

TELETHON

What's it all about?

Telethon 2010 will take place November 13 & 14
at the Perth Convention Exhibition Centre



Introduction

- ▶ The Channel 7 Telethon Trust is a registered charity with a philosophy that financially supports the medical and social welfare of children and young people and fund research into children's diseases.
- ▶ In 1968 a group of senior executives from Channel 7 Perth established Telethon; a registered charitable trust dedicated to raising funds to improve the lives of children and young people throughout Western Australia. Since its inception, Telethon has raised over \$94 million and provided much needed financial assistance to a significant number of charitable organisations, children's hospitals and research/medical facilities in Western Australia.
- ▶ Throughout the year, Telethon partners up with many of Perth's leading organisations, to hold numerous fundraising events and projects. Some of the iconic Telethon events and projects include *The Telethon Home, Lexus Telethon Ball, Telethon Toddle, Telethon Kids Carnival, Telethon Christmas Sizzle, Movie Days, Seniors Concerts* and many more.
- ▶ A new range of events and projects are established for Telethon each year.



Introduction

- ▶ The 26 hour continuous broadcast of Telethon is held at the Perth Convention Exhibition Centre. It's televised on Channel 7 across Perth and on the Golden West Network throughout the rest of Western Australia (Australia's largest state).
- ▶ Seven Network personalities and leading Australian musicians and performers make their way to Perth, donating their time to take part in the weekend. It's a celebration of the dedication and commitment that thousands of West Australians have in supporting Telethon each year.
- ▶ Such a significant event would not be possible without the support of international and national artists in the music, television and film industry who are invited each year to participate in the Telethon Weekend. Telethon has played host to some of the world's biggest celebrities including; Harry Connick Jnr, Celine Dion, Sammy Davis Jnr, Whitney Houston, Hugh Jackman, Michael Jackson, Julian Lennon, Tina Turner, and Stevie Wonder, along with Australia's leading musicians, performers and actors.

Perth's
Telethon is the
most successful
telethon event
(per capita) in
the world.



telethon
7

Telethon's Beneficiaries

Telethon supports and grants funding to three major beneficiaries each year; ***Telethon Institute for Child Health Research, Princess Margaret Hospital for Children, and the Telethon Speech and Hearing Centre.*** A significant number of other charitable organisations receive funding from Telethon.

- ▶ The grants are utilised for the purchase of new medical equipment, aids and devices, undertaking medical research into children's diseases, establishing new facilities, provision of counselling and support services for children and young people.
- ▶ Since its inception, Telethon has assisted these organisations in helping West Australian children and families:

Albany Regional Hospital

Asthma Foundation

Association for Autistic Children

Autism Action

Broome Regional Hospital

Bunbury Regional Hospital

Camp Quality

CANTEEN

Carers WA

Carson Street P&C Association

Cerebral Palsy Association WA

Centre for Cerebral Palsy

Compassionate Friends Association

Diabetes Research Foundation

Foodbank

Fremantle Hospital

Fremantle Hospital Medical Research Foundation

Gladys Newton School P&C

Juvenile Diabetes Foundation Australia

Juvenile Diabetes Association

Kidsafe

King Edward Memorial Hospital

Leeuwin Ocean Racing Foundation

Life Education WA Inc

Lions Cancer Institute

Make a Wish Foundation

Multiple Sclerosis Society

Muscular Dystrophy Association

Noongah Community

Special Air Services Resources Trust

The Meningitis Centre

The Royal Lifesaving Society

Therapy Focus

Torchbearers for Legacy

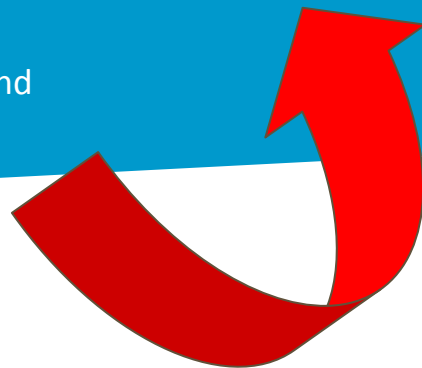
UWA Diabetes Research Foundation

UWA School of Paediatrics & Child Health

Women & Infants Research Foundation

SAS Resources Trust

Teen Challenge



Achievements

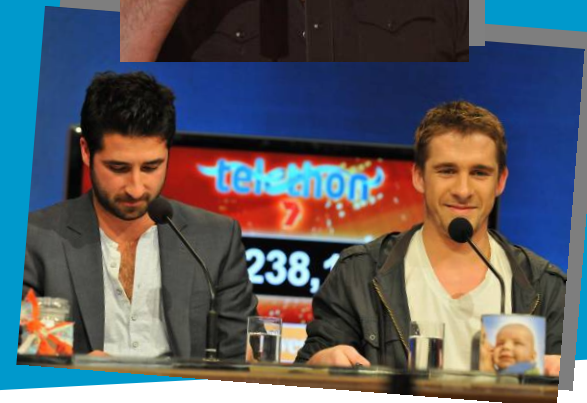
Some of the major contributions made by Telethon to charitable organisations, children's hospitals and research/medical facilities in recent years include:

- ▶ Funding towards the establishment and ongoing operation of the Telethon Institute for Child Health Research.
- ▶ \$1 million to establish the Telethon Total Care Unit for Children with Cancer at Princess Margaret Hospital.
- ▶ Grant to purchase a high frequency oscillatory ventilator and nitric oxide to aid children with chronic breathing and heart problems at Princess Margaret Hospital.
- ▶ Ongoing funding for working expenses of the MRI machine at Princess Margaret Hospital
- ▶ Grant to Sir Charles Gairdner Hospital for the purchase of a radiology planning computer.
- ▶ \$875,000 to purchase a CT9800 Scanner at Princess Margaret Hospital
- ▶ Funding for the establishment of a skin culture service for the Burns Unit, Princess Margaret Hospital.
- ▶ Funding for the establishment of a parents' lounge within the Neo-Natal Intensive Care Unit at King Edward Memorial Hospital for Women.
- ▶ Funding towards the upgrade of Intensive Care facilities at Princess Margaret Hospital.
- ▶ Provision of grants to the Telethon Speech & Hearing Centre towards the Early Intervention Program.



Achievements

- ▶ Establishment and ongoing funding of the Telethon Fellowship Program at the Women & Infants Research Foundation including funding towards the Telethon Foetal Medicine Fellow and the Telethon Newborn Medicine Fellow.
- ▶ Establishment and ongoing funding of the Telethon UWA Paediatric Research Fellowships with the University of Western Australia School of Paediatric & Child Health.
- ▶ Funding to Cystic Fibrosis Association for home support services, educational and social programs for young sufferers of cystic fibrosis.
- ▶ Grants to Make a Wish Foundation to provide wishes to children suffering life threatening illnesses.
- ▶ Provision of funding to Princess Margaret Hospital for the purchase of ceiling suspended x-ray gantry, control panel and generator for the Resuscitation Room.
- ▶ \$600,000 to finance the purchase of 5 anaesthetic work stations at Princess Margaret Hospital.
- ▶ Grant to Princess Margaret Hospital for the purchase of a mobile x-ray machine for use in the Emergency Department.
- ▶ Provision of funding to Princess Margaret Hospital to facilitate the construction of a Children's Diabetes Day Centre.
- ▶ Grant to Therapy Focus for the purchase of medical equipment, aides and structural home modifications for children suffering disabilities, including, day-bed positioners, wheelchairs, communication output devices and postural seating modifications.



Achievements

- ▶ Grant to Second Step to fund the purchase of books and resources to establish an autism specific lending library in the South West of Western Australia.
- ▶ Grant to construct and fit out the 'Telethon Club', a modern high tech fun and games centre at Princess Margaret Hospital.
- ▶ Funding to WA Institute for the Blind for the purchase of mobile electronic magnifying equipment.
- ▶ Grant to Princess Margaret Hospital for the purchase of a ventilator used to assist breathing in patients during transfer to the Emergency Department.
- ▶ Funding to Youth Focus for the establishment of a counselling service.
- ▶ Provision of a grant to Helping All Little Ones to fund the establishment of positive mother and child relationship program at Bandyup Women's Prison.
- ▶ Establishment of the Stuart Wagstaff Fellowship to enable the investigation into paediatric burns care by registered nurses under the supervision of burns specialist Dr Fiona Wood AM, Australian of the Year 2004.
- ▶ Funding of children's camps and activities run by Carers WA, Muscular Dystrophy Association WA, Senses Foundation, Leukaemia Foundation WA, Fairbridge WA, and the Special Air Service Resource Trust.





Established in 1990, the world-renowned Telethon Institute for Child Health Research ('Telethon Institute') has adopted a multi-disciplinary research approach to major childhood illnesses such as cerebral palsy, childhood cancers, leukaemia, asthma and spina bifida. The institute has achieved so much in this relatively short period of time and has led to medical research breakthroughs that have had far-reaching benefits not only for Australian children, but children all over the world.

The Telethon Institute is lead by **Professor Fiona Stanley AC**, Australian of the Year 2003 and each year the Telethon Institute receives substantial funding from Telethon and this commitment is reflected in the naming of the world-class facility.

One of the principal beneficiaries of Telethon is the Princess Margaret Hospital for Children ('PMH'), now regarded as one of the world's leading paediatric facilities. Since 1994, Telethon has provided over \$17 million in grants to PMH for the acquisition of state-of-the-art medical equipment, specialist facilities and research fellowships.

Telethon Speech & Hearing Centre was established in 1967 and is committed to achieving miracles in our community with speech, language and hearing impaired children. Telethon Speech & Hearing offers early intervention programs for children and their families, school support programs, assistance to regional families, newborn screening and cochlear implant programs. The goal is to assist speech, language and hearing impaired children to live a normal and productive life, by providing them with the gift of speech.

