

GREAT *for the* STATE

BUSINESSNEWS

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Partners



Run For A Reason 2019

Photo: HBF

EDITION 3

Health and wellbeing

World class facilities and a committed community have placed Western Australia at the forefront of healthy living.

OUR PARTNERS – HELPING US SHAPE GREAT FOR THE STATE

Jason Murray

Director, People & Change
KPMG Australia



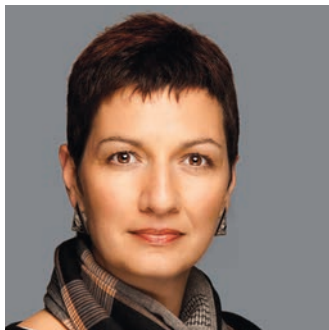
Workplace engagement and productivity are among the greatest universal challenges facing employers today.

However, Australia's most progressive business leaders are gaining great results from building enterprise-wide wellbeing and performance ecosystems within their organisations.

In fact, programs focused on people's holistic wellbeing are creating a real uplift in employee engagement, performance and productivity, as well as improving overall workplace culture. (See page 7) ■

Professor Romola S. Bucks

Head of the School of Psychological Science
University of Western Australia



With one in four Australians not getting enough quality sleep, we're putting ourselves at higher risk of serious health issues including cancer, obesity and heart disease.

This lack of sleep is also placing a financial burden on the economy of about \$26 billion in reduced productivity and a further \$40 billion in health and wellbeing costs.

Researchers at The University of Western Australia have found that lack of sleep can lead to issues with judgement, problem solving, mental speed, memory and attention, while also increasing irritability and lowering patience, mood and motivation – all of which adds up to poorer workplace relations and performance and increased mental health problems.

With many Western Australians employed in the mining industry on 24-hour shift rotations, our research is vital to helping understand how we can optimise shift scheduling to improve mental health as well as safety and productivity. (See page 9) ■

Professor Peter Leedman

Director,
Harry Perkins Institute of Medical Research



To a large extent our genetics, income, diet, whether we smoke or exercise, the state of our environment, and our access to a well-funded health care system combine to determine our health and wellbeing.

Western Australia has a first-class health system, although access to it varies.

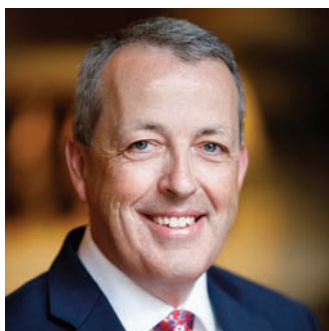
We have technologies that screen for diseases, experts who diagnose and treat illnesses, and a dynamic clinical trials culture testing new treatments.

We also have outstanding medical research. Only research will deliver a new drug or new treatment for a patient or prevent an illness from occurring in the first place.

WA is about to enter a new era with a science that will bring a new level of precision never before thought possible to how we approach that most persistent of diseases – cancer. (See page 10) ■

Rob Slocombe

Group CEO
RAC
Photo: LILA PHOTO



Our economy and the quality of life Western Australians enjoy are directly linked to our transport system and the way we choose to move around our state.

Motoring is, and will remain, integral to the mobility of Western Australians, but with a looming congestion crisis it is no longer just about the car – it's about choice.

Ongoing investment in the road network must be complemented by a focus on more sustainable transport options, including walking and cycling.

(See page 11) ■

Kale Ross

Macmahon Health,
Safety, Environment,
Quality and Training
Manager



The social isolation of fly-in, fly-out and drive-in, drive-out work has a way of amplifying life's daily challenges, leading to increased levels of stress, anxiety and depression. By addressing mental health issues in the workplace and providing people with the tools to better understand the risk factors, the stigma surrounding mental health can be removed.

Macmahon Holdings has developed Strong Minds Strong Mines, a proactive mental health program building a direct link between mental and physical health.

With the help of ambassador Soa 'The Hulk' Palelei, we are increasing the awareness of mental health issues in FIFO and DIDO workers and making a commitment to the safety and wellbeing of our people and their families. (See page 12) ■

NEXT GENERATION

Angus Turner is leading the Lions Eye Institute's remote outreach programs, bringing world-class ophthalmology treatments to the most remote areas of the state.

Medical marvels delivering outcomes

Story by **Dan Wilkie** Photo: **UWA**

Home to some of Australia's most heralded and important research foundations, WA's relative isolation has done little to dampen the medical research sector's inspiration for innovation. Here are some of the leading lights dedicated to making the state, and the world, a healthier place to live.

Lions Eye Institute

Established in 1983 by Ian Constable in collaboration with the University of Western Australia, the Lions Eye Institute combines world-leading blindness prevention research with one of the nation's biggest ophthalmology clinics, which cares for more than 50,000 patients each year. Among its latest initiatives is its outreach services headed by 40Under40 winner Angus Turner, who delivers specialist treatment to remote and indigenous communities in the most far-flung and hard to reach parts of WA.

Harry Perkins Institute of Medical Research

Since 1998, the Harry Perkins Institute of Medical Research has undertaken research into cardiovascular disease, cancer and diabetes. Two new state-of-the-art research facilities co-located at two of Perth's major hospitals allow the institute's 450 research and trial staff to help deliver global improvements in health.

Telethon Kids Institute

FOUNDED by Fiona Stanley and now based at Perth Children's Hospital, the Telethon Kids Institute is one of the largest medical research facilities in the country, with more than 700 staff and students. Led by Jonathan Carapetis, the institute is dedicated to discovering why childhood diseases develop and researches new preventative measures and improved therapy options.

Perron Institute for Neurological and Translational Science

ONE of the state's most established medical research units, the Perron Institute has been an international leader in research into muscle, nerve and brain conditions since 1982. Major achievements include discoveries around which genes cause disease, and advancements in robotics-related rehabilitative technologies.

Children's Leukaemia & Cancer Research Foundation

FOR more than 30 years, the Children's Leukaemia & Cancer Research Foundation has been leading the search for cures for childhood cancer in WA. The foundation has a cooperative relationship with the cancer ward at Perth Children's Hospital and helped establish WA's Bone Marrow Transplantation Program, which has greatly improved childhood leukaemia survival rates.

Fiona Wood Foundation

THE Fiona Wood Foundation is a global leader in research and discovery in the treatment of burns. Established as the McComb Foundation in 1999, it was renamed in 2012 in recognition of Professor Wood's advancements in burns management research, which includes the development of the world's first spray-on skin.

Ralph and Patricia Sarich Neuroscience Research Institute

OPENED in 2017, the Sarich Institute at QEII Medical Centre houses five of WA's premier neurological research organisations: Curtin University's Neuroscience Research Laboratory; the Ear Science Institute of Australia; the McCusker Alzheimer's Research Foundation; the SCGH/UWA Neurofinity Surgical NeuroDiscovery Group; and the Western Australian Neuroscience Research Institute.

Raine Medical Research Foundation

FORMALLY instituted in 1957, the Raine Medical Research Foundation has supported medical research in WA for the past 60 years, contributing more than \$50 million to major research projects, two centres of excellence, and providing hundreds of fellowships and scholarships for medical students. Mary Raine established the foundation, bequeathing her property empire to the University of Western Australia, a donation that remains the largest bequest received by the university for medical research. ■

ON COVER

Investments in medical tech to pay healthy dividends

Billions have been invested to ensure WA remains at the forefront of medical innovation and discovery.

Story by **Dan Wilkie** Photo: **UWA**

Western Australia is so well suited to the role of world-leading medical research jurisdiction that one of the state's most respected scientists is surprised anybody is ever sick.

University of Western Australia-based gastroenterologist Barry Marshall, who won a Nobel Prize in 2005 for his work on the role of bacteria in gastritis and peptic ulcer disease, said he believed Perth's climate and natural environment gave it a rare advantage in the globally competitive world of medical research.

"It's hard to believe there are very many people with illness in Western Australia when you have a day like today," Professor Marshall told *Business News* on a typically sunny Perth Autumn day.

"It's warm and dry, which is perfect and not good for germs.

"People who come here get that feeling that it is healthy and clean, and that's something that's just built into the culture here in WA."

Along with its climate, Professor Marshall said WA's geo-

graphic location provided a significant advantage, particularly for researchers to collaborate in the most populous areas of the world.

"It's the best location to be in in Australia, because it's in the same time zone as Asia and China, so it's very easy for scientific people and people in health and education to move up and down in that time zone without any jetlag," he said.

"Although two or three hours doesn't sound very much when you are considering places like the Middle East or Europe or Africa, which is many hours different, even two or three hours is something which makes things a little more difficult to manage."

Professor Marshall is one of several outstanding individuals at the vanguard of medical research innovation in WA, adding to a long history of achievement in the state.

Other prominent medical leaders from WA include Fiona Wood, famous internationally for developing the world's first spray-on skin, which rose to prominence in the treatment of

In WA we have this great connection between the patients and the doctors, the scientific people, the health department and the universities

- Barry Marshall

victims of the 2002 Bali bombings, and the 2003 Australian of the Year Fiona Stanley, the founding director of the Telethon Kids Institute.

In more recent years, Lion's Eye Institute associate professor Angus Turner has helped build on the legacy of WA's outstanding individuals, delivering specialist outreach services to remote and indigenous communities in far-flung locations across the state.

Professor Marshall said part of the credit for the success of the state's medical research sector was the substantial support it had received from the state government, as well as the wider medical community.

"By providing enough resources so there is a bit of slack in the system so people who wanted to research can get out of the clinic and find a few hours of library time and learn new technologies in the health system, you then get this beautiful connection between the patients who have got the illnesses and the doctors who are trying to treat them," Professor Marshall said.

"A place like Perth is just the right size to communicate between the clinical side of the patients down into the fundamental science in the universities.

"In other countries I have seen research institutions that aren't well connected to the health community.

"But in WA we have this great connection between the patients and the doctors, the scientific people, the health department and the universities.

"The information flows both ways; people can introduce new technologies and straight away someone will be saying 'Hey, I can use this in my practice', for example."

Another driving factor in WA has been the infrastructure support provided by both the state and federal governments.

Starting in 2009 with the construction of Fiona Stanley Hospital, WA subsequently experienced its biggest-ever pipeline of medical development, with more than \$3.6 billion invested in new facilities.

Delivered around the time of Fiona Stanley Hospital was a new \$360 million hospital in Midland, built to replace the ageing Swan Districts Hospital, and the \$122

million Harry Perkins Institute for Medical Research.

The wave of investment was capped off with the development of the \$1.2 billion Perth Children's Hospital, which experienced some issues during construction but is considered one of the most advanced facilities of its kind in Australia.

Harry Perkins Institute for Medical Research director Peter Leedman said those investments were now being leveraged by research institutes and universities to drive the next round of innovation.

"There are good things happening currently in WA and the importance of biomedical research is being well and truly understood, which is great," Professor Leedman told *Business News*.

"Everything we do in medicine comes as a consequence of great medical research, and the best clinical care is in centres where there is a vibrant, energetic and integrated biomedical research foundation."

Professor Leedman said one of the more exciting areas of research coming out of WA was in an area he described as 'omics' – covering the studies of genomics, phenomics and metabolomics.

Spearheading the WA push into this area of medical science is the Australian National Phenome Centre, which has been established by Murdoch University and promises to drive a new era in the diagnosis, prevention and treatment of a range of medical conditions, including cancers, obesity, autism, dementia and type two diabetes.

"The omics area is essentially signatures within the body of both health and disease," Professor Leedman said.

"You can measure a whole lot of things, and we realised that in addition to taking history from a patient and then doing various radiological investigations and pathology, that you can collect the omic signatures ... we hope that they are going to be incredibly instructive in how we diagnose and treat people with disease and how we prevent disease.

"We are developing omics expertise that would be very competitive internationally.

"In some areas we are certainly world class, and the new

LEADING CLASS

Barry Marshall says government support and some passionate individuals have helped create a world-class medical research industry in WA.

phenomics centre at the Perkins South precinct at Fiona Stanley Hospital is a world-class centre.

"We have also got world-class people working in genomics at the Perkins and the Telethon Kids Institute and we have a company, Proteomics International, that is doing some pretty powerful things.

"What's clear to us is that we need to be in the space of generating these signatures and then working out which is the best signature for a particular person at a particular time.

"We don't know that yet, that's why the next few years will be exciting while we connect the various signatures in genomics, proteomics and phenomics and apply those to patients, as well as those who are healthy.

"It's just as important as treating disease; we've got to be better at preventing disease."

Professor Leedman said the Perkins Institute had focused on recruiting a cohort of world-leading researchers to complement the substantial

Continued on page 12

INVOLVED

Susan Hunt says Healthway is seeking as much corporate support as possible.

Healthway, Lotterywest lead drive for better health

WA's government health promotion agency, Healthway, is poised to deliver more positive outcomes in the community following its 2018 merger with Lotterywest.

Story by **Dan Wilkie** Photo by **Gabriel Oliveira**

As the head of Western Australia's sole government agency tasked with promoting health and wellbeing, Healthway chief executive Susan Hunt is well aware of the responsibilities that come with her role.

For nearly three decades Healthway has been leading state government efforts to promote better health in the community, highlighted by its widely successful anti-smoking, healthy eating and active lifestyle campaigns.

Healthway's primary focus, Ms Hunt said, was to provide grants and financial support to achieve its aim of building a healthier WA by focusing on five target areas – improving mental health, increasing healthy eating and physical activity, preventing

harm from alcohol, and creating a smoke-free state.

"Healthway also funds a lot of research projects, to see what the best way is to actually get people to be active, and really it's been quite world-leading in terms of that health promotion message and to help prevent health problems to come up in the future," Ms Hunt told *Business News*.

"Healthway is pretty unique as well; there is only one other jurisdiction with a health promotion organisation, that's in Victoria.

"And Lotterywest is the only state run and owned lottery in Australia; and the whole reason why Lotterywest exists is to do community grants, so it is quite unique and relatively unique globally.

"In coming together with Lot-

terywest, we see that that helps build our capacity.

"It is quite a small organisation, but it's a funder and an enabler."

With companies large and small across WA seeking better mental health outcomes, Ms Hunt said Healthway would continue to seek out new partnerships to leverage synergies and make a lasting impact.

"We really like to support innovative research, complement other partners in research where the corporates can really do a lot," Ms Hunt said.

"We like to fund in partnership and encourage others, using our funding as a bit of a nudge to get others involved.

"We are large funders of medical research, particularly in the health promotion area at Health-

way, and at Lotterywest a lot of the work we are doing is to complement existing research.

"Lotterywest funding has bought a lot of equipment that can make a real difference, but also research equipment.

"To be able to attract the best minds in the state, they need the equipment. Lotterywest dollars will often go into that.

"Given that we are the most isolated [capital] city in the world, the big thing is to attract talent and retain it.

"Lotterywest and Healthway see that we have a role in helping to work with government, industry and the research sector to help build our capacity and attract and retain talent."

While the McGowan government's merger of Lotterywest with Healthway has the agency better placed than ever to make a lasting impact, Ms Hunt said promoting better mental health outcomes was looming as a significant challenge.

The most recent National Health Survey by the Australian Bureau of Statistics indicated that

4.8 million Australians, or 20.1 per cent of the population, were experiencing a mental or behavioural illness in 2017-18, while research by the Royal Australian & New Zealand College of Psychiatrists estimated the cost of severe mental illness in Australia in 2014 was \$56.7 billion per year.

"The research shows that it's really important to acknowledge mental health as an issue in a working life or in life generally," Ms Hunt told *Business News*.

"Awareness is very important, and that's fundamental to wellbeing generally.

"We are in a good place now where we can talk about mental health just as we would for people that had other sorts of wellbeing issues, so that's very positive."

In 2017-18, Healthway's biggest allocation of funds was to its priority of promoting positive mental health, with 26.9 per cent of funding used in that area.

"There are a lot of challenges out there for health promotion, and health prevention," Ms Hunt said.

26.9%

Healthway budget allocated to mental health, 2017-18

"What we keep asking for is better proposals to support, that's what we are really looking for. And in the business context, we're looking for corporates to come in and support that as much as possible, because if there is a good project, a lot of the corporates already do work in this area and we can create good partnerships."

"A lot of corporates are already investing quite a lot in supporting indigenous communities and healthy environments, and that is a really big plus."

"To maintain that as a priority in the corporate world creates great opportunities for partnerships with Healthway and Lotterywest."

Ms Hunt said Healthway was also seeking to establish culturally appropriate mental health programs in WA, with Aboriginal and Torres Strait Islander

people at higher risk of preventable ill health and chronic disease.

Across all of Healthway's initiatives, 74 per cent of funding in 2017-18 supported activities that included Aboriginal and Torres Strait Islander people, while 73.8 per cent of funding supported activities reaching rural and remote populations.

Sponsorship campaigns run by Healthway not only provide funding for sports, racing, arts and community-based events and activities that encourage healthy lifestyles, but also help extend the reach of those campaigns.

Specific initiatives include a new partnership with Healthway, Gymnastics WA and Foodbank WA to engage children in healthy eating, while Ms Hunt said a partnership with the Western Australian Cricket Associ-

ation to replace advertising for unhealthy products with healthier options was providing better outcomes for cricket clubs across WA.

"[WACA chief executive] Christina Matthews has found that's been really good for business in terms of sponsorships, and she was surprised how positive that was for her organisation, not just internally, but also in her clients and customers," Ms Hunt said.

"That's where corporates supporting healthy lifestyles and health initiatives is good for business."

"Those sorts of campaigns are what we try and support, but there is so much more to do in that area."

"What creates a mentally healthy life for some might not for others, it's just such a complex area." ■

Healthway

- \$19.4 million allocated in 2017-18 through grants and sponsorships
- 30% to sporting organisations
- 15% to arts organisations
- \$11.3 million in sponsorship to more than 300 organisations
- \$4.8 million for health promotion project grants

Lotterywest

- \$260 million allocated to the local community
- \$15.6 million to Department of Local Government, Sports and Cultural Industries
- \$124.6 million to Department of Health
- \$103.9 million approved in direct grants

SPONSORED CONTENT

What's next for corporate wellbeing?

Corporate wellbeing has moved from the 'nice to have' list to being 'the bedrock of a high performing culture'. Gone are the days where a fruit bowl and gym membership are enough to tick the box. Business leaders now need to understand the scientific, measurable connection between physically and mentally healthy employees, and optimal performance.

Research indicates that when people are thriving both inside and outside of work they are likely to be six times more engaged, have 70% fewer safety incidents, and be 29% more productive. On the flipside, untreated mental health disorders are estimated to cost Australian businesses \$10.9 billion a year.

Business leaders who see the value in building enterprise-wide wellbeing and performance ecosystems are deriving the greatest results for their employees and organisations. When these initiatives are integrated at every level, they create a thriving culture and work environment.

This has been our experience at KPMG in Perth thanks to the introduction of Revitalise. The program, designed for KPMG Partners, saw the group reduce five years in bio-age and increase their communication and connectivity to colleagues by 10%.

At Boral, Wayne Reade, Head of People & Transformation, accredits the success of Boral's Zero Harm program to "combining physiological

biometric data, and nutritional, fitness and sleep education initiatives, tailored to a team's operating environment". Boral has built a cohesive culture of safety and performance.

In addition to the ecosystem approach, there are some other trends to watch:

- **Data integration** – wearable devices provide metrics such as heart rate variability and sleep quality to provide visibility on fatigue, vigilance and concentration.

- **Inside-out programs** – support employees outside of working hours. They are relevant to FIFO industries where compliance is the baseline, but lifestyle changes are the goal.

- **Virtual reality training** – expertise and critical decision-making is enhanced using workplace simulators – suited to emergency services, maritime and aviation sectors.

- **Nature-based programs** – increasing as scientific studies confirm the positive effects of time spent outdoors.

With a strong history of innovation, Western Australia is uniquely positioned to take the lead on driving an ecosystem approach to wellbeing, and creating a workforce that is thriving.

Jason Murray
Chief Operations Officer, Performance Clinic
KPMG Australia

Western Australians are putting their bodies on the line to provide vital funds for some of the state's most active medical charities and research organisations.

Story by Dan Wilkie

West best for mass fundra

With more than 33,000 people participating in HBF's latest **Run for a Reason**, there is no doubt that mass participation running, riding, and walking events have become popular among Western Australians.

But events such as Run for a Reason are about more than a personal challenge or a fun way to get involved in fitness, with the \$10 million or so raised over the event's 10-year history injected back into the community where it is most needed.

In 2009, HBF, which previously was the naming rights sponsor for Perth's City2Surf running event, launched its first iteration of Run for a Reason, after the health insurer decided it could make a bigger impact on the community by owning and controlling its own event.

HBF head of sponsorship and community engagement Alex Weir said the rationale behind starting a new event was that the insurer wanted to better support its four prime beneficiaries – Cancer Council WA, the Heart Foundation, Lifeline, and Diabetes WA.

"The reason they were selected as beneficiaries, and this goes to why we were involved in it in the first place, was that the prevalence of those four conditions or illnesses is so significant with-

in the community," Mr Weir told *Business News*.

"Whether it's cancer, cardiac or heart-related conditions, depression and anxiety, or whether it is diabetes – they are the four big-ticket items when it comes to health conditions and issues that people in the community face.

"We also knew that each of those conditions or illnesses could be positively influenced through exercise.

"Whether you have cancer, a heart condition or depression, they can all be positively influenced by being more physically active."

As well as the four charity partners, other health-related charities are able to use the event as a platform for fundraising.

Mr Weir said at this year's event, more than 190 different charities leveraged Run for a Reason to raise funds.

While Mr Weir said Run for a Reason was a significant undertaking for HBF, it was driven by a desire to be active in the community in which it operated.

"We're a WA-based organisation that's been around for 75 years and it's something that we can do to provide a benefit back into the community," he said.

"The fundraising dollars that are raised, every single dollar of that \$10 million goes straight the charities – it's not used to fund the

event, it is purely for the charities.

"The other side of it is it has a positive impact on the health of the community.

"We know that because we research it, we survey people who have been in the event and in the training programs leading up to the event in terms of their levels of physical activity before the event and their levels of physical activity post the event."

With WA's climate and natural environment providing year-round opportunities for individuals to get active, prospective participants are spoiled for choice in mass participation fundraising activities.

Events are as varied as they are numerous across the fundraising sector, with community benefit a common factor for many.

For example, the **Chevron City-2Surf** acts as a major fundraiser for Activ, the state's leading disabilities provider, while **RSPCA's Million Paws Walk** raised more than \$28,000 in 2019 to help fight animal cruelty.

Other events encourage participants to get on two wheels, the largest being the **MACA Cancer 200**, which has raised more than \$29 million since its inception in 2012, vital funds that go towards cancer research at the **Harry Perkins Institute of Medical Research**.

Mr Weir said HBF tailored the Run for a Reason to have the wid-

\$29m
Raised by MACA Cancer 200 since 2012

est appeal possible, rather than designing it for competitive athletes in a similar manner to City2Surf or the MACA Cancer 200, which involves a 200-kilometre ride.

"We have never been about trying to attract elite athletes," he said.

"For us, it's been about community; our prize money is not particularly high and we are not afraid of talking about that, it's about getting your average mum and dad involved, getting them off the couch if that's what they're doing, and just getting out and being a bit more active."

Another popular event is cycling fundraiser **Hawaiian Ride for Youth**, which has raised more than \$25 million since being established in 2001 to help tackle youth suicide and depression.

The event is a serious undertaking, with participants choosing to ride from either Albany or Jurien Bay to Perth to raise funds and awareness for Youth Focus.

More than 170 riders took part in the 2019 event, choosing from

four different routes that add up to nearly 3,000km.

The riders also visit regional schools along the way, to share a message of support and assistance in the mental health arena.

Hawaiian chief executive Russell Gibbs, who has participated in the ride three times since 2013, said the company chose to sponsor the event to make a real difference in the lives of those who most needed it in the community.

"We recognise the impact of mental health and support Youth Focus in their endeavours to prevent suicide and self-harm behaviours in young people throughout our state," Mr Gibbs told *Business News*.

"At Hawaiian, we pride ourselves on connecting people through our places and through our community initiatives.

"We are incredibly proud of this relationship and the impact of the funds raised to date, and we will continue to work with Youth Focus on delivering outcomes to the youth of WA." ■

Whether you have cancer, a heart condition or depression, they can all be positively influenced by being more physically active - Alex Weir

Left: **BIG EVENT** HBF Run for a Reason turned 10 in 2019, with total funds raised for charity growing to more than \$10 million. Photo: HBF

This page: **COMMITMENT** Participants in the Hawaiian Ride for Youth have raised more than \$25 million for mental health initiatives since 2001. Photo: Hawaiian

ising fun

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Western Australia’s sleep debt is costing us

We’re early risers in WA, waking at 6.45am - almost 30 minutes before the French and 45 minutes before London. That would not be problematic, but we are not getting enough sleep, averaging just 6.5 hours a night, with one in four Australians getting insufficient quality sleep. *We should be getting seven to nine hours a night.* Consistently inadequate sleep increases risk of obesity, cancer, heart disease, diabetes, suicide and dementia. It also costs the Australian economy: in 2016-17, inadequate sleep cost \$26 billion in reduced productivity, and a further \$40 billion in health and wellbeing costs. Productivity costs were estimated as \$7.7 billion for employment and \$6.8 billion for presenteeism. Tired staff may make it into work, but are unproductive at best and accident-prone at worst.

Researchers at The University of Western Australia recently contributed to the Fed-

eral Parliamentary *Inquiry into Sleep Health Awareness in Australia*. UWA sleep researchers have shown that inadequate sleep affects judgement and problem-solving, mental speed, memory, and attention. It also increases irritability and lowers patience, mood and motivation, contributing to both poorer workplace relationships and performance, and increased mental health problems. If those cognitive and emotional problems are the result of obstructive sleep apnoea (OSA; a common, often undiagnosed, problem with breathing during sleep), even with good treatment, some of the effects can be permanent. If those cognitive and emotional problems are the result of insomnia, stress at work might be a contributing factor. Many of your staff will have OSA or insomnia (or both); with 22 per cent of Australian adults diagnosed with one or other, though many remain un-

diagnosed and, thus, untreated. Paradoxically, poor sleep (due to shift work or stress) can lead to OSA by causing obesity, which further impacts sleep, well-being and productivity/safety at work.

Western Australia has a 24-hour economy, with large-scale industries that employ men and women to work around the clock, building, driving, operating heavy machinery, or making critical decisions. We regard long working hours, responding early and late to emails, as a virtue. Better understanding of the best work-schedules, optimum recovery periods for shift work, and the impact of inadequate sleep on thinking, mental health, decision-making and risk has never been more important.

Professor Romola S. Bucks
Head of the School of Psychological Science
UWA

Deloitte, *Asleep on the Job: Costs of Inadequate Sleep in Australia*, 2017.
Bedtime Reading: *Inquiry into Sleep Health Awareness in Australia*. House of Representatives Standing Committee on Health, Aged Care and Sport, Canberra, April 2019.

Peak sporting associations del

The collective success of WA's professional sporting teams is currently the envy of the nation, but it is the collective influence of



AFL: West Coast Eagles & Fremantle Dockers

While West Coast's 2018 premiership win provided a great source of pride for the club's supporters, it is the club's, and the Fremantle Dockers', contributions to grassroots footy that has more impact on the community.

Both clubs poured \$4.9 million in royalties to the Western Australian Football Commission in 2018, helping to facilitate the 342,433 Western Australians who played footy in 2019, with nearly 100,000 of them being females.



NBL: Perth Wildcats

Unquestionably the most successful basketball team in the nation with nine championships (four more than its nearest competitor), the Perth Wildcats' commitment to community is also second to none. Wildcats players made 250 school visits in 2018, engaging directly with the next generation of basketball fans, not only helping them hone their skills on the court, but also promoting healthy living and a strong anti-bullying message.



A-League: Perth Glory

Perth Glory's most successful season to date didn't shift its focus from its community enrichment programs, which are designed around supporting its three charity partners – Parkerville Children & Youth Care, Therapy Focus and Save the Children. Finishing the season as A-League premiers and grand finalists, the Glory was also closely connected to Healthway's Go for 2&5 nutrition message.

SPONSORED CONTENT

WA is a great place to be if you get sick

World class specialists, first class hospitals, skilled health workers, a dynamic clinical trials culture and internationally regarded scientists researching and analysing diseases. On any measure we have the best of the best.

HOWEVER, while high standard care can help a patient recover, only research will deliver that patient a new drug or new treatment, or prevent their illness in the first place.

Fortunately WA not only has an overarching health system providing access to all and standards of care which are high but we also have a research culture that is directed toward delivering outcomes for patients, not just focused on science for science sake.

A new area at the cutting edge of patient centred

research is genomics, the science that uses the latest gene technologies to completely unpack cancer.

Genomics has the capacity to identify new drugs to combat cancer, to better predict a tumour's response to drugs and to develop innovative ways to kill cancer cells.

The latest technologies can analyse thousands of cells from hundreds of tumours and examine billions of genetic sequences to determine the genetic make-up of each tumour and provide new insights into how cancer cells evolve, interact with

normal cells and importantly identify new targets that can be used for treatment.

In time, single cell analysis of cancer tumours will revolutionise cancer diagnosis and treatment. It will bring a new level of precision never before thought possible to how we approach cancer.

The low survival rates for some cancers, such as mesothelioma, ovarian and pancreatic cancers highlight the need for these new approaches to better understand and target cancer.

To this end, a consortium of cancer researchers and medical experts in WA aim

to build a comprehensive atlas of the cell types that make up a range of cancers and ensure these key discoveries about what makes the cancer "tick" evolve into improved patient care and better health outcomes.

We have a once in a decade opportunity to bring the new technology into WA, to work collaboratively together and remain at the leading edge.

A number of research institutes, universities and government entities are currently working together to establish a leading genomics centre in WA.

The new genomics centre

will be housed at the Harry Perkins Institute of Medical Research and the Telethon Kids Institute and the beneficiaries will be the WA community.

I look forward to the major genomic discoveries that will shape the medicine of tomorrow.

Professor Peter Leedman
Director, Harry Perkins
Institute of Medical Research



iver off-field wins

the state’s peak clubs on the health and wellbeing of communities that is perhaps their greatest achievement.



Suncorp Super Netball: West Coast Fever

Flagship team West Coast Fever may have fallen just short of ultimate glory with a grand final loss, but 2018 was nonetheless a landmark year for Netball WA. More than 230,000 people participated in netball in WA last year, as grassroots programs continued to flourish in Perth and regional areas. One of Netball WA’s flagship community programs is its Shooting Stars initiative, which is affecting genuine change in the lives of more than 350 indigenous netballers in eight locations in WA.



Western Australian Cricket Association

Another top flight sporting organisation working closely with Healthway, the Western Australian Cricket Association’s state side, Western Warriors, is a key ambassador for the agency’s ‘Alcohol, Think Again’ initiative. After connecting with Healthway early in the decade, the WACA moved to replace any unhealthy advertising with partners more suitable to push a healthy living message. Big Bash League side Perth Scorchers is also a big supporter of Variety – the Children’s Charity, which provides help to children who are sick, disadvantaged or have special needs.



Little Athletics WA

As the peak body for the development of athletics in the state, Little Athletics WA is serious about helping young Western Australians achieve their full potential. Like the WACA, Little Athletics recently realigned its advertising partners, eschewing fast food giant McDonald’s for Healthway’s Go for 2&5 healthy eating program. Chief executive Vince Del Prete said the partnership with Healthway had allowed Little Athletics to use sport as a vehicle to help illustrate the value of a healthy and active lifestyle. ■

SPONSORED CONTENT

Active mobility key to healthier communities

Health policy debate featured heavily in the recent Federal Election, but one area that has a dramatic impact on community wellbeing, yet often goes under the radar, is mobility. Access to a range of safe, convenient and affordable transport options, as well as better urban planning and enhanced public transport, plays a big part in improving the wellbeing of our communities and reducing the burden on our health system. Active modes of transport, such as walking and cycling, have a particularly important role in fostering healthier and more physically active communities. When implemented correctly, these can be game-changers for personal mobility. By designing our cities to be inherently cyclist and pedestrian friendly we can offer West Australians a genuine alternative to the car and the daily

gridlock. In addition to the many individual advantages, we also do well by the environment through reduced vehicle emissions. RAC believes all levels of government should prioritise investment in active transport. The business case is clear, it’s desired by the community and it delivers wide-ranging benefits. In 2015, RAC surveyed over 5,500 cyclists and non-cyclists who told us, overwhelmingly, that infrastructure was the top priority to get more people riding bikes. So we know there is demand. There is also clear evidence of the high ROI it delivers. A 2012 report by RAC – *Economic Cycle: A business case for investment in cycling in Western Australia* – found the economic, social, health and environmental benefits of cycling were between 3.4 and 5.4 times the costs. Last month’s WA State Budget

included a substantial investment in new cycling infrastructure – a much welcomed inclusion that signals the importance of active transport within the network. While new investment is critical, we should continue to also prioritise maintenance and upgrades of existing infrastructure. A comprehensive approach will be key. Planning must look to the future – ensuring a sufficient funding pipeline that is appropriately timed and delivers the full suite of benefits to West Australians. Only through a strong, coordinated vision for active transport will we be able to combat urban sprawl and ensure our cities are as healthy and liveable as possible.

Rob Slocombe
Group CEO, RAC



Continued from page 5

Tech investments to pay dividends

investments in state-of-the art equipment.

"If we invest in it, we have to be really careful that our return on that investment will be first-ly knowledge, and lots of new knowledge, but secondly, and most important for the community, it has to be turned into informative choices that people can make to keep themselves healthy," he said.

"If they are unwell, it has to help get them better as quickly as possible – that's the return on investment everyone is making.

"It has to be very clear, preventative strategies, better diagnostics and better treatments.

"That's what we envisage. It doesn't happen overnight, these things take time, but there has to be a clear return on investment that the community needs to see, because it is the community that is doing the investing."

Another new development in WA's medical space is the arrival of MTP Connect, a national industry growth centre estab-

lished in 2015 under a federal government initiative.

MTP Connect has a mandate to promote medical technology, biotechnology and pharmaceutical advancements across Australia, improving commercialisation and helping researchers and small companies partner and develop new technologies.

The not-for-profit group established a Perth hub midway through last year, drawn by the opportunity to work within a highly regarded research environment.

"There is a good concentration of high-quality, world-class research happening in Western Australia," MTP Connect chief executive Dan Grant told *Business News*.

"The other thing is that it's probably under-recognised. We took the opportunity to realise that by having an office in Perth and by working within the ecosystem; we had the opportunity to build the pie, and not just the WA pie because our mandate is national, (but) to build the national pie.

"We've had a great time in our first 12 months, there are some really interesting opportunities coming out of WA – the phenomics centre is a great example of new capabilities being built in the state."

Other notable success stories emerging from WA in recent years, Dr Grant said, included the technology behind Sirtex, the liver cancer treatment specialist that was acquired by a Chinese group last year for \$1.9 million, and Linear Clinical Research, which is considered to be a world leader in the field of clinical trials.

Dr Grant said MTP Connect would continue to work with government and the private sector to ensure WA's medical

research scene would no longer be one that was under-recognised outside of the state's border.

"Every government likes to talk about jobs and economic impact, and this sector is one that can really have a significant impact on high-paying jobs but also is an important economic driver," he said.

"Exports coming out of the sector nationally total somewhere around \$6 billion a year, so you've got jobs, economic growth, but most importantly you've got improved patient outcomes.

"You can't have those first two if you're not improving patient outcomes." ■

\$3.6bn
Invested in WA medical facilities since 2009

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Strong support for mental health

Working in remote locations in a FIFO or DIDO arrangement can create higher than average rates of stress, not just for workers but also their families.

The social isolation of the work and being away from loved ones has a way of amplifying life's daily challenges, leading to increased levels of stress, anxiety and depression.

The rate of these issues is much higher in these workers than the general population – research by Rural and Remote Mental Health shows that more than one-in-four FIFO and DIDO workers experience high to very high psychological stress.

As a mining contractor servicing the mining and resources sector, Macmahon Holdings recognised the need for a proactive mental health program.

The Strong Minds Strong Mines program promotes physical and mental health and is backed by Rural and Remote Mental Health and ambassador Soa "The Hulk" Palelei.

By addressing mental health issues in the workplace and providing our people with the tools to better understand the risk factors, we aim to break down the stigma surrounding mental health, ultimately leading to healthier workers, families and communities.

As we approach the end of the initial 13-month program, it's clear that Strong Minds Strong Mines has been well received across the business, showing extremely positive results.

On average, 92 per cent of participants now know where to find information about mental health support services and 84 per cent said they had a better understanding of the signs and symptoms of mental health problems

Another 70 per cent of participants agreed or strongly agreed that they felt more confident about starting a mental health conversation with someone who might need help.



Building a direct link between mental and physical health, and with the help of ambassador Soa Palelei, an app has been developed to educate and promote the benefits of physical exercise for a healthy body and healthy mind.

Having successfully increased awareness levels and starting to remove the stigma, Macmahon is now looking at ways of developing additional sustainable initiatives and expanding on the program for the next financial year, having made a commitment to the safety and wellbeing of our people and their families.

Kale Ross
Macmahon Health, Safety, Environment, Quality and Training Manager

