

GLGD expo
Brisbane 2017
Event Summary



PalliativeCare
QUEENSLAND

GOOD LIFE

GOOD DEATH
EXPO

no taboos : embracing all of life

Wellbeing
Planning ahead
Meaningful ageing
Being prepared
Getting support

goodlifegooddeathexpo.org.au





*Discussions around death and dying have been taboo for too long,
but a Brisbane expo has begun the process to change all that.*

On the 27-28th October 2017, Palliative Care Queensland held its inaugural Community Expo at the Brisbane Convention and Exhibition Centre. The expo was titled Good Life Good Death expo and was considered a great success.

The free 2-day expo had over 1000 attendees; 40 volunteers; 30 exhibitors; 20 expert speakers. Feedback was received via survey monkey from over 170 people, along with informal feedback provided throughout the event.

The aim of the Expo was to:

1. start conversations around loss, ageing, dying and grief in an open, honest and friendly environment, to help people understand that end of life shouldn't be a taboo subject.
2. showcase services and resources related to end of life in the form of exhibition booths, presentations, discussions and handouts.
3. Share information, stories and best practice in relation to palliative and end of life through workshops and expert panel sessions

By starting these conversations, sharing information and showcasing services and resources available the outcomes we achieved was that all attendees:

- had a greater level of understanding of the benefits of early conversations about health care choices and understand who in the community can assist them to achieve their wishes at end of life.
- had a better understanding of the benefits of palliative care and the positive impact it can have on individuals and families in supporting people as they live with life-limiting illnesses.



FREE ENTRY | FREE ESPRESSO COFFEE | FREE SHOWBAG
| FREEFACEPAINTING | FREE PHOTOBOOTH
FREE INFORMATION | FREE EXPERT SEMINARS
FREE DOOR PRIZE – your chance to win a Ipad Mini



GOOD LIFE EXPO GOOD DEATH

10am–3pm, Fri, Oct 27 – Sat, Oct 28
Brisbane Convention and Exhibition Centre

FREE Entry | FREE Espresso Coffee | FREE Showbag | FREE Facepainting
FREE Photobooth | FREE Information | FREE Expert Seminars | FREE Door Prize

Exhibition Booths

Over 30 exhibitors

Compassionate Communities Lounge Area

Free espresso coffee and tea
 Lounges and round large tables
 Intergenerational facepainting
 Free photo booth
 Children's play area – rug, cushions & colouring in
 'Gone but not forgotten' activities
 'What matters most' thought board
 Discussion starter card games

Free Entertainment (on both days)

10:00 Welcome
 10:30 Intergenerational activities
 11:00 Movement for healthy ageing
 with Achieve Exercise Physiology
 11:45 Book reading and signing with author
 Sarah Winch (Book: The Best Death)
 12:15 Relaxing music with Brisbane Funeral Musicians
 13:30 Intergenerational story time
 14:00 Death cafe

Art Exhibitions

Memory Boxes
 Reminiscence Exhibition
 Photographic Exhibition
 Remembrance Trees

Fun Extras

Expo Showbags
 Raffle
 Door & Best Tweet Prize
 Music-Thanatology

WIN A IPAD MINI (Door Prize)

Supporters:

- Palliative Care Australia
- Creative Ageing Centre
- Karuna Hospice Services
- Pop Up Radio
- Care at the End of Life Project – Queensland Health
- Lord Mayor's Suburban Initiative Fund

Plenty of seating | An expo for all ages

Room 1: Expert Discussion Panels

(inc a certificate of attendance for professional development)

Time	Topic
10:00	Planning Ahead: Advance Care Planning
11:00	You will never be a burden
12:00	A good death is not a oxymoron
13:00	Navigating the aged and health systems
14:00	Talking to children about loss

Room 2: Workshops

(inc a certificate of attendance for professional development)

Time	Topic
10:30	Estate Planning with Vincents
11:30	Simplifying the steps to funded care in the home with Best in Care
12:30	Dying to know what I need to know with Bethel Funerals
13:30	What I wish my mother had told me while she could with Brisbane South Palliative Care Collaborative

Room 3: Short Films, Talks & Activities

Time	Topic
Rotation	Personal Stories by Creative Ageing Centre
Rotation	Short Films by Queensland Health – Care at the End of Life Project
Rotation	TED Talks
Rotation	Meaningful Activities

Book a bus pick up: hello@palliativecareqld.org.au

Diamond Sponsors:

- Vincents
- Bethel Funerals
- Best in Care Australia
- Brisbane South Palliative Care Collaborative

Ruby Sponsors:

- Cancer Council Queensland
- Metropolitan Funerals

An initiative of:

Palliative Care Queensland

goodlifegooddeathexpo.org.au



EXHIBITORS & SPONSORS

Supporters:

- \$30,000 Palliative Care Australia
- \$30,000 Queensland Health, Care at End of Life Project
- \$1,000 Brisbane Lord Mayor suburban initiative fund
- \$500 Commonwealth Department of Health
- Karuna Hospice Services (Volunteers)
- Creative Ageing Centre (Art Exhibitions)
- Pop Up Radio (Interviews)



Diamond Sponsors:

- Vincent's Accounting
- Bethel Funerals
- Brisbane South Palliative Care Collaborative
- Best in Care



Ruby Sponsors:

- Cancer Council Queensland (PaAssist)
- Invo Care / Metropolitan Funerals

Opal Sponsors

- St Vincent's Hospital
- Home Instead
- Public Trustee
- Think Mobility
- CareSearch (Upgrade)
- Australian Centre for Grief and Bereavement (Upgrade)



Booths – 4

Tables – 6

Complimentary tables – 12



Total exhibitors - 34



EDUCATION SESSIONS: EXPERT PANEL SESSIONS

- **1000: Planning Ahead**
Conversations, Advance Care Planning, key documents, why planning ahead is so important
- **1100: You will never be a burden**
The importance of being a compassionate community, valuing elders & people living with disability and supporting carers
- **1200: A good death is not an oxymoron**
How would you define a good death? What is Palliative Care? Does everyone need specialist palliative care to have a good death?
- **1300: Navigating the aged and health system**
How to I navigate these systems for myself, my parents or for friends.
- **1400: Talking to children about dying**
Tips for including and communicating with children about life, loss, dying and grief. Relevant for all (especially parents & educators).

Guest Speakers:

- Arabella Kullack (Lawyer, MB)
- Dr Leyton Miller
- Zenith Virago
- Dr John Rosenberg
- Camille Doyle
- Dr Anthony Herbert
- Dr Lauren Miller-Lewis,
- Kerri Ann Dooley
- Dr. Sarah Winch
- Susan Roberts
- Elham Day
- Jackie Tarabay
- Alyson Gundry
- Dr. Will Syrmis
- Lea-Anne Tuaoi
- Dr Jacqui Duc
- Dr Judith McEniery
- Sarah Warner
- Andrea Coe
- Lee-anne Pedersen



These were facilitated by PCQ State Council Members.



EDUCATION SESSIONS: DIAMOND SPONSORS WORKSHOPS

Four workshops were held each day by the 4 Diamond Sponsors

- 1030: Estate Planning, with Vincent's
- 1130: Simplifying the steps to funded care in the home, with Best in Care
- 1230: Dying to know what I need to know, with Bethel Funerals
- 1330: What I wish my mother had told me while she could, with Brisbane South Palliative Care Collaborative

EDUCATION SESSIONS: FILMS & TED TALKS

Side room 3, had ongoing loops of short films and ted talks

- Short documentary films (by Creative Ageing Centre)
- Care at the End of Life films (by Q Health)
- TED Talks



COMPASSIONATE COMMUNITIES LOUNGE AREA

The Compassionate Communities movement was promoted through the Compassionate Communities Lounge area.

Program:

- Intergenerational Activities: Story time
- Movement for healthy ageing
- Book reading and signing: Sarah Winch
- Relaxing Music
- Intergenerational Activities
- Death Café

Tabletop activities:

- PCA Dying to Talk Discussion Starters
 - (cards + booklet)
- What Matters Most interactive board
- Remembrance Tree
- Photo booth
- Face painting
- Kids cushions and play area

COMPASSIONATE COMMUNITIES LOUNGE

Let's start a conversation...

"THE ART OF LIVING WELL & THE ART OF DYING WELL ARE ONE"
Epicurus

How would you support your: best friend, neighbour, child, partner or co-worker at the end of their life?

What message will you pass on to the next generation?

HOW COULD YOUR LOCAL COMMUNITY BECOME MORE AGED FRIENDLY?

DO YOU KNOW WHAT MATTERS THE MOST TO YOUR PARENTS AT THE END OF THEIR LIVES?

What could you do or say when you learn a friend's partner just died?

QUEENSLAND COMPASSIONATE COMMUNITIES
Connect | Discuss | Action
An initiative of Palliative Care Queensland



ADDITIONAL ACTIVITIES

- To Live, To Love, To Leave a Legacy Photo Exhibition
- Memory Box Display
- Reminiscence Exhibition
- Music Thanatology
- Show bag
- Raffle
- Door Prize
- Best Tweet Prize



Lachlan Green @LachlanTGreen · 27 Oct 2017

Learning about palliative care and how each of us can only play a small part in a larger network! #GLGDexpo





The measures of success for the Expo were:

- **Calculating the number of attendees**
 - o 1,000 attendees
- **Media and Social media reach/engagement**
 - o **Media mentions** – Q Weekend, ABC Radio, OverSixty
 - o **Social media reach** - #GLGDexpo¹ shared via Facebook, Twitter, Instagram and LinkedIn. Over 100 tweets were liked and shared.
- **Participation in activities, seminars, workshops**
 - o **Compassionate Communities Lounge Area** –
The lounge area was considered a highlight of the Expo, as it created a relaxed and friendly atmosphere. The Lounge area tables always had some attendees at them, volunteers engaged with these attendees throughout the day and feedback indicated that these conversations were considered some of the most ‘deep and important’ conversations at the Expo.
 - o **Diamond Sponsors Workshops** – These workshops had a range of 5 to 20 people attend.
Expectations for these workshops was higher, but small numbers enabled individualised responses to attendees and open discussions.
 - o **Expert Panel Seminars** – All expert panel seminars were full (approximately 40 attendees), many with standing room only. Feedback about both the calibre of speakers and topics was extremely positive.

¹ Unfortunately, the hashtag wasn’t registered with Symplur therefore detailed analytics were not available.



- **Feedback from attendees during the event**
 - Total of 117 formal feedback response plus informal feedback throughout the event (11% response rate)
 - 93% said they enjoyed the Expo
 - 69% said it was better than they expected
 - 95% rated the education sessions as excellent
 - 95% rated the range of education presenters chosen as excellent
 - *“Loved the Compassionate Communities Lounge”*
 - *“I thought it was marvellous. The Vibe, The sharing.”*
 - *“I thought it a tremendous effort to supply good information and so well executed for an inaugural event”*
- **Feedback from exhibitors, volunteers and guest speakers**
 - Total of 63 respondents via survey monkey (67% response rate)²
 - 95% said they would recommend the GLGD expo to a friend or colleague
 - 100% rated the Expo a good to excellent value for money of being an exhibitor.
 - 100% rated the experience of being an exhibitor at the Expo as being good to excellent.
 - *“My favourite thing about the Expo was the opportunity to speak with both other health care professionals and the general public”*
 - *“It was a great success for my organisation”*
 - *“Well done, it was an outstanding success I think.”*
 - *“Talking about death is never an “easy” sell but I think this can change if you continue!”*
 - *“Do it again! Yes please”*

² 63/94 – 34 exhibitors, 40 volunteers, 20 speakers=94