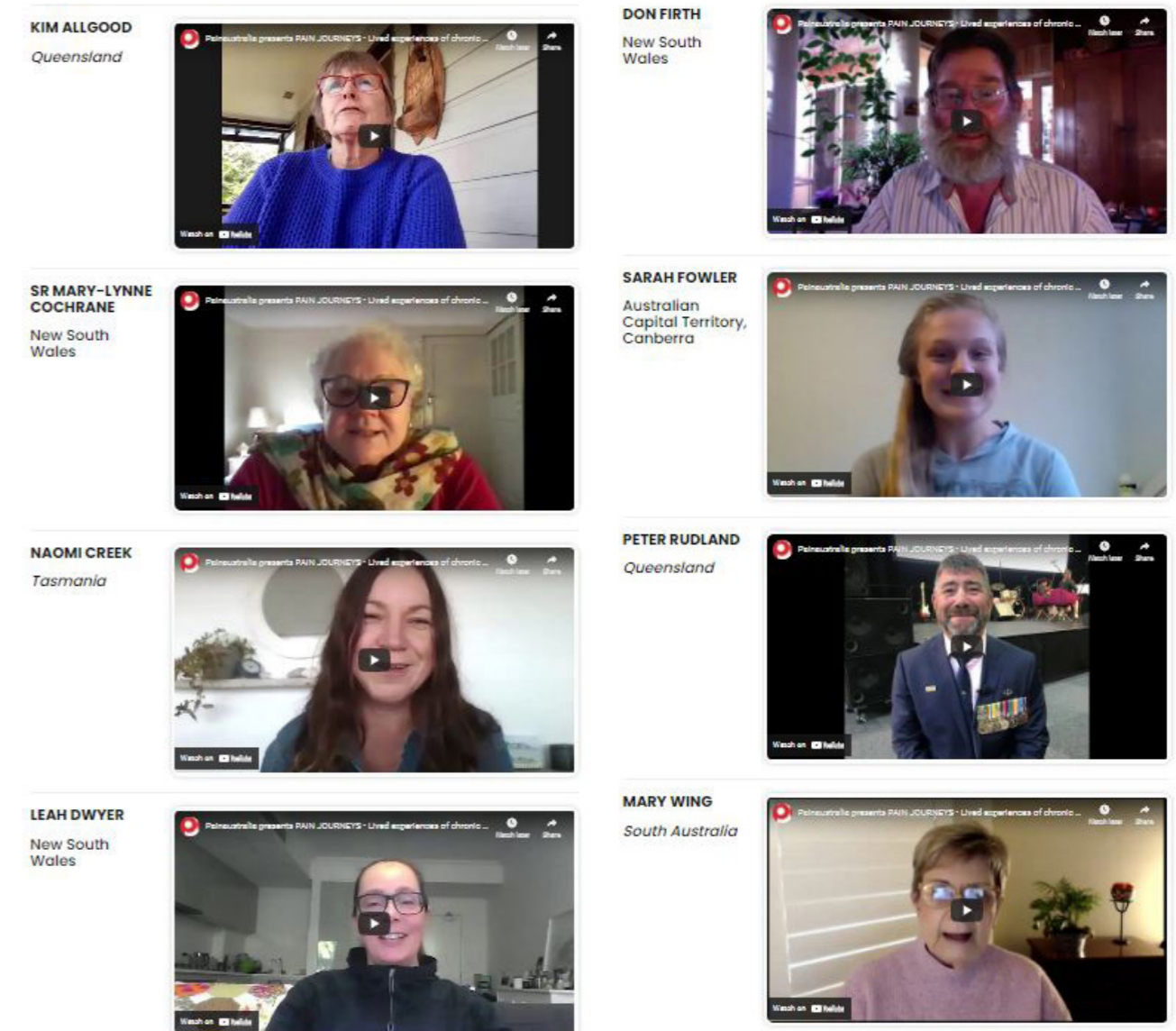
**Jeramiah Thomas** - Jeramiah developed neuropathic pain following an injury in 2012. He continued to seek advice and treatment for his condition ranging from conservative physiotherapy to

nerve blocks and botox which worsened his condition and ultimately lead to a diagnosis of Pelvic Complex Regional Pain Syndrome. After neuromodulation spread his symptoms to his legs and feet he now self manages and works closely with a team of conservative specialists to manage his condition with off label therapies that are theorised to intervene in his disease process. It has made a positive contribution to his quality of life.

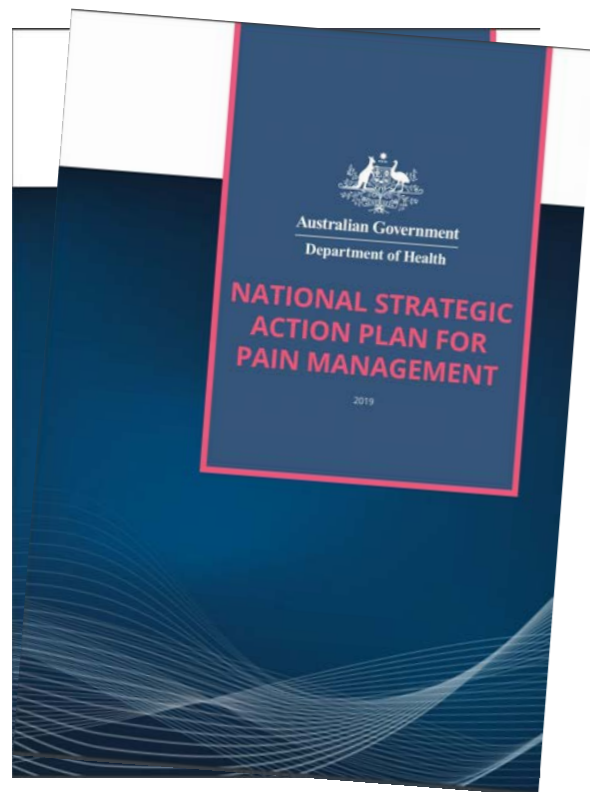
## PAIN JOURNEYS: Lived experiences of chronic pain in video series

A social media campaign ran through the month of November which placed a spotlight on consumer stories and discussion as PainAustralia launched our Pain Journey video series.

To view the video series go to [www.painaustralia.org.au/pain-journeys-lived-experiences-of-chronic-pain-2021](http://www.painaustralia.org.au/pain-journeys-lived-experiences-of-chronic-pain-2021)



# EVIDENCE-BASED POLICY



In May 2018, the Australian Government announced support for the development of the first ever National Strategic Action Plan for Pain Management (the Action Plan). The Action Plan, developed by Painaustralia, sets out the key priority actions to improve access to, and knowledge of, best practice pain management.

Developing the Action Plan was a critical step towards improving the quality of life for the millions of Australians that live with chronic pain (daily pain that lasts three months or longer) and reducing the burden of pain which is increasingly impacting families, communities and the economy. The plan sets out key priority areas and measures to improve access to, and knowledge of best practice pain management.

## THE NATIONAL STRATEGIC ACTION PLAN FOR PAIN

In 2020, the Action Plan was sent to all state and territory governments for approval and endorsement as part of the processes of National Cabinet. It will then be adopted at a national level.

In February 2020, Painaustralia joined with founding members of the Faculty of Pain Medicine of the Royal Australian and New Zealand College of Anaesthetists (FPM) for a workshop to seek cross-sectoral input on the implementation of the Action Plan. The workshop reviewed the expertise and capacity to deliver the different goals identified in the Action Plan and identified key priorities for early actions.

The forum was attended by the Department of Health including the Therapeutic Goods Administration. Acting Deputy Chief Medical Officer of Australia, Professor Paul Kelly, outlined the Government's response to the state of pain in Australia, highlighting the hidden aspect of preventing the onset of chronic pain, which is Australia's second leading cause of disability. FPM Dean Meredith Craigie and Dean Elect Mick Vagg called for action to support early implementation of the Action Plan highlighting social and psychological factors to be considered foremost in treatment before biomedical approaches.

Painaustralia CEO Carol Bennett provided an overview of the Action Plan and the rationale for specific recommendations, noting that access to best practice pain management and support is currently limited and restrictive.

Participants worked together on five themes: consumer education, health practitioner education, clinical guidelines and tools, access and better implementation and research. Importantly, one of the key outcomes across all the themes was the focus on ensuring consumer participation.

There was unanimous support that all the Action Plan outcomes and objectives could only be achieved if consumers remained a central part of their development and implementation.

### Submission to Productivity Commission Inquiry into the role of improving mental health

Painaustralia's submission highlighted figures from the Cost of Pain in Australia, prepared by Deloitte Access Economics, which found the reported comorbidity for chronic pain and depression or anxiety estimated at 44.6 per cent of patients, which is within the range of estimated values from the international literature.

People with chronic pain often live with depression, anxiety and/or other mood disorders. Chronic pain is also a significant risk factor for suicidal behaviour and people living with chronic pain are two to three times more likely to experience suicidal behaviour compared with the general population.

Overall, Painaustralia welcomed the recommendations made by the Commission and made additional suggestions to acknowledge the impact of chronic pain with regards to mental health.



## Budget Submission 2020-2021

Painaustralia provided a supplementary submission to inform the Treasury ahead of the release of Budget 2020-2021. Our submission noted that while the pandemic drew attention away from other health issues including chronic pain, we ignore these issues at our peril. Neither the individuals affected, nor our health system and economy, can continue to bear the burden of poorly-managed chronic pain.

Painaustralia's pre-budget submission outlined further initiatives prioritised for immediate funding based on consultation with members. These include:

- a media campaign targeted to people with pain, explaining the opioid prescribing changes, and raising awareness of other treatment options;
- telephone-based care navigation for people with chronic pain, staffed by trained and accredited counsellors;
- a community-based support worker program to help people self-manage their chronic pain;
- a new model of care for people with pain living in residential aged care homes; and
- Medicare Benefits Schedule (MBS) funding to support multidisciplinary chronic pain management.



### Submission to Senate Community Affairs References Committees Inquiry into current barriers to patient access to medicinal cannabis in Australia

Painaustralia's submission acknowledged the widespread use of cannabis products and degree of community support for greater access to them for a range of reasons. The focus of the submission was on the role of cannabis to manage chronic pain. In particular, the submission noted the role medicinal cannabis may play in aiding with distress and neuropathic pain but limited evidence to date specifically for chronic pain management.

Painaustralia supported current efforts to enable quicker access to medicinal cannabis where it has been correctly prescribed and recommends that efforts to expediate access must be informed by best practice approaches to pain management.

### Painaustralia's input to Natural Therapies Review

The Natural Therapies Review 2019–20 assessed the clinical effectiveness of the 16 natural therapies excluded from private health insurance from 1 April 2019.

Painaustralia highlighted the growing consensus and research base that supports the importance of coordinated interdisciplinary management strategies to address pain, regarded as best practice, as well as strategies to prevent the escalation of acute pain to chronic pain.

Painaustralia highlighted it is imperative that pain is prioritised through this Review, particularly the gaps in knowledge and practice. This includes understanding the causes and consequences of chronic pain and how some natural therapies may play a role in prevention and minimise its impact.

### The Preventive Health Strategy



Painaustralia's submission noted that tackling risk factors through prevention and early intervention is a vital step in reducing the growing prevalence and cost of chronic conditions, including chronic pain. Any preventive approach to injuries must emphasise the role that education and awareness plays for both consumers and health professionals. It is important to recognise that without best practice intervention, ideally multidisciplinary care, an injury can progressively worsen and lead to worse health outcomes, such as inappropriate reliance on medication to manage ongoing pain.

## FULL LIST OF 2020 SUBMISSIONS

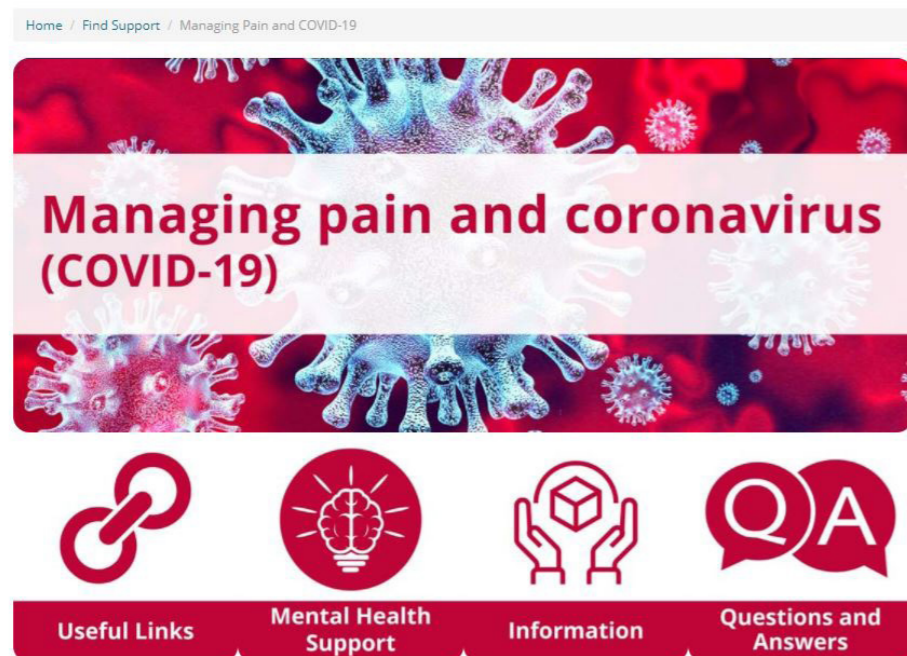
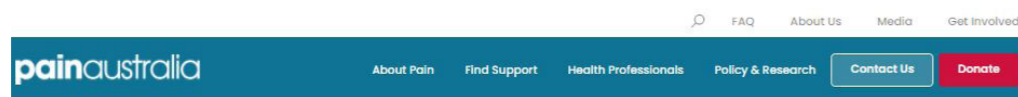
### Painaustralia provided submissions to various consultations and inquiries in 2020. They included:

- Painaustralia Submission to the 2020–21 Federal Budget—Supporting people with pain in these unprecedented times—August 2020
- Statement to the Parliamentary Friends on Pain Management and Medicinal Cannabis
- Submission to the 2020– 21 Federal Budget - Painaustralia August 2020
- The Preventive Health Strategy Submission from Painaustralia September 2020
- PAIN AND COVID-2019 - The perfect storm that validates the need to fast track technology advances in pain assessment for vulnerable populations and their families by Dr Jennifer Abbey, AM, Carol Bennett, CEO, Painaustralia and Philip Daffas, CEO, PainChek September 2020
- NICE Chronic Pain Assessment and Management Guidelines to National Institute for Health and Care Excellence London UK from Painaustralia September 2020
- Intergenerational Health and Mental Health Study Consultation paper and priority content for the National Health Survey 2022 from Painaustralia July 2020
- Inquiry Into The Use Of Cannabis In Victoria from Painaustralia July 2020
- The National Injury Prevention Strategy Submission from Painaustralia June 2020
- US CDC Consultation on Management of Acute and Chronic Pain Request for Comment from Painaustralia June 2020
- Proposed Amendments to the Poisons Standard – Down-Scheduling of Cannabidiol (CBD) from Painaustralia to TGA May 2020
- Proposed amendments to the Poisons Standard – Down-scheduling of Ibuprofen 400 mg to TGA from Painaustralia May 2020
- Canadian Pain Taskforce Consultation on Ways to Improve How We Understand, Prevent and Manage Pain in Canada From Painaustralia May 2020
- Natural Therapies review 2019/20
- Senate Inquiry on current barriers to patient access to medicinal cannabis in Australia from Painaustralia February 2020
- Submission to RACGP RED Book from Painaustralia February 2020
- Medical Research Future Fund Dementia, Aging and Aged Care Mission Roadmap from Painaustralia February 2020
- Submission to Evaluation of National Framework for Action on Dementia from Painaustralia January 2020
- Exploring options for the introduction of an Australian Unique Device Identification UDI System
- Proposed Enhancements to Adverse Event Reporting for Medical Devices
- Submission to Endometriosis Guidelines Consultation
- TGA Submission – Consumer Fact sheet Personalised Medical Devices
- Submission to the consultation on the Productivity Commission on Mental Health
- Submission to the National Obesity Strategy
- Submission to the Aged care Quality Indicators Program

# COMMUNITY AWARENESS AND INFORMATION

## COVID-19

To meet the growing need for COVID-19 information as it related to the management of chronic pain, Painaustralia developed a dedicated microsite. This COVID-19 information hub contains important information around useful resources, mental health support and answers to frequently asked questions. It also contains daily updates and latest news as well as Painaustralia's coronavirus-related blogs that cover the consumer and clinician perspective and information on how to manage chronic pain, mental health and ongoing uncertainty through challenging times.



## Opioid Regulation Changes



Opioid reforms continued to roll out with PBS changes taking effect from 1 June 2020 following earlier regulatory reforms that included: smaller package quantities, changes to the 'indications' and changes to the consumer information authority process required for opioids to be subsidised.

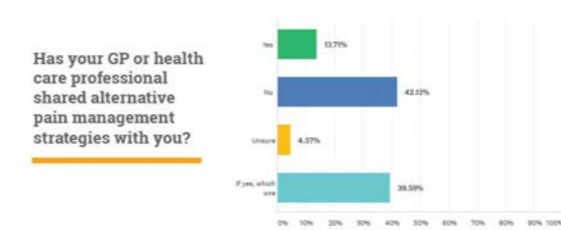
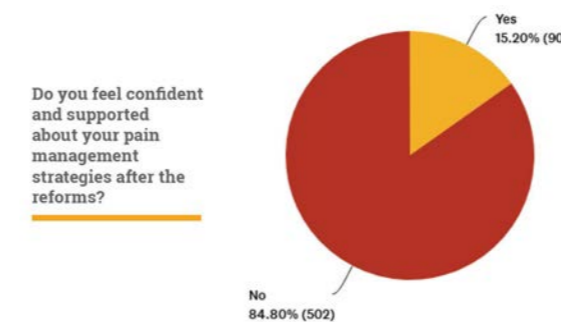
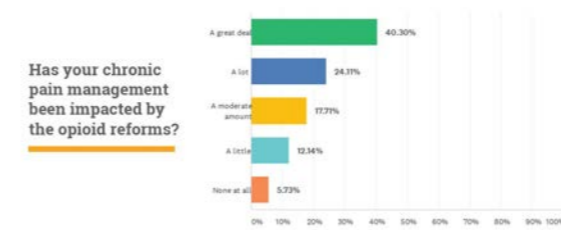
These regulatory changes impacted the prescribing of opioids as well as access to Modified Release Paracetamol for the management of pain.

Following the changes to the availability of opioid medications, Painaustralia continued to hear consumer concerns around the barriers the new changes created to effective pain management.

Painaustralia developed a dedicated webpage to host information about the regulatory changes, along with a consumer factsheet.

Painaustralia released a report of an Opioid Reform Survey that was launched in July 2020. There were nearly 600 responses in a period of a few days, nearly 300 comments on a social media post, and numerous emails and phone calls. The report revealed clear themes: for consumers, the latest opioid prescribing reforms created unacceptable barriers including an additional layer of complexity, loss of function and autonomy, perpetuated stigma and isolation and significant impacts on mental health.

The survey's findings outlined the lack of co-ordinated communication at the time of the changes to support these significant reforms to the availability of opioids. The findings also highlighted the lack of accessible and affordable options for the management of chronic pain, and especially the significant mental health impost of chronic pain.



**GP Awareness of Opioid Reforms – a partnership with NPS MedicineWise**



Painaustralia partnered with NPS MedicineWise on a proposal to the Department of Health to conduct a GP education program around the new opioid reforms. The work largely comprised updating and fine tuning the NPS opioid resources that Painaustralia had already provided input into and seeking further consumer feedback on the revisions via our CAG.

**NALOXONE**

Naloxone, a first aid medication for people who take opioids, is currently available for free at participating pharmacies and health centres. Find out more at [www.painaustralia.org.au/getting-help/take-home-naloxone](http://www.painaustralia.org.au/getting-help/take-home-naloxone)

painaustralia naloxone

**NALOXONE**

Naloxone temporarily reverses the effects of an opioid overdose and can be easily used by anyone. For info about how to access Naloxone for free, visit [www.painaustralia.org.au/getting-help/take-home-naloxone](http://www.painaustralia.org.au/getting-help/take-home-naloxone)

painaustralia naloxone

**NALOXONE**

Naloxone is a first aid medication that can temporarily reverse an opioid overdose by helping a person to breathe until an ambulance arrives. Find out more at [www.painaustralia.org.au/getting-help/take-home-naloxone](http://www.painaustralia.org.au/getting-help/take-home-naloxone)

painaustralia naloxone

## Take Home Naloxone

The Australian Government invested \$10 million in a Take Home Naloxone Pilot. Under the pilot, naloxone is available for free to people who may either experience or witness an opioid overdose. No prescription is required.

The Take Home Naloxone pilot is aimed at tackling rising opioid related harm and assisting people who are at risk of an opioid overdose or adverse reaction, their carers, friends and family members.

The pilot started on 1 December 2019 and Painaustralia worked with the Department of Health to promote the program and share information with consumers, families and carers.

**Naloxone**

Do you take opioids to manage your chronic pain? Talk to your health professional about **Naloxone** - now free in available pharmacies and health centres

painaustralia naloxone

## University of Sydney IMPLORE Trial

Painaustralia, including through our Consumer Advisory Group, supported the University of Sydney to provide consumer input through to its IMPLementing an Opioid stewardship intervention to REduce opioid use trial (IMPLORE).

# CONSUMER AWARENESS AND EDUCATION PROJECT

In 2020, Painaustralia commenced work on the Consumer Awareness and Education Project as announced by Health Minister Greg Hunt in 2019.

The purpose of this project is to improve consumer knowledge of chronic pain and pain management by increasing the availability of evidence-based information. It will also assist health practitioners in accessing key resources.

Painaustralia's project will improve community understanding of pain and its treatments by the development of a 'one stop shop' providing a gateway for best practice evidence-based pain education and information in Australia. This interactive and comprehensive national website will be complemented by an 'app' for easy access to the information for consumers, carers and health practitioners.

painaustralia

About Pain Find Support Health Professionals Policy & Research Contact Us Donate

*"I am delighted to join Painaustralia as a Pain Champion. Pain impacts millions in our communities, and for me, is a lived, personal experience. I am dedicated to push for real change, improved public understanding of the experiences of those with chronic pain, and improved information and advocacy for the many people living with pain."*

**Tara Moss: Our newest Pain Champion**

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.

Find out more about pain >

Connect with the community >

Find Support >

Frequently asked questions >

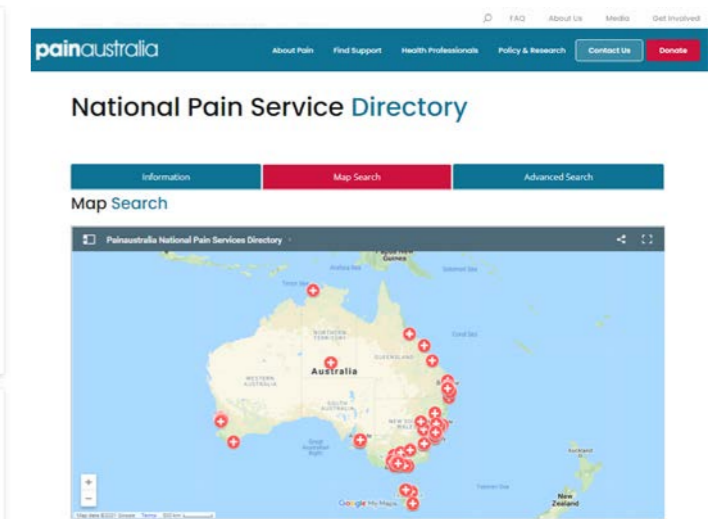
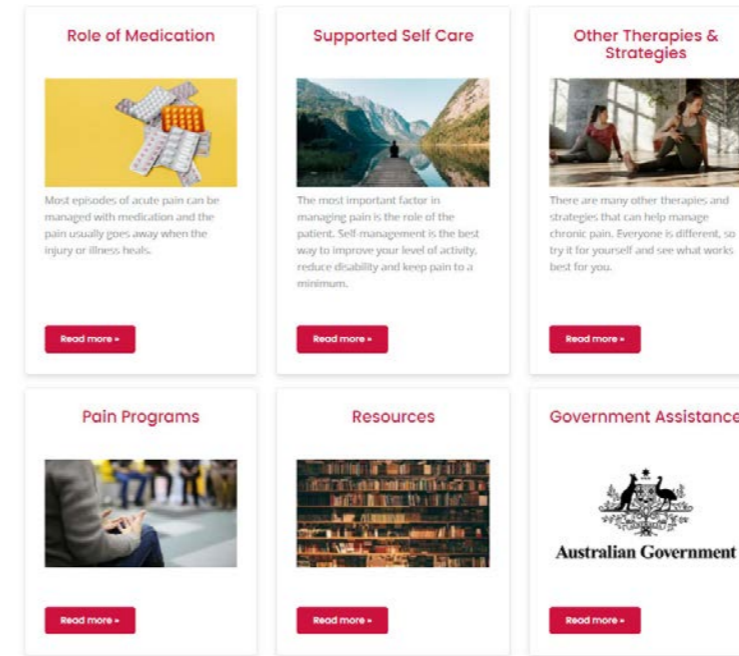
The materials and messages will be developed in partnership with consumers and health experts. The digital platform and the app will provide understanding of pain conditions, lived experience of pain, improved understanding of best practice care (including care pathways), informed practice and guidelines.

To enable successful behavioural change and to achieve impact, our community awareness and education initiatives will be accompanied by consumer information, resources, and support. The project aligns with the priorities and actions as outlined in the National Strategic Action Plan for Pain Management (the Action Plan).

Painaustralia will continue to work with the chronic pain community, our members and extended networks to progress outcomes under this new project.



Best practice information for managing chronic pain



## National Pain Services Directory

## COMMUNICATION AND AWARENESS REFERENCE GROUP

In 2020, Painaustralia formed the Communication and Awareness Reference Group (CARG). The CARG will assist Painaustralia in the development of our new website. The CARG which is chaired by Painaustralia Director, Dr Chris Hayes is comprised of a small group of experts across the chronic pain community. The CARG meets regularly to provide expert input into the review and curation of our website contents.

The CARG has been instrumental in ensuring that our website is a gateway for best practice, evidence-based pain education and information in Australia.

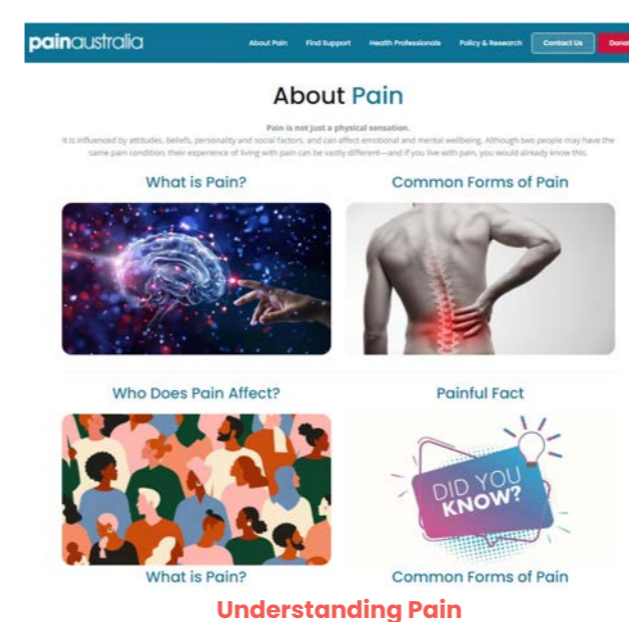


Dr Chris Hayes

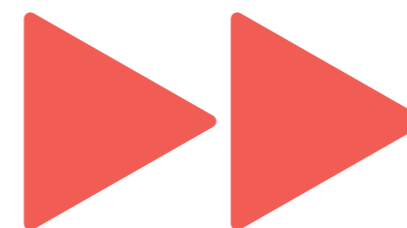
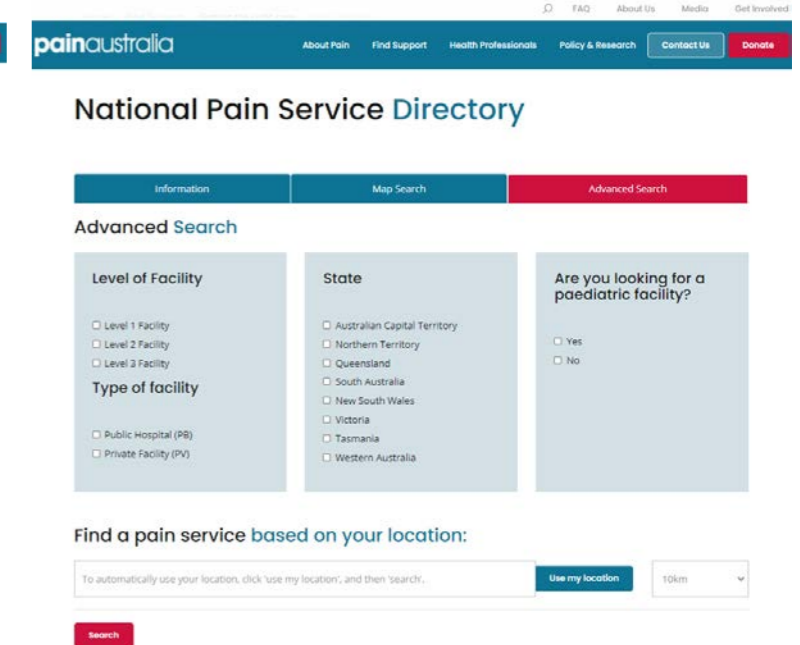
Painaustralia Director and Chair of Communication and Awareness Reference Group

### COMMUNICATION AND AWARENESS REFERENCE GROUP MEMBERS

- Sister Mary-Lynne Cochrane, Painaustralia Consumer Advisory Group Chair
- Prof Lorimer Mosely, Pain revolution CEO
- Dr Milana Vortrubec, Royal Australian College of General Practitioners Chair
- Dianne Wilson, Australian Physiotherapy Association, National Chair, Pain Group
- A/Prof Anne Burke, Australian Pain Society President
- Jenny Johnson, Australian College of Rural and Remote Medicine CEO
- A/Prof Michael Vagg, Faculty of Pain Medicine Dean



Understanding Pain



**170K+**  
visits to Painaustralia's Website in 2020

**340K+**  
page views of Painaustralia's Website in 2020

# PARTICIPATION IN INTERNATIONAL AND NATIONAL FORUMS

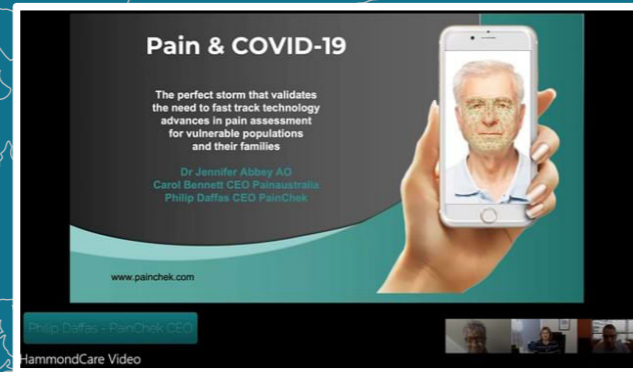
Painaustralia continued knowledge-sharing at both national and international events through 2020.



Painaustralia CEO, **Carol Bennett** shares experience of Australia's National Strategic Action Plan on Pain Management with colleagues in Halifax, Nova Scotia.

## Canadian Institutes of Health Research Forum

In January CEO, Carol Bennett shared Australia's experience of developing the National Strategic Action Plan on Pain Management with colleagues in Halifax, Nova Scotia as part of the 'Best Brain Exchange' by the Canadian Institutes of Health Research.



## International Dementia Conference 2020 – Care in the Age of Outrage

In September, CEO Carol Bennett joined Dr Jennifer Abbey AM and Phillip Daffas, CEO of PainChek, to present on pain and COVID-19 on the opening day of the International Dementia Conference 2020 – Care in the Age of Outrage. The presentation highlighted the prevalence of pain among older Australians, and how it can go largely undetected particularly among people with dementia.

## 14th Annual Pain Society of Alberta Virtual Conference

In October, CEO Carol Bennett presented at the 14th Annual Pain Society of Alberta Virtual Conference on the topic of 'A perfect storm: Chronic pain in the Covid-19 era'.



Mr **David Smith MP** and Painaustralia CEO **Carol Bennett**

## PAIN2020

In October, CEO Carol Bennett took part in the virtual conference PAIN2020 to discuss chronic pain and opioid reforms in the era of Covid-19.

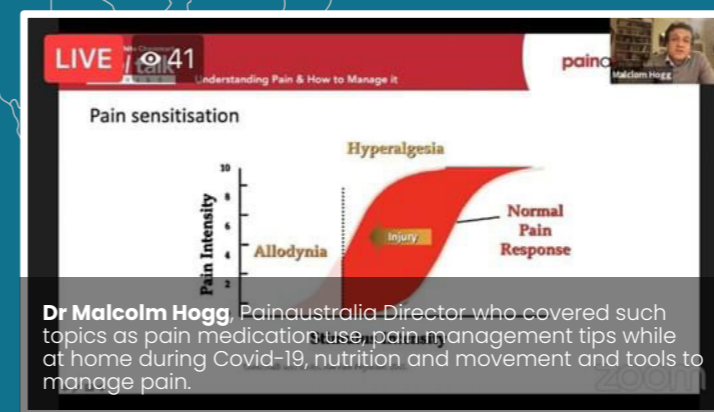


Painaustralia CEO, **Carol Bennett** at 'Real Talk

## Pain and Its Management webinar

Painaustralia partnered with TerryWhite Chemmart in driving consumer awareness of holistic pain management to mark National Pain Week 2020.

The 'Real Talk' series was introduced by Painaustralia CEO Carol Bennett and followed by Painaustralia Clinical Advisor, Anaesthetist and Pain Medicine Specialist, Dr Malcolm Hogg who covered such topics as pain medication use, pain management tips while at home during Covid-19, nutrition and movement and tools to manage pain.



**Dr Malcolm Hogg**, Painaustralia Director who covered such topics as pain medication use, pain management tips while at home during Covid-19, nutrition and movement and tools to manage pain.



FPM Dean **Meredith Craigie**, Painaustralia CEO **Carol Bennett**, Dean Elect **Mick Vagg** and **Nigel Fidgeon**, CEO of ANZCA

## Roundtable for medicinal cannabis research priorities – Medical Research Future Fund (MRFF)

Painaustralia participated in the Department of Health's Medicinal Cannabis Roundtable. The aim of this was to understand the priority areas for research into medicinal cannabis. Our input contributed to shaping the MRFF \$3 million Medicinal Cannabis Research Grant Opportunity.

## Painaustralia representation on key advisory bodies

Painaustralia was an active representative on various advisory groups such as the Therapeutic Goods Administration's Opioid Regulatory Communications Committee.



Painaustralia CEO **Carol Bennett**, **Libby Coker MP** and Professor **Lorimer Moseley** at Pain revolution Rural Outreach Tour 2020



Painaustralia CEO **Carol Bennett** and Australian Physiotherapy Association National President **Scott Willis**



# MEDIA AND COMMUNICATION



Painaustralia issued 8 media releases in 2020. We were regularly interviewed and quoted in mainstream media. A selection of interviews include:

## The Daily Telegraph

The Daily Telegraph - 03 September 2020

Rapes, murders: Sickening aged care atrocities exposed

## The Courier-Mail

The Courier Mail - 02 September 2020

Aged Care 360: News Corp launches campaign to sort out aged care mess

## THE HOUSE OF wellness

The House of Wellness - 20 August 2020

Migraines 101: Why they are more than just a headache

## THE AUSTRALIAN

The Australian - 17 August 2020

Botched government rollout leaves people in pain with no support



ABC Brisbane Radio - 17 August 2020

Painaustralia CEO, Carol Bennett speaks to ABC Brisbane Radio about impact of Opioid Reforms.

## The Saturday Paper

The Saturday Paper - 15 August 2020

Chronic pain and Covid-19

## ABC NEWS

ABC News - 21 June 2020

Our CEO speaks to Anna Vidot on ABC Canberra's Drive about chronic pain and its massive impact.

## The Daily Advertiser

The Daily Advertiser - 12 June 2020

Painaustralia, Cassie Brady call for better specialist pain treatment in Wagga

### SBS Insight episode on Conquering Chronic Pain

Painaustralia supported the production of the SBS Insight episode on Conquering Chronic pain that was televised on 14 April 2020. Host Jenny Brockie spoke to panellists, including the Chair of Painaustralia's Consumer Advisory Group Sr Mary-Lynne Cochrane, Pain Champion and Invictus Gold Medallist Peter Rudland, and Board Director Prof Paul Glare, as they shared their experiences with chronic pain management.



Pain Champion and Invictus Gold Medallist **Peter Rudland**, Painaustralia Board and Chair Consumer Advisory Group, Sister **Mary-Lynne Cochrane** form part of the panel on **SBS Insight**

## Pharmacy

The Retail Pharmacy - 05 June 2020

Painaustralia CEO speaks on tighter regulation of opioid use, #COVID19, and broader need for multidisciplinary pain management in Australia in the June 2020 issue of Retail Pharmacy. <https://buff.ly/2U7DMPk>

## THE AGE

The Age - 27 May 2020

Painkiller packs cut down to size as opioid crackdown intensifies

## COMMUNITY Care REVIEW

Australia's magazine on home and community-based care and support

Community Care Review - 12 May 2020

One in four older Australians live with chronic pain

## THE Senior

Australian Senior - 12 May 2020

Chronic pain affects one in five over 45

## The Canberra Times

The Canberra Times - 10 May 2020

New course fills the chronic pain gap

## ABC NEWS

ABC NEWS - 7 May 2020

ABC news ABC News speaks with Carol Bennett about the new AIHW report on chronic pain in Australia (at 31.07 mark)

## croakey

Croakey - 1 May 2020

Opioid prescribing conundrums in the era of health care reform

## SBS News

SBS News - 14 April 2020

New approaches to treating chronic pain

## The Daily Telegraph

The Daily Telegraph - 20 March 2020

Assoc Prof Malcolm Hogg speaks to the Daily Telegraph about managing COVID 19 and the use of ibuprofen

## The Sydney Morning Herald

The Sydney Morning Herald - 4 February 2020

Australia's opioid crisis: Deaths rise as companies encourage doctors to prescribe

## The Guardian

The Guardian - 16 February 2020

Life after opioids: 'We have not served our patients well'

## The Guardian

The Guardian - 15 February 2020

Life after opioids: 'I went home and cried for a long time. I felt really stupid'

## THE AGE

The Age - 6 February 2020

Opioid crisis: Australian states told to act now or suffer a public health emergency



10 News - 23 January 2020

Researchers at the University of Sydney have used human stem cells to make pain-killing neurons that provide lasting relief in mice, without side effects, in a single treatment. Prof Paul Glare interviewed <https://buff.ly/2U0Fwe9> (also aired on Channel 10 News)

## LifeChoices

Your Life Choices - 17 January 2020

'Revolutionary' pain treatment



Painaustralia CEO, Carol Bennett speaks to Sky News about Aged Care

# SOCIAL MEDIA & WEBSITE



**170K**

visits to Painaustralia's website in 2020



**6.5K+**

followers @Painaustralia Twitter



**220K+**

Audience Reached on Twitter in 2020



**7500+**

followers @Painaustralia Facebook



**250K+**

Audience Reached Facebook in 2020

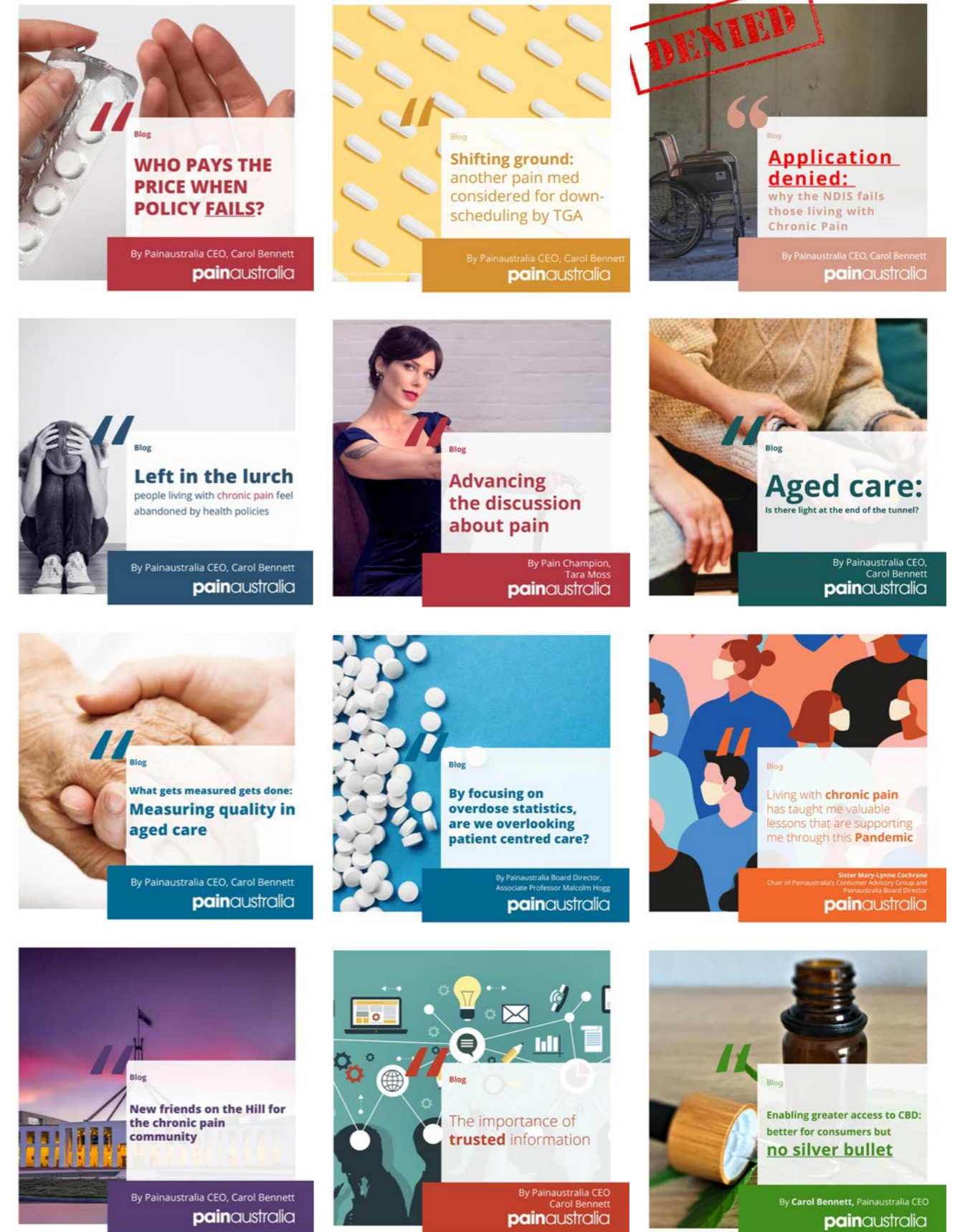


**30K**

Painaustralia eNews reach each month

# BLOGS

Painaustralia produced **45 blogs** outlining key issues impacting people living with chronic pain throughout 2020. They can be found at [www.painaustralia.org.au](http://www.painaustralia.org.au)



# ORGANISATIONAL SUSTAINABILITY

## Membership ►►►►►►►►►►

Painaustralia’s members include representatives from across the health sector. The strength of our diverse network allows us to engage with key health professional bodies, as well as consumer groups and individuals.

**Our Category A members** include our founding members the Australian and New Zealand College of Anaesthetists (ANZCA), the ANZCA Faculty of Pain Medicine (FPM), the Australian Pain Society (APS) and the Pain Foundation formally known as Pain Management Research Institute (PMRI).

Painaustralia’s membership drive was successful in attracting renewals as well as an increased and strategic group of new Category B members.

**Category B members** include:

Medical colleges – Royal Australasian College of Physicians; Royal Australasian College of Surgeons; The Royal Australian and New Zealand College of Psychiatrists; The Royal Australian and New Zealand College of Obstetricians and Gynaecologists; and the Australian and New Zealand Society of Palliative Medicine.

The broad health organisation membership now includes Australian Physiotherapy Association, NPS MedicineWise, Australian Society of Rehabilitation Counsellors, MS Australia, Parkinsons Australia, Pain Revolution, the Brain Foundation, Migraine Australia Ltd, Chronic UTI, Australian Rheumatology Association, Australian Acupuncture & Chinese Medicine Association, Arthritis ACT, Pedorthic Association of Australia Inc, Neuromodulation Society of Australia and New Zealand (NSANZ), Palliative Care Australia, Carers Australia, The Society of Hospital Pharmacists of Australia (SHPA), the Australian Health and Hospitals Association and Catholic Health Australia as well as numerous pain clinics and services across Australia.

**Category C members** include the Public Health Association of Australia, National Rural Health Alliance, Services for Australian Rural and Remote Allied Health and the Australian Hospitals and Healthcare Association.

# OUR SPONSORS

Painaustralia, a not-for-profit deductible gift recipient organisation, is reliant on sponsorship and pro bono support in order to carry out our important work.

We would like to express our sincere thanks to the following companies that generously provided us with pro bono services during 2020:

**Corrs Chambers Westgarth for legal services**  
**ESV Accounting and Business Advisors for auditing services**  
**Financial Reporting Specialists (FRS) for the preparation of financial statements.**

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**Australian and New Zealand College of Anaesthetists (ANZCA)**  
**Faculty of Pain Medicine, ANZCA**  
**Australian Pain Society**  
**Pain Foundation formally known as Pain Management Research Institute (PMRI)**

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# 2020

## PAIN

FINANCIAL COST



# \$144.10 billion



# PAINAUSTRALIA



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