

## MEDIA RELEASE 20 January 2009

### Big bickies to help Victorian children...

Jack Brockhoff was the youngest of three sons who worked in the family biscuit business until it was sold to Arnotts Biscuits in the mid-70's. On sale of the business, Sir Jack established the Foundation which now bears his name, initially setting aside \$5 million. Sir Jack wanted to assist disadvantaged or disabled people living in Victoria and was particularly interested in helping sick children. One of the very first gifts the Foundation made was to The Royal Children's Hospital and shortly before Sir Jack died in 1984, his Foundation donated \$1 million to assist in the establishment of the Murdoch Children's Research Institute.

Since its establishment in 1979, through the investment of these initial gifts, the Jack Brockhoff Foundation has donated in excess of \$75 million in charitable gifts to a large number of Victorian-based charitable organizations.

On 11 March 2008 Jack Brockhoff would have been 100 years old. The Foundation's Trustees decided to mark Sir Jack's centenary by making a donation of \$5 million to support a long-term research and wellbeing program for the benefit of children. After the review of a number of proposals, The Foundation's Trustees decided to award the sum of \$5 million to the University of Melbourne (Faculty of Medicine, Dentistry and Health Science) to establish The Jack Brockhoff Child Health and Wellbeing Program. The Program aims to deliver tangible improvements in health and wellbeing for children and create a foundation for ongoing responsive and relevant child health initiatives. In partnership with rural and urban communities throughout Victoria, the Program will assess and analyze child health and wellbeing, identify key problems such as obesity, poor dental health, accidents and morbidity, develop and implement intervention strategies in cross-community settings and evaluate outcomes and effectiveness. The outcomes and findings will provide the evidence to effect the systemic changes necessary to significantly improve child health and wellbeing. The Program will engage key University affiliates such as the Royal Children's Hospital, the Murdoch Children's Research Institute and the Royal Children's Hospital Education Institute as well as Deakin University Public Health Research Cluster, regional and metropolitan local councils, schools, pre-school centres and community organizations. The Program will be led by Professor Elizabeth Waters who will soon be formally appointed as the inaugural "The Jack Brockhoff Chair of Child Public Health".

2009 marks the thirtieth year since the Foundation was established. The Foundation's Chairman Mr. Robert Symons said on the selection of the University of Melbourne "...the University presented a very convincing proposition which embraced a number of very important children's programs and activities... It is with confidence that we make this commitment to The Jack Brockhoff Child Health and Wellbeing Program and with enthusiasm we greet the appointment of Professor Elizabeth Waters to lead the project. We are confident that Sir Jack Brockhoff would applaud our decision to commit a significant part of the Foundation's assets in this way and especially appropriate to mark the celebration of Sir Jack centenary and the thirtieth year since he donated half of his personal wealth to establish the Foundation."

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