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Livestock exporters to dig deep for Ronald McDonald House and St John Ambulance

TWO very worthy charitable causes with strong links to rural and regional communities – Ronald McDonald House Perth and St John Ambulance – are set to benefit from the generosity of Australian livestock exporters at the industry's annual Gala Dinner Charity Auction in November.

The dinner and auction will coincide with LIVEXchange 2017, the livestock export industry's national conference, to be held on November 15-16 at the Crown Towers in Perth. The conference and dinner will be hosted by the Western Australian Livestock Exporters' Association (WALEA), in conjunction with the Australian Livestock Exporters' Council (ALEC) and the Australian Livestock Export Corporation (LiveCorp).

ALEC Director John Edwards and LiveCorp Director Mike Gordon met with Ronald McDonald House Perth CEO Peter King and St John Ambulance Community First Responder Manager Sally Simmonds in Perth last week. Mr Edwards said the two charities were a natural fit for the livestock export community, given the shared connection with rural communities.

"We're supporting the St John Ambulance Community First Responder initiative because its provision of defibrillators to regional and remote locations saves lives," Mr Edwards said.

"The program enables bystanders to take immediate action to administer assistance in the event of sudden cardiac arrest in the vital minutes before paramedics arrive. In rural areas where health services are not always in close proximity, this is truly a life-saving initiative."

Mr Gordon said the opportunity to tour Ronald McDonald House in Perth last week confirmed the extraordinary assistance it provides regional families who are facing serious health difficulties.

"It's impossible to overstate the benefits of a charity like Ronald McDonald House," he said.

"When a child from a regional area is diagnosed with a serious or life-threatening illness and their family has to relocate to the city for treatment, Ronald McDonald House provides a 'home away from home' which plays a huge role in helping all family members cope with the disruption in their lives.

"The extremely impressive new House in Nedlands provides accommodation and support for up to 47 regional WA families every night, so the extent of the assistance provided is quite breathtaking."

The livestock export industry's annual charity auction has raised tens of thousands of dollars over many years in support of many important causes like the McGrath Foundation, Beyond Blue, the Royal Flying Doctor Service, Royal Far West and the [Rawinala Foundation](#) in Indonesia.

Registrations for LIVEXchange 2017 have now opened. To register or for further details, visit: <https://livexchangeconference.com.au/>