

MEDIA RELEASE

12 October 2010

\$4 MILLION IN 12 YEARS COMES FROM SUCCESS STORY IN CORPORATE-CHARITY PARTNERSHIP

Cystic Fibrosis Australia and LJ Hooker are a success story in long term corporate/charity relationships.

The association between Cystic Fibrosis Australia and one of Australasia's leading real estate companies and Australia's best known and trusted real estate brand turned 12 years in September.

The triumph of longevity was all the greater with the total funds raised by LJ Hooker during this time peaking \$4 million.

Cystic Fibrosis Australia's CEO Terry Stewart says the funds have been channeled into CF research and assisting the CF State and Territory Associations with support services.

Mr Stewart tabled a number of outcomes of the direct funding from the LJ Hooker/CFA partnership.

- LJ Hooker provided the initial funding for the development of the Cystic Fibrosis Australia Data Registry in 1998. The Registry has enabled greater research and better management of CF through increased information. This has contributed to the continuing trend of greater life expectancy. In 1998, 28 per cent of the national CF community was over 18 years of age. It is now over 47 per cent and expected to be 50 per cent or more in coming years. The average life expectancy is now 37 years old; 12 years ago it was 28 years.

- The CFA Data Registry currently has 92 per cent of the CF community in its data banks. That figure is expected to rise to 100 per cent by the end of 2010, a major step towards having the world's best CF Data Registry. The US registry currently collects data off just under 90 per cent of its CF community.
- Research into hypertonic saline therapy began with an initial investment from LJ Hooker. Royal Prince Alfred Hospital (RPA) in Sydney initiated the research, LJ Hooker funded the project and hypertonic saline therapy is now an international success story in CF therapy.

Borrowing a funding-research correlation used by the National Health and Medical Research Council (Australia)NHMRC, Mr Stewart said that a single dollar investment in medical research equals \$3 in benefits.

“The dollars raised by the LJ Hooker network for research and the outcomes certainly reflect this.

“The CF community is extremely grateful for everything that has been achieved in these 12 years and acknowledges the generosity and support that has come from the association between CFA and LJ Hooker,” Mr Stewart said.

The CFA Board honoured LJ Hooker, the 12-year partnership and the \$4 million milestone at a dinner held on 8 October at Ripples on the Wharf, Sydney.

Representing LJ Hooker were Managing Director Alan Lambert and his wife Bev and Head of Network Development Bill Russell and his wife Krysten.

“This proud community partnership has grown by so many of the LJ Hooker offices showing initiative and raising not only funds but creating great awareness of CF nationally, said Mr Lambert.

“Corporate and individual office fund-raising has been diverse, with events including auctions, balls, dinners, recipe books, golf days, bike rides, walk-a-thons and the soon-to-be-auctioned for CFA, Red Rose House.”

Mr Lambert was guest at a luncheon hosted by CFA at Parliament House, Sydney, in September to thank LJ Hooker and all suppliers who have contributed towards Red Rose House’s construction at Malua Bay on New South Wales’ South Coast.

More than \$70,000 was pledged at the luncheon, which keeps the house on target for completion early next year and its auction where all proceeds go to Cystic Fibrosis Australia.

“If anyone would like to support Red Rose House or find out more about the auction, they should contact Michael Skuse, Principal of LJ Hooker Batemans Bay, on 02 4472 6455,” said Mr Lambert.

(ends...)