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## Keneally Cuts the Kite at BrightSky Launch

The Minister for Ageing and Disability Services, the Hon. Kristina Keneally, last night officially launched ParaQuad's commercial enterprise; **BrightSky Australia**. The launch represented a milestone in the Newington-based charity's 46 year history, with the new service offering innovative online ordering and door-to-door delivery of specialist healthcare products right across Australia. This is a vital, community-minded service for our ageing population and people with disabilities.

In his welcoming address, ParaQuad NSW CEO, Max Bosotti, said that "for many years ParaQuad has made a business of selling specialist healthcare products in order to fund its charitable services. Up until September 2007, ParaQuad's commercial arm traded as *Independence Solutions in NSW and ACT* and then as *ParaQuad NSW healthcare products* as an interim measure. However, we needed a new name and service model that would not limit the commercial arm in providing financial support for our important community services."

"ParaQuad has a strong reputation for its work as a charity and with the spinal cord injured community in NSW. However, the commercial arm needs to be free to generate funds without geographic or demographic boundaries, so we can continue to fund ParaQuad's programs into the future", Mr Bosotti added.

An innovative feature of the new commercial arm, now known as **BrightSky Australia**, is its online webstore at [www.brightsky.com.au](http://www.brightsky.com.au). BrightSky offers more than 4,000 specialist healthcare products for purchasing online and by phone and delivers door-to-door across Australia. **BrightSky** also offers free continence and wound care advice, providing a valuable community service to the frail, aged, people with disabilities and anyone at all really!

In Minister Keneally's launch of **BrightSky Australia**, she referred to her five years as a stay-at-home mum and the relief she felt when she found a company that home-delivered nappies! In support of ParaQuad's new venture Minister Keneally said "I am really pleased that ParaQuad is occupying this space." She also pointed to Australia's rapidly ageing population and the growing importance of services that offer home delivery, stating that "by 2030 the number of Australians over the age of 65 will have doubled!"

In fact, according to the Department of Ageing, Disability and Home Care's website, older people are the fastest growing age group among IT users, with 13% using the internet on a regular basis.

To conclude the opening of BrightSky Australia, Minister Keneally literally launched the **BrightSky 'kite'** in front of some of Australia's most senior healthcare industry executives.

ParaQuad NSW (the Paraplegic and Quadriplegic Association of NSW) was founded over 46 years ago to empower people with spinal cord injury to be as independent as possible.

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### Media enquiries

For further information, or high-res images of the BrightSky Australia launch, please contact Deborah Schofield, Public Relations Manager, on (02) 8741 5627 or 0448 018 439, or email [deborah.schofield@paraquad.org.au](mailto:deborah.schofield@paraquad.org.au).