

# Hospital Life



The Alfred  
Foundation

NEWSLETTER OF THE ALFRED FOUNDATION

SPRING 2016

Special  
Edition with  
2015/2016  
Financial Year  
Supplement



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# Director's Report

*Welcome to the Spring 2016 edition of 'Hospital Life'*

With the end of another financial year comes another opportunity to reflect and say thank you. The last 12 months has seen The Alfred Foundation continue to see extraordinary generosity from our many dedicated supporters, and for this I express my sincerest appreciation.

This special edition of *Hospital Life* features the latest news from The Alfred as well as insights into a number of our key community events. We report on this year's Father's Day Appeal, which again raised vital funds for the hospital as well as promoted men's health awareness across the community. A cornerstone of the campaign, the *Healthy Men* publication provided men with helpful advice and practical tips from a number of the Alfred's leading clinicians. Turn to page 21 for more information.

You can also find more practical health tips in the regular contribution of The Alfred's Dr Marco Bonollo. In this issue, Dr Bonollo explains what you can do to keep your bones healthy and strong.

I've introduced you to some of our inspiring clinicians in this issue too. One who immediately comes to mind is Associate Professor Andrew Wei, whose innovative work in the field of Acute Myeloid Leukaemia is providing hope to a group of patients who can sometimes be told that they have only a matter of weeks left to live.

Another inspirational clinician is Professor David McGiffin, the Alfred's Director of Cardiothoracic Surgery. Featured as part of our regular 'Day in the life' series, he explains why he continues to find his work as interesting and rewarding as he did when he first entered the field three decades ago.

Once again, thank you. I hope you enjoy this edition of *Hospital Life*.

*Angela Mihelcic*

Angela Mihelcic  
Director

## Dr Bonollo's Health Tips: keeping your bones healthy



Dr Marco Bonollo, General Medicine Specialist.

Our body contains over 200 bones which help provide structure, protect organs, anchor muscle and store calcium. And while it's important to build strong and healthy bones during childhood and adolescence, there are a number of tips that you can use to protect your skeletal system throughout the rest of your life.

- 1 Ensure you are eating enough dairy or dairy alternatives. Calcium is a building block for health, but more than half of all Australians don't consume enough each day. When this occurs, our body will draw calcium away from our bones, weakening them. According to the Australian Guide to Healthy Eating, a dairy 'serving' can consist of one cup of milk/soy milk, two slices of cheese or  $\frac{3}{4}$  cup of yoghurt. For those who cannot consume dairy, seek specialist advice for appropriate alternatives. See the adjoining table for your recommended number of servings per day.

# Vale Eva Erdi

On behalf of The Alfred community we extend our heartfelt condolences to the Erdi family, and the Eva and Les Erdi Humanitarian Charitable Foundation, following the passing of Mrs Eva Erdi.

A generous benefactor and supporter of The Alfred, Eva's extraordinary philanthropy will be felt by the Victorian community for generations to come.

In 2015, Eva presented The Alfred with the largest gift in the hospital's history. Given in honour of her late husband, Les, Eva's donation gave life to a project that promises to improve emergency care for more than 65,000 patients each year.

This unmatched generosity will soon see work begin on the redevelopment and expansion of the hospital's Emergency and Trauma Centre. In recognition of this support, we are proud that the centre now bears Eva and Les' names.

Both Eva and Les developed a strong friendship with The Alfred. In Eva's case, her longstanding relationship with the hospital went back decades



The Alfred mourns the loss of Eva Erdi, pictured here with her late husband Les.

to when her mother was treated at The Alfred as a patient.

Eva was an inspirational woman, and a warm, vibrant and caring friend of The Alfred who will be greatly missed.

### Recommended dairy servings

	Men	Women
19-50 yrs	2 ½	2 ½
51-70 yrs	2 ½	4
70+ yrs	3 ½	4

- 2 Being physically inactive increases your risk of osteoporosis – a condition that causes bones to become weak and brittle. Weight-bearing exercises (exercises done while on your feet so you bear your own weight) have been shown to reduce the rate of bone loss and in fact make your bones stronger. So try to incorporate regular physical activity into your daily routine – even if it's just going for a walk or climbing the stairs.
- 3 Like calcium, Vitamin D plays a fundamental role in keeping bones strong. With the sun the best source of Vitamin D, everyone agrees that you should get some form of sun exposure each day. However, there is no one amount that

is safe and appropriate for everyone, and this amount varies depending on the time of the year. To be sure, have a conversation with your doctor about the level of exposure that may be appropriate for you.

- 4 Avoid smoking and regular, excessive alcohol consumption. These are both risk factors for osteoporosis and bone fracture.
- 5 Bone health can be strongly inherited, so take time to think about whether you have a family history of osteoporosis. A bone density evaluation can alleviate any concerns you may have. Consult your GP for more information.
- 6 If you have suffered a bone fracture, make sure you seek evaluation from your GP for osteoporosis. For those at risk, a number of drug treatments exist that can help slow down or even prevent further bone damage.

*Read in conjunction with advice provided by your GP or specialist doctor.*

# Sean's life-saving gift

When you ask your average 10-year-old boy who their idols are, they are bound to rattle off the names of sporting champions and superheroes.

But Sean Rice is definitely not your average 10-year old.

"My hero lives inside my body," he says.

Sean's profound statement is due to the fact that in 2015 he was the recipient of a life-saving double lung transplant at The Alfred.

Now, as Sean's mother Lee-Anne recalls her son's remarkable journey, she reveals the severity of his condition preceding surgery. In fact, so serious was Sean's lung disease that he required oxygen pump support around the clock.

"Before we got the unexpected call from The Alfred with the news that donor lungs had become available, we were planning for the end," she says. "His life support was going to be turned off the very next morning... we had only hours left."

After the call, Lee-Anne and Sean immediately flew down from Brisbane to Melbourne where Sean underwent surgery.

"Now, Sean is eating real food for the first time in two and a half years. He is back at school, learning how to ride his bike, and doing all the things that young boys want to do," Lee-Anne says. "He even went to his first children's birthday party a couple of weeks ago."

*"My hero lives inside my body."*

Sean's life-saving procedure ultimately allowed the Rice family to return home for Christmas that year, but, as Lee-Anne quips, "Santa had to cut it quite fine".

This year, Lee-Anne is happy to say that she has had time up her sleeve to plan something special for her family. However, she explains that with the festive season approaching she can't help but think about the family and the gift that saved Sean's life.

"We are going to live our lives as best we can to honour that special gift," she says. "It was a beautiful, life-saving act."



Sean Rice is enjoying his new lease of life.

# Treatment breakthrough for aggressive blood cancer



Associate Professor Andrew Wei.

The Alfred has participated in a clinical discovery that is being hailed as one of the most promising advances against Acute Myeloid Leukaemia (AML) in decades of research.

Alfred haematologist Associate Professor Andrew Wei says the development is offering true hope to older AML patients – especially considering that some survive only weeks from the time of diagnosis.

“For the first time we have something new to offer in the fight against AML. Essentially, it means that we can completely change the type of conversations that we have with patients... from one of despair to one of hope.”

Involving a number of international collaborators, the recent clinical trial used a novel drug in combination with low-dose chemotherapy to treat older patients with AML. And as A/Prof Wei explains, the

results have been tremendously positive.

“In the first wave of patients who received the new combination therapy, the complete remission rates, as well as the duration of the remission, have been extremely promising,” he says.

*“The development is offering true hope to older AML patients – especially considering that some survive only weeks from the time of diagnosis.”*

*A/Prof Andrew Wei*

A/Prof Wei adds, “The new drug contains a molecule which

works by finding its way into a groove on one of the proteins (BCL2) that controls the survival of the leukaemia cells. Once sitting in this ‘pocket’ it can flick on the ‘death switch’ in the cancerous cells and the cells die.

“When we add low-dose chemotherapy to weaken and destabilise the cells it makes the molecule much more effective at killing them – leading to clinical benefits in the majority of patients treated.”

A/Prof Wei says the advancement is completely changing clinicians’ view of the disease, and will open the door to more in-depth research in the future with the hope of helping other cancer sufferers.

“My mission in life is to cure AML, and I am confident that this breakthrough is a momentous step towards one day achieving this goal.”

# In search of a silver lining

When Trevor Parker passed away in March this year with burns to almost 70 per cent of his body following a devastating accident, his loved ones were heartbroken.

But the Parker family was determined to turn their grief into something positive.

Trevor's brother Ken and nieces Katherine and Amanda took part in July's Run Melbourne with a personal goal to raise funds for The Helen Macpherson Smith Burns Unit at The Alfred.

Bernadette Parker, Trevor's wife, now expresses her relief that a silver lining has been found amidst the family's loss.

*“We are so thankful that all the support will go towards helping those at The Alfred.”*

*Bernadette Parker*

“Through Trevor's tragedy we got to experience the work of the clinicians in the Burns Unit first-hand, and their work really is extraordinary,” she says. “It's an absolute pleasure to support them.”

Bernadette reveals that the family's fundraising efforts were inundated with widespread community support, particularly due to Trevor's many connections across the Victorian and New South Wales livestock industries.

“It was tremendously overwhelming to see such great generosity... it made me realise just how respected and well-thought of Trevor was across the community,” she says. “And we are so thankful that all the support will go towards helping those at The Alfred.”



The Parker family raising funds for The Alfred's Burns Unit.

# View from the top

Professor David McGiffin says he finds performing transplants just as inspiring as he did when he first entered into the field three decades ago. “Transplantation is such a remarkable medical procedure,” he reflects. “Essentially, it takes people who are dying and gives them function again... it completely revolutionises their quality of life.”

Renowned internationally for his expertise in heart and lung transplants, Prof McGiffin’s career has seen him spend over two decades overseas as a leading surgeon at The University of Alabama in Birmingham, USA. On returning to Australia in 2013, he was appointed as The Alfred’s Director of Cardiothoracic Surgery, and continues to lead the way forward in this complex area of critical care.

Here, Prof McGiffin takes some time away from his surgical, research and managerial duties to talk to us about the nature of his work.

## What would you say is the most rewarding aspect of your job?

By far and away, the greatest reward is operating on patients and seeing them do well. Here at The Alfred we undertake heart and lung transplantation for both adult and paediatric patients, as well as offer mechanical circulatory support. We have the only dedicated paediatric transplant service in the country, and have saved the lives of children from all around Australia.

All this essentially means that The Alfred is routinely treating the most incredibly ill patients. So to be able to play a role in each of their recoveries, and

seeing them improve, is an amazing privilege. It absolutely trumps everything else in my day.

And, for me, the human element that underlies transplantation is just as significant. At its most fundamental level, the whole success of the process is entirely dependent on the willingness of families to donate the organs of those who are closest to them. And often this decision is made during the most difficult and trying time of their lives.

It continues to strike me as an amazing example of human solidarity, and to be able to regularly witness such selflessness and compassion is inspiring.

## What keeps you motivated?

Seeing advances in the field that result in better care for the patient. There has always been a commitment to research in The Alfred’s transplantation department and I am proud to say that we have been able to continue on with that ambition.

*“The Alfred is routinely treating the most incredibly ill patients. So to be able to play a role in each of their recoveries, and seeing them improve, is an amazing privilege. It absolutely trumps everything else in my day.”*



Prof David McGiffin, The Alfred’s Director of Cardiothoracic Surgery.

I also enjoy making sure the unit is running well, and working to help everyone involved in the department to have a rewarding and happy career.

## Outside of work, what else are you passionate about?

I actually learnt to fly aeroplanes when I was working in the United States. I became completely hooked and it has been a passion of mine ever since. I just haven’t had the time to get back into it... but it’s definitely something I look forward to doing more of in the future.

# Under the pump: tackling heart failure

**Almost one million Australians are affected by heart failure and this number continues to rise.**

Concerned about this trend, The Alfred took part in a new series of videos aimed at raising community awareness about the signs and symptoms of the serious condition.

Heart failure is when your heart muscles become too weak to pump blood around the body properly. People with heart failure feel tired and breathless and can have swollen legs, ankles or feet as fluid starts to build up in the body. It can be brought on by a heart attack, but also can develop over time from high blood pressure, diabetes or heart disease.

The online video series, 'Under the Pump', features the personal accounts of five patients who share their experiences receiving life-saving care at The Alfred.

You can watch the series, and learn more about heart failure, by visiting the AlfredHealthTV channel online: [www.youtube.com/AlfredHealthTV](http://www.youtube.com/AlfredHealthTV)



John Crabtree and wife Noela are featured as part of the video series.

# Out and about in support of The Alfred



**Thirteen years ago a group of dynamic young professionals got together and decided to form The Alfred's Life Support Committee. Today, the group continues its passion to help the hospital minimise the devastating impact of trauma on the community.**

Events hosted by the committee have raised over \$1 million towards the purchase of life-saving equipment to help Alfred clinicians provide the best possible care to critically injured patients.

Funds raised from the Life Support Committee's Portsea Polo event went towards supporting critical care at The Alfred.

A highlight of the group's efforts over the last 12 months was their fundraiser at the 2016 Portsea Polo. Set against the dramatic landscape of the Port Nepean National Park, guests enjoyed the day's festivities knowing that their ticket price would go towards supporting critical care at The Alfred.

## **Life Support Committee Members 2015/16**

Nick O'Donohue (Chair)  
 Matt Burgess  
 Simon Davies  
 Deiter Lim  
 Helen MacDonald  
 Lachlan MacDonald  
 Dr Kate Martin  
 Paula Nolan  
 Jason Pennell  
 Sadhna Wilson



# Supplement

THE ALFRED FOUNDATION 2015/2016 FINANCIAL YEAR

## Chairman's Report

Over the last 12 months, The Alfred provided quality care to more people than ever before.

And I am pleased to report that the hospital continued to enjoy tremendous support from its dedicated donors and supporters. Most notably, The Alfred Foundation has again surpassed our previous fundraising record for a financial year. In 2015/16, \$15.4 million was raised – a great reflection of the generosity displayed by individuals, community groups, estates, corporate partners, trusts and foundations, and media organisations.

I continue to be inspired by the remarkably strong community spirit of our wonderful supporters.

Such a spirit was evident through the support of Eva Erdi, who sadly passed away this August. Last year, Eva gave the largest gift in our hospital's history to help develop and expand our Emergency & Trauma Centre.

Donated in memory of her late husband Les, Eva's extraordinary contribution will directly improve emergency care for more than 65,000 patients a year, now and in the future.

In 2015/16, The Alfred Foundation's major fundraising efforts were focussed on the need to expand The Alfred's Cardiac Centre. The expansion will allow The Alfred to provide critical care to even more patients with life-threatening cardiac conditions. My sincere thanks to all contributors to this important initiative.

The last year also saw The Alfred Foundation complete fundraising to establish the Tony Charlton Chair of Oncology. This new leadership position will cultivate new and innovative cancer treatments, foster the best clinical talent, and accelerate the transfer of research findings into clinical practice. Importantly, it will contribute significantly to the fight against cancer.



Sir Rod Eddington AO.

Donors to The Alfred share the hospital's commitment to improving the health and wellbeing of our community. So please accept my gratitude for thinking of those who need your help. The donations we receive – whether big or small – help The Alfred save more lives now and in the future.

My message to all of our supporters is simple: thank you.

Best wishes

Sir Rod Eddington AO  
Chairman

## The Alfred Foundation Board Members 2015/2016

Sir Rod Eddington AO (*Chairman*)

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(*Deputy Chairman*)

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(*Patron*)



*Thank  
you*



The Alfred recognises each and every one of our donors. Thanks to your remarkable kindness, our staff are able to give the best possible care to those who need our help.

# Supplement

THE ALFRED FOUNDATION 2015/2016 FINANCIAL YEAR

## Financial Summary 2015/2016

Income	\$
Donations	6,216,822
Bequests	3,939,508
Foundations	4,410,604
Projects	712,273
Interest	166,152
<b>Total Income</b>	<b>15,445,359</b>
Less total expenses	2,895,778
<b>Net Income</b>	<b>12,549,581</b>

## Financial comparison over the last 5 years

	2015/2016	2014/2015	2013/2014	2012/2013	2011/2012
Income	\$	\$	\$	\$	\$
Total contributions	15,445,359	14,349,532	12,367,243	13,128,467	11,340,101
Total expenses	2,895,778	3,173,485	3,215,829	2,599,449	2,239,199
<b>NET INCOME</b>	<b>12,549,581</b>	<b>11,176,047</b>	<b>9,151,414</b>	<b>10,529,018</b>	<b>9,100,902</b>



## Hospital Benefactors

The Alfred Intensive Care Foundation	Helen Macpherson Smith Trust	The Pratt Foundation
Bunnings Warehouse	The Ian Potter Foundation	Ewa and Ezriel Rabinowicz
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## Hospital Departments and Staff

In addition to the donors listed here, there are many Alfred hospital departments and staff who make donations through their pay and through fundraising appeals. The Alfred appreciates their generous support.

## Volunteers

*The Alfred Foundation would like to thank our wonderful regular volunteers:*

Mrs Suan Chan	Mr Brian Hawdon OAM	Mrs Doreen Phillips
Mrs Patricia Davis	Mrs Pat Hayward	Mr Uri Rosenberg
Mrs Dianne Dymond	Mrs Rhonda Moroney	

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THE ALFRED FOUNDATION 2015/2016 FINANCIAL YEAR

## Top Donors

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THE ALFRED FOUNDATION 2015/2016 FINANCIAL YEAR

## Major Donors *Continued*

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Estate of Alice Elizabeth Allison	The Doris & Rupert Joseph Charitable Trust
Estate of Allan Raymond Armstrong	E C Blackwood Charitable Trust
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Estate of Donald Davis	

*Continued over page...*



# Supplement

THE ALFRED FOUNDATION 2015/2016 FINANCIAL YEAR

## Bequests *Continued*

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Estate of Evelyn Gertrude Lambe	Estate of Heather Sybil Smith
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Estate of Ivan Geoffrey Sarkies	Estate of Lois Ellen Wyld
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## In Memoriam

*From October 2015 to August 2016 we received donations from services held in memory of:*

Mr Attilio Accaputo	Mr Mark Brabham	Mrs Maria Rosa Crocitti	Mr Frank Desmier
Mrs Isabel Ackers	Mr Graham Brown	Mr Neale Crocker	Mr David Doig
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Mr Nicholas Blitsas	Mr Daryl Cornish	Mr John Derrick	<i>Continued over page...</i>

## In Memoriam *Continued*

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Ms Janice Laurie	Mr Louis Panaouris	Mr Irwin Scott	Mr Richard Zielinski
Ms Catherine Lawson		Mr Michele Scrofani	Mr Peter Zindilis
Ms Andrea Lehane			

# Cardiac Centre expansion update

Thanks to the amazing support from our donors for The Alfred's Cardiac Centre expansion, construction is well and truly underway.

Thank you to everyone who gave a donation. Your help will give more heart patients a second chance for a healthy life.

Behind the scenes: construction taking place in The Alfred's expanded Cardiac Centre.



## Putting patients on the fast-track to a speedy recovery

An intensive new physiotherapy routine will see some patients able to return home from hospital much earlier following major surgery, new research at The Alfred has found.

The study, led by Senior Physiotherapist at The Alfred, Lara Kimmel, focused on hip fracture patients. It found that physiotherapy sessions performed three times daily, rather than the traditional once-daily, saw patients' hospital stays reduced by more than 10 days.

"We now know that by simply increasing the amount of physiotherapy a patient does each day, they can improve faster," Lara says. "They are independent much earlier in their hospital stay, with improved confidence and ability to function."

Lara adds, "Patient feedback has been extremely positive. They absolutely love it, so we have got some great responses."

"Above all, our aim is always to get our patients back home again in the safest possible manner, so this research is really exciting."



# Women who care

Since 2001, Women@The Alfred has championed men's health, raising millions of dollars for The Alfred to treat men suffering with prostate cancer.

And in 2016, the group's dedicated support of The Alfred continued, with the 13th Annual Chairman's Lunch.

Held at Crown Casino's Palladium Room on the 12th of August, the lunch brought together over 600 of Melbourne's most influential leaders in business, health, sport and the media.

MC'd by Australian cricket legend Simon O'Donnell, this year's lunch proved a great success. A highlight of the event was the address by special guest speaker Air Chief Marshal Mark Binskin AC – the current Chief of the Australian Defence Force.



From L to R: Lee Rimes; Carolyn Stubbs, Chairman of Women@The Alfred; and Liz Agosta.

Women@The Alfred has again put its heart and soul into achieving its ambitions. As Carolyn Stubbs, Chairman of Women@The Alfred, said:

“Our original objective was to raise awareness of prostate cancer – the silent killer of the men we love. Then, along the way, we realised that raising awareness offered the opportunity to raise funds... we needed to create a platform and that platform is the Chairman's Lunch.”



Air Chief Marshal Mark Binskin AC addresses attendees.

**The Alfred thanks all the Women@The Alfred and the many dynamic and generous people who support their efforts. Special thanks to the following Women@The Alfred for their contribution to the Chairman's Lunch:**

Carolyn Stubbs	Nikki Braybrook	Suzy Harris	Sally Nolan	Janet Stubbs
Beverly Agosta	Loren Brown	Melissa Jackson	Elly Papisavas	Nicoletta Sylvester
Liz Agosta	Judi Busby	Kim Johnson	Jacqueline Pascarl	Christine Tarascio
Sesil Arzadian	Helen Cameron	Barbara Kefford	Assunta Pellicano	Jill Taylor
Annette Bacash-Armitage	Maria Cootes	Anou Khanijou	Fay Ramsay	Chantel Thornton
Pam Batrouney	Lauraine Diggins	Louise Lyons	Lee Rimes	Caroline Thurling
Shirley Bell	Michele Duncan	Suzy Martin	Debra Royce	Yolanda Torrissi
Olimpia Bortolotto	Julie Eisenbise	Nikki McCarthy	Toni Royston	Bec Walton
Sandi Bourke	Philippa Finney	Julie Merrigan	Ina Sampieri	Mary Williams
Greta Bradman	Paige Fitzroy	Ann Morrison	Monsi Sandor	
	Sue Harris	Kirsty Muddle	Zehra Stewart	

# Father's Day Appeal 2016

Father's Day is an opportunity for The Alfred to shine a spotlight on men's health. In the 16 years since its inception, The Alfred Father's Day Appeal has raised millions of dollars to improve the care that the hospital offers to men, their families and the entire community.

This year, the Appeal encouraged men to take responsibility for their health – both mental and physical.

The annual festivities kicked off with long-time supporter 3AW's traditional broadcast from inside the hospital. As part of the live broadcast, 3AW radio personalities were joined on air by a number of The Alfred's leading clinicians as well as a host of current and former patients. Each shared inspiring stories and talked about the life-saving work performed at the hospital each day.

This year, the funds raised from the Appeal will go towards supporting the expansion of The Alfred's Cardiac Centre.

The Alfred would like to thank all of the dedicated people who contributed their time and support in helping to make this appeal so successful.



Above: Alfred Health Chief Executive Professor Andrew Way live-to-air with 3AW.



Left: Alfred staff out in force to support the 3AW Father's Day Appeal broadcast.

This year's Father's Day Appeal once again produced its Healthy Men publication. Get your copy by contacting The Alfred Foundation on (03) 9076 3222 or download it online at [www.alfredfoundation.org.au](http://www.alfredfoundation.org.au)



We thank the 2016 Father's Day Appeal sponsors, partners and committee members.

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Yarra Trams

*2016 Father's Day Committee members*

Mr Chris Nolan (Chairman)  
Dr Marco Bonollo  
Ms Sally Callan  
Ms Anna Camuglia  
Mr Stephen Fagan  
Mr Brian Hawdon OAM  
Mr George Richards  
Mr Simon Seear

# Our first Olympic champion

As Australians, we often pride ourselves on our international sporting pedigree, however few may be aware that our country's rich linkage with sport's premier event – the Olympics – began following the involvement of a man etched in Alfred history.

## The Lion of Athens

An amateur athlete, Edwin Flack was studying accountancy and working in London when he chose to attend the 1896 Athens Games – the first of the modern Olympic era. Twenty-three years old at the time, he took leave from his job, journeyed across Europe, and entered as Australia's only participant.

Running in his old Melbourne Grammar sports uniform (green and gold was but a thing of the future), Flack won both the 800 and 1500 metre races – propelling himself to legendary status in Australian sporting history.

A day after winning his second race, Flack chose to compete in the marathon. Even though he had never competed in a race over 10 miles, he performed extraordinarily and eventually found himself in the lead. However, with just four kilometres to go, Flack collapsed, exhausted. Although unable to finish the race, his spirit endeared him to the Greek public, who dubbed him the 'Lion of Athens'.

## Back home, and with The Alfred

After the Olympics, Flack returned to Victoria to join his family's accounting firm. Decades later, in 1918, he accepted a position on The



An original etching of Edwin Flack.

Alfred's Board of Management – following in his late father's footsteps, whose own affiliation with the hospital had spanned 34 years.

For 16 years, Flack drew on his accountancy background to carry out valuable work for The Alfred in various capacities, was a member of the Finance Committee, and one of the representatives on the hospital's Board of Supplies. Following his death in 1935, The Alfred

honoured his contribution, observing that his "wide knowledge of finance was of inestimable value in helping to guide the hospital through the difficult periods of growth and depression".

Upon Flack's death, The Marian & E.H. Flack Trust was created to support community organisations. And it is through the Trust that the spirit of Edwin Flack's affiliation with The Alfred continues today.

# Great appreciation

A dedicated supporter of The Alfred for over 20 years, it wasn't until Susan Hosken's admission in 2002 that she was able to experience the life-changing work of the hospital and its clinicians first-hand.

As Susan reflects on her life preceding the admission, she shares with us her long history of battling mental health issues. Susan explains that, since her teenage years, she had been to various health services and been prescribed numerous medications and treatments. However, over time, her condition eventually deteriorated to the extent that she had to forego her much-loved job as a librarian.

"It was a very difficult time for me when I had to leave the workforce," Susan recalls. "It was a loss of a job I enjoyed and an opportunity to interact with

colleagues and the public. But, above all, it was a loss of self." Feeling the full effects of this transition, Susan's health continued to worsen – eventually culminating in her admission to The Alfred.

More than a decade later, Susan now enjoys life in her sunny bayside unit, surrounded by a large circle of friends and family. "My only regret is that I didn't go to The Alfred sooner," she says. "I had been a supporter of The Alfred for many years prior to my admission... but it really was this instance that reinforced my commitment to support the work of the medical staff of this great institution."

With these sentiments in mind, Susan recently chose to reinforce



Susan Hosken.

her longstanding support of the hospital by leaving a bequest in her Will.

"Honestly, I just couldn't think of a finer gift," she says.

*The Alfred thanks Susan and all of our wonderful bequestors for their generosity. If you would like to book a confidential discussion about how you can remember The Alfred in your Will, or request information, please contact Diane Deeming at The Alfred Foundation on (03) 9076 3222.*

# A nudge towards healthier choices

"Nudge theory" is a concept in behavioural science which says we are influenced in our decision-making by small, unconscious pokes and prods within our environment.

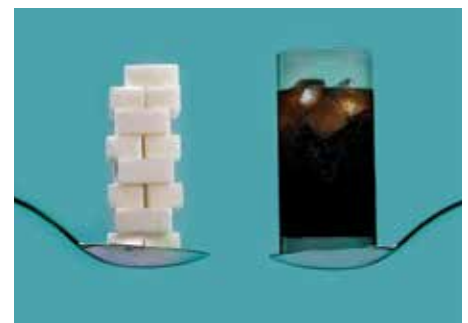
And, in a thought-provoking piece of research, The Alfred recently partnered with its onsite retailers to "nudge" visitors to make healthier choices when buying sugar-sweetened drinks at the hospital.

In a series of world-first trials, The Alfred found that by simply moving high-sugar drinks out of visible displays, or raising their price, customers drank them less often and instead bought healthier options.

Ultimately, the trials were successful in reducing the amount of sugar-sweetened beverages sold by around 36,500 drinks. Importantly, the trial also found that total drink sales remained the same – meaning that people's behaviour change did not negatively impact retail revenue.

Alfred Health's Lead for Population Health and Health Promotion Kirstan Corben says that due to the trial's great results, The Alfred has received overwhelming interest from a number of other organisations:

"The Alfred is recognised as a leader in the prevention of illness, disease and injury, and we have again seen this following our



research. We have particularly seen interest from Australian and international organisations – ranging from those in health or sports and recreation to those in children's environments.

"Like us, they are all interested in how they can implement small changes in their environments to help people lead healthier lives."

Thank you once again for  
choosing to support The Alfred.  
Your help means so much  
to so many.



*If you would like to give any feedback about this edition  
of Hospital Life, we would love to hear from you.*

*Please feel free to write your comments  
in the space below.*



# Yes, I would like to give my support to The Alfred

Here is my donation for:

\$35    \$60    \$100    \$250    \$1,000

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I want to give a regular monthly gift of \$ \_\_\_\_\_ to The Alfred to be deducted from my credit card on the 30<sup>th</sup> of each month.

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