

# MEDIA RELEASE

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## **The Heart of the Matter in Mid-Western Region**

Business Mudgee is launching a new initiative supporting the health of all residents, not just business people, across the Mid-Western Regional Council area. The *Heart of Cudgegong – Defib Project* will promote the location and installation of Defibrillators or Automated External Defibrillators (AEDs) in all communities including Rylstone, Kandos, Mudgee and outlying villages.

“We have been inspired by the great work of the Gulgong community to provide easy, 24hr access to defib devices for residents of that town. We would like to roll out a similar initiative right across our Council area”, Ali Broinowski President of Business Mudgee said today. “We understand that the use of an AED within the first three minutes of a cardiac arrest has shown to improve lifesaving outcomes of patients from 10% up to 70%. (Source<sup>a</sup>) It would be amazing if we could support these sorts of outcomes for anyone suffering a cardiac arrest in our region”.

The first stage of the project will be to conduct an audit of the location and availability of existing AED devices. “From talking to people, no one seems to have a clear picture of where existing AEDs are located and whether they are accessible to the public. We will start to build a database of these locations and this will then highlight gaps where AEDs are missing or where they are not available to the public 24/7”, Ali said. “We have been in communication with Greg Page, Heart of the Nation founder, and ultimately we would like to see our region’s AEDs listed on the Heart of the Nation free app, so anyone can find their closest AED instantly”.

“We realise this is a longer-term project as it will take a while to, not only build the database, but also to fill in the gaps. Fundraising will be an important component of the project and we will be

encouraging business and community sponsorship of AEDs and seeking grant funding to increase accessibility to devices, especially in our outlying villages. In the meantime, we encourage everyone to make contact through our Facebook page @cudgeegongdefibproject or by emailing [defib@businessmudgee.com.au](mailto:defib@businessmudgee.com.au) to share your AED information or other ideas”, Ms Broinowski said.

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**Source:**  
a. Heart of the Nation: <https://www.heartofthenation.com.au/copy-of-sca-facts>

**Photos:**  
Mel Robbins at F45 Mudgee (located in Mudgee’s CBD) with her in-studio AED device.