

From: pgs-28@hotmail.com

To: pgs-28@hotmail.com

Date: Mon, 25 Aug 2014 00:27:51 +0000

Subject: Dying with Dignity: Where do ASX 300 Companies feature? Please consider

To the Board and CEO,

Please forward to each individual Board member and CEO

My contact with each Chairman, Board Member and CEO of the ASX 300 is unusual, but I am writing to you about a compelling issue of concern to many of your staff, shareholders and clients. I thank you for your time.

My name is Peter Short and I am 57 years old. Until January this year I was a senior executive with Wesfarmers/Coles, running Coles Express – the \$7 billion fuel and convenience business. I retired in January due to the reoccurrence of oesophageal cancer, with which I was originally diagnosed in 2009. At that stage I did the hard yards; radical surgery, chemo, recovery and had just reached the five-year all-clear mark. I am terminal and was given 3-to-9 months to live.

I write to you as community leaders. I have become an advocate of Dying with Dignity for the terminally ill and incurably suffering. This means passing laws to enable safeguards around allowing people with terminal illness and intolerable suffering to have the choice at the end of their lives to be given the knowledge and means to have a medically assisted death.

I will not prosecute the arguments for and against here, but I

would ask you as a board to consider making known to your teams that there is a draft Bill in the Senate to achieve this. It was introduced by Senator Richard DiNatale on a non-partisan basis. The Greens, Labor and PUP have all confirmed to me they would vote on a conscience basis if it were to make it to the house. The process from here is that submissions to the Bill close on 21 August 2014. There will then be public hearings, and a report will be completed by 27 October 2014. Senator DiNatale will then amend the bill in light of feedback and list it for Government business.

As many as 80% of Australians in a 2012 survey said they want such legislation. However, like a few other key societal issues, Dying with Dignity is not broadly discussed within the political and policy process. I believe that as leaders you have an opportunity, and even a responsibility, to have a view on such an important issue and to promote discussion on this topic at a board level, within your company and with politicians.

I ask for your individual and collective consideration of becoming involved in the following ways. Before you decide or discard the idea please have a look through my blog, petershort.com.au

- Are you prepared to promote active discussion on this legislation and important topic in coming months within your company? Many of you have dealt in the workplace and elsewhere with topics including recognition of indigenous equality and traditional land ownership, health and nutrition, obesity, status and equality of women, paternity leave, childcare, safety in the workplace, employee parking and more. Dying with Dignity is an increasingly important discussion for corporations to have with employees as the workforce ages. Anything corporations can do to

ease the passing of loved ones will benefit individuals' ability to cope and be productive at work.

- If not, are you as an influential individual prepared to take up the challenge as you best see fit? One person can make a huge difference.
- Jeremy Ervine, independent film producer, is currently making a documentary about the cancer journey that my family and I are traveling, and our endeavors to have the laws changed. The film will keep the topic burning by being a public record of just what has occurred and why change is so necessary. The cost of the documentary will be \$300,000. It currently has seed funding of \$25,000 and funds will be sought through a crowdfunding campaign. I am asking for your financial support to ensure the completion of this film which is significantly underway – more details can be found at petershort.com.au under the “documentary” tab. It is best to just ring or email me.

It is a strange thing to do, become an activist for change while facing months to live. My medical circumstance give me passion for choice at end of life and a belief that it is a choice all terminally ill and incurably suffering Australians should have as part of a palliative regime. My family is supportive and there is a growing coalition of politicians, business people and everyday Australians who are getting behind this. Thousands have signed up to the petition I started at Change.org. You, in your hard-earned and privileged roles, can inject energy and mass this debate needs.

I sincerely thank you for having read this, encourage you to look at www.petershort.com.au to gain perspective and deepen your understanding of the issue and back story and I would deeply appreciate your assistance and response.

Peter Short

Email: pgs-28@hotmail.com

Phone: 0418 862 180

Website: petershort.com.au