



Southern Football League Inc.

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SFL Is All Heart With Defibrillators In All Venues.

The Southern Football League (SFL) is one of the first senior metropolitan sporting leagues in Australia to roll out automated external defibrillators (AEDs) to all its venues.

AED machines deliver electric impulses to victims of cardiac arrest and can significantly increase survival rates of heart attacks occurring away from a hospital.

The decision to purchase the machines was ratified by the SFL Board this week, in a move that will see the machines available and training delivered prior to Round 3, 28th April 2012.

"With research showing that sudden cardiac arrest kills between 23,000 and 33,000 Australians each year, the risk is significant and we have a duty of care to our most precious resource – our people" said SFL CEO Wayne Holdsworth. "That includes players, coaching staff, umpires and even spectators. Everyone in the local community can be a beneficiary of this program."

"The incident involving a Skye Football Club player three weeks ago certainly highlighted the importance of us, as a league, to act quickly and definitively," continued Holdsworth.

A 39 year old man suffered a cardiac arrest whilst playing for Skye Football Club and remains in a serious condition in hospital. It is the view of experts that access and use of an automatic defibrillator machine may have greatly improved the outcome for the man.

SFL will underwrite the purchase of a Defibrillator for every SFL venue that does not already have a machine. The machines will be sourced from Defib Your Club For Life, which was founded in memory of Stephen Buckman, a 19 year old Rupertswood footballer who died whilst training in May 2010. A nonprofit organisation, Defib Your Club For Life recognise the need to implement public access defibrillators across Victoria following a spate of similar collapses at other sporting venues.

"The success of defibrillators being available in public spaces is very well documented" said Holdsworth. "At the MCG there is a survival rate of 85% of people who experience a sudden cardiac arrest compared to 7 – 10% chance elsewhere in our Australian communities. The difference is that automatic defibrillators are available at the MCG."

The SFL will work together with local Councils and other sporting clubs using facilities where the league defibrillators are installed, to ensure the maximum benefit of the machine's use.

Ends

About the SFL:

The Southern Football League, founded in 1992, includes 30 Australian Football clubs in Melbourne's south and south east. In 2012 the SFL consists of 30 clubs that all have Senior and Reserve grade teams and are offered a Colts and Thirds competition. The League has over 80 teams competing in the SFL and in 2012 introduced a women's netball competition.

For more information, photo opportunities and interviews please contact Wayne Holdsworth on 9553 5644. Wayne.holdsworth@sfl.com.au PO Box 1018 Moorabbin Vic 3189.

Background Information

In 2010, 17-year-old Nathan Prince went into cardiac arrest after receiving a knock to his body during a game in Victoria on August 20.

In 2010, Stephen Buckman, a 19 Year Old Rupertswood Football Club player, died suddenly at training after suffering a cardiac arrest. It is the view of experts that public access to and use of an automatic defibrillator machine would have given Stephen an 80 – 90% chance of survival.

In Perth in April 2012 a 21-year-old amateur footballer died in Fremantle Hospital after collapsing during a match.

In the past 2 years the following Australian Rules clubs have had players, coaches and umpires die through cardiac arrest whilst at clubs.

- Gisborne FC, 50yo Coach
- Werribee FC, 34yo Umpire
- Silvan FC, 22yo Player
- Bacchus Marsh FC, 16yo Player
- Narre Warren North Foxes, 13yo Player
- Hastings FC, 30yo Player
- Maryborough FC, a player in his 20's

In all cases a defibrillator was not present.

Sudden cardiac arrest does not discriminate; it affects all age groups, races and genders. One in every 1,000 people has an undiagnosed heart complaint, and a cardiac arrest can occur without prior warning signs or symptoms. These can be otherwise active and fit people¹.

Sudden cardiac arrest probably kills between 23,000 and 33,000 Australians each year, more than breast cancer, shootings and road crashes combined. That's about two bus loads of people dying each day².

Research shows about 75 per cent of sudden cardiac arrests happen away from a hospital, with a survival rate of just 6 per cent.

The time taken for an ambulance to reach a heart attack victim means help may arrive too late to save them. Yet even an untrained passerby, given access to an automated external defibrillator (AED), might have helped prevent such a death.

For every minute delay in applying a defibrillator following cardiac arrest, there is 10% less chance of survival. By 10 minutes there is only a very remote chance of survival.³

¹ Andrew White, Founding Director of Defib Your Club For Life

² "Reliability, sustainability and effectiveness of automated external defibrillators deployed in workplaces and public areas" Dingsdag, Donald P. (Donald Pierre), 1947

³ Rivers First Aid