

A Chairman, a Doctor and a Governor General walk into a bar...

a CEO, a Managing Director, an Intensive Care Specialist, a Dean, a Marketing Professor,
a Dotcom Hotshot, a Tycoon, a Captain of Industry, a Branding Guru, an Executive Director,
a Top-tier Law Firm Partner, an Internationally Lauded Architect, an Advertising Agency
Managing Director, a Head of Hospital Department, a Law School Graduate,
a Head of Faculty, a Heart Transplant Recipient and a Copywriter

are right behind them.



Welcome to Outcomes Australia

Australians deserve the world's best solutions

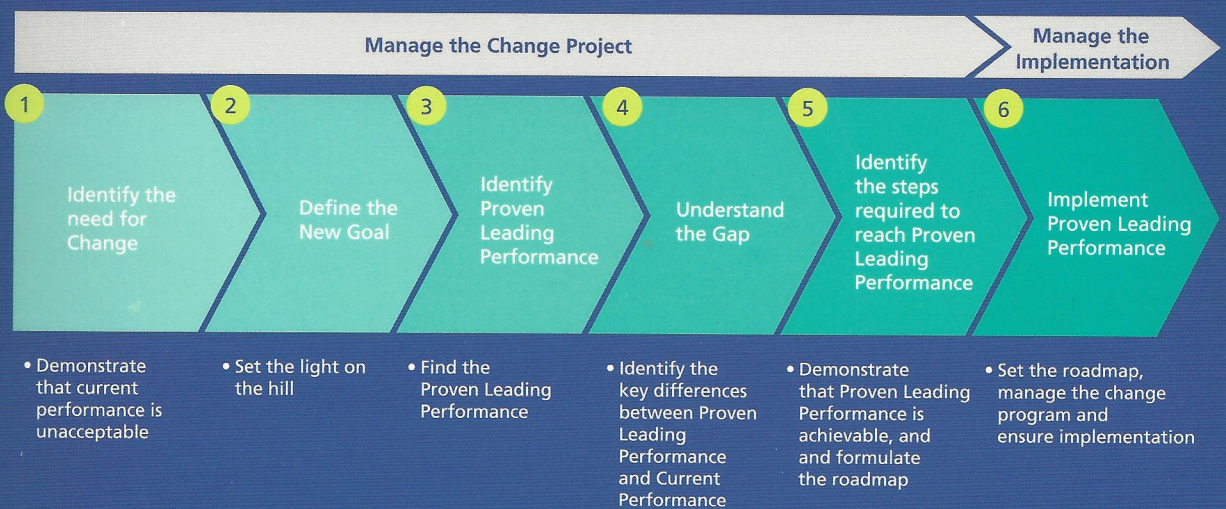
Who we are

We are an ever-expanding group of people banded by a single resolve – to confront and solve unacceptable problems and bring lasting change to benefit the Australian community.

Our diverse areas of expertise ensure that we have an extensive arsenal of perspectives with which to understand and tackle large-scale problems in their Australian context.

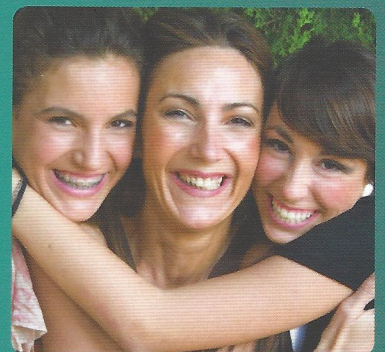
What we do

We are committed to driving quantum change. As we know from our individual careers, driving change is no easy task. And it's not a challenge we take lightly. Our members work pro bono and in multidisciplinary teams to understand serious community problems and investigate proven leading performance worldwide. From our extensive research, we determine the best possible path to the best possible solution, and pursue it with uncompromising focus and commitment.



proven leading performance;

definition: 1. a verifiable and replicable system which generates the greatest outcome



ShareLife – Our proof of concept

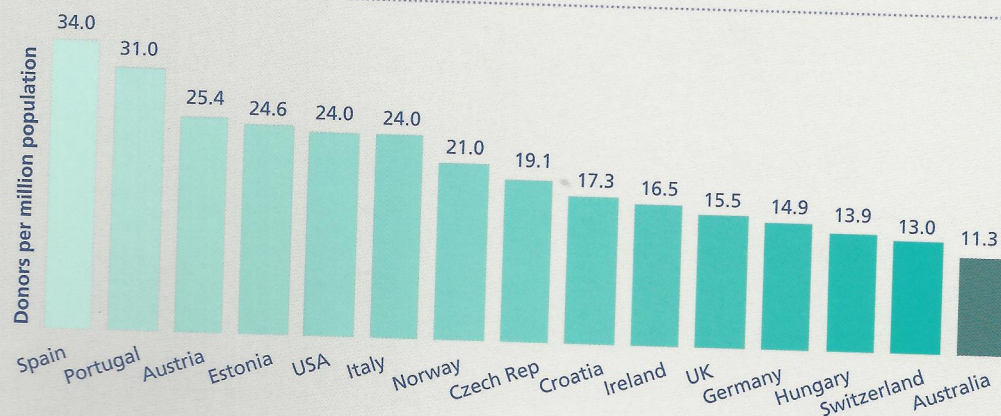
ShareLife Australia grew out of the need to fix the systemic flaws in organ donation and transplantation in Australia. Despite the involvement of over 70 NGOs and large financial investments, our transplant rate remained among the lowest in the developed world.

ShareLife scrutinised the data and challenged long held assumptions. With a 90% transplant success rate, we quickly determined the root cause was not grounded in medical science. Nor was it a shortage of willing organ donors. Almost 6 million Australians were on the registry or willing to be registered, one of the highest rates in the world. The problem was the supply chain. Despite the data, millions of dollars were being poured into programs encouraging Australians to donate.

Proven leading performance

ShareLife set about applying business principles to an operational and management issue. We researched the transplant systems of countries with the highest donation and transplant rates. We discovered that a Spaniard had three times the access to transplants than an Australian did. Our Partners, working entirely pro bono, leveraged their influence, networks and expertise to analyse the practices that had been proven to deliver world-leading results. This proven leading performance system was brought to the attention of the then Prime Minister. Less than 6 weeks later, a \$151.1million dollar reform package was announced to “establish Australia as a world leader in best practice organ and tissue donation and transplantation and to achieve a significant and lasting increase in the number of life-saving and life-transforming transplants for all Australians”.

International donor statistics



Source: International Registry of Organ Donation and Transplantation, 2009

To achieve a significant and lasting increase in the number of life-saving and life-transforming transplants for all Australians



Our licence to intervene

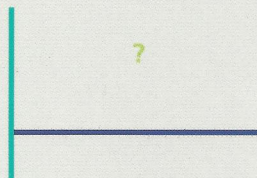
We understand that not every community problem can be solved through the **Outcomes Australia** approach. We focus only on problems where there is a solution in the form of Proven Leading Performance.



Licence to intervene

Leading Performance

Current Performance



OA does not intervene if there is no Proven Leading Performance (PLP)

Leading Performance

Current Performance



OA will not intervene if Australia is progressing towards PLP

Leading Performance

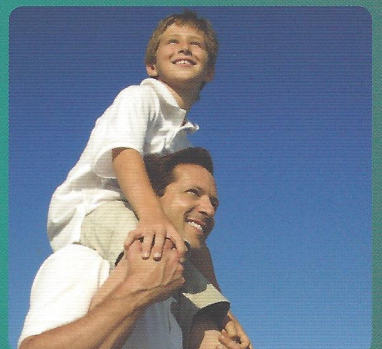
Current Performance



OA will intervene when progress towards PLP is stagnant or negative

redefining expertise;

definition: 1. a philosophy that the relevant skills and know-how in a field is not confined to the traditional experts



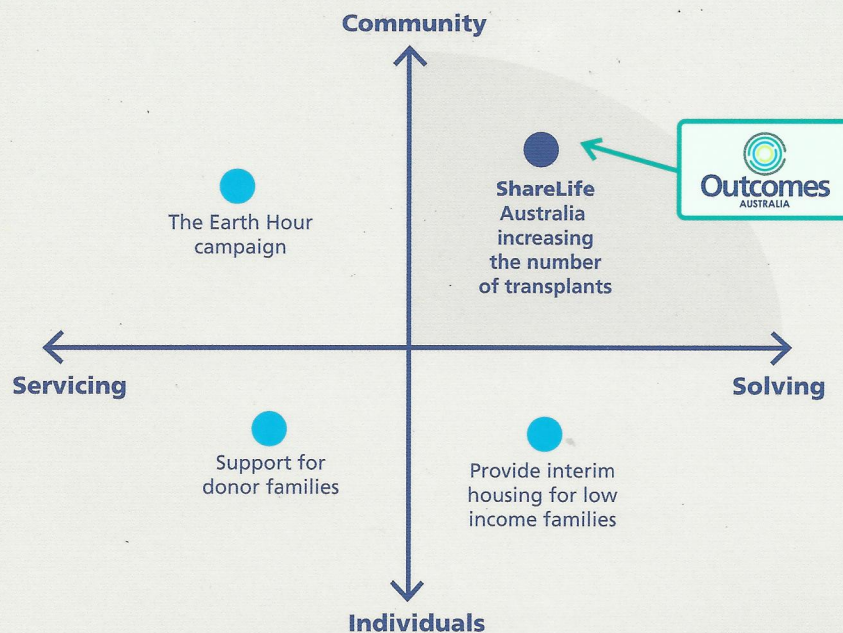
Our approach

With the Australian people as our 'shareholders', we apply rigorous business principles to identifying and solving community issues.

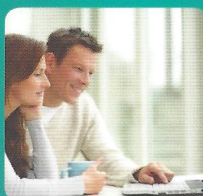
We pinpoint areas where proven leading performance exists but is not being implemented. Our Partners then leverage their multidisciplinary, pro bono human capital to produce a bullet proof plan that will achieve quantum change. Our key asset is the intellectual capital of our Partners that is motivated by our ability to achieve real outcomes. Our first project **ShareLife** showed us all just how powerful our network can be.



Focus on our projects



Our key asset is the intellectual capital that is motivated by the ability to achieve real outcomes



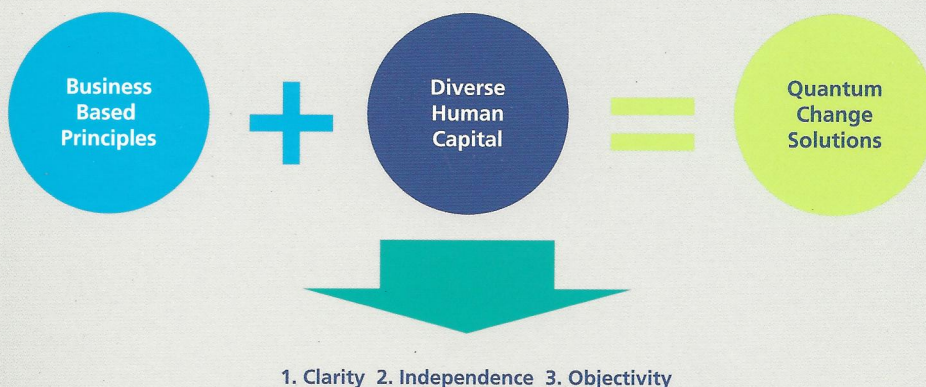
The Outcomes Australia model

ShareLife Australia serves as proof of what can be achieved by a group that is completely unfettered by personal and political agendas.

It demonstrates the power of multidisciplinary expertise and it illustrates the potency of rigorous business principles in delivering the world's best solutions to serious community problems.



Ingredients for success



Find out more about Outcomes Australia, current projects, and how you can help deliver the world's best solutions to the Australian community.



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www.outcomesaustralia.com.au



license to intervene:

definition: 1. an indisputable justification for Outcomes Australia to develop a project on an issue

Delivering the world's best solutions to serious community problems faced in Australia