



DESERT WALK FOR DIALYSIS.



Ken McGregor
& Art Series Hotels
raise funds for

**WESTERN DESERT
DIALYSIS APPEAL**



Art Series Hotel Group

WHAT'S HAPPENING?

As a seasoned walker, Ken McGregor has decided to walk the talk and help raise funds for the Western Desert Dialysis Appeal being run by the Nganampa Walytja Palyantjaku Tjutaku Aboriginal Corporation wdnwpt.org.au.

ON AUGUST 1 2011, KEN MCGREGOR WILL BEGIN HIS 1,000+KM WALK FROM ALICE SPRINGS TO SIX WESTERN DESERT COMMUNITIES. WITH THE PURPOSE OF RAISING AWARENESS AND MUCH NEEDED FUNDS TO KEEP A MOBILE DIALYSIS UNIT ON THE ROAD.

Nganampa Walytja Palyantjaku Tjutaku, meaning making all our families well, has been running for 7 years as a not-for-profit, non-government organisation. It offers patients respite from hospital (dialysis on community) and an opportunity to learn self care dialysis.

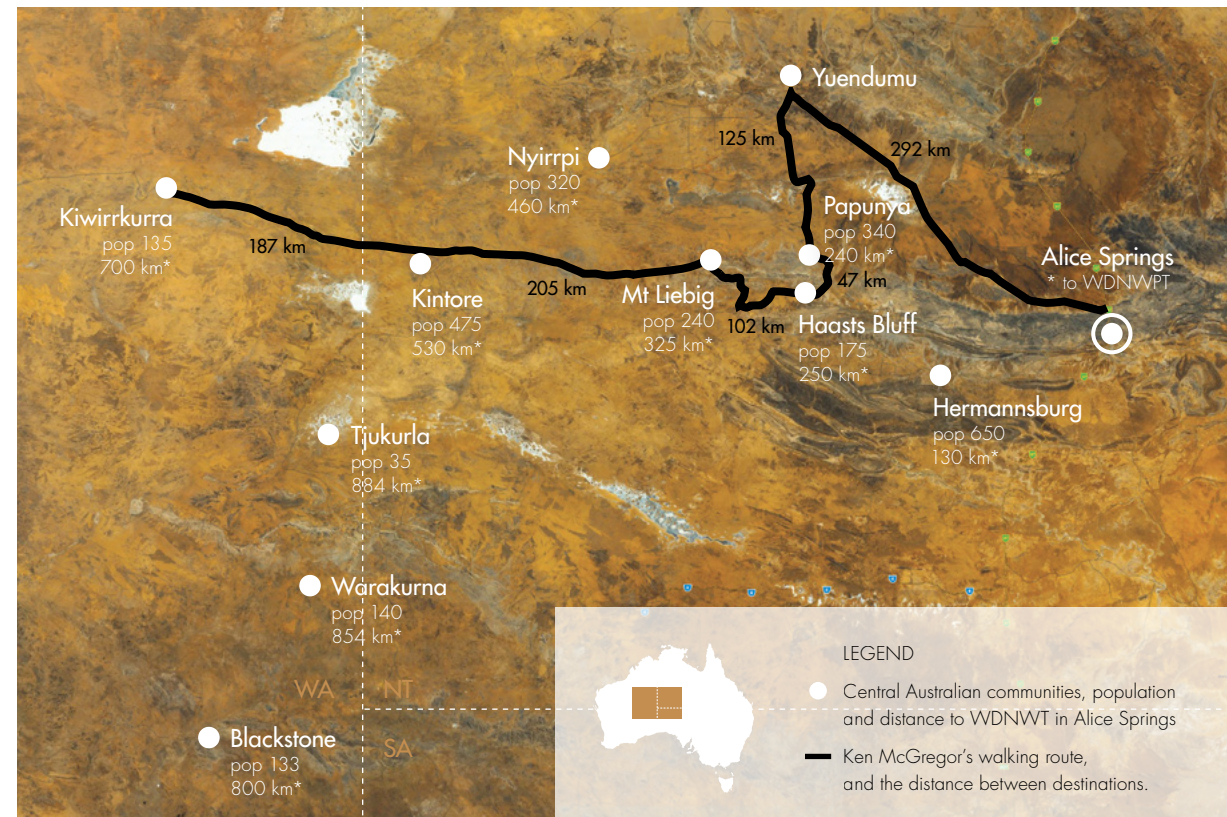
McGregor's walk will run over mostly remote dirt roads, taking him from Alice Springs, north west up the Tanami Road to the community of Yuendumu. From there he will go south to Papunya and Haasts Bluff, then west to Mt Liebig and Kintore, then further west across the border into Western Australia and onto the remote community of Kiwirrkurra.

Community children will be invited to welcome Ken as he arrives, helping raise awareness of Dialysis and renal disease. An important objective of Ken's walk is its explicit and symbolic educational function in the alleviation of

future kidney disease through an early awareness of symptoms and preventative measures, and in the demystification of options for patient care.

Funds raised will go towards employing a renal dialysis nurse for the unit who will continue the education process after the walk.

Dangers include heat exhaustion, snake bites, broken ankles, cramps, sunstroke, muscle fatigue, strains, blisters, cartilage tears and dehydration. Ken is prepared to go to all lengths to survive, eating goannas, snakes, witchetty grubs, honey ants. "I'll wear a Mickey mouse outfit if it raises funds".



150 km
120 mi

WHO, WHAT, WHY?

WHO IS KEN MCGREGOR?

Ken McGregor is an artist manager, an art consultant, curator and collector of contemporary world art, a specialist in Aboriginal art and a facilitator of art related projects. He has organised exhibitions in Australia and abroad, and is the author and producer of art catalogues, articles and books. Ken lectures frequently, has travelled extensively and has worked and lived in Africa, Europe and Russia.



WHAT IS THE WESTERN DESERT NGANAMPA WALYTJA PALYANTJAKU TJUTAKU ABORIGINAL CORPORATION?

WDNWPT is an Aboriginal Corporation under the Aboriginal Councils and Associations Act 1976 and is a registered not-for-profit organisation. The membership of the organisation is open to all Aboriginal people living permanently in the Western Desert Region of Central Australia.

WHAT IS END STAGE RENAL DISEASE?

Otherwise known as Chronic Kidney Disease, it is a progressive loss of renal function. The most common causes of End Stage Renal Disease are Diabetes and Hypertension. Aboriginal people are prone to developing this disease because of their lifestyles and a lack of education. Small kidneys at birth, crowded, broken housing, insufficient vitamin intake, skin infections and smoking all contribute to the high incidence of the disease.

In treating the disease, Dialysis is an effective form of renal replacement therapy and is used for severe cases.

WHY A MOBILE DIALYSIS UNIT?

WDNWPT is seeking to run a Mobile Renal Dialysis Unit, in direct response to the critical and expanding problem of the dislocation of senior community members who, after being diagnosed with end stage renal disease, are taken to Alice Springs for life-long dialysis treatment.

Being many hundreds of kilometres from family, community and traditional country, the negative impact of this dislocation is significant. It effectively disrupts cultural practices and the passing on of considerable cultural knowledge and experience to future generations.

A MOBILE RENAL DIALYSIS UNIT WILL ENABLE THE RETURN OF THESE SIGNIFICANT COMMUNITY MEMBERS AND THE RE-ENGAGEMENT WITH EXTENDED FAMILY, TRADITIONAL COUNTRY, AND CULTURE THROUGH DREAMING STORIES, SONGS AND CEREMONIES AND PAINTING.

The unit will also help facilitate ongoing education to communities, providing culturally appropriate information regarding renal health and preventative options including regular checkups, healthy lifestyle and medication. The presence of dialysis machines and patients in the community is one of the most powerful educational tools at our disposal.

HOW?

HOW IS IT GOING TO HAPPEN?

Desert Walk for Dialysis will kick off in June with a media launch at The Olsen – South Yarra, Melbourne.

Donations can be made via:

- www.desertwalkfordialysis.com
- At The Olsen
637-641 Chapel Street, South Yarra
Tel: 03 9040 1258

Ken's coffee table book, Portraits of Western Desert Artists will be published in August, all royalties from book sales will be donated to Desert Walk for Dialysis.

We seek likeminded businesses and organisations, friends, family to help us raise over \$100,000.

KEN MCGREGOR HOPES TO RAISE OVER \$100,000 TO KEEP THE MOBILE DIALYSIS UNIT ON THE ROAD.

WHAT HELP WILL REALLY HELP?

1. Donations

PLEDGE YOUR DONATION NOW AT **DESERTWALKFORDIALYSIS.COM**

100% of donations will go directly to WDNWPT.
Donations are tax deductible.

- Petrol vouchers
- Airfares

2. Corporate Sponsorship

- Cash
- Vehicles x 2 4WD
- Petrol
- Supplies

3. Crew Resources

- Medical equipment
- Supplies
- Petrol

4. Publicity

- Social media: Talk about it on Facebook and Twitter
- Print media: Tell your local newspaper
- Radio: Tell your local radio
- Talk the talk: Tell as many people as you can about Desert Walk for Dialysis.
- Organise a work place event and raise funds
- Go for a walk with a group of friends and instead of stopping for coffee at the end, donate that money to Desert Walk for Dialysis.

5. Man Power

- Volunteer your help to Ken in the lead up to the walk. Communities need to be mobilised with the help of a liaison officer, the media needs to be told, events need to be managed, corporate sponsorship is required and Ken needs to get on the road.



THEN WHAT HAPPENS?

- Ken will diarise his walk via video and photos.
- There will be a presentation to Nganampa Walytja Palyantjaku Tjutaku with all raised funds being handed over in September.
- An exhibition of the imagery will be held at Metro Gallery.

MORE QUESTIONS?

Contact the man himself, Ken McGregor
at mcgregor@bigpond.net.au

Sarah from Western Desert
Nganampa Walytja Palyantjaku Tjutaku
sarah@wdnwpt.com.au

THANK
YOU.