



Prospectus

December 2009

www.liftsmart.com.au



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Our Background

The combined clinical experience of Brisbane doctors Robert Labrom, Orthopaedic Surgeon, and Leigh Atkinson, Neurosurgeon, led them to realise the enormous impact that back and spinal injuries have on people's lives and the Australian community.

These injuries result in acute and chronic pain, time off work, adjustments to functional life and the need for extensive therapies including surgery. In addition, there is the enormous cost of compensable injuries to the Australian community. This scenario is all too well understood by both the medical and legal professions.

Lift Smart Australia was thus born and is dedicated to the prevention of spinal injuries related to lifting through the support of education and research.

Dr Labrom, Dr Atkinson, the Board of Directors and all Friends and Partners of the organisation, are committed to seeing a significant reduction in the back and spinal injuries that are often the result of incorrect lifting practices at home and at the work place.

Prevention remains better than cure in all areas of health. Lift Smart Australia is focussed on minimising and preventing these injuries which continue to place such an enormous social and financial burden upon Australian society.

Lift Smart Australia is a charitable, non-profit organisation.



Our Constitutional Mission

The company has been established to pursue, promote and advance purposes that prevent or minimise spinal disc herniations and the back and neck injuries of human beings and thus prevent or reduce the disease process affecting the spinal column known as spondylosis, including the following charitable purposes.

1. To establish, advance, promote, operate and fund research related to the causes, prevention, minimisation, management and treatment of spinal disc herniations and spinal injuries relating to lifting and spondylosis.
2. To establish, advance, promote, operate and fund education projects in relation to the causes, prevention, management and treatment of spinal disc herniations and spinal injuries relating to lifting in workplaces and other places where spinal injuries related to lifting may occur.
3. To raise community awareness in relation to the causes, prevention, minimisation, management and treatment of spondylosis, spinal disc herniations and spinal injuries relating to lifting.
4. To advance and promote individuals, organisations, businesses, products, devices, systems and techniques that foster the goal of preventing or minimising spinal disc herniations and spinal injuries related to lifting or other work related activities and spondylosis, or managing or treating spinal disc herniations, spinal injuries and spondylosis.

Think a bit:

Do you need a mate?
Bend your knees.
Keep it straight.

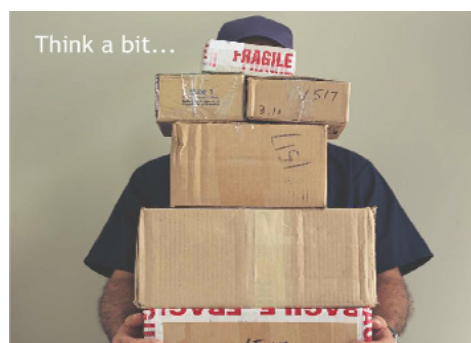
Our Values and Strengths

Values

1. To exist as a charitable non-profit organisation that supports rather than financially gains through the prevention of spinal injuries whether through education or the provision of products or other services.
2. Dedication to significantly reducing back and neck injuries and progressive spinal diseases such as spondylosis and spinal disc herniation.
2. A belief that health prevention through support and education is an essential and invaluable initiative.
3. A commitment to the Australian community in improving health and overall wellness.
4. A duty to support to researchers and other health care organisations and professionals who believe in the same goals and values as Lift Smart Australia.

Strengths

1. Expertise through our Board of Directors who are qualified and experienced professionals who work with spinal injury, disease management and their treatment.
2. An authoritative source of accurate, up to date information to encourage / heighten the awareness of correct lifting techniques.
3. A community focus on not only education but providing support to those with the same vision.
4. A simple easy to remember message which has the capacity to cut through the barriers that complex Occupational Health and Safety documentation and educational barriers erect.
5. A flexible approach which adapts to the expressed needs of businesses and the community and will support the initiatives and vision of others with the same values.



Our Strategy

Phase I: Establishment

Commenced 2008 and will be ongoing while relevant to the life of the organisation.

- Establishment and maintenance of a Lift Smart Australia web site which hosts our free educational materials in article form, promotes the work of the organisation and is a vehicle for acquiring sponsorship and donations. *Completed 2009 with maintenance ongoing.*
- The free provision of articles on safe lifting practices individually geared to specific target groups within the community. These articles are housed on our web site and are regularly being submitted to magazines, newsletters and other organisations for publication through their readership. Target groups as of December 2009 have included pregnant women and mothers, the ageing population, carers and young carers, and wheelchair users.
- Lift Smart Australia web site hosting of a Community Notice Board and the advertising of safe lifting initiatives by Government and business.
- Networking with the welfare, building, nursing, and services sectors to determine what Lift Smart Australia can do to assist them in injury reduction in their employees and target groups.
- Involvement with Government and other non-profit initiatives to promote safe lifting.
- Providing space on the Lift Smart Australia web site for the publication of free Australian state-by-state web directed information on that particular state's activities in education, research, and the management of individuals affected by lifting related injuries.
- International Internet Safe Lifting Network hosting which will allow researchers, educators and other interested parties to share information, resources and gain support for new initiatives in injury management and prevention.



Phase II: Community Education and Promotion

Planned commencement July 1st 2010 dependent on funding.

- Educational brochures on safe lifting tailored to specific target groups.
- Corporate and Educational Institution Safe Lifting Education Projects. For example, Safe Lifting Signage on corporate premises eg. Bunnings Warehouses and Brisbane Airport Corporation in conjunction with Queensland University of Technology.
- Advertising (newspaper and Internet).
- Expo and community event attendance.
- Humorous Educational Podcasts.

Phase III: Media Promotion and Training

Commences whenever the funding is available. This phase may also be initiated in portions where sponsorship is provided for one specific part.

- Televised safe lifting message.
- Radio advertising of safe lifting message.
- Bus and taxi advertising.
- Direct mail advertising.
- Training on safe lifting provided through Seminars, Webinars, themed talks, conferences or other face to training.

Phase IV: Research Funding

Commences whenever the funding is available.

To establish, advance, promote, operate and fund research related to the causes, prevention, minimisation, management and treatment of spinal disc herniations and spinal injuries related to lifting and spondylosis.

Phase V: National Safe Lifting Day

Proposed start date 2014 dependent on funding and feasibility.

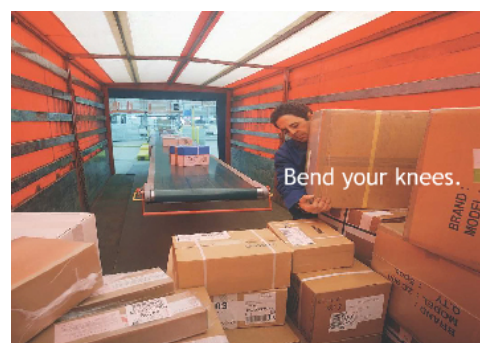
Aims:

- Promote awareness of safe lifting injuries and how to prevent them.
- Launch new research projects and safe lifting programs with maximised media coverage.
- Encourage fun community events that focus on the essential connections between nutrition, exercise and safe lifting practices.
- Engage corporate workplaces in Safe Lifting Day education and recreational programs which focus on Workplace Health and Safety and how it is also closely related to nutrition, exercise and safe lifting practices.

Our Current Services

As applies to Phase I and II

- A free source of online and printed educational material that explains “Correct and Safe Lifting Practices.”
- Support for other organisations, Government Departments, community initiatives and businesses which aim to reduce and prevent spinal injury.
- A free community notice board for all activities, policies and research that aims to reduce injuries to people’s spines due to lifting, whether at home or at work.
- A free publication site for all valid related research topics that aim to reduce and prevent injury to people’s spines due to lifting, and that improve the management and health outcomes of those people injured.
- To provide a limited advertising capacity for Government, employer and training groups, community groups, health care providers, legal groups, insurance companies, and professional associations by way of levels of recognised financial sponsorship as “Lift Smart Australia Friends and Partners.”
- Free Australian state-by-state web directed information on that particular state’s activities in education, research, and the management of individuals affected by lifting related injuries.
- To provide the opportunity for individuals, associations, institutions and industry to involve itself in research that aims to reduce and prevent lifting injuries through financial grants for approved research projects (assessed by the Advisory and Grants Board).



Our Financial Needs

Funding for:

- Lift Smart Australia web site.
- Administration, premises, utility and travel costs.
- Staffing.
- The development and printing of safe lifting educational materials.
- The development and printing of promotional material and promotional merchandise which will be used in networking and promotion with Government departments, businesses and the welfare, building, nursing, and services sectors to determine what Lift Smart Australia can do to assist them in injury reduction in their employees and target groups.
- Participation in Government, business and other non-profits initiatives to promote safe lifting.
- International Internet Safe Lifting Network hosting.
- Safe Lifting Signage on corporate premises eg. Bunnings Warehouses and Brisbane Airport Corporation.
- Advertising (newspaper, bus, taxi and Internet).
- Expo and community event attendance.
- Humorous Educational Podcasts.
- Televised safe lifting messages.
- Safe Lifting message merchandise..
- Radio advertising of safe lifting message.
- Training on safe lifting provided through seminars, webinars, themed talks, conferences or other face to training.
- Research funding and publication for those working to reduce spine injuries due to lifting or minimise the effects of injury.
- National Safe Lifting Day.



Sponsorship Arrangements

“Friends and Partners of Lift Smart Australia”

There are several levels of financial sponsorship. “Friend and Partner” sponsorship also may, or may not, be used in an advertising manner by the Company / Organisation / Association in an appropriate and relevant fashion.

“Light Weight” Partners: Under AUD \$5,000 per annum
or Services Donated

“Heavy Weight” Partners: AUD \$10,000 per annum

“Super Weight” Partners: AUD \$35,000 per annum

“Mega Weight” Partners: AUD \$50,000 per annum

“Olympic Weight” Partners: All tiers of Government
and Community Leader Groups only.

Eligibility for sponsorship is assessed by the Advisory and Grants Board of Lift Smart Australia. You are most welcome to contact us at any time for more information.

For further information or to discuss a Sponsorship agreement, please visit our web site at www.liftsmart.com.au or email us at admin@liftsmart.com.au

