

MEDIA RELEASE



**Palliative
Care
Australia**

Palliative Care Australia

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Palliative Care Australia introduces new CEO

It is with pleasure that the Board of Palliative Care Australia welcomes Dr Yvonne Luxford as the new Chief Executive Officer.

Dr Luxford joins Palliative Care Australia with a strong record of performance in the public health arena.

Dr Luxford was previously the Manager of Policy and Advocacy for the Royal Australasian College of Physicians. In this role, she managed the policy and advocacy needs of the College's thirty specialty groups, in addition to media and communication strategies and government engagement.

Other previous roles include Senior Executive Officer of the Australasian Faculty of Public Health Medicine and several years as a university lecturer in various health-related subjects. Dr Luxford has qualifications in higher education and her doctoral thesis explored a mixture of policy and medical issues with a focus on child oral health. Dr Luxford has held positions on various boards and senior committees across sectors including health, higher education, housing and childcare. She has particular interests in Indigenous health and chronic disease prevention.

Dr Luxford is committed to improvement of the population's health through the development and implementation of clear evidence-based policy.

'We look forward to Dr Luxford continuing our work to embed end-of-life issues in contemporary health reform activities and to ensure we are well positioned to make a significant contribution to the shape of healthcare in Australia', said Professor Margaret O'Connor AM, President of Palliative Care Australia.

Dr Luxford will commence her new role in early May 2010 – in readiness for the 12th National Palliative Care Week.

Key national stakeholders will have the opportunity to meet Dr Luxford at our annual parliamentary breakfast on Wednesday 26 May 2010.

Contact: Fiona Allen – PCA Communications Manager – 02 6232 4433 / 0420 555 945

PCA is the peak national organisation representing the interests and aspirations of all
who share the ideal of quality care at the end of life

Patron: Her Excellency Ms Quentin Bryce AC Governor-General of the Commonwealth of Australia