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A CELEBRATION OF LIFE
ABOUT US

A Celebration of Life was created in 2002 by parents Chris and Sophie Clarke.

Their daughter, Madeleine, was born with a severe case of Strep B and given only a 1% chance of survival when admitted to the Neonatal Unit (NNU) at The Royal Children's Hospital, Melbourne. Maddie defied the odds, thanks to the skill and dedication of the Neonatal Medical Team and is now a beautiful and happy big sister to brother James.

In honour of their gratitude to the NNU, A Celebration of Life was created by Chris and Sophie to assist specifically with the fundraising requirements of the NNU and hopefully make possible the equipment, resources and research that helps to make it one of the premier NNU's in Australia, if not the world.

The major fundraising event for the NNU is the Annual Celebration of Life Gala Ball. Now in its fourth year, this event has helped to raise thousands of life saving dollars for the NNU.

A Celebration of Life is recognised as a fundraising entity for the NNU at The Royal Children's Hospital, Melbourne and it's Management Comittee comprises NNU & RCH staff, parents and supporters. The NNU is deeply grateful to the Clarke Family for their commitment, dedication and invaluable support.

A Celebration of Life is more than just a namesake – it is a statement of truth shared by the NNU team and all those it exists to support today and in the future.

HOW WE ARE DIFFERENT FROM OTHER NEONATAL INTENSIVE CARE UNITS

The Royal Children's Hospital Neonatal Unit provides highly specialised care to the sickest newborn infants from all over Australia and the Pacific Islands.

It supports and treats a UNIQUE group of babies with UNIQUE needs and is the only Unit of its kind that can assist babies who require treatments not available at other Neonatal Units in Victoria and in some cases, Australia.

Each year

- Over 600 babies are transferred to the NNU by the Newborn Emergency Transport Service (NETS).

- Over 40% of the babies undergo major surgery.

- Over 300 babies receive artificial ventilation via mechanical respirators.

- Most of the babies are seen by specialist doctors from the many medical disciplines available only at The Royal Children's Hospital, Melbourne.

- The highly complex paediatric investigative services including MRI, CT scans, digital angiography, fluoroscopy, endoscopy, electroencephalography, metabolic and laboratory tests, echocardiography and cardiac catheter are not available at other hospitals.

OUR ACHIEVEMENTS

In the last decade there have been many achievements in the care given to babies in the Royal Children's Hospital Neonatal Unit.

Some of the highlights are:

High frequency oscillatory ventilation (HFOV) is a highly sophisticated form of artificial respiration in which very sick babies are ventilated at breathing rates of up to 900 breaths per minute. The Neonatal Unit was the first Intensive Care Unit in Australia to introduce this technology in 1992 and this was the result of a careful and strategic research and training program. We now run training courses for other intensive care units around the country.

We are the only intensive care unit in the country that employs High Frequency Jet Ventilation. This technology is a life saver for babies with the most severe forms of lung disease.

Together with our colleagues at the Royal Melbourne Hospital we have led the way in the management of a rare form of cerebral aneurysm (an abnormality of arteries and veins in and surrounding the brain) by interventional radiology thus providing both survival and favourable outcomes to many babies who in other centres would have died.

Our craniofacial surgeons have pioneered a form of jaw lengthening operations for babies born with facial abnormalities such as Pierre Robin Sequence. This surgery has produced stunningly successful outcomes and revolutionized the care of these conditions.

Together with our Neurology colleagues we are investigating ways to improve the outcomes for the sickest babies including those with Post Haemorphragic Ventricular Dilation (commonly occurring in very premature babies) and have pioneered the use of MRI technology and bedside EEG monitoring in a Neonatal environment.

We provide the best outcomes in the country for a condition called Congenital Diaphragmatic Hernia. This is where a baby is born with a large hole in the diaphragm resulting in the intestines being present in the chest thus compressing the lungs. The condition requires the combined skills of neonatologists, nurses, cardiologists and surgeons. Our outcomes for this previously lethal condition are second to none in the world. Survival of this condition provides a normal life for these babies.

Our nursing staff has pioneered the management and prevention of pain in sick babies and has led the way in surgical wound care. The nursing staff is continuing to provide the best care to sick infants round the clock every day of the year.

We have recently appointed the first Professor of Neonatal Nursing Research in Australia. Our Music Therapist is looking at ways to improve the quality of life on the Neonatal Intensive Care Unit for the sick babies. We provide a home apnea monitoring service for babies who are at risk of and for their parents who are worried about Sudden Infant Death Syndrome.

Most of the advances over the years have been made possible by the very strong commitment to research and education by all members of the Neonatal Unit. The best care of the sickest infants cannot occur without the valuable achievements provided through research and education.

ROYAL CHILDREN'S HOSPITAL NEONATAL UNIT VISION

The Neonatal Unit will become the benchmark of world's best practice for the care of the sickest newborn babies and their families.

ROYAL CHILDREN'S HOSPITAL NEONATAL UNIT MISSION

The Neonatal Unit will improve the health outcomes for newborn babies by:

- Providing the best and full range of tertiary and quaternary specialist care for the sickest babies in Australia and internationally

- Providing undergraduate and postgraduate education in medical, nursing and allied health disciplines

- Initiating and conducting research to enhance the clinical care of our patients

- Providing information, health promotion, resources, education and advocacy for the families of our patients

In order to maintain our mission and achieve our vision we need to:

- Attract and retain the best medical nursing and allied health professional staff

- Establish world's best practice medical and nursing care of sick newborn infants

- Acquire and maintain essential and cutting edge equipment

- Improve access to and availability of newborn intensive care beds

- Improve the space and the environment in the clinical areas

- Improve the facilities for the families of the babies

- Improve and maintain the infrastructure and facilities for research

- Improve and maintain the infrastructure and facilities for education

- Update and improve the Neonatal Unit website

Funds raised are used by The Royal Children's Hospital Neonatal Unit to:

1. Purchase and maintain essential and cutting edge equipment in order to provide the best possible care for the babies

2. Improve the bed availability in the Neonatal Unit by providing and equipping additional intensive care cots

3. Assist in building a brand new Neonatal Unit which will provide world's best facilities and environment for the sickest babies and their families

4. Support ongoing research and education in the Neonatal Unit

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UNIT MANAGER'S REPORT

SHERI WALDRON

As I write this report, the Myer Christmas windows have been unveiled reminding us all that the festive season is once again drawing near.

It has been an incredible year, with some extraordinary generosity bestowed on the Neonatal Unit.

We have had some amazing fundraising events undertaken by families which I was honoured to attend and humbled by the capacity of others to give to and support the future of our Unit.

In September we witnessed the spectacle of the Annual A Celebration of Life Gala Ball which was managed and organized by our Fundraising Manager Ms Donna Aranyi. Held at The Palladium Ballroom – Crown Casino - lit by candlelight and flowers, the room was a vision and with the support of The Former Ladies of The Supremes, was a splendid event.

The construction of our new home for the next few years on the 3rd floor began in October. As yet, we cannot get in to view the clinical area but the framework of the new Parent Retreat being developed on the balcony can be seen from the garden of the hospital. It is very exciting to know that hopefully by March, our parents will have their own space to sit, relax, have access to a kitchen and have a designated play area for their children. Whilst we are limited to changes we can make in the ward area it will be much more conducive environment to support sick newborn infants and their families.

At present due to limited space, and in order to comply with privacy and confidentiality legislation, we are unable to include parents during ward rounds to be part of the daily discussions involving the care of their baby. Many parents would prefer to be present, and our aim will be to include parents on daily rounds, as the bed space will be much bigger and the maximum number of infants in a room will be four, so this will be much easier to manage.

Physical space for parents and space to store their personal belongings will also be provided. The rooms will be able to support the developmental needs of infants by less noise, less traffic of staff in the rooms and more subtle lighting.

We are still in the process of purchasing new equipment for the increased bed numbers we will acquire in the move. Whilst some funding is given to us by the Department Of Health for the redevelopment, we still have to rely on external fundraising events and the generosity of the public to support our future equipment needs.

If you are interested in fundraising or making a donation to our future –to ensure that we give the sickest infants the best chance at life, please contact Donna Aranyi on 03 9345 4510.

I would like to take this opportunity to thank the many parents and their families who have generously supported the Neonatal Unit in 2006, and wish you all a healthy happy and prosperous 2007.

FUNDRAISING MANAGER'S REPORT

DONNA ARANYI

I love the Summer weather, long days, perfect for enjoying the outdoors and time with loved ones. As another year draws to a close I look forward to holidays and spending time with family and friends.

It's been a BIG year for A Celebration of Life and the NNU. I can't believe I have been in this role for just over 12 months now – feels longer sometimes! More often, I don't know where the time has gone...

I am grateful and indebted to all those that have offered support, guidance, practical help, monetary kindness and most importantly "friendship" to A Celebration of Life. The number of families that have opened their hearts and lives to offer their experiences of the NNU so that others may better understand it's vital & life saving work, has been overwhelming – you will read about some of these families in the this edition of NNU News.

The fundraising achievements of A Celebration of Life are utilised to support the NNU in ways that wouldn't be possible otherwise. It has been a successful year in terms of building awareness of the NNU as well as laying foundations to build strong sponsor, donor and supporter relationships.

One such relationship is between the NNU and Aromababy - natural skin care for babies (Ok, I use 'em too, they're gorgeous!). Company Director, Catherine Arfi, has joined forces with the NNU to help raise much needed funds for ongoing projects and equipment etc. To celebrate Aromababy's 10th Birthday monies were kindly donated which made it possible for us to purchase a Neonatal Pulse Oximeter. This valuable machine will allow us to perform overnight minute by minute monitoring of infants who present with airway problems. It allows us to store and download the infant's data via a computer, it records both heart rate and also oxygen saturation - this is how much oxygen is being utilised by them. It is a valuable and important piece of equipment and we are indebted to Aromababy for making it possible.

We are also hoping to conduct a few Baby Massage Workshops for new Mums in the New Year so let us know if you are interested. Aromababy products are now available in the Gift Shop at the RCH with a percentage of sales being donated to the NNU from each purchase – let start's shopping! And who can forget the luxurious Aromababy goodie bags each guest received at this year's Gala Ball? Thank you Catherine – we look forward to working with you and Aromababy over the coming year.

Event wise, March saw the successful conduct of the first ever "Tour de Bebe" charity bike ride held in support of the NNU. The ride involved over 30 cyclists from The Rotary Club of Moonee Valley who rode over 1100kms throughout country Victoria to raise funds to help purchase a new JET Ventilator. NNU Dad – Robert Greenberg - participated in the ride and has written an article about his experiences inside this edition of NNU News for your enjoyment. Thank you to all those that participated and supported this event.

Happy Birthday and congratulations to all those NNU graduates who turned one this year! Special thanks to the Mullan, McKay and Micallef families who celebrated these birthday occasions by raising funds for the NNU – much appreciated! Also to Kaytie Overdyk who celebrated her Christening by asking guests to donate funds to the NNU and to NNU Mum – Nicole Grasso – who has come up with a very novel way to fundraise. Nicole's weight loss program "A Pound for A Pound" is not only designed to help lose weight but to also help purchase twenty bottle warming machines for the NNU through sponsorship monies she raises – well done Nicole!

A special mention of thanks to Mark and Kim Pearce, parents of Jonah, who have been busily raising monies for the NNU in Echuca. I have been so completely impressed with Mark & Kim's commitment and dedication to do what they can do to help the NNU and serve Jonah's memory – thank you Mark and Kim, your courage and strength serves as an inspiration to us all.

Speaking of regional supporters, I would also like to thank the Atkas Family of Shepparton who have also been busy raising monies for the NNU by selling RCH merchandise through their retail business – well done guys and thank you!

The Annual A Celebration of Life Gala Ball was held on the 14th September at Crown and was an amazing evening raising just over $100,000.00 for the NNU!

Special thanks to our major sponsors especially Crown, Chateau Tanunda, Aromababy, DNA Artworks, Entertainment Deport, Staging Connections, Sportz 3 and pH Group of Companies for your generous and overwhelming support. The night was made even more special with an exclusive Melbourne only performance by The Former Ladies of The Supremes who flew in from Los Angeles to perform especially for the babies of the NNU. See the feature article in this edition of NNU news to catch all the glitz & glamour, entertainment and fun times had by all, that ensured this night was a huge success. The date for next year's Ball will be Thursday 6th September 2007 at The Palladium, Crown so mark it in your diaries and let me know if you are interested in supporting in some way. Also in September, the first Elise Sneddon Foundation AFL Grand Final Family Fun Day was held at Bren's Oval just behind the RCH. The day was an outstanding success raising $30,000.00 for the NNU. NNU parents Rob and Kerryn Sneddon created the Foundation in memory of their daughter Elise. This event was not only a great tribute to Elise's life but also a brilliant example of her parents' ongoing commitment and sincere need to want to help other families sharing an NNU experience. Thank you Rob and Kerryn – again, your willingness to serve others at a time when life has been most challenging for you both is an indication of your true strength and courage. Read more in the coming pages.

I would also like to thank the wonderful members who have helped to raise just over $6,500.00 for the A Celebration of Life Auxiliary this past six months or so and all those fantastic families who have/continue to sell RCH merchandise for the NNU – THANK YOU! Make sure you check out the new lines of merchandise available to sell in support for the NNU, especially our Neonate Mate Lambs (limited edition) and the Luv a Bub garment range. With Christmas and the New Year upon us, I would like to wish you all a warm and loving holiday season and further thank all those that helped to "make a difference" to the lives of all the babies and families who have needed and who WILL need the specialized care offered by the NNU yesterday, today and tomorrow.

With the new Unit due to open in the early New Year, we have a long way to go to raise the $1.3 million required to pay for all that is needed. If anyone reading this article would like to get involved, make a donation, tell someone about the fantastic work of the NNU, has ideas to further promote and raise awareness of who we are and what we are trying to do, I would love to hear from you.

Once again, to everyone that has made a contribution this past year, our heartfelt thanks – here's to another good year ahead filled with blessings, peace, good health and prosperity for all.

Donna

Contact Details
T (03) 9345 4510 **E** donna.aranyi@rch.org.au

YOUR INVITATION

UPCOMING NNU FUNDRAISING EVENT Twilight Trail Ride, Kilmore, Vic

Ride and relax - ever imagined yourself riding off into the sunset on horseback? Now you can by joining us for a Twilight Trail Ride and help to raise funds for the NNU at the same time!

The Pretty Sally Riding Ranch is located in Wallan, approximately one hours drive from Melbourne. It is set on 400 acres of beautiful bushland and is not only a home for the horses but also various forms of Australian wildlife including kangaroos and echidnas.

Owned and operated by the Laurens Family, we invite you to join us for a very special ride on horseback through the bush at twilight. All types of riders catered for although this will be mostly a leisurely and relaxing ride through the bush at a gentle pace.

This will be a great opportunity to see the magical colours and hear the unique sounds of the bush as the sun goes down, all from atop your trusty steed, especially chosen for you to enjoy the ride. This is a great way to RELAX, unwind and enjoy being outdoors with friends.

The ride is two hours in duration, is fully supervised by qualified instructors and will be followed by a casual BBQ dinner. BYO drinks (cordial provided). Places are limited so please BOOK EARLY to avoid disappointment!

When
Saturday 20th January 2007

Time
5pm (Mount Up) – 8.30pm

Where
Pretty Sally Riding Ranch
750 Union Lane Wallan Vic
Melways Ref 510 L9

Cost
$50pp (this includes a $10 donation to the NNU for which a tax deductible receipt will be issued) which includes a 2 hour trail ride, use of helmet & BBQ dinner.

Booking Info - Places strictly limited
Please contact Margaret Laurens on (03) 5782 2234 mentioning the NNU Twilight Trail Ride at the time of your booking. A deposit will be required.

Children must be a minimum of seven years of age to participate. Or contact Donna in the RCH Foundation Office (03) 9345 4510 for further information about this event.

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A CELEBRATION OF AUXILIARY

news update

Definition: An Auxiliary is “a group or organization which assists or is supplementary to a larger one. Person or thing that gives aid of any kind; helper”. There are many easy and stress free ways that you can support the Neonatal Unit at the RCH, including the sale of RCH merchandise via our A Celebration of Life Auxiliary.

In its first year, the A Celebration of Life Auxiliary has raised over $6,000 for the NNU, a fantastic result! That’s a lot of RCH $2 Tote Bags....

Our dedicated team of members is led by Dawn Aranyi and a small army of supporters, including many families who have had an experience of the NNU. Special thanks to the Grieve and Barthel families for their great efforts selling bags this year and also to Kim & Mark Pearce of Echuca for your outstanding contributions.

A Celebration of Life Auxiliary members have been selling RCH merchandise at various centres around Melbourne including the Watergardens and Woodgrove Shopping Centres. Special thanks to Centre Management at both of these wonderful retail outlets for allowing us to do so – we are deeply grateful. Also, members recently sold items at the Melton Festival in conjunction with the Lions Club of Melton and the Pretty Sally Riding Ranch in Kilmore have also kindly sold merchandise in support of the NNU – thank you so much!

Why join the A Celebration of Life Auxiliary?

A Celebration of Life is the main fundraising body for the NNU and its Auxiliary serves as its complementary partner in raising much needed funds for our babies and families.

Rather than establish several separate fundraising groups in support of the NNU, we would like to streamline all fundraising endeavours under one banner of “A Celebration of Life” and harness the energy that a core group of people working for the same cause can manifest and deliver.

Thus, the A Celebration of Life Auxiliary was established and consequently, we have avoided having numerous groups asking the same sponsors/donors/supporters etc to assist the NNU and have also been able to keep abreast of all fundraising activities being done for and in the name of the NNU – all of which are greatly appreciated.

We respect that people have very busy lives and are often “put off” by fundraising expectations that require a serious commitment. Fundraising via our Auxiliary is easy – all goods are given on a consignment basis so there are no upfront costs and items can even be delivered if collection from the RCH is difficult. Supporters are often surprised when they take a batch of RCH Tote Bags to work for example, that everyone wants them and they come home empty handed wanting more! This is a common occurrence. We’ve had merchandise sold at kindergartens, play groups, family celebrations, fundraising events, concerts, workplaces, parties, conferences and amongst friends to name a few.

Each time an item of RCH merchandise is sold on behalf of the A Celebration of Life Auxiliary or purchased by supporters/families/friends of the Neonatal Unit (make sure you mention this when you are making placing orders or making purchases from the Auxiliaries Office) a percentage of sales is donated to the NNU!

What’s new?

Have you bought a “**Neonate Mate**” yet? These plush, silky, soft lambs made by reputable toy company “Russ” are available in three colours – cream, pink and lavender. “Neonate Mates” can be purchased individually for $25 (large lamb) or as a pair (parent & baby lamb) for $35. Baby lambs are not sold separately. These are a “limited edition” and stocks won’t last long especially with the holiday season fast approaching! 100% of sales donated to the NNU. A beautiful gift to congratulate a new arrival, celebrate a birthday, stuff a Xmas stocking or as a memento of your stay in our NNU whilst also supporting a fantastic cause! “Neonate Mates” can be purchased/ordered via Donna in the Foundation Office (Ground Floor, Main Entry Building) or from the Sue, Lina and Marilyn in the Neonatal Office.

Get yours TODAY!

Announcing “**Luv a Bub**” - The Royal Children’s Hospital proudly presents the latest merchandise range for newborn babies!

A quality and inexpensive range featuring beanies, mittens, booties, socks, baby bibs, singlets, towelling wraps, velour blankets and waffle cot blankets for all newborn babies.

Fantastic socks for kids!

These gorgeous socks are available in three different sizes, various colours and styles and are sold in cute & colourful tubes.

0-12mths (white & grey)
0-12mths (coloured)
1-3yrs (coloured)
3-5yrs (coloured)

Each tube features six pairs of socks for $20.

Special Edition Christmas Tote Bags $2

Perfect for storing/giving gifts or as a substitute for wrapping paper.

PLUS a full range of kid’s Art Smocks, RCH Tea Towels, Aprons, Gardening Accessories etc...always available for purchase.

If you are interested in becoming involved with the A Celebration of Life Auxiliary, please contact Donna on (03) 9345 4510 or donna.aranyi@rch.org.au for further information. To order/purchase RCH Merchandise please contact the Auxiliaries Office (03) 9345 5188 or email ellie.pateras@rch.org.au mentioning that you would like proceeds of your sales/purchases to go to the Neonatal Unit via the A Celebration of Life Auxiliary – thank you!

Calender of stalls for A Celebration of Life Auxiliary at RCH 2007

20th February - RCH Merchandise
16th March - Paddy’s Market - COL General Stall
20th March - RCH Merchandise
24th May - RCH Merchandise
28th August - RCH Merchandise
16th October - RCH Merchandise
30th November - Andy’s Market - COL General Stall
4th December - RCH Merchandise

Rotary Riders

TOUR de Bébé

My daughter Georgia spent three months in the Neonatal Unit (NNU) at the RCH in 2003. So when the opportunity arose to do some fundraising for the NNU, I hopped on my bicycle - literally!

The Moonee Valley branch of Rotary organised a 7 day cycling tour of country Victoria the "Tour de Bebe" with a two fold purpose – a fun way for Rotary riders to arrive at their annual conference in Geelong and a great way to raise money for a new Jet Ventilator for the NNU.

Here are a few of my memories...

Day 1 Saturday 25th March 8.00am saw 29 riders - men & women - and 2 support crew assemble in the car park of the RCH. Our lycra riding gear proudly displayed the names and logos of the many generous sponsors who had thrown their support behind us. Each rider had to raise a minimum of $500 to go on the ride. Many exceeded that figure. NNU Deputy Director Dr Peter Loughnan gave us all a stirring send off speech explaining how many more babies could be treated if the unit could purchase another Jet Ventillator.
Off we rode up Flemington Road in one big peleton- a mixture of young riders from local cycling clubs who saw this as a great training ride, to middle aged 'weekend warriors' like me, to retired riders who saw this as a challenge. We had support vehicles too, a Europcar truck that stayed behind the peleton, carrying our bags and spares, and a 'sag wagon' – for when it all got too much.
We rode 154 kms to Euroa, stopping at Rose's Café in Kilmore. Rose fed the lot of us, then emptied her till and donated it all to NNU. This sort of generosity was repeated throughout the ride. In every town, donations were made. The Rotary Clubs of Bacchus Marsh, Eaglehawk, Echuca Moama, Ballarat South and Drysdale put on barbecues for us and handed over cheques. Along the way, we met up with families whose lives had been touched by NNU including the Patford family of Wallan and the Smith Family of Kilmore.

Day 2 185 kms Euroa to Echuca where I discovered what the collective noun for riders is – a cramp of riders. Lunch in Shepparton was generously sponsored by McDonalds- very generous because you've no idea how much we ate!

Day 3 155 kms Echuca to Bendigo where NNU family Michael and Barbara Smith teamed up with the Eaglehawk Rotary Club and put on a great barbecue for us.

Day 4 Bendigo - a rest day!

Day 5 & 6 155 kms Bendigo - Ballarat - to Lorne. Hills. I kept thinking about the Jet Ventilator and how many breaths per minute it could pump out. I could have used some of those breaths that day.

Day 7 In Geelong at the Rotary Conference, with the ride completed, we were welcomed on stage and applauded as the Rotarians watched a presentation about the vital & life saving work of the NNU.
The Rotarians at the Conference then topped up our cycling helmets with donations before we left the auditorium.

The official handover of funds raised took place on 12th May at the Rotary Club of Moonee Valley's Annual "Masquerade Ball", where NNU Director Dr Peter McDougall and NNU Deputy Director Dr Peter Loughnan were on hand to present each rider and our support crew with a completion certificate. Rotary then presented the NNU with a cheque for just over $40,000.

Many thanks to the hundreds of sponsors and supporters that assisted us with this year's ride – please know your kindness and generosity is greatly appreciated.

Special thanks to the **Moonee Valley Rotary Club** for nominating the NNU as its beneficiary of the 2006 ride.

Robert Greenberg

07

A CELEBRATION OF LIFE

Annual Gala Ball 2006

This year's event was held on Thursday 14th September at The Palladium, Crown.

The night was the culmination of many months of planning, hard work, seeking support, unbelievable kindness and yes, a few prayers were also said along the way...thankfully, they were answered it seems!

It truly was a night to "celebrate life" and acknowledge the work of the Neonatal Unit at The Royal Children's Hospital. A night to say "thanks" and a night to say "you're welcome". And most importantly, a night to raise much needed funds to assist with the relocation and redevelopment of the NEW Neonatal Unit due to open in March 2007.

The room was a sea of candlelight scented by fresh spring blooms - French silk screen lamps dotted the tables creating an elegant and warm reception for guests, of which there was almost seven hundred. Each guest also received a lovely gift bag courtesy of NNU sponsors "Aromababy - natural, organic skincare", just beautiful and extremely generous.

Our MC extraordinaire - Channel 7's Mr John Deeks - welcomed guests and explained the evening's fundraising activities. There was a stunning Silent Auction displayed at the rear of the Ballroom with an impressive array of prizes for all tastes and budgets, all of which had been generously donated by over two hundred sponsors. There were "Neonate Mates" to purchase - plush baby lambs made by the reputable soft toy company "Russ"; raffle tickets for some outstanding prizes made possible by our sponsor pH Group and a fantastic Main Auction that would be held later that evening.

Guests were invited to enjoy the most beautiful wines which had been generously donated by major event sponsor "Chateau Tanunda" of the Barossa Valley. Special thanks to Erica Babbage and the "Chateau Tanunda" team for their overwhelming support and to Luke Clarke and co at "Wineraiser" for providing the bubbly! These were the perfect accompaniments to the excellent three course dinner prepared by Crown's Executive Chefs. Special thanks to Ann Peacock for her ever generous support of this event and for Crown's major sponsorship - without it, this event would not be possible and we are indebted to Ann for all that she makes possible for us. Soon it was time for the main speeches and guests were invited to share an NNU experience as seen through the eyes of one of its parents - Steve Peuschel, whose baby "Ava" spent just over nine months there receiving treatment. Steve's speech was extremely moving and provided a realistic portrayal of what the NNU is all about - thank you Steve, Melinda and Ava for sharing your lives with us at that time.

Director of the NNU, Dr Peter McDougall also addressed the audience explaining the future direction of neonatal care at the RCH and the NNU's need to relocate to a new Unit in 2007. At a considerable cost of $1.3 million, he explained the importance and value of funds raised by A Celebration of Life and urged those present to offer whatever support and assistance they could provide.

Main Auction time and our special guest auctioneer - Paul O'Sullivan from Lemon Baxter - took to the stage with John Deeks to offer a great range of priceless and "money can't buy" experiences which included prizes courtesy Yering Station, Versace, Sportz 3, Papillion Furniture, Crown, Brett Youlden V8 Superide, Robbie Williams, Chefs On the Run, Kid's Health Partnership, Menere's BMW Brighton and Samsung to name a few.

A highlight of the Main Auction was the sale of a Genuine 1934 Ashes Series Cricket Bat. This Bat was hand made by B. Warsop of Marylebone, England and carried the original signatures of the Australian and England Cricket teams (including Don Bradman) that competed for the Ashes during the 1934 Australian Tour of England. This item sold for $22,000.00 at auction with every cent going to support the NNU! Special thanks to ALL those guests that supported the Main Auction this year, either through the donation of prizes or winning at auction.

Everyone was having a great time and enjoying all that was on offer. But the true highlight of the evening was fast approaching, when "The Former Ladies of The Supremes" would take to the stage to wow guests with a repertoire of their classic hits.

The Ladies feature two genuine members of the Motown signed and recorded Supremes - Lynda Laurence and Scherrie Payne. The third member of the group is Freddi Poole. The Ladies had kindly flown all the way to Melbourne from Los Angeles USA to perform EXCLUSIVELY for the A Celebration of Life Gala Ball - a huge coup! The day prior to the Ball, The Ladies spent the entire day fulfilling media commitments to help promote the event and the NNU, for which we will remain eternally grateful.

The Ladies also visited the NNU at the RCH and delighted in singing to the babies and meeting parents. Baby Finley Warren was lucky to have his photo taken with the Ladies by the Herald Sun and Channel 7 was also there to capture the morning's activities on film for that evening's news bulletin.

Showtime. The Ladies received a warm, "Melbourne welcome" and entertained the audience with their well known hits including "Baby Love" (naturally!), "Where Did Our Love Go", "Stop In The Name of Love" and "You Can't Hurry Love" to name a few. It was a brilliant honour and "once in a lifetime" experience to witness these legends of Motown LIVE onstage and performing just for us, an unforgettable experience.

This year's event raised just over $100,000 for the NNU and would not have enjoyed such success without the generous support of many hundreds of sponsors, supporters and guests - a heartfelt thanks to you all.

Special thanks to

A Celebration of Life Auxiliary
A Celebration of Life Committee of Management
All Sorts Garden Ornaments
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Andre J
Andrew & Louise Raper
Angus & Robertson
Anita Ivankovic
Ann Peacock
Ann Rathbone
Anna McKay

Annalisa Cannizzaro
Annelle Costineau
ANZ Bank
Approval Systems Pty Ltd
Aromababy Natural Skincare
Artist Photographer
Auscraft
Austexx Pty Ltd
Australian Air Express
Awesome Volunteers
Barry Novy
Barry Vera
Bilfinger Berger
Bill & Dawn Aranyi
BizTech IT
BMW Group Australia
Brian Mallon
Brett Youlden
Burson Automotive
Cabochon Jewellery
Caffe Romeo
Catherine Arfi
Charlotte Wenham
Chateau Tanunda
Chee
Chefs On the Run
Chris Dore
Coca Cola Amatil
Costanzo Family
Craig Williams
Crown Limited
Crown Towers
Cutters Clubb Salon
David Gautier
Deborah Carter
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Yering Station

If this event sounds like something you, your family, friends or work colleagues might like to attend or support in 2007, the date for next year's event is Thursday 6th September at The Palladium, Crown.

Please do not hesitate to contact me if you require further information, would like to reserve tickets or have any ideas that may help us produce another successful event for the NNU in 2007.

Donna

Photo courtesy David Caird, Herald Sun

09

SPEECH MADE BY NNU DAD STEVEN PEUSCHEL
2006 Celebration of Life Gala Ball

My name is Steven Peuschel. My wife Melinda and I are amongst the thousands of fortunate parents to have had our baby cared for at Melbourne's RCH Neonatal Unit. Our daughter Ava was admitted in October 2005 and our roller coaster ride lasted for six months. During this time the unit became our home and the people within it part of our family. To those who haven't experienced the NNU, I hope I can somehow explain to you what this place means to our family and to the thousands of other families across the country that have had their lives transformed by this special place. I am very pleased to be here tonight to share with you just some of our thoughts and experiences.

Everyone in this room tonight has a story to tell, a story that is unique. For Melinda and I, much of our story has to do with hospitals. I was born with the genetic condition Cystic Fibrosis. A life threatening condition, Cystic Fibrosis is a degenerative disease that mainly affects the lungs and the ability to breathe. For as long as I can remember, hospitals and doctors have played a huge part in my life. This is of course also true for Melinda and the rest of our family. In 2002 Melinda and I decided as a family that it was time to go on the long waiting list for a double lung transplant. My lung function had dropped to under 30% and everyday tasks were getting difficult. We both felt the time had come. As you can imagine, the entire process was a difficult one. The decision, right through to the operation and the rehab process was an extremely stressful time. I could not imagine ever having to go through anything that could remotely come close to that experience. I certainly could not believe that three years after the transplant, Melinda, myself and all our family would go through something that would make the transplant feel almost insignificant.

Due to my CF, Melinda and I knew that IVF was our only hope to ever have children. So six years ago we started what was for us a difficult struggle, with treatment both in Melbourne and Sydney. IVF proved a very long and stressful process that included 12 failed cycles and one miscarriage. There were in fact some doctors who believed we would never achieve a viable pregnancy because of the anti rejection medication I take every day. It is difficult to describe what we were feeling when we found out that Ava was on the way, our lucky number 13. Needless to say we felt to some extent that the real hard work was behind us. As it would turn out the ride was just beginning.

It was a very difficult pregnancy for Melinda, and at the 21 week mark her waters broke. She was admitted to the Mercy Hospital here in Melbourne where she was to remain in bed for the duration of the pregnancy. Incredibly, Melinda and Ava held on to the 27 week mark. Our daughter Ava was born on 22nd October, 2005 by emergency caesarean, three months prematurely.

Ava had so much to deal with. She weighed just a touch over I kg and was born with an E-coli infection that nearly took her life within the first few days. Underlying this, her tiny lungs were very under developed and she needed full life support. We knew we had a huge fight on our hands. After about five days, things became even more complicated when Dr. Tom Clarnett came from the Children's to look at Ava. Tom suspected that Ava had the potentially life threatening condition of the bowel known as Necrotizing Entero Colitis. He organized the transport of Ava to the Children's immediately, where she was to be assessed and prepared for surgery if required.

Before our move from The Mercy, we were instructed to prepare ourselves for some major differences between the two facilities. Initially we were frightened at the prospect of moving. As you all know, humans have this horrible aversion to change at the best of times. With Ava in this condition, I must admit the idea of transport to a different hospital didn't seem to be a good one. The Mercy had been great and we were not convinced initially that moving her to the Children's was the right thing. I suppose for us any move for our tiny little girl seemed like an excessive risk. The care we had received thus far was good and my own memories of the Children's as a young child with CF, were that of an old, outdated facility.

Walking along the NNU corridor at the Children's for the first time was a shock. There was certainly a big difference in the appearance of the two hospitals. The Mercy was spacious and new. In contrast, the hallways at the Children's were narrow with cots and humidicribs lining the walls. I remember thinking to myself; "shit" things really haven't changed here since the seventies. Just like I remembered, the hospital wasn't designed with space as its major focus. The staff were still walking in and out of the rooms likes rabbits going into burrows.

Many things were going through my mind on seeing Ava for the first time in Room 3, amongst a sea of machines and other babies. Initially I was thinking, how will they know which baby is Ava? How can they know what my baby will need and how will they have the time to invest in her? It was a frightening time, to surrender, to accept that Ava's life was dependant on the people in this building. One thing was certain. We knew that without them, we weren't going to take our baby home.

It came as a great relief to us to find that the doctors and staff knew exactly what Ava needed. They knew her history and seemed very confident as to the treatment that was required. For a parent, this show of strength and control went a long way to ease our fears. Within the first few hours of our arrival, we felt that we were in the right place. I cannot fully explain how we knew this, however when Melinda and I spent that first night in Ronald McDonald House, I remember us both saying, "Ava is in the best hands here."

Ava was scheduled for bowel surgery two days after our arrival at the RCH. On top of everything else, the prospect of our tiny, sick baby now having to undergo a general anaesthetic was overwhelming. It was during the procedure to remove part of the bowel, that Tom discovered "meconium illius", a blockage of the bowel, that most often indicates CF. This came as a great shock to us because Melinda had been screened and cleared of the vast majority of CF mutations. Things were spiraling out of control and the stress was indescribable.

Ava's lungs were still very sick, and she was continually being changed to different ventilators to keep her alive. Ultimately, it was the jet ventilator, found in no other Australian hospital that saved our little girl on more than one occasion. A week after the bowel operation, it was discovered that she needed heart surgery....another trip to theatre and another general anesthetic. So much for her tiny body to cope with. To go through everything that happened to Ava would take all night and there were several occasions when no one really thought she would make it. Needless to say, Ava was a very sick girl.

The NNU is a truly amazing place. The ward is always so busy. I mean every day we were there, the place had admissions. New babies, tiny and sick, all requiring a concentrated, individual approach. There were babies being moved out to have tests and surgery, babies coming back from theatre. Doctors, continually planning and discussing. Never a let up. It still remains amazing to us how the doctors, nurses and all of the support staff dealt with us. Constantly bombarded with questions, and with our fears, not once in the six months we were in the NNU did anyone ever say they were too busy to answer our questions. It felt as if we were the only parents in the whole ward. It felt that they were only here to deal with us. So many babies were sick, some of them even sicker than Ava, yet despite the stress that these people work under, they were always there to help. On many occasions our conversations were about anything other than Ava and her health. Alec Barett, Melissa Dodsworth, Ethel, Neil Patel, Amanda Moody and Peter Loughnan were just some of the wonderful staff that were there for us, and what state we would have been in without these people I don't know. The NNU Team were so much more than just Ava's doctors, nurses and carers - they were also our social workers, psychiatrists, confidantes and friends.

When we finally left the hospital on April 13 this year, we were obviously very excited. To take Ava home was one of the best days of our life. Despite this, we felt as though we were leaving our new family behind. We had spent every day for six months with these people and now it was time to leave. They had trained us to look after Ava, now they had given us permission to do it on our own.

I clearly remember the look of fear on Melinda's face in those first few months in the NNU. It is a look of a parent uncertain of the future of their child, and I am sure Melinda could see the same look in me. As time went on we learnt a lot about the people in the NNU, we learnt that these people would always do the very best for Ava. That as long as she kept fighting, the staff in the NNU would be beside her, fighting with her. Slowly I believe that look of fear left us. The resolve and strength of all the staff rubbed off on us, and in time their strength became our strength. That same look of fear was now to be found on many of the parents new to the ward. We felt confident that this look was only temporary. The vast majority of babies who are cared for in the ward make it home, and although we could truly understand what these parents were going through, we felt heartened that they too, would in time feel the strength and resolve to trust in those caring for our children. We need this place. Without it many of the most vulnerable do not have a future. This is what the NNU gives our community; it gives babies all over the country a chance to live. It needs our support and it demands our support.
Thank you

PATIENT SPOTLIGHT

Lukas Boeckmann

Our precious baby boy, Lukas was born on 23rd August 2005. We are so excited, happy, grateful and still overwhelmed to have him.

During a routine check-up in April 2005, we found out that our baby would be born with a congenital diaphragmatic hernia. At first, we had no idea what this meant – there was just uncertainty and fear. We spent a lot of time trying to understand our situation, and received the most help and advice from our obstetrician, Dr Peter England, and Dr Michael Stewart and Mr Keith Stokes from The Royal Children's Hospital. These three men gave us realistic, but positive advice – we will be thankful forever.

After nine months of excitement, fear, anticipation and anxiety, the most crucial time in our lives was upon us. Lukas entered this world with a loud cry. We had spent the months prior to his birth planning this moment and preparing for the days following his birth but when he actually arrived everything seemed surreal even though it was all very real. Peter England made sure that Lukas could give Mummy a quick cuddle. Michael Stewart then stabilised Lukas and took him to the ICU to prepare him for his trip to the RCH. We will never forget Michael's words "he is in air and does very well" – these were only early signs of Lukas' willingness to fight, but also words that we didn't hear again for a while. Within three hours Lukas was transferred by the highly-skilled NETS team to the NICU at the RCH. Everything went extremely fast - there was no time to think – we just had to be there and accept the situation.

Although we had done a tour of the NICU prior to Lukas' arrival, everything seemed so foreign and unknown. There he was lying in his little cot, surrounded by thousands of machines, lights and sounds. It was scary and frightening. There was not much we could do apart from being by his side. Our little boy was in the driver's seat with the assistance of the doctors and nurses of the NICU. The first night went by fairly well and we were told that he could be ready for surgery within a few days. The following day was also good as Lukas received his first visit from Mummy and then provided Daddy with his first poo-ey nappy! That night things changed and Lukas' condition began to deteriorate. He was put onto an oscillator and the number of machines and drugs increased. The next few days were spent waiting.... waiting for Lukas to be well enough to have his surgery. This happened on Day 7. We will never forget that hour and a half – sitting, waiting, and not knowing what to do with ourselves....but all the time hoping and praying that our little Lukas would be fine. When Mr Stokes spoke to us after the surgery and said the all had gone well, we were extremely relieved. However, the following days were also important.

We spent nearly every minute by Lukas' side watching him as he got better (some days were better than others). As the days went by, we became very familiar with every machine, drug and procedure that Lukas experienced. This was only possible because of the time we spent with the nurses and doctors watching over our little Lukas. Dr Rod Hunt and his team ensured that Lukas received the best possible treatment and care. During the following two weeks, Lukas' condition remained fairly stable – something that we hoped for after his surgery. He quickly made the steps towards being able to breathe on his own. Very quickly he was able to have his first feed (1 ml!), suck on a dummy and give us the pleasure of some very cute smiles. Day 20 was a big day – the oscillator was turned off and Lukas went onto C-PAP. That gave us the chance to have our first cuddles with Lukas. Within two days, he was breathing on his own – a major step in the right direction!

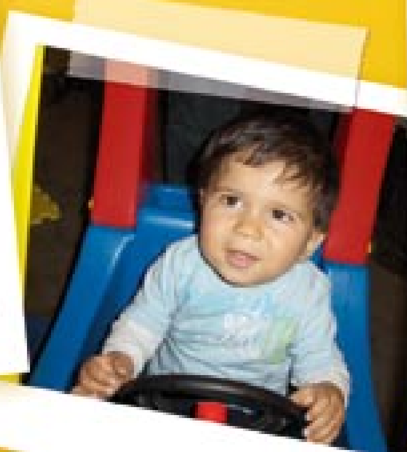
After spending three weeks in Room 3, Lukas "graduated" to Room 1. Here, we spent another two weeks, where Lukas became stronger and learnt how to feed. Slowly but surely, the many lines, drips, tubes, machines and drugs were all removed. Finally, on 1 October 2005, we were able to take our precious baby boy home – a moment that we had been waiting for.

Since this time, Lukas has continued to grow and develop into a happy and healthy little boy and our time in the NNU seems to be light years away. We met many amazing people and learnt a lot during the five and a half weeks that we spent in the NNU – most importantly we learnt what really is important in life.

As we now reflect on our time in the NNU, we realise that not knowing every single detail helped us through those vital days because if we had this knowledge, it may have made the situation harder to deal with. The fact that the doctors and nurses in the NNU had this knowledge and provided us with just the right amount of information, in the best possible manner, was invaluable. We would like to say a very sincere "Thank You" to all the amazing doctors and nurses that were part of this crucial time in our lives.

Mel and Carsten Boeckmann

NNU MOTTO "Giving our sickest babies the *best* chance, *first* chance at life"...



THANK YOU

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XXXOOO

neonatal news
the royal children's hospital, melbourne

Happy Christening
Kaytie Overdyk

Happy 1st Borthday
Jack Mullan

Happy 1st Borthday
Josh McKay

HAPPY BIRTHDAY

MICHAEL MICALLEFF

On Sunday 28th May 2006, parents Robyn and Ricky Micallef joined with friends and family to celebrate their son Michael's 1st Birthday. Proudly sponsored by the Altona Sports Club, Michael's 1st Birthday Party was an opportunity for Michael's friends and family to honour the promise they made of raising funds for the NNU, who helped to save his life.

Michael was born on 27th May 2005 and admitted to the NNU with a left Congenital Diaphragmatic Hernia which had been diagnosed at 20 weeks gestation. Michael and his parents spent a total of 54 days in the NNU. On Day 21, Michael's condition took a turn for the worse and parents Robyn and Ricky faced the possibility that their baby boy may not make it. The support, specialised care and reassurance from the NNU Team, combined with Michael's natural fight for life and his parent's courage, meant that his condition thankfully did improve and on Day 32, Robyn and Ricky held their baby son for the very first time.

Michael is now a healthy, thriving little boy with a zest for life that continues to inspire all who meet him. His 1st Birthday marked a major milestone for his parents Robyn and Ricky who were unsure at one point that their baby son would even live to celebrate his first birthday, something they are eternally grateful to the NNU for. It was a great event with guests enjoying great food, a "LIVE" Rock Band and lots of fun and games for the kids. The Micallefs', family and friends helped to raise $3,200 for the NNU, a fantastic result! Special thanks to the Altona Sports Club, Senior Constable Phillip Van der Zee and Sergeant Jamie Chester of the Dawson Street, Brunswick Police Station; Inspector Michael Holloway, Traffic Inspector Region 2 and all those that helped to make this wonderful event possible.

Dr Rod's Story

Originally from Adelaide, I started my paediatric training in the UK and returned to Australia in 1996. After completing my neonatal training in Sydney I moved to Melbourne in 2001 to train in Neonatal Neurology. I undertook my PhD and did some sessional Consultant work in perinatal medicine at the Royal Women's Hospital before joining the consultant team in the Department of Neonatal Medicine at The Royal Children's Hospital as a Senior Staff Specialist in 2004.

This appointment has allowed me to work as part of a great team in what is arguably one of the most interesting and challenging Neonatal units in Australia. I continue to develop my interest in Newborn Neurology and have continued my research in this area, utilising the new MRI facility at RCH and using tools such as the Brainz monitor to better understand the timing and nature of perinatal brain injury. Specifically, our research has identified brain imaging changes following birth asphyxia that help us to predict outcome following this type of injury..

My PhD work explored the role of specific hormones on preterm brain development, with thyroid hormone and growth hormone exerting influences in specific aspects of brain development. I am currently working with a team of allied health professionals to establish a formalised Neurodevelopmental Follow-up program for graduates of the Neonatal Unit at RCH. Initially this program will focus on patients with Congenital Diaphragmatic Hernia, but will hopefully extend to include other specific patient groups.

My wife Ele, and boys Ben and Ethan, have graciously allowed me the time required to establish my Neonatal practice.

When I'm not spending time with my family, I indulge my interest in classical music, playing the Viola, and I recently played in the Australian Doctors Orchestra in Adelaide, raising money for the SA Heart Foundation. I look forward to being part of the expanding team providing high level care in the NICU at RCH.

Dr Rod Hunt, FRACP, MMed, MRCP(UK), DCH, BMBS
Neonatal Physician
Department of Neonatology

A Message from Dr Peter McDougall

On behalf of the Neonatal Unit (NNU) and A Celebration of Life I would like to thank everyone that has made a contribution to our life saving and life changing work throughout 2006.

The support demonstrated by our patients' families, friends and other important and valued sponsors and donors, is deeply appreciated and helps to ensure that we maintain our reputation for delivering excellence in Neonatal care. As we head into a New Year, this support will continue to assist us as we face many challenges and changes including our move to the new NNU in March 2007. This is the most exciting development in the history of the NNU.

The new NNU will provide extra capacity to admit more babies but most importantly will provide a spacious and more friendly environment for the babies, their families and staff. In addition there will be a large area adjacent to the NNU which will provide a parent retreat with overnight facilities and a kitchen and lounge room for family groups.

There will be improved facilities for breast milk expression and a quiet private room for families in distress. This family facility will overlook Royal Park and will be a major improvement on the present NNU.

We are committed to continuing to improve the care given to the babies and their families. Our need for vital fundraising monies continues to grow - we thank our loyal friends and supporters and hope to welcome many more throughout 2007.

I hope you enjoy reading this edition of NNU News, which features many articles about our recent fundraising activities, family celebrations and important information about how you can assist the NNU. Wishing you all a happy, healthy and safe Holiday Season.

Dr Peter McDougall MBBS FRACP MBA
Chief of Medicine
Director, Department of Neonatology

THE ELISE SNEDDON FOUNDATION
2006 AFL GRAND FINAL FAMILY DAY

30th September 2006 at
Bren's Oval, Parkville

In March last year our baby daughter Elise Frances Sneddon was born. During the labour Elise turned into a posterior position and required a forceps rotation to allow for an easier delivery. During the forceps rotation she sustained an injury to her spinal cord and she was not breathing or responding at birth.

Elise was transferred by NETS to Neonatal Intensive Care Unit at the Royal Children's Hospital – where she lived on life support for the following 17 days.

During this time Elise fought bravely as the Medical Team of the NNU worked to establish the full extent of her injuries and explored possible treatment. This care involved world class specialist care from RCH Doctors and also medical opinion by specialists from the United States.

We cherished the small amount of time we shared with Elise learning about her unique personality. We cherished the time we spent cuddling and caring for our girl and for the opportunity we had to feel her soft chubby face, hands and feet. Elise was also aware of the love and care she received from her family and also the nursing staff at the NNU. This was very obvious by her response to the voices of myself, Kerryn and also some of the nurses who cared for her. Unfortunately there was no treatment or care that could help our baby girl as her injuries were irreversible and inoperable. Her health was rapidly deteriorating and we faced the devastating possibility that we would have to withdraw life support.

On the 17th March this decision became critical as Elise was in extreme distress and was struggling to maintain a heart beat. With specialist advice and support we faced the inevitable decision and her life support was withdrawn. Our story is one of grief and unbelievable misfortune in that the injury should not have occurred and we should today be playing with our 18month old daughter.

During the 17 days that Elise was with us – our family lived at the RCH. The hospital became our home and our world. We were guided and cared for by a truly amazing team of nurses and medical specialists from the NNU. These staff members face families like us every day and whether it be a positive or tragic outcome they have no end to their duties as they return day in day out to give their all.

The nursing staff provide 24 hour care for the very sickest babies in Australia and at the same time they provide guidance, counselling and so much more for the families. The Specialists also provide the very best care and whilst they often face the difficult task of delivering bad news to parents they are able to do this with a level of compassion that shows they truly care about every baby that they treat.

All of this care comes at a considerable cost. The babies that they treat face a constant fight for life with every breath of every day. The NNU has state of the art equipment which helps these babies - but they still need more.

Kerryn and I left the RCH on 17th March last year and made a decision that we MUST do something to help with the care they provide these babies and their families. We initially set out to establish the AFL Grand Final Family Day in the hope that we could provide a fun day filled with children's activities whilst raising money for the NNU. We hoped that in our first year we could raise more than $20,000 which would be enough to purchase 15 Neopuff Infant Resuscitators – enough for each infant cot.

On Grand Final Day we were delighted to announce that thanks to the many people who supported us in this pursuit that we had already raised in excess of this amount. It was also a pleasure to see about 400 kids, many of whom had come across from the RCH, enjoying the children's activities whilst the parents watched the game on the massive outdoor mobile screen or enjoyed the activities with the kids.

Kerryn and I would like to sincerely thank all of the people who supported this event. Without their assistance this day would not have occurred and we would not have enjoyed the success that we saw with the event.

We would like to hope that all of the sponsors, helpers and patrons who supported the day will feel the same sense of satisfaction that Kerryn and I do in knowing that our support will help the NNU and will help save the lives of many babies who find themselves in the care of this very special place.

The event will be an annual event and we are now excited about the 2007 Grand Final Family Day. It will be bigger and better than this year so please mark it in your calendar when the season begins and help the NNU by supporting this event.

Rob & Kerryn Sneddon
Elise Sneddon Foundation
Email: elisefoundation@optusnet.com.au

Life begins with DNA...

DNA Artworks is proud to support A Celebration of Life and the Neonatal Unit at the RCH.

Director, Deb Carter, created the company in 1996 after recognising that there was a real need in the marketplace for the provision of high quality artwork and printing without the often unjustified overheads charged by large advertising agencies. And so, from the onset, the philosophy behind DNA has been to provide a boutique graphic design environment that supplies clients with personalised service, dedication and attention to detail at the very best and fairest cost. DNA believes in building friendly, professional relationships with clients, listening to their vision and ideas and then working together in partnership to produce successful and innovative design solutions. Every individual has a totally unique DNA. No two are the same. Likewise, when you utilise the services of DNA you will receive a totally unique design unlike any other. A DNA that identifies you.

Deb, along with her colleagues Chris and Dave, comprise a creative, fun, intelligent, edgy and visually dynamic team that offers a full range of graphic design services including branding, corporate identity design, logo design, stationery design including business cards, letterheads, with compliments slips, envelopes, naming, business communication, company profile documents, brochure design, annual report design, prospectus design, catalogue design, newsletter design, magazines, direct mail, book covers, websites, internet site design, packaging design, merchandising, point of purchase displays, cd booklets and package design, posters, signs, exhibitions, advertising campaigns, press advertisements, flyers, mail outs, editorial layout, invitations, menus, environmental graphics with services including production, print management, proofing, photography, web development, illustration, artwork, typesetting and copywriting.

Clients include ADPIA (Australian Direct Property Investment Association, Australian air Express (jointly owned by Qantas and Australia Post), Australian Leisure and Hospitality Group, BA Ents (Bjorn Again), Bayside Eyecare, Challenge Cancer Support Newtwork, Dance Lane, Frontier Touring Co., Grey Innovation, Liberation Music, Mushroom Music Marketing, Mushroom Music Publishing, Premier Artists, Roundhouse Entertainment, St Kilda Legal Service and The Sport Australia Hall of Fame to name a few.

The creation and design of the NNU Newsletter is fully sponsored by DNA Artworks and would not be produced without this outstanding and generous support – thank you Deb!

All funds raised by A Celebration of Life are donated to the NNU and we rely on sponsors/donors such as DNA Artworks to help us promote its excellent and life saving work.

We ask that you consider supporting those that support the NNU. For all your graphics design needs, please contact Deb Carter at DNA Artworks. Deb will be only too happy to discuss your requirements and offers a competitive, creative and unique personal service.

DNA Artworks Pty. Ltd.
Deb Carter
director

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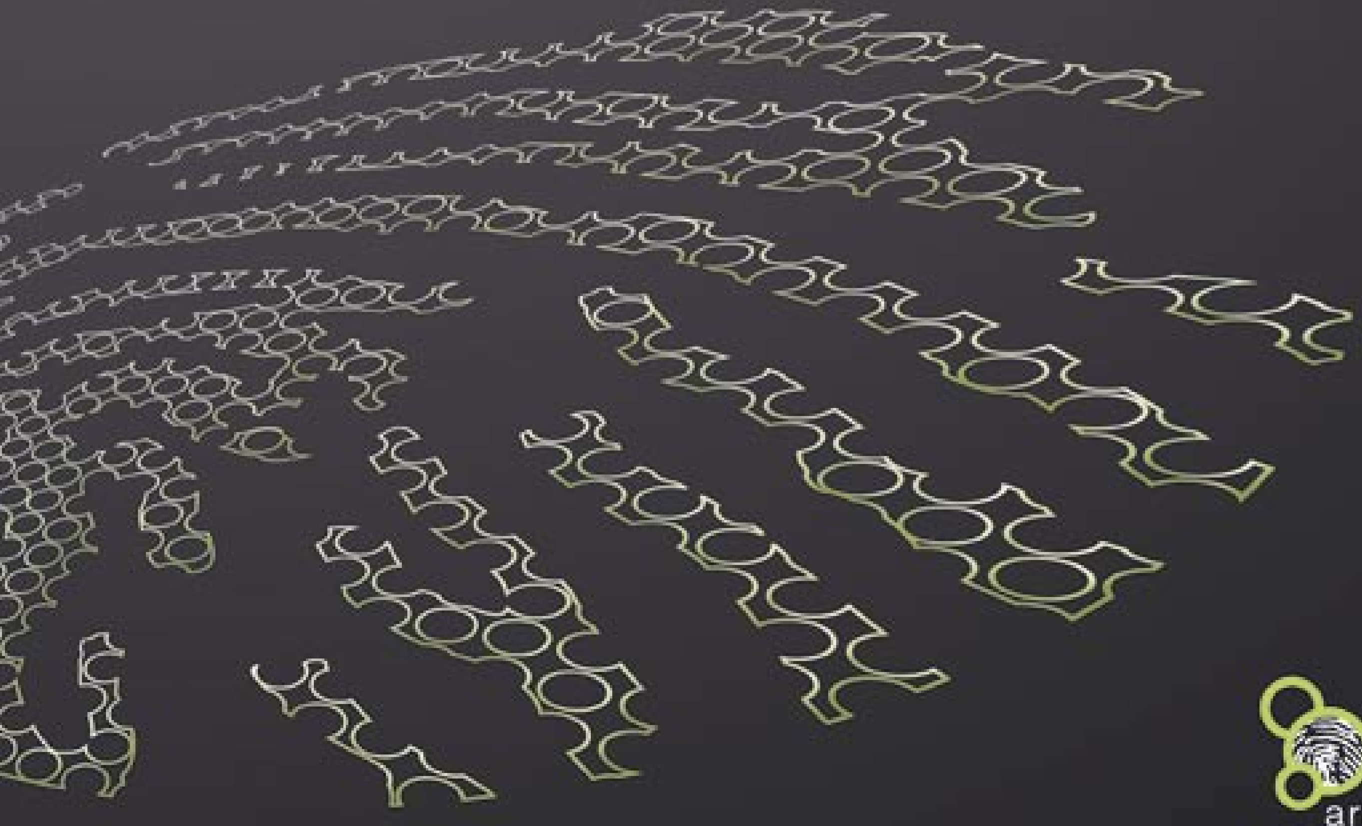

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