

Mr David Muir
Chairman — Estate of Dr Clem Jones AO

19th March 2012

Dear David,

It is my pleasure to provide you and your colleagues acting on behalf of Clem's memory in regard to responsible aid-in-dying law reform, this proposal for calendar 2012 funding for YourLastRight.com (YLR). This report should be read in conjunction with the mini-report to the Executors of the Clem Jones Estate written 2nd March 2012.

Opportunities for Reform

There are currently a number of significant opportunities for aid-in-dying or voluntary euthanasia (VE) law reform, or proactive stage-setting for it, across Australia.

Federal: Senator Bob Brown's Bill to restore powers of the Territories to legislate on matters of VE remains on the notice paper of the Federal Parliament. The Bill is down the Greens' priority list, and funding will help underpin action on our part to unstick the Bill and have it dealt with. Our recent success in having Adam Bandt (Greens, Melbourne) ask a question of the Prime Minister on VE on the floor of the House has given the movement some impetus and continues to receive media coverage. We intend to capitalise on that.

Tasmania: Premier Lara Giddings (ALP) and Greens parliamentarian Nick McKim will soon launch a public consultation paper seeking community input to inform the writing of a Bill to go before the Tasmanian Parliament. It will be a private member's Bill even though the Premier is backing it. Dying With Dignity Tasmania is working extremely hard both privately and publicly to ensure this process is a success and YLR needs to devote resources in support of this crucial phase.

South Australia: Steph Key (ALP) currently has two Bills on the notice paper, and Bob Such (IND) recently introduced another. Steph Key has consulted carefully on her Bills. While there is a looming election in SA next year which tends to put dampers on controversial legislation being dealt with, the South Australian Voluntary Euthanasia Society is working hard to ensure at least one Bill moves forward, and to set the scene for the VE issue to be firmly on the election agenda.

NSW: Cate Faerhmann (Greens MLC) has announced she will introduce a VE Bill into the NSW Parliament late this year. A significant campaign is planned to publicise the issue and to support the Bill. While the new NSW Parliament is a socially conservative one with a modest chance of the Bill's ultimate success, it is important to get politicians *used* to dealing with the issue because over time it helps develop some comfort with the subject and the process. At the very least, this initiative will add to the impetus around the country for parliamentarians to act.

Victoria: Dying With Dignity Victoria is working closely with Colleen Hartland (Greens MLC) to have a motion passed by the Legislative Council for a Parliamentary Committee to consult the Victorian community on aid-in-dying matters. This motion has a reasonable chance of success because the motion was *suggested* by a member of the Government in the upper

house. [Dying With Dignity Victoria is a net contributor of resources to YLR and does not plan to draw on funding for these purposes.]

Western Australia: Robin Chapple's (Greens) VE Bill was lost in the Parliament and there are no known plans to try to reintroduce one in the current term. However, there is a state election next year and it is proposed to engage with candidates leading up to and during the election.

Queensland: The Sunshine Coast branch of Dying With Dignity Queensland has engaged with candidate Jim McDonald (Greens) who has publicly announced his support for VE law reform. (He and I are speaking together on the Coast on Wed 21st, leading up to polling day.) He is unlikely to win the seat, but the campaign will draw attention and provide ready permission to follow up in the new Queensland Parliament. Little politician-focused action has been recorded from the Brisbane branch to date. The new Parliament is likely to be conservative: nevertheless, action can be taken to pressure politicians.

NT and ACT: Legislative reform is not possible in the Northern Territory or the ACT until and unless Bob Brown's Bill to restore Territory rights to so legislate, is passed. If Senator Brown's Bill is passed, then the ACT Parliament will represent an excellent chance at law reform as this is a progressive Parliament with important known supporters. ACT also has the double-duty of being the home of the Federal Parliament, so Dying With Dignity ACT is active in engaging in that sphere. VE has a high profile in the NT media and there will be a strong push to reintroduce a bill if Bob Brown's bill is successful.

This represents an unprecedented portfolio of initiatives in which multiple jurisdiction's Parliaments are considering consultations and Bills in the same year, with YLR alliance members working together to maximise chances of success. It is expected that some if not most of those processes will continue into 2013. While the passage of any Bill is not guaranteed, we are greatly encouraged that with so many actions going on around the country and our coordinated approach to promoting, supporting and defending them, that reform is likely to occur in at least one Australian jurisdiction in the foreseeable future.

We are also poised with a new unified approach to respectfully "outing" opponents who sully the debate with significant misinformation. This campaign is *not* directed at countering religious views, which can be as personally valid as non-religious views, but on the systematic misuse and misrepresentation of data to state or imply that jurisdictions already enjoying law reform suffer from serious abuse of the law and because of the law.

Funding

Having recently and at last obtained some necessary governmental fund-raising authorities before we could proceed, we are poised to add public donations to our repertoire of income sources. An automated card-processing system will be added to our website shortly.

However, we do not expect this to raise major funding in the short term, so funding in the memory of Clem's wishes is still of paramount importance to our continued operations.

Proposed budget

Item	Annual
DWDtas campaign funding	25,000
SAVES campaign funding	25,000
ACT campaign funding	10,000
Other campaign funding	20,000
PR agency & communications	88,000
National VE poll 2012	17,000
Online presence	20,000
Travel, accom., conferences	22,000
Annual national YLR conference	10,000
CEO compensation plan	132,000
Assistant compensation plan	20,000
Legals, audit, insurance, etc	5,000
Software & sundries	4,000
Total annual	398,000
<i>Monthly annuity</i>	<i>33,167</i>

DWDtas/SAVES/ACT/Other funding: These funds go directly towards campaigning activities by YLR member organisation in the promotion, support and defence of Bill mooted for or actually before Parliaments. As the political campaign landscape unfolds, the YLR Board would make any necessary adjustments of allocations to ensure support for those initiatives with the greatest chance of success.

PR agency and communications: Our media presence has suffered somewhat since we had to terminate our last PR agency. Strong professional representation and expert advice are paramount to strengthening the YourLastRight.com brand presence and messages across Australia.

National VE poll: The last VE poll about public attitudes, with limited questions and sampling, was three years ago. The last major opinion poll with multiple questions and capturing key demographics was five years ago. With strategic timing to support key legislative initiatives, a new major poll is required to reinforce the message of public support for VE law reform.

Online presence: New initiatives are planned for the website in order to engage the public, media and politicians better. We also need to better leverage our other digital channels including Facebook and Twitter.

Travel, accommodation, conferences: The YLR Chairman and CEO continues to travel in order to speak at important public forums, media events and professional conferences, variously delivering campaign messages and scientific papers. In addition, upcoming Parliamentary Bills can be very effectively supported by videoconferencing experts in legal jurisdictions to explain their laws and practice to politicians, and answer their questions.

Annual national YLR conference: While we regularly use technology throughout the year to hold Board and other meetings without travel expenses, once a year it is imperative for our people to work together in person to strengthen relationships and get the kind of

business done that effectively only happens during informal breaks and sharing of meals. This is also the most effective environment for exploring entrepreneurial developments and for resolving any differences.

CEO/Assistant compensation plans: To retain the services of the CEO and part-time assistant to ensure ongoing leadership, cohesion and action.

Legals, audit, insurance: Necessary for proper governance and for protections of the YLR entity and its Directors and Executive.

Software and sundries: Minor but important expenditure to keep systems and processes up to date.

David, these are the investments that the YLR Board requests be supported in the memory of Dr Clem Jones' wish for responsible law reform across Australia. Given that political campaigns take unexpected turns from time to time and that YLR must remain vigilant and flexible to address them, I have not provided a monthly breakdown of the forecast landscape as it currently stands. Rather, and for simplicity, we would suggest that if you are agreeable, an annuity of \$33,167 per calendar month be the format for the disbursements.

The YLR Board requests, if it is able to be accommodated, that funding be for the calendar 2012 year and be backdated as of January this year. Our funds are plummeting rapidly through ongoing campaign investments.

I commend this proposal for your consideration and would be pleased to answer any questions you may have.

Kind regards



Neil Francis
Chairman and CEO