



snowyhydro
SouthCare

SKIDS UP

VOL. 11 NO. 3

Newsletter of the Snowy Hydro SouthCare Rescue Helicopter

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2011 Australian Business Award for Community Contribution

HELP US TO CONTINUE SAVING LIVES

PO BOX 7018 CANBERRA BC ACT 2610 P: (02) 6207 9923 F: (02) 6207 9927 WWW.SNOWYHYDROSOUTHCARE.COM.AU

REGIONAL ACTIVITY

Neon Media Group Film Advertising Campaign

NOTE FROM OUR CHAIRMAN

The Snowy Hydro SouthCare Rescue Helicopter has been very active this winter period, attending a variety of incidents across the ACT and Southern New South Wales.

We have some empathy for the Rescue Helicopter crew over these extremely cold months as they not only battle difficult terrain and weather conditions but also the extremes of temperatures both day and night. We are naturally very grateful for their total commitment to assisting those in need no matter what the circumstances.

I would also like to extend a warm welcome to our new Chief Executive Owen Finegan. Owen has had an illustrious career as a professional athlete, representing Australian Wallabies and the ACT Brumbies with distinction over a 10 year period.

Owen brings to the Snowy Hydro SouthCare Helicopter Fund his considerable experience in dealing with major sponsors, his high profile as an international athlete, his excellent public speaking skills and, above all, his passion for this position and the work of the Snowy Hydro SouthCare Rescue Helicopter. We are delighted to have Owen join the team.

We have a very busy six months ahead and look forward to running a number of very successful fundraising events to support the great work of the Snowy Hydro SouthCare Rescue Helicopter.

I invite you to attend and support these events.



David Marshall AM
Chairman

Kieran Davidson who recently featured as a contestant on the reality television program, *The Farmer Wants a Wife* is the headline of a new advertising campaign which highlights the importance of the Snowy Hydro SouthCare Rescue Helicopter.

The advertising campaign was shot on a property outside Young, NSW by local media company, Neon Media Group. Neon Media Group are regional supporters of Snowy Hydro SouthCare, and being based in Young fully appreciate the availability of a rescue helicopter in their town.



Kieran Davidson on horseback being filmed for the Snowy Hydro SouthCare advertising campaign

In late May the Snowy Hydro SouthCare Rescue Helicopter made the flight from Canberra to Young to meet Kieran who was waiting on horse back to film the advertisement.

The advertising campaign has been important in raising the profile of Snowy Hydro SouthCare in the region, specifically those living in Southern NSW. Kieran imparted the community message "Snowy Hydro SouthCare is your local aero-medical rescue helicopter. It could be you, a friend or a family member that requires Snowy Hydro SouthCare".

The advertisement is currently airing on WIN Television throughout NSW.



Neon Media Group shooting the ad on a property outside Young

MISSION STATISTICS

RECENT MISSIONS

DATE	DETAILS
1 - May	Motor Bike Accident
2 - May	Hospital Transfer
6 - May	Hospital Transfer
6 - May	Hospital Transfer
7 - May	M Neck Injury & F Hand
8 - May	F Medical Condition
9 - May	Search and Rescue
12 - May	M Internal Bleeding
13 - May	2 x Motor Vehicle Accident
14 - May	M Respiratory Condition
14 - May	Motor Vehicle Accident
15 - May	Motor Bike Accident
15 - May	Search and Rescue
16 - May	M Burns Patient
17 - May	M Burns Patient
18 - May	Beacon Search
18 - May	F Wrist Injury
18 - May	M Cardiac Condition
19 - May	M Overdose
20 - May	F Medical Condition
21 - May	F Horse Riding Accident
22 - May	2 x Motor Vehicle Accident
25 - May	M Burns Patient
28 - May	Hospital Transfer
30 - May	Hospital Transfer
2 - June	Cardiac Condition
2 - June	Multi Trauma
3 - June	Helicopter Crash

DATE	DETAILS
3 - June	2 x Motor Vehicle Accident
6 - June	Search and Rescue
11 - June	F Medical Condition
18 - June	M Respiratory Condition
19 - June	F Pelvis and Chest Injury
20 - June	M Cardiac Condition
24 - June	Plane Crash
26 - June	Motor Vehicle Accident
27 - June	M Medical Condition
27 - June	F Cardiac Condition
28 - June	M Head Injury
29 - June	M Arm Injury
29 - June	M Cardiac Condition
30 - June	M Neck Injury
30 - June	M Chest & M Abdominal
2 - July	2 Patients - M Fall
3 - July	M Cardiac Condition
7 - July	F Respiratory Condition
12 - July	M Tree fall
12 - July	M Motor Vehicle Accident
12 - July	M Head Injury
13 - July	Motor Vehicle Accident
14 - July	Medical Transfer
14 - July	Medical Transfer
14 - July	Medical Transfer
15 - July	Medical Transfer
18 - July	F Motor Vehicle Accident
18 - July	M Cardiac Condition

DATE	DETAILS
19 - July	F Fractured Pelvis
21 - July	Neurological seizures
22 - July	M Cardiac Condition
22 - July	2 x M Spinal Injury
22 - July	M Head Injury
24 - July	M Head Injury

The mission count over the past three months has been significantly lower compared to the same time last year. This has been due to a colder winter that has prevented the helicopter from taking off and flying safely.

The Snowy Hydro SouthCare Rescue Helicopter attended two aircraft crashes in the period from May - July. On the 3rd of June the helicopter retrieved two male patients who activated a search beacon after their helicopter crashed in the Brindabella ranges. Both survived the accident with minor injuries.

The other aircraft accident was at Lake Jindabyne (pictured below). The Snowy Hydro SouthCare Rescue Helicopter attended the search and rescue operation to find the pilot and passengers had perished - a tragic outcome.



Key: M - Male
F - Female

4328 Missions since 1 October, 1998

GALA BALL 2011

'Out of Africa' Gala Ball 2011

The Snowy Hydro SouthCare "Out of Africa" Gala Ball presented by Uber Global and held at the National Convention Centre, Canberra was a great success. The fundraising efforts on the night, including the silent & live auctions, champagne raffle and general raffle raised over \$60,000 for Snowy Hydro SouthCare.

Over 550 people attended the Gala Ball in 2011, many were adorned in leopard print ball gowns to match the eloquently themed "Out of Africa" ballroom.

The evening commenced with pre dinner drinks, accompanied with entertainment from an African drummer troupe and reptile animal displays from the National Zoo and Aquarium.

Guests were asked to take their seats for a program of informative guest speaker presentations, and live entertainment. The MC for the evening was Clyde Rathbone, a prominent figure in the Canberra community through his rugby performance for the ACT Brumbies and Wallabies.

In between the formalities, guests were treated to an exquisite three course meal prepared by in-house chefs at the National Convention Centre, Canberra.

The guest speakers for the evening were Terry Charlton, David Marshall AM, Simon Corbell MLA, John Barilaro, and Scott Reardon.

General Manager for Snowy Hydro Limited, Terry Charlton marked the renewal of Snowy Hydro's sponsorship of the Snowy Hydro SouthCare Rescue Helicopter for another 5 years for \$2.5 million.

Both members of parliament spoke of their support of the Snowy Hydro SouthCare Rescue Helicopter and how evenings such as the Gala Ball are important in raising funds for the regions local rescue helicopter.

Scott Reardon, a past patient of the Snowy Hydro SouthCare Rescue Helicopter concluded the formalities with a moving and inspiring detail of his rescue and triumphs since his accident in 2002.

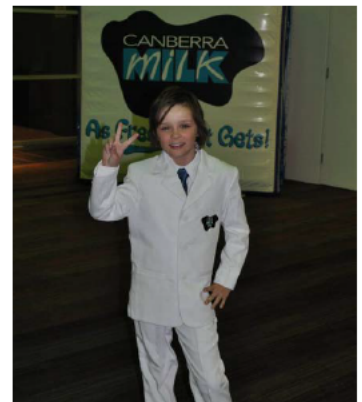
Thank you to those who attended the "Out of Africa" Gala Ball, donated an auction item, or supported the event in another way. Snowy Hydro SouthCare relies on the general public, sponsors and affiliated organisations to make events like these possible – we look forward to seeing you at the Gala Ball in 2012.



Snowy Hydro Limited Major Naming Rights Partner. (L-R) John Barilaro, Terry Charlton, David Marshall AM and Simon Corbell.



Entertainment included Big Band "Who's Ya Daddy"



The Canberra Milk Kid presented the raffle prize on the night



Scott Reardon, guest speaker and past patient (Middle) with his father and mother

UPCOMING EVENTS

Support these fundraising events



3rd Annual Snowy Hydro SouthCare CORPORATE GOLF DAY Thursday October 27

The Snowy Hydro SouthCare Golf Day is approaching this October, and like last year's event promises to be a great day on the course.

Teams of 4 players are invited to meet at the Federal Golf Club, Red Hill in time for a 10:30am breakfast registration and welcome from Snowy Hydro SouthCare CEO Owen Finegan. Tee off will be at 11:30am and the day will conclude at 5:00pm with pre dinner drinks for 5:30pm dinner, and 6pm presentation. There will be silent auction items to bid on, and raffle prizes to win.

Opportunities for Corporates

Corporates are invited to sponsor the 2011 Snowy Hydro SouthCare Golf Day. Some of the benefits of sponsoring the Golf day include:

- a team of 4 players
- promotion to over 140 corporates: marketing material in giveaway bags, signage on golf course, or in the club house (subject to availability).
- donation to your local aero-medical rescue helicopter

To discuss sponsorship or to register your team please contact Matthew Turner on (02) 6205 5236 or email mturner@snowyhydrosouthcare.com.au



Snowy Hydro Limited entered a team in last year's Golf day. The players travelled from their office in Cooma

Snowy Hydro SouthCare RUGBY WORLD CUP Luncheon Friday 7 October

12:00pm for 12:30pm lunch
National Gallery of Australia, Canberra

Join Snowy Hydro SouthCare for lunch to mark the 2011 Rugby World Cup. There will be guest speeches from prominent Rugby personalities (including Owen Finegan, Jeremy Paul and Stephen Larkham)

Tickets (inc. GST) (includes lunch, and beverages)

Individual - \$250

Table of ten - \$2,500

Corporate table - \$3,000 (additional benefits call Matt Turner on 6205 5236 for more information)

To register call 6207 9923 or
email info@snowyhydrosouthcare.com.au

Snow Much More COOMA FUN RUN Sunday 16 October

4km and 10km course

Fundraiser for Snowy Hydro SouthCare and
The Emergency Department at Cooma Hospital.

Runners, joggers, walkers, pram pushers, wheelchairs
and people of all ages are welcome to enter the event.

Registration - \$15 per person.

(Children 4 years of age or under FREE).

Payments made via Paypal incur a \$0.66 Paypal fee.

To register visit www.snowmuchmore.com.au or call
Ange on 6452 5648

Register now for a great family day out!

CREW PROFILE

Doctor Dan Smith

How long have you been a doctor?

8 years

How did you get into aero-medical retrieval?

It is something I've always wanted to do, and finally a suitable position became available that was accredited for my medical training.

When did you start as a doctor on the Snowy Hydro SouthCare Rescue Helicopter?

January 2011

What sort of extra training is required?

I was already working as an Emergency Medicine doctor – which prepares you very well for retrieval and pre hospital medicine. I attended a pre-hospital trauma course in Sydney earlier in the year at which the scenario training was quite useful. On the aviation side, we have been trained in winching operations, underwater helicopter escape and general aviation issues.

What is your most memorable mission on the helicopter?

A high speed motor bike accident with two patients – one had died at the scene, the other was critically injured. There were many issues to deal with at the scene as well as in the helicopter on route to the hospital.

Do you find it difficult to wind down after a day of work?

I'm used to the hard work, and winding down isn't a problem.

What is a typical day at work like for you?

I pick up the blood from Canberra Hospital, travel to the base on Monaro Highway. I then check the medical equipment, and receive a morning brief from the pilot. During the quiet times when we are waiting for a mission I study or do research work.

What is the best part about your job?

Treating critically ill patients. Our helicopter gets to them quickly, and we transport them to definite care (hospital) quickly = making a difference.

Where do you see yourself in ten years?

Perhaps running a clinical unit somewhere. It may be in retrieval service, or in teaching or maybe research.



Dr Dan Smith at a Public Relations event in Young, NSW

"It's [Snowy Hydro SouthCare] a vital service because medical facilities outside of the capital cities are very limited"

What do you do when you aren't working?

Spend time with family, or go mountain biking in the Brindabella Ranges.

If you had to pick one thing to say about Snowy Hydro SouthCare, what would it be?

It's a vital service because medical facilities outside of the capital cities are very limited, and in some places almost non-existent. The prognosis for severely ill or injured patients is far superior in a Tertiary hospital, and that means coming to Canberra or going to Sydney.

FUNDRAISING UPDATE

Snow Much More event raises \$5,000 for Snowy Hydro SouthCare

The Snow Much More Bachelor and Bachelorette Charity Dinner and Auction held at the Alpine Hotel in Cooma on the evening of Saturday 2nd July raised over \$10,000. The proceeds of the dinner were donated to both Snowy Hydro SouthCare and The Cooma Hospital's Emergency Department.

The Bachelors and Bachelorettes worked hard throughout the year to raise funds with Jillian Norris raising the most funds overall and was announced as the winning Bachelorette while Steve Tucker gained the title of this year's Bachelor.

Cal Phillips of Snow FM assisted with the formal proceedings and guest speakers for the evening were Member for Eden Monaro, John Barilaro, Mayor of Cooma, Dean Lynch, Snowy Hydro SouthCare Board Member, Vicki Williams and Manager of Cooma Hospital's Emergency Department, Sandra Hedges.

Fisk and Nagle auctioneer, Don Peterson delivered an entertaining performance and inspired guests to purchase items including those that not on the auction list including a coffee and dinner date with an Alpine Hotel staff member!

Guests were welcomed to the event by the sounds of string quartet, Stypa, and after the formal proceedings danced the night away to the rocking tunes of the BarStars with former members of Mental as Anything and Daddy Cool.

Thanks must go to all of the Bachelors and Bachelorettes, to the businesses who donated auction items and the guests for supporting the evening.



(L-R) Mayor of Cooma, Dean Lynch with Snowy Hydro SouthCare director, Vicki Williams and John Barilaro

Tins around Town Your Change Could Change a Life



The Tins around Town fundraising campaign has raised \$28, 873.05 during the last financial year and just under \$75,000 since 2008.

Helping Snowy Hydro SouthCare to provide a second chance at life for the community who live and travel in our region can be as easy as placing a donation tin on the countertop of your local supermarket, cafe, bakery or take-away.

The businesses and their patrons provide valuable support for Tins around Town as do the Snowy Hydro SouthCare volunteers who assist with the placement and collection of the tins.

There are currently 441 Snowy Hydro SouthCare donation tins being displayed on countertops in Canberra and Southern NSW and it is our goal to bring this number up to 1,000.

You can help us to reach this target by contacting Alison Tonkin at Snowy Hydro SouthCare to organise the placement and delivery of a tin at your local shops or your place of business.

SNOWY HYDRO LTD AWARDED

The 2011 Australian Business Award for Community Contribution

For the second year running, Snowy Hydro has been recognised among Australia's most progressive organisations, winning the Australian Business Award for Community Contribution for 2011. The Australian Business Award for Community Contribution recognises organisations which implement policies or execute projects that positively impact on the community and generate outcomes that have a long term benefit.

Now in its sixth year, the Australian Business Awards program recognises organisations that demonstrate the core values of business excellence, product excellence, corporate responsibility, sustainability and commercial success in their respective industries. A total of 103 recipients were honoured from the 928 organisations that participated in the 2011 Awards, of which 112 applications were in the Community Contribution category.

Managing Director and CEO of Snowy Hydro, Terry Charlton said: "this award rightly highlights and recognises our commitment to the communities of the Snowy Mountains. Through initiatives such as the Snowy Hydro Rescue Helicopter, Young Driver Training Programs, Environmental Programs, Snowy Ride Kids Cancer support and partnerships with local schools, we are now recognised as a leader in Community Relations partnerships".

Tara Johnston, Program Director of the Australian Business Awards, said the standard of entries for 2011 was a testament to the strength and resilience of the Australian economy. "Australian businesses continue to adapt business processes, invest in product development and develop dynamic e-business initiatives that increase productivity and quality standards for all. The Australian Business Awards provide a welcome opportunity for organisations committed to business and product excellence to receive recognition throughout their respective industries for driving positive business outcomes," said Johnston.

Business award entries are separated by industry classification per award category and evaluated in accordance with the award criteria across seven main areas, including leadership and strategy, impact on industry, adaptability and sustainability, human resource management, customer relationship management, process management and evidence of success.



Lake Jindabyne Dragon Boat Challenge



Tumbafest



Snowy Ride



Young Driver Training Program



Snowy Hydro SouthCare School Visit

MERCHANDISE

Snowy Hydro SouthCare Children's Range



Children's Cap
\$30.00

Snowy Hydro SouthCare navy caps for kids, features the coloured rescue helicopter on the front, embroidery on all sides and an adjustable Velcro strap.



Back Pack
\$40.00

Features include the Snowy Hydro SouthCare rescue helicopter on the front zip pocket, padded adjustable shoulder straps, an easy carry handle, the main zippered compartment and mesh pockets on either side - ideal for school, or an everyday bag



"Flash" Plush Toy Helicopter
\$20.00

This Australian designed soft toy is a winner with kids of all ages. By far our best seller, Flash the helicopter makes a great gift at any time of year.



Children's Hoodie
\$55.00

The Snowy Hydro SouthCare kids' hoodie pullover in navy with the coloured rescue helicopter on the front. The hoodies are available in sizes from 4 to 12.

ITEM

SIZE

QTY

- | | | |
|--|-------|-------|
| <input type="checkbox"/> "Flash" Plush Toy (\$20.00) | _____ | _____ |
| <input type="checkbox"/> Children's Cap (\$30.00) | _____ | _____ |
| <input type="checkbox"/> Children's Hoodie (\$55.00) | _____ | _____ |
| <input type="checkbox"/> Back Pack (\$40.00) | _____ | _____ |

Postage: \$10.00

TOTAL: \$ _____

MERCHANDISE ORDER FORM

Name: _____

Address: _____

Phone: _____ Mobile: _____

Email: _____

Card type: _____

Credit Card #: _____ Exp.: _____

Name on Card: _____ Security Code: _____

Signature: _____

SPONSORS PAGE

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Chemist**



That's why Capital Chemist were the first pharmacy group to offer Seniors Card holders a 10% discount on a wide range of pharmacy items (excluding PBS and prescriptions).

Capital Chemist has been caring for the Canberra community since 1976 and can help with all your pharmaceutical needs. For store locations and opening hours visit www.capitalchemist.com.au

Calwell 6292 8200 - Charnwood 6258 4949 - Chisholm 6292 2427 -
Curtin 6281 1058 - Dickson 6248 7684 - Higgins 6254 0484 -
Hughes 6281 2581 - Isabella Plains 6292 1111 - Kambah 6231 7014 -
Kingston 6295 9146 - Lyneham 6247 7004 - Mawson 6286 3737 -
O'Connor 6248 7050 - Palmerston 6241 9710 - Southlands 6286 3644
Wanniassa - 6231 6446 - Waramanga 6288 1334 - Woden 6282 3960

\$180,000 in community contributions

...in ACT & Central West NSW

Over the last year, we've contributed \$180,000 back to ACT & Central West NSW via sponsorships, grants and community projects.

Find out how your banking can make a difference by dropping into your nearest Bendigo Bank branch, visit www.bendigobank.com.au or call 1300 BENDIGO.

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"CanPrint is proud to be an active sponsor of the Snowy Hydro SouthCare Rescue Helicopter service which performs such a vital role for the community.

We look forward to being able to continue to contribute to the success of this worthy venture for many years to come."

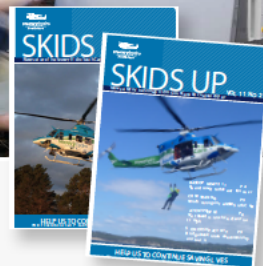
Genera Manager **Sam Holden**

CanPrint is Canberra's leading print production company with fully integrated IT, warehousing, mailing and general fulfilment services.

As the region's largest printer, we take seriously our community obligations to provide employment opportunities for young people and different cultures.

We are always looking to minimise our environmental footprint and to this end we have formal environmental management accreditations and source paper stocks responsibly.

For further information please contact:
Janelle Cousins on (02) 6295 4422 or email jcousins@canprint.com.au
16 Nyrang Street Fyshwick ACT 2609 Australia



The
**Snowy Hydro
SouthCare newsletter**
is printed on
**CanPrint's Heidelberg
Speedmaster 10 colour press**
just one of our extensive range of
digital and offset presses



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To all our Sponsors, Donors, Supporters and Volunteers

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LOGO SPONSORS



SPONSORS



EVENT SPONSORS



REGIONAL SUPPORTERS



SPONSORSHIP ACTIVITY

The Canberra Good Guys

Proving they are good guys by both name and nature, The Canberra Good Guys continue to pledge their support to the Snowy Hydro SouthCare Rescue Helicopter.

Making quarterly donations through each store's Local Giving Program, The Canberra Good Guys have supported Snowy Hydro since 2010.

The program sees a percentage from every transaction made at The Good Guys stores in Belconnen, Tuggeranong and Fyshwick donated to assist with keeping the local aero medical rescue helicopter in the air saving lives.

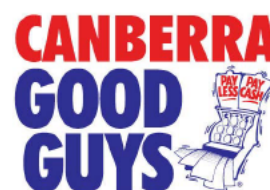
Collectively, the stores have donated over \$12,000 since July 2010. Every time you shop at The Canberra Good Guys, you can show your support and vote with your heart shaped token (pictured right) at the exit of each store. These heart shaped tokens represent the



percentage of your transaction that supports Snowy Hydro SouthCare!



(L-R) The Good Guys Proprietors Kevin Phelan (Fyshwick), Julian Barrington-Smith (Tuggeranong) and Roger Murphy (Belconnen)



MAKE A DIFFERENCE IN YOUR COMMUNITY

There are many ways to get involved with Snowy Hydro SouthCare. From volunteering to making a donation or becoming a corporate sponsor, there is something for everyone. Getting involved is as easy as filling in your details on the right and returning the form to:

Snowy Hydro SouthCare,
P.O. Box 7018 CANBERRA BC ACT 2610
Alternatively, contact our staff directly on (02) 6207 9923 for more information.

***All donations of \$2.00 or more are tax-deductible and can be made by cheque, money order, Visa, Mastercard, Amex or Diners cards.*
vol.11 no.3

ABN: 68-084-155-895

Name: _____

Address: _____

Phone: _____ Mobile: _____

Email: _____

- ☐ I would like to **DONATE** to Snowy Hydro SouthCare (enter details below).
- ☐ I want to know more about becoming a **VOLUNTEER**.
- ☐ Add my mobile phone number to your **MISSION ALERT SERVICE**.
- ☐ I am interested in finding out more about **CORPORATE SPONSORSHIP**.
- ☐ Please email me the Snowy Hydro SouthCare **E-NEWSLETTER**, Rotor Wrap.
- ☐ I would like information on **BEQUESTS** as part of my will

Donation Method (see options left): _____

Amount: _____

Credit Card #: _____ Exp.: _____

Name on Card: _____ Security Code: _____

Signature: _____

TO MAKE A DONATION CALL 6207 9923