



MEDIA RELEASE

BI-NATIONAL BURNS REGISTER LAUNCHED TO RESPOND TO MEDICAL NEED TO MONITOR BURN INJURY PRESENTATION LEVELS

Julian Burton Burns Trust and Burnaid collaborate to support projects for prevention, care and research associated with burn injury.

Sydney 2 October, 2008 – A Bi-National Burns Register was launched today to support ongoing research into burns injuries and the provision of healthcare for burn injury patients throughout Australia and New Zealand. Currently in Australia 200,000 people suffer a burn injury annually and presentation levels of burn injuries are rising each year across all categories - particularly amongst the under fives, Gen Y males, the elderly and indigenous Australians. The Bi-National Burns Register will host the information on burns injuries and treatment - one of the three most common injuries suffered. Burn injuries currently cost the Australian community an estimated minimum \$300 million per year and contribute to one of the three major causes of death in children younger than five years of age.

The development of the Register has commenced through the Monash University Department of Epidemiology and Preventive Medicine and is being driven by the national association of healthcare providers for burn injuries, the Australian and New Zealand Burns Association (ANZBA). The Bi-National Burns Register has the strong financial support of the Julian Burton Burns Trust, a not-for-profit organisation launched by Bali bombing survivor, Julian Burton OAM, following his recovery from life-threatening injuries sustained in October 2002.

The Bi-National Burns Register will initially capture the data on all burn injuries sustained by Australians and New Zealanders in the home, workplace and those involved with road accidents. It will enable more accurate planning of the provision of healthcare for burn injury patients as medical staff and research teams equip themselves with prevention and education programs and how to better provide first-aid and long-term treatment choices.

For Professor Maitz AM MD, Education Chairman of ANZBA, the development of the Bi-National Burns Register is of paramount importance. "A burn injury is one of the most devastating traumas that an individual can sustain. There is currently no reliable data as to the magnitude of these healthcare challenges in Australasia. Now with the Register we can plan for specific healthcare programs for each and every patient."

"We experience 3,000 severe burn injuries in Australia each year and these cost \$500,000 per patient to properly manage. Reliable data on the incidence and occurrence of burns presentations will help with such complex and costly patient requirements," he said.

According to Julian Burton OAM, Founder and Chief Executive Officer for the Julian Burton Burns Trust, the National Burns Register is a priority community project for the medical and wider community. “The goal for this initiative is to support burns professionals throughout both countries and provide them with the statistics to better understand the incidence of burn injuries and treatment methodologies.”

“The Bi-National Burns Register will then assist the Burns Trust to strategically deliver preventive education programs for the community,” continued Burton.

In further collaboration, it was announced the Julian Burton Burns Trust has aligned itself with corporate supporter, Burnaid to provide further funding for ongoing projects associated with the prevention, care and research associated with burn injury. Burnaid is an Australian-developed first response treatment for burns and is a proud supporter of the Julian Burton Burns Trust’s community projects.

Burnaid will financially contribute to the Burns Trust’s community project program which will manage funding for projects such as the Bi-National Burn Register. For Managing Director of Burnaid, John Price, the support has evolved from previous involvement with community education programs for the Julian Burton Burns Trust in South Australia.

“Our introduction to the work of the Julian Burton Burns Trust has revealed how much work needs to be achieved in the area of burn injury prevention and education. We believe that the latest project identified by the Burns Trust is crucial to improved communications for the options and outcomes for managing burns injuries in advance. We are proud to provide ongoing support to the Burns Trust and its community projects,” Price concluded.

Ends

Editors Notes:

- 1. The Bi-National Burns Register is an independent project undertaken under the auspices of ANZBA and its financial supporter, the Julian Burton Burns Trust. It is not affiliated with any individual pharmaceutical organisation and does not endorse individual pharmaceutical products.**
- 2. Photographs are available on request.**

About Burnaid

For more than 25 years Rye Pharmaceuticals has been researching, developing and distributing premium-quality first aid and skin care products. Rye Pharmaceutical’s Burnaid range consists of sterile, gel-impregnated burn dressings and sachets, tubes of gel and spray, for the immediate first aid treatment of burns. Burnaid offers the patient rapid and ongoing pain relief, cools the burn helping to prevent further tissue damage and aid the healing process. www.burnaid.com

About Julian Burton Burns Trust

The Julian Burton Burns Trust was established by Founder and Chief Executive Officer, Julian Burton OAM in March 2003 following his recovery from life-threatening injuries sustained in Bali in

October 2002. The Burns Trust is proudly supported by Founding Partner, the Victor Smorgon Charitable Fund and Victor Smorgon AC as patron of the Burns Trust. The Burns Trust's vision is to be Australia's leading social enterprise committed to the prevention, care and research associated with burn injury. www.BurnsTrust.com.au

About ANZBA

The Australian and New Zealand Burn Association (ANZBA) was formed in 1976 and later incorporated in 1991. The principal objective of this association is to encourage higher standards of both burn injury prevention and burn patient care through research and education. ANZBA is administered by a Board comprised of member's representatives of each Australian state and New Zealand. The Board members for each state and New Zealand are the designated branch representatives for those areas. Each state or dominion is able to form a branch committee comprised of members of the association. These committees may choose to undertake activities in relation to burn care and prevention under the auspices of ANZBA. www.anzba.com.au

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