

**MEDIA INVITE**




**EMBARGOED: 11:01AM AEDT: MON, OCT 27, 2025**

**DOORSTOP INTERVIEWS,  
PHOTO + VISION OPPORTUNITIES**

## **Two-in-five missing vital bone tests**

*Assistant Minister Rebecca White & Olympic Champion  
Sally Pearson OAM to headline national bone health report launch*

You're invited to Parliament House for the official launch of Healthy Bones Australia's **Know Your Bones Community Risk Report (Fourth Edition)** revealing new national data on osteoporosis risk, diagnosis and treatment gaps affecting Australians, especially women aged 50+.

 **WHEN:** Monday, October 27, 2025 | 11:00 – 11:30am  
 **WHERE:** Senate Courtyard (28K), Parliament House, Canberra  
 **HOST:** Parliamentary Friends of Bone Health

This special event will feature **Assistant Minister for Health and Aged Care Rebecca White**, who will announce an Albanese Government investment in **Healthy Bones Australia**, alongside **Olympic Gold Medallist Sally Pearson OAM**, leading clinicians, patients, and policymakers.

### **Key findings from more than 126,500 Australians:**

- Nearly half of all minimal trauma fractures occur in people aged 50–69;
- 2 in 5 did not receive a bone density test after fracture;
- Only 14% were prescribed osteoporosis medication post-fracture;
- 98% had at least one modifiable risk factor, such as low calcium, inactivity, smoking, or vitamin D deficiency.

This launch marks a united national effort to boost bone health awareness, prevention, and early testing, empowering Australians to stay strong, active, and fracture-free.

 **Photo, vision, and interview opportunities available (overleaf).**

<b>WHAT</b>	<ul style="list-style-type: none"> <li>National launch of <i>Know Your Bones Community Risk Report (Fourth Edition 2025)</i> hosted by Parliamentary Friends of Bone Health</li> <li>Advance copy of report available under embargo</li> </ul>
<b>WHEN</b>	<ul style="list-style-type: none"> <li>Monday, October 27, 2025 between 11-11:30am</li> </ul>
<b>WHERE</b>	<ul style="list-style-type: none"> <li>Senate Courtyard 28K, Parliament House, Canberra</li> </ul>
<b>DOORSTOP INTERVIEW PHOTOS + VISION OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>1:1 interviews + photo &amp; vision opportunities available on site with Sally Pearson OAM, doctors &amp; patients</li> <li>Additional talent available for interview nation-wide (Drs, patients)</li> </ul>

## AVAILABLE FOR INTERVIEW IN CANBERRA

<b>EXPERTS</b>	
<b>Prof Peter Wong</b>	Medical Director & Chair, Medical & Scientific Advisory Committee, Healthy Bones Australia; & Head of Rheumatology, Western Sydney Local Health District, <b>SYDNEY (VISITING CANBERRA)</b>
<b>Mr Greg Lyubomirsky</b>	CEO, Healthy Bones Australia, <b>SYDNEY (VISITING CANBERRA)</b>
<b>Professor Mark Cooper</b>	Board Member, Healthy Bones Australia; President, Australian & New Zealand Bone & Mineral Society (ANZBMS); Professor of Medicine & Head of Concord Clinical School, University of Sydney, <b>SYDNEY (VISITING CANBERRA)</b>
<b>Dr Shoshana Sztal-Mazer</b>	Medical Committee Member, Healthy Bones Australia; Endocrinologist; Clinical Lead, Metabolic Bone Service, Department of Endocrinology & Diabetes, Alfred Health, <b>MELBOURNE (VISITING CANBERRA)</b>
<b>HEALTHY BONES AUSTRALIA AMBASSADOR</b>	
<b>Sally Pearson, OAM</b>	Healthy Bones Ambassador, Olympic Gold Medallist, two-time World Champion, sports presenter & mother-of-two, <b>GOLD COAST (VISITING CANBERRA)</b>
<b>AUSTRALIANS LIVING WITH OSTEOPOROSIS</b>	
<b>Elaine, 61</b>	Consumer advocate, GP practice manager, mum & grandmother living with severe osteoporosis, <b>MELBOURNE (VISITING CANBERRA)</b>
<b>Carole, 71</b>	Retired business consultant who has sustained multiple bone fracture & loss of height, Glenning Valley, <b>CENTRAL COAST, NSW (VISITING CANBERRA)</b>
<b>DIGITAL MEDIA KIT</b>	<a href="http://www.healthybonesmediakit.com.au">www.healthybonesmediakit.com.au</a>
<b>BROADCAST VISION</b>	<a href="http://www.healthybonesmediakit.com.au/vision">www.healthybonesmediakit.com.au/vision</a>
<b>MEDIA CONTACTS + INTERVIEWS</b>	<b>Kirsten Bruce &amp; Lauren Corby, VIVA! Communications</b> <b>M 0401 717 566   0410 387 103</b> <b>T 02 9968 3741   1604</b> <b>E <a href="mailto:kirstenbruce@vivacommunications.com.au">kirstenbruce@vivacommunications.com.au</a>   <a href="mailto:lauren@vivacommunications.com.au">lauren@vivacommunications.com.au</a></b>

### Reference

1. Healthy Bones Australia and Garvan Institute of Medical Research. Know Your Bones Community Risk Report: Fourth Edition 2025. Available from: <https://healthybonesaustralia.org.au/about-us/publications-reports>.