

Shane Warne Legacy



2024 Boxing Day Post Activation Report

26 March 2025





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Welcome



Helen Nolan
CEO
Shane Warne Legacy

Heart disease doesn't discriminate — it's the #1 killer in Australia and around the world.

It doesn't wait, it doesn't warn, and too often, it takes those we love far too soon. That's exactly what happened with Shane. One moment, he was larger than life—the mate, the father, son and brother, the cricketing legend we all knew. The next, he was gone. His passing shattered hearts across the globe, a devastating reminder that no-one is invincible.

But from that heartbreak, something powerful has emerged. The Shane Warne Legacy was created to ensure others don't have to face the same sudden loss. It's preventable. Heart disease is often silent, with high blood pressure showing no symptoms. Too many Australians are unknowingly at risk, and as the data shows too many haven't had a check in the past year. That's why the free Shane Warne Legacy Health Checks have been life changing. For some, they've been the wake-up call that saved their lives.

The 2024 Shane Warne Legacy Boxing Day Test activation marked the second year of this extraordinary public health initiative at the MCG. In honour of Shane, it has become Australia's largest cardiometabolic health and risk screening project—helping thousands take control of their health before it's too late.

Shane gave so much to the game, to his mates, to his family, and to the millions who cheered him on. And even now, he's still giving. His name, his story, his legacy—it's not just a tribute. It's a lifeline. And we know he'd be bloody proud of that.



Activation

The NRMA Insurance Boxing Day Test ran from 26 to 30 December 2024. While the cricket went for all five days of the test match, the Shane Warne Legacy Health Check screening operated for the first four days.

The Shane Warne Legacy Health Checks offered at the MCG focused on early detection of cardiometabolic (heart attack, stroke, diabetes) risk. These checks included measurements of blood pressure, cholesterol, body mass index (BMI), and blood glucose levels, all of which are crucial indicators of cardiometabolic health.

Participants were provided results immediately via the SiSU Health mobile app, which also provided nudges for follow-up care with their GP if necessary.

There were **52 health check stations** and **12 'point-of-care' pathology desks** measuring Hba1c and cholesterol, across six physical locations inside and outside the MCG, staffed by pharmacists and nurses.



4
activation days



6
staffed physical locations



52
health check stations



12
point-of-care pathology desks

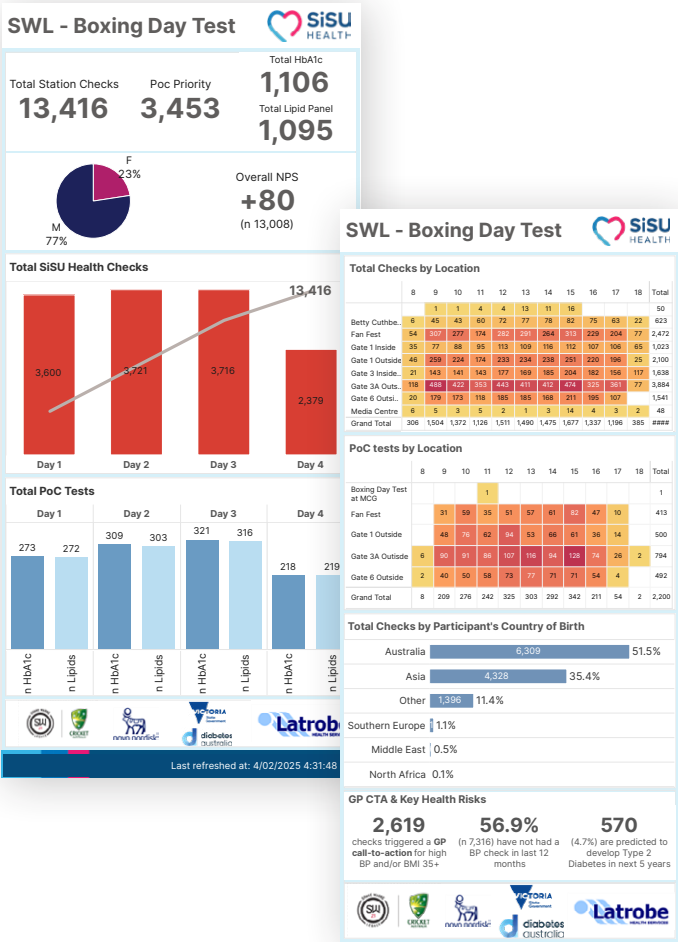


New Innovations

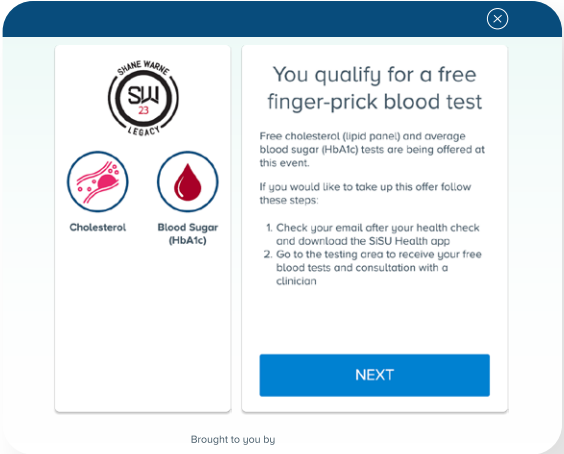
This year we brought several new innovations that enhanced the screening process:

- Integrated **point-of-care pathology testing** with **QR code scanning** which allowed participants to receive their results instantly on the SiSU Health mobile app. A triage system prioritised individuals who showed adverse findings during the station assessment for point-of-care pathology testing.
- A new **multiple blood pressure re-test function** was added to the SiSU Health Stations to ensure greater measurement accuracy in cases where hypertension was indicated.

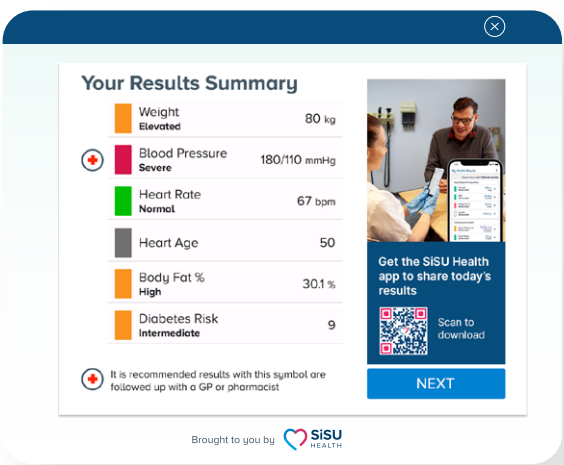
The introduction of **real-time mobile dashboards** enabled staff to monitor station yields by location, optimising staffing during peak periods.



In-app GP nudges and follow-up surveys



Traffic light based results summary



Key Achievements

13,416
SWL Health Checks were undertaken—a significant **74%** increase in participation compared to the previous year, exceeding the target by 12%.

2,279
point-of-care pathology checks were administered, **1,145** HbA1c blood tests and **1,134** Lipid (cholesterol) panels.

15.6%
of participants had high blood pressure, with **115** participants recording severely high blood pressure readings, prompting urgent medical referral.

68%
(626) survey respondents in a follow up survey, attended a GP consult resulting in: **25%** starting or having medication adjusted. **23%** had further blood pressure monitoring.

57%
of participants had their **blood pressure checked for the first time** in 12 months. Opportunistic screening is vital in reaching those who might otherwise miss regular check-ups.

2,619
participants were flagged for follow up consultations with their GP due to elevated risk factors, with many already taking steps toward healthier lifestyles.

81.7m
people were reached by an extensive campaign to **'Get a Free Shane Warne Legacy Health Check'** through extensive media coverage during the Test Series.

904
The **'Get a Free Shane Warne Legacy Health Check'** campaign received 904 mentions across TV, radio, and print outlets.

Media Reach

In November, Shane Warne Legacy's founding partner, Latrobe Health Services, launched a national campaign encouraging Australians to take a free Shane Warne Legacy Health Check at Priceline Pharmacies nationwide.

The campaign included a competition offering a once-in-a-lifetime cricket experience at the NRMA Insurance Boxing Day Test, driving significant awareness and an increase in Shane Warne Legacy Health Checks undertaken across the nation to surpass the expected monthly average.

Publicised with full-page ads in the Herald Sun and Adelaide Advertiser and advertising across various out-of-home and digital channels, the competition attracted over **4,900 entries**.

During the NRMA Insurance Boxing Day Test match, many of Shane Warne's close friends and family



4,900

entries recorded for the campaign competition



81.7m

people reached, with 904 mentions across media

(including his children Brooke, Jackson, and Summer), were present at the MCG, playing a key role in raising awareness about the importance of taking the free, quick, and easy Shane Warne Legacy Health Check.

The campaign received extensive coverage throughout the NRMA Insurance Boxing Day Test Series, with an estimated reach of **81.7 million** people and was mentioned **904 times** across TV, radio, and print media.





Participant Trust & Feedback

Feedback from participants has been overwhelmingly positive, with an overall Net Promoter Score (NPS) of +80, 3 points higher than in 2023 and equating to an average score of 9.3/10. Participants reported that the Shane Warne Legacy Health Check motivated lifestyle

changes, including weight loss, increased exercise, and healthier eating habits.

Several testimonials highlighted life-changing decisions, such as managing high blood pressure and addressing previously undiagnosed diabetes risks.

“ I did the health check at the boxing day test and was very impressed with the sophistication of the testing and the technology. I'm 63 years old and would implore Governments to expand this program to other events. It will actually save the tax payers a lot of money by undetected health risks being exposed.” – **Peter**

“ I didn't realise how high risk I was for diabetes, in the month after doing the health check, I have lost 5kg by joining a gym and eating healthy! I am so grateful these are around” –

“ I've made changes due to my partners health check. I think it was super worrying and want to help him get a healthier heart. We have started walking every day and eating healthier. Hopefully next year they will be back and when my partner does it his heart health will have improved.” – **Danielle**

“ Already dropped 2kgs since the test. More conscious of good food choices. Walking a lot more often and playing backyard cricket with the kids more too.” – **Glenn**

“ I knew my cholesterol was high but I have not made time to see my GP about it as I have always prioritised everyone ahead of me. Having access to such a quick and painless health check has really given me the nudge I needed to do something about it now. Thank you so much!” – **Lynda**

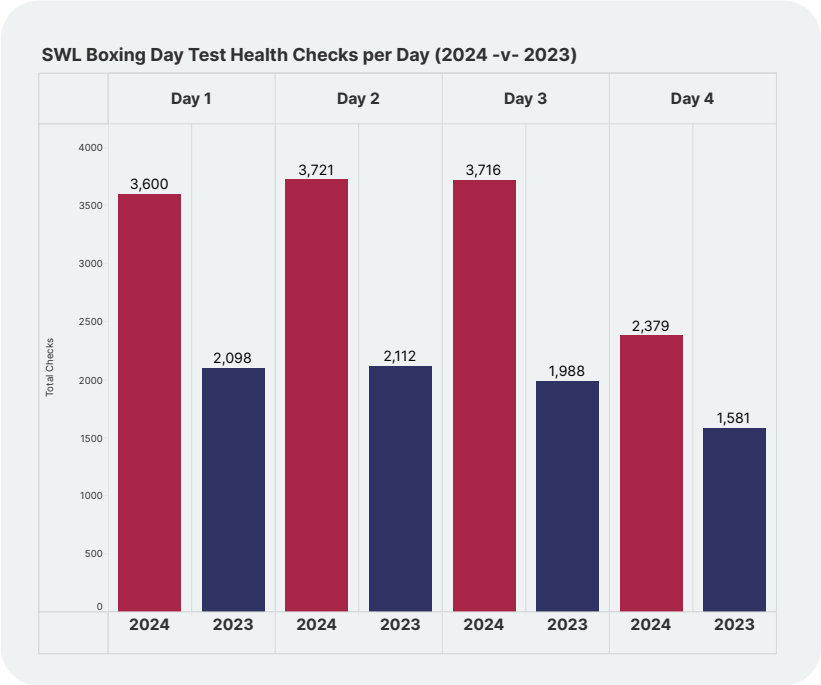
“ I knew I could be a lot healthier, and I needed to make some changes to the amount I drank and be more proactive in the fitness area. This testing has prompted me to do many things. I've bought a treadmill and also an exercise bike. And my wife and I are reducing the amount of alcohol we drink I was horrified to see my heart age was 20 years older than I am now. Thanks to the Shane Warne check at the Boxing Day Test!” – **John**

“ My 12 year old son made me take the test at the Boxing Day Test and I was shocked with the results. I am now on blood pressure medication and it's coming down. When I was tested my blood pressure was 208/132. I have been told I was lucky I haven't had a stroke.” – **Joe R**

Participation Insights

The participation results provide valuable insights into the demographic breakdown of the participants engaging with the health initiative.

The data reveals key trends related to sex, age, ethnicity, geographic location, and socioeconomic status, highlighting the success in targeting specific groups and the overall engagement across diverse communities.



Age & Sex Distribution

The average age of participants was 41.8 years for males and 41.9 years for females, which is four years younger compared to those who participated in the 2023 NRMA Insurance Boxing Day Test. The gender breakdown—77% male and 23% female—demonstrates the success of engaging a group that is often less likely to engage with healthcare, particularly men.

As noted by the RACGP,

“Men are less likely to engage with healthcare services, including seeing a regular GP. In Australia, men are less likely than women to seek healthcare services and have a regular GP.”

Given the demographic of participants, this initiative successfully targeted men, a group that typically does not engage regularly with healthcare services.



41.8

average age for males

77%

of participants were male



41.2

average age for females

23%

of participants were female

Ethnicity and Region

Postcode data reveals the majority of participants (84%) were from Victoria, particularly Melbourne's metropolitan area, reflecting strong local engagement.

There was a notable presence of Asian, predominantly Indian communities with 32.7% of participants from India (Asia).



84%

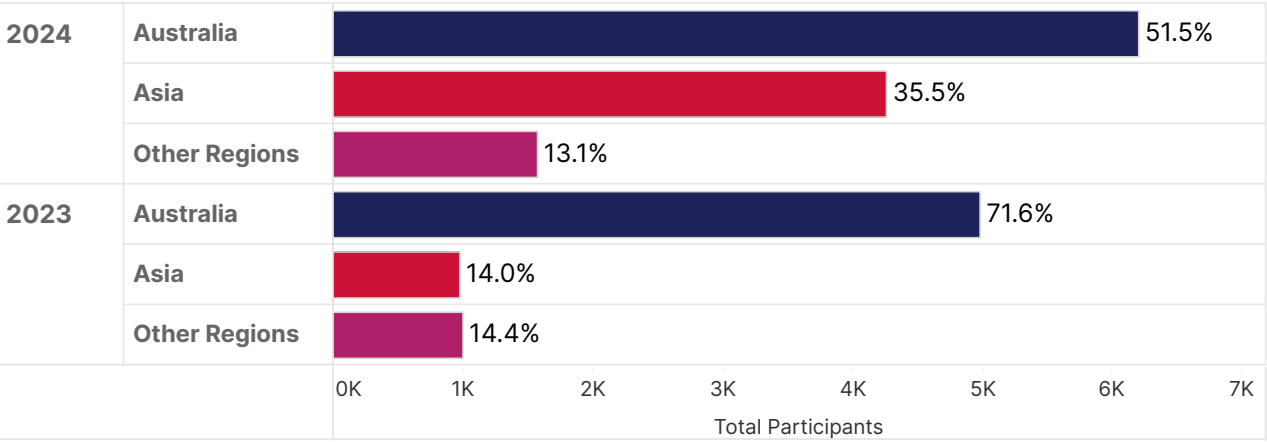
of participants were from Victoria



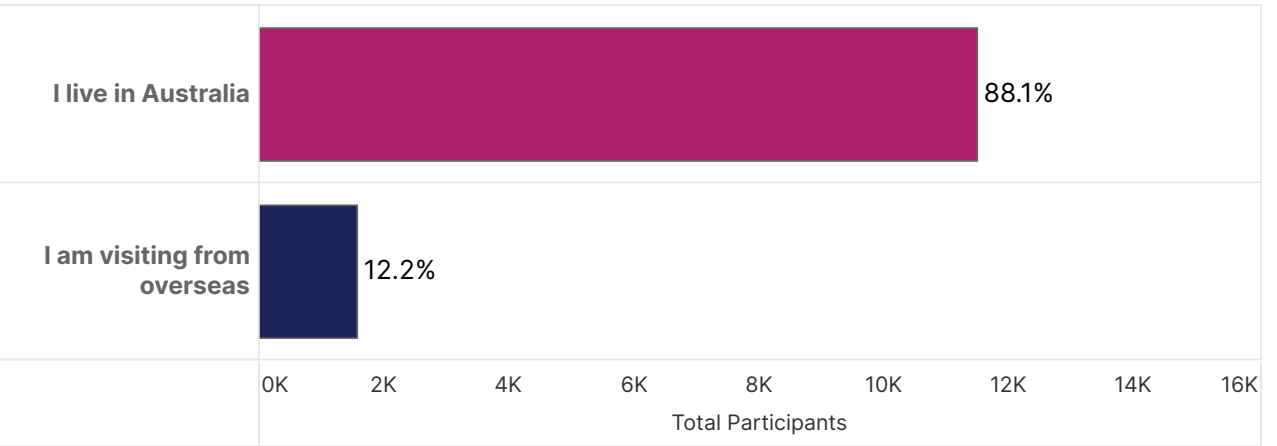
32.7%

of participants were from India (Asia)

Participants by Region of Birth



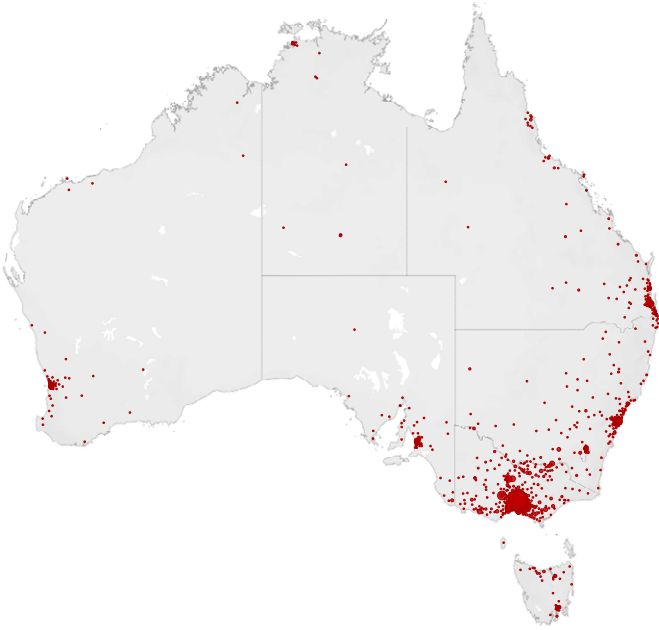
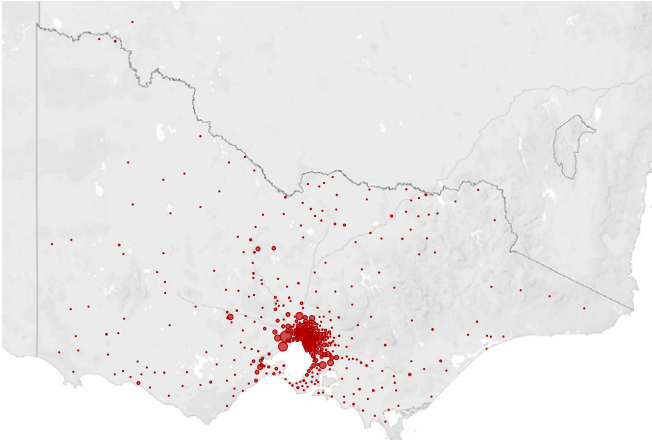
Participants by Residency Status



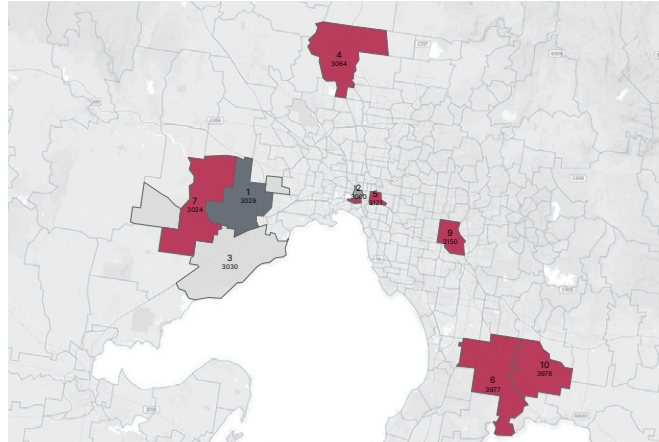
70% of participants were from a 90-minute driving radius, including the Melbourne Metropolitan, Geelong and Surf Coast areas.

Around 16% of checks were from interstate visitors, with almost half of these coming from NSW/ACT. Nearly half of all participants were born in Australia, and almost one-third were born in India (Asia). Together, these two groups made up 80% of all participants.

Focusing on Victoria, where 84% of Australian resident participants reported to live, 85% came from metropolitan Melbourne.



Interestingly, the top 10 residential postcodes by count of participants closely matches those where the largest communities with Indian ancestry live.



Health Risk Factors



115
individuals recorded
severe blood pressure

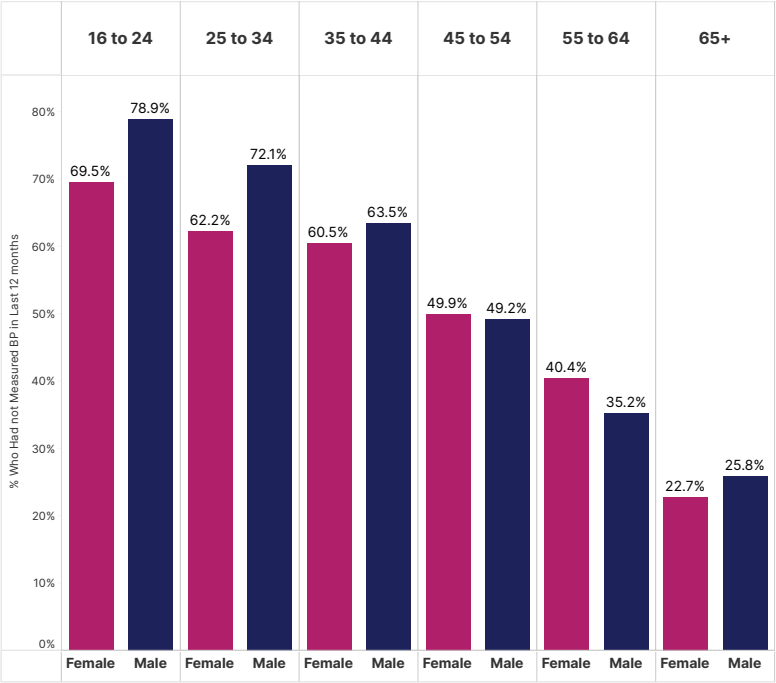
Blood Pressure:

Despite high blood pressure (hypertension) being the leading risk factor for death in Australia¹, many participants were not regularly monitoring their blood pressure. Fifty-seven per cent had their blood pressure checked for the first time in the past 12 months.

Males had higher rates of not measuring their BP in the past year (58% vs. 54% for females), though this gap narrows in middle age. It's crucial to "know your numbers" from the mid-30s onwards as hypertension risk rises. The lack of recent BP checks in those aged 35-64 (51.7%) highlights a gap in this demographic.

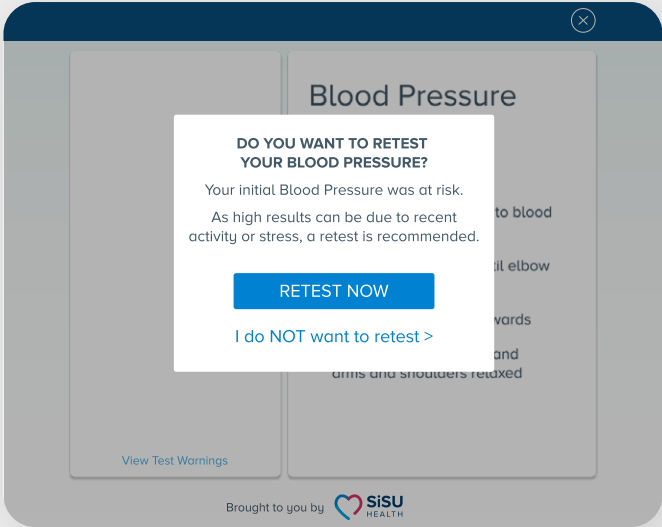
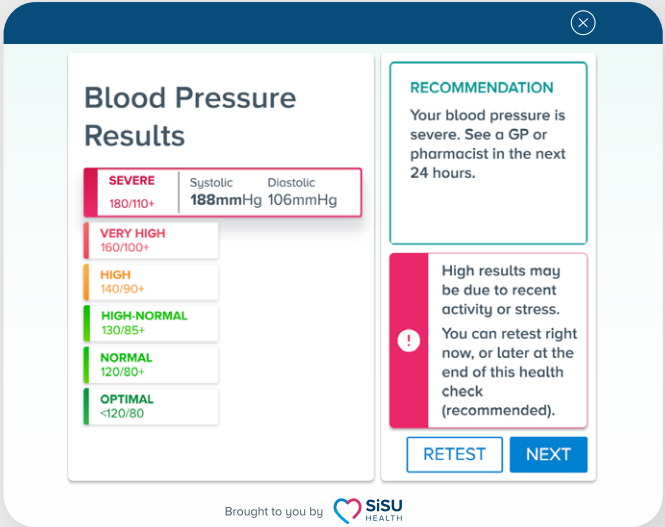
115 individuals recorded severe BP ($\geq 180/\geq 110$ mmHg) and were advised on screen and additional follow up email to consult their GP within 24-72 hours.

% Rates of BP Not Measured last 12 Months by Age Group & Sex



1. The contribution of raised blood pressure to all-cause and cardiovascular deaths and disability-adjusted life-years (DALYs) in Australia: Analysis of global burden of disease study from 1990 to 2019 | <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0297229>

New blood pressure retest functionality screens



Socio-economic Status

An individual's socio-economic status, including income and education, plays a significant role in shaping their health and cardiometabolic risk.

Sixty-seven per cent of participants came from more socio-economically advantaged backgrounds, falling within the higher SEIFA deciles (7-10), which is consistent with the previous year. This suggests that despite changes in regional and ethnic demographics, the socio-economic profile of participants remained similar.



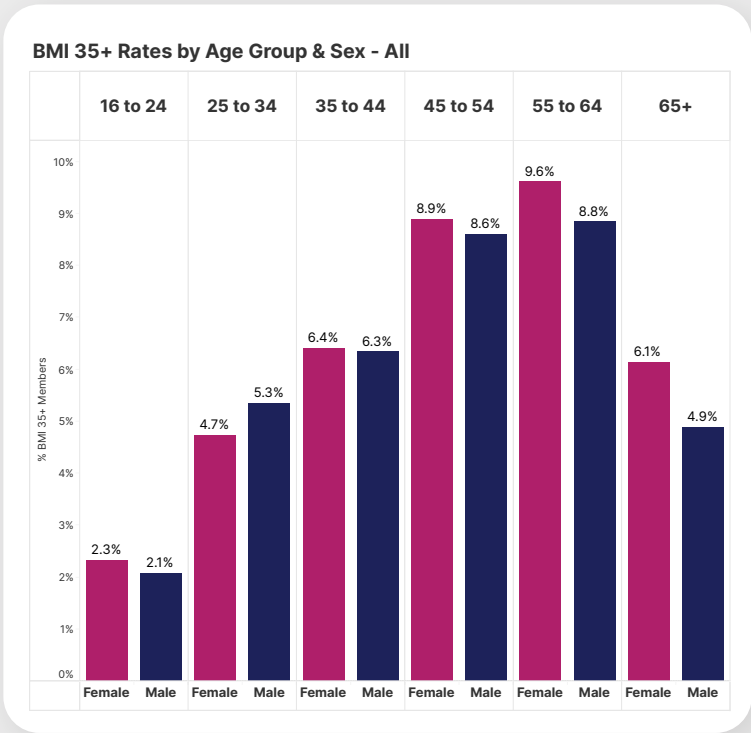
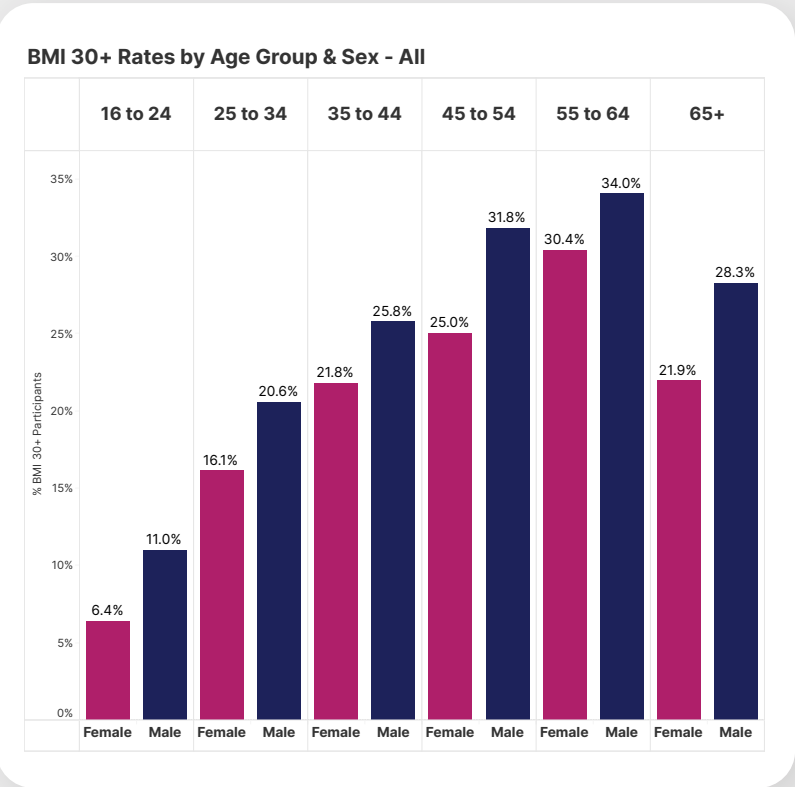
67%
of participants have
socioeconomically
advantaged
backgrounds

Obesity & Diabetes

Nearly one-in-every-four participants (24.1%) measured a BMI of 30 or above, which is defined as obese. Obesity rates were more pronounced in women aged 45 and older. As people age and their metabolism slows, obesity rates rise, especially in the 55-64 age group.

For women, menopause starting around age 45 is strongly linked to increased rates of Class 2 Obesity (BMI >35)² and a higher risk of cardiovascular disease.

Class 2 Obesity is also closely associated with type 2 diabetes, with a prevalence about seven times greater than for people with a normal BMI (18.5-24.9)³.



24.1%
of participants
measured a BMI of
30 and above



55-64
aged women were
more likely to have
obesity



45+
Increased rates of
Class 2 obesity,
which coincide with
hormonal changes
associated with
perimenopause



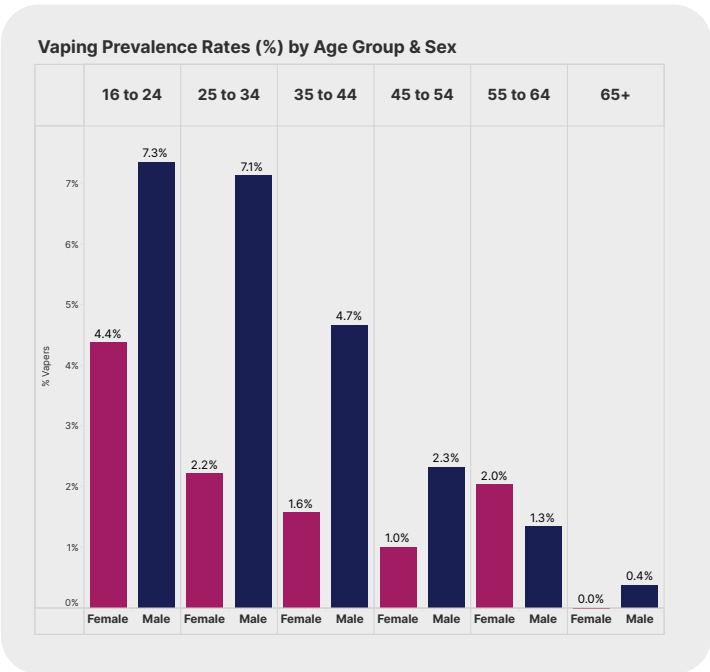
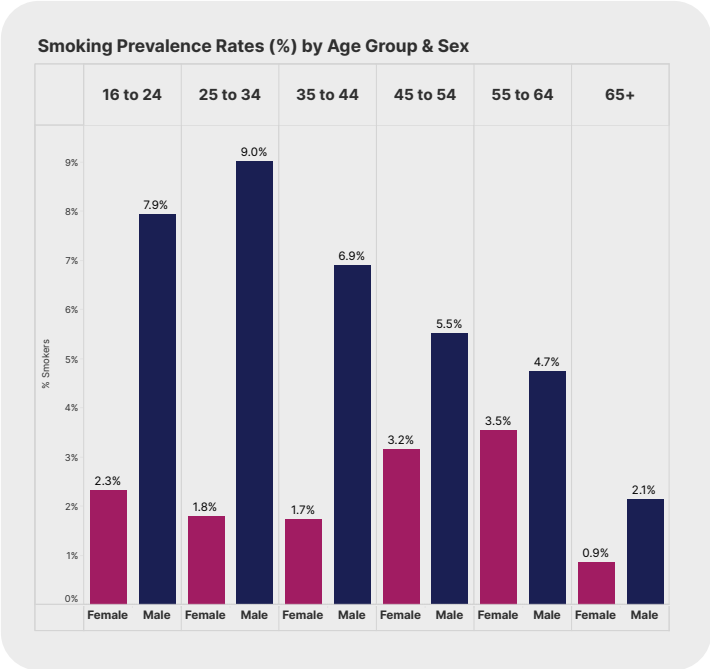
7x
greater prevalence
of type 2 diabetes
with a higher BMI

2. Trends in Prevalence of Diabetes and Control of Risk Factors in Diabetes Among US Adults, 1999-2018 The overall rate of diabetes remained stable at 4.7%, slightly lower than the national average.

3. BMI>35 is described as "Class 2 Obesity" by the Department of Health - <https://www.health.gov.au/topics/overweight-and-obesity/bmi-and-waist>

Smoking & Vaping

Whilst the smoking rate of participants is well below state and national averages at 5.6%, males showed a significantly higher tendency to smoke or vape compared to females, with younger participants (16-34) preferring vaping over smoking. Older participants exhibited a stronger preference for traditional smoking.



Point-of-Care Testing

Diabetes

This year point-of-care testing for high blood glucose and HbA1c levels was introduced.

A total of 1,145 HbA1c tests were conducted on eligible participants after risk stratification. The results showed that 12.3% (about 1 in 8) of participants had high HbA1c levels, indicating a potential for diabetes.

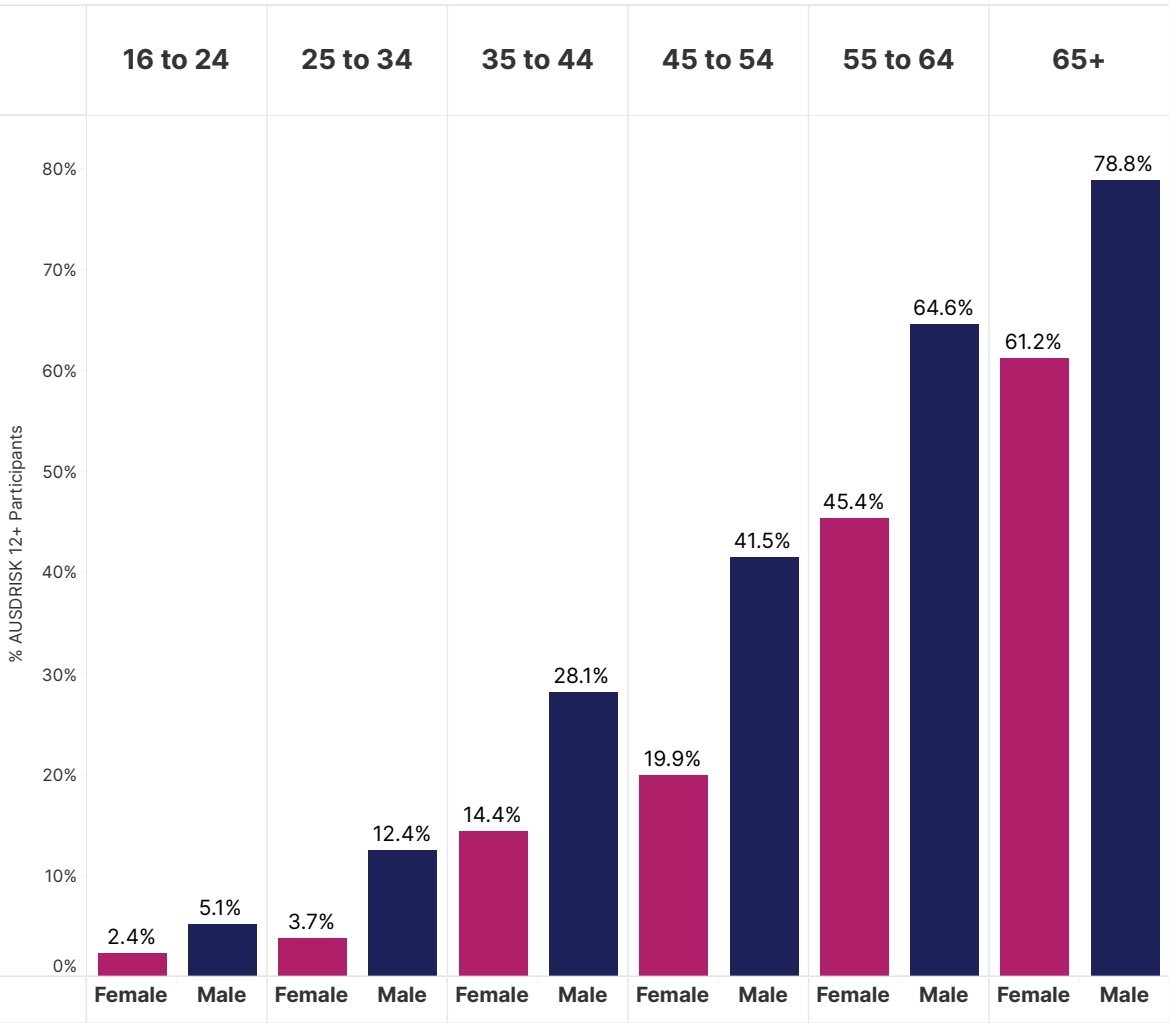


1,145
HbA1c tests were conducted

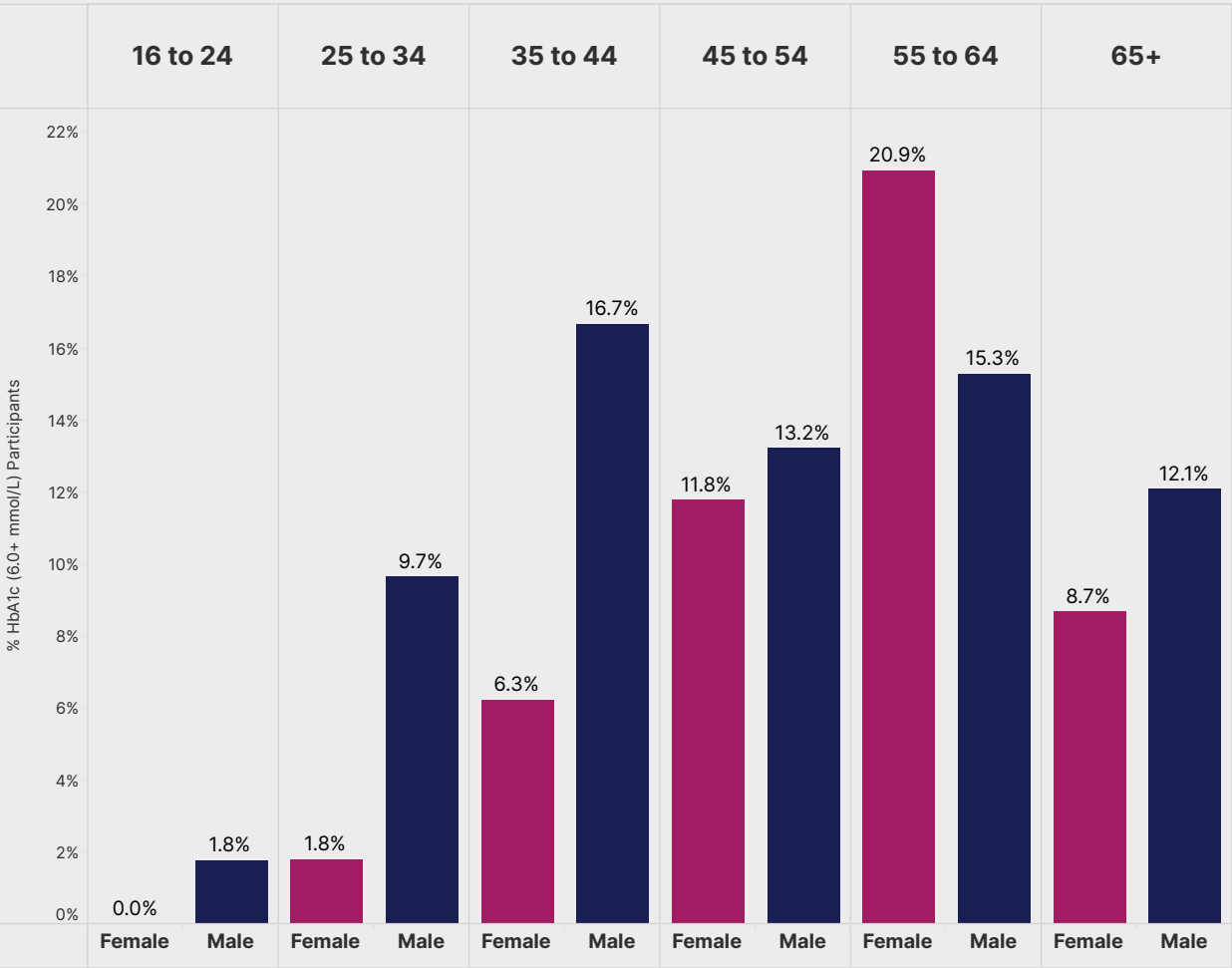


12.3%
had potential for diabetes

High AUSDRISK (>12pts) Prevalence (%) by Age Group & Sex



At Risk HbA1c (>6.0% or >42mmol/mol) Prevalence Rate (%) by Age Group & Sex



HbA1c is your average blood glucose (sugar) levels for the last two to three months. For people with diabetes, an ideal HbA1c level is 48mmol/mol (6.5%) or below.

1,145 HbA1c tests were provided by a qualified clinician to eligible participants (after risk stratification on the health station)

12.3% (1-in-8 participants) recorded high HbA1c (>6.0%). **By sex:** 9.0% female, 13.1% male



9%
females recorded high HbA1c



13.1%
males recorded high HbA1c

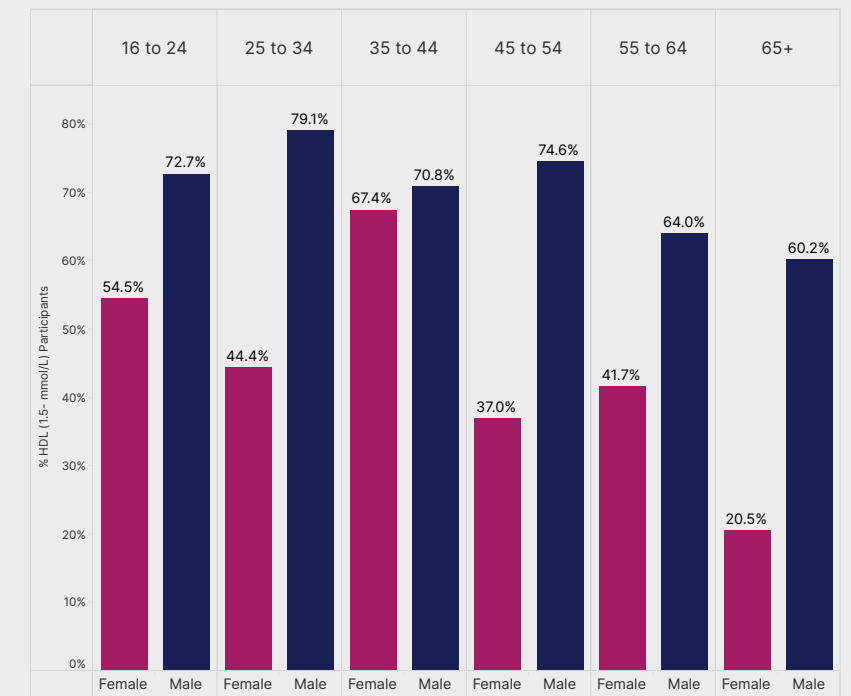


Cholesterol

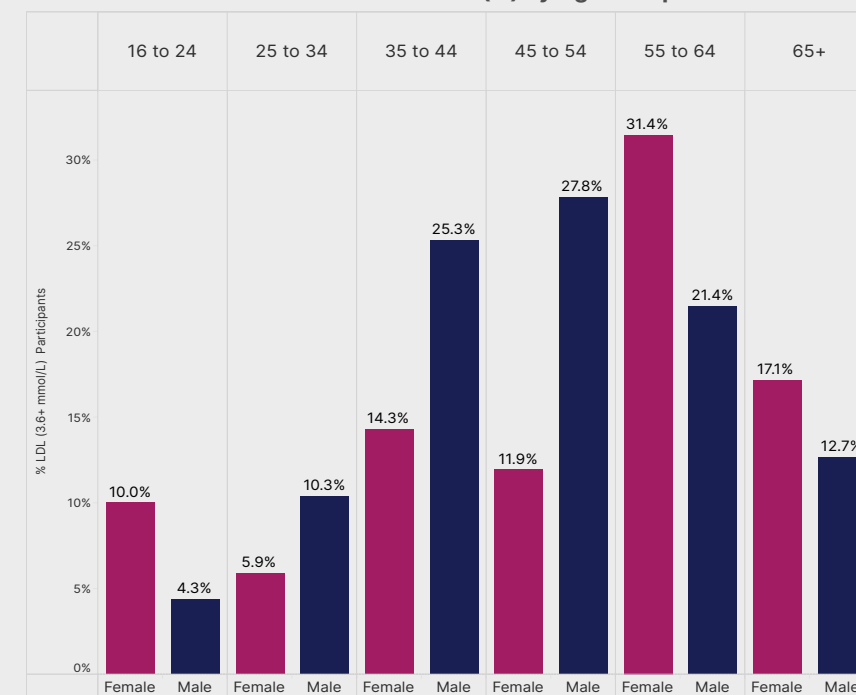
Lipids are fats in the blood, including cholesterol and triglycerides, and used to measure and understand a person's risk of developing atherosclerotic disease, the narrowing and blocking of arteries, which can lead to a catastrophic cardiovascular event.

The introduction of cholesterol testing revealed high rates of unhealthy cholesterol in participants, particularly in females born in Australia, which was 2.6 times higher than those born in India.

At Risk HDL Cholesterol Prevalence Rate (%) by Age Group & Sex



At Risk LDL Cholesterol Prevalence Rate (%) by Age Group & Sex



1,134
cholesterol tests
were provided

Indian Community Results

A greater percentage of point-of-care tests compared to station screening were undertaken by the Indian (Asian) community, (4,261), versus Australian born (6,193). By comparing these two groups, we can see that;

Males born in India were found to have a 2.6 times higher risk of elevated HbA1c >6, (16.4%), compared to their Australian-born counterparts (6.2%).

Australian born females have 2.8 times higher LDL (bad cholesterol) (19%), compared to Indian females (6.8%).

These two results stand in contrast to what may normally be expected, i.e., high cholesterol and high Hba1c, in this case there is a hypothesis that the high proportion of vegetarian and non beef (red meat) diet has significantly reduced cholesterol levels, however has not reduced Hba1c levels.

Noting this work is an evaluation report not a formal research study and sample sizes for these groups as small in some cases.



4,261
tests completed were undertaken by the Indian (Asian) community



6,193
tests completed were undertaken by those born in Australia



2.6x
higher risk of diabetes for males born in India



6.8%
Indian females have elevated LDL, 2.8 times lower than Australian females

Health Risk Summary - AUSDRISK & PoCT by CoB & Sex

			% high AUSDRISK participants	n AUSDRISK Responses	% At Risk Total HbA1c (>6.0%)	n HbA1c participants	% At Risk LDL Chol	n Lipids participants
2024	Male	Australia	30.5%	5,055	6.2%	389	21.4%	393
		Asia	36.9%	3,294	16.4%	348	19.4%	345
	Female	Australia	18.8%	1,250	8.5%	117	19.0%	117
		Asia	21.5%	1,021	8.0%	88	6.8%	86
	Total			30.2%	10,620	10.5%	936	19.0%





Shane Warne Legacy Summer campaign



In November, Shane Warne Legacy's founding partner, Latrobe Health Services, launched a national campaign encouraging Australians to take a free Shane Warne Legacy Health Check at Priceline Pharmacies nationwide.

Through a combination of billboard advertising, radio promotions, and a competition offering a cricket experience at the Boxing Day Test, the campaign drove significant awareness. Publicised with full-page ads in the Herald Sun and Adelaide Advertiser, the competition attracted over 4,900 entries.

In collaboration with Novo Nordisk and Diabetes Australia, Shane Warne Legacy also provided blood glucose and cholesterol checks at select Priceline Pharmacy locations, including Bentleigh, Horsham, Maryborough, Newcomb, and Mildura.

Prizes that will bowl you over

Enter for your chance to win*

- 5* hotel accommodation
- Interstate flights
- Match-worn Shane Warne memorabilia
- Shane Warne Legacy merchandise

FOUNDING PARTNER

*T&Cs apply, click to 'Comp Terms' to learn more.

Free Shane Warne Legacy Health Checks

Blood Sugar (HbA1c)

Cholesterol (lipid panel)

Quick, simple, non-fasting finger prick blood test

Rapid results: within 10 minutes on the SiSU Health App

Ask a team member for details to book

FOUNDING PARTNER



Throughout the summer campaign, in addition to the NRMA Insurance Boxing Day Test, there were a significant volume of Shane Warne Legacy Health Checks conducted nationally.



36,947
Shane Warne Legacy Health Checks



1,793
blood glucose (HbA1c) checks



1,784
full lipid panels (cholesterol tests)



5,257
referrals to GPs due to high blood pressure or BMI over 35.

Demographics:



53.7%
of participants were male



44.6 years
is the average age of participants

Health Findings:



60.6%
of participants had not had their blood pressure checked in over a year.



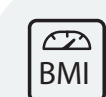
30.8%
of participants had at least one major cardiovascular disease (CVD) risk factor (elevated BP, high BMI, or cholesterol).



12
participants had all three key CVD risk factors: BMI \geq 30, BP $>$ 140/90 mmHg, and total cholesterol \geq 5.5 mmol/L.



23.3%
of participants had blood pressure higher than the national average (compared to the national average of 23.3%).



25.6%
is the prevalence of high BMI (BMI \geq 30), which is lower than the national average of 31.7%.

SiSU Health

This report has been prepared by **SiSU Health Group** (SiSU Health) to provide Shane Warne Legacy (SWL) Partners and other interested parties with detailed analyses of the second annual **SWL Boxing Day Test activation** run over the first four days (26-29 December 2024) of the Cricket Test between Australia and India at the MCG.

Methodology: The SiSU Health Station is a class IIa, ISO-certified medical device that provides machine measurement of height, weight, blood pressure, heart rate and body composition, in addition to serving risk screening surveys such as the AUSDRISK, a type 2 diabetes risk prediction assessment.

Data: Data used in this report has been captured with explicit user consent and is fully de-identified and aggregated to protect privacy. Participants are presented with SiSU Health's privacy policy and terms of use to review and agree to prior to undertaking each Health Station or point-of-care check. SiSU Health maintains detailed logs for each consent provided and its associated health check.

The term "health check" is SiSU Health's usual description of the free self-serve health check provided on the SiSU Health Station™ and is used in this report to describe the Shane Warne Legacy Health Check.

Non-diagnostic screening & referral: Point-of-care pathology testing for lipids (cholesterol and triglycerides) and blood glucose (HbA1c) was introduced at the 2024 SWL Boxing Day activation. Participants qualified for free point-of-care (PoC) tests via a newly introduced risk-stratification model with the PoC test and results consultation performed by a qualified clinician.

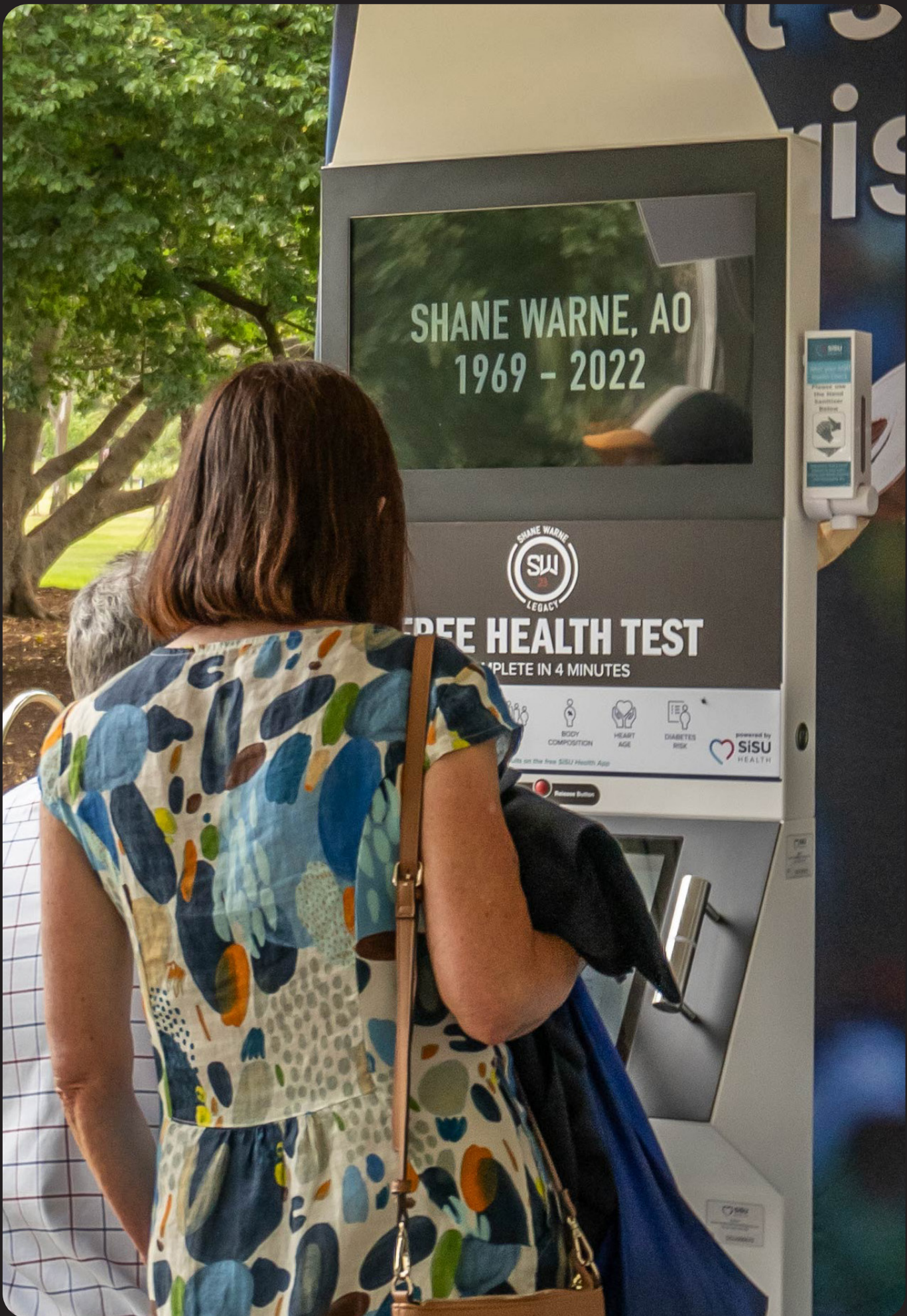
Importantly, while the Roche Cobas™ b101 devices, cartridges and assays used are diagnostic medical devices, they were not used to provide an on-the-spot diagnosis, but rather to screen, consult and refer a participant to their GP for formal diagnosis.



Asia & India: This report also includes analyses and references to participant's country or region of birth. A participant's country or region of birth is asked as part of the AUSDRISK type 2 diabetes risk prediction instrument, in which a limited list of choices is offered: Australia, Asia (including the Indian sub-continent), Middle East, North Africa & Southern Europe. Since almost one-third of all participants who completed the AUSDRISK at this activation chose "Asia" and noting the nature of the event, we have chosen India as a more precise proxy for Asia.

SiSU Health is now working on more precise ethnicity framework to provide more accurate insights about culturally and linguistically diverse communities.

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With thanks to our partners



We have been delighted to partner with the Shane Warne Legacy at the NRMA Insurance Boxing Day Test and assist with their important work. Thousands of cricket fans have taken Shane Warne Heart Health Tests over the past two years and received vital feedback that has the potential to save lives.

Shane Warne is one of the most beloved figures in Australian and international cricket and the Warne family is to be congratulated for an initiative that celebrates his legacy in a way that has such strong benefits for the cricket community."

Nick Hockley, CEO Cricket Australia



"Shane Warne's contribution transcended boundaries and inspired generations. That incredible contribution lives on through the work of the Shane Warne Legacy Health Checks.

By inspiring more Australians to take their heart health seriously, Warnie's legacy is helping to save lives. As a Government, we couldn't be more proud to honour this legendary Victorian - and support this meaningful work."

Hon Jacinta Allan MP, Premier of Victoria
Member for Bendigo East



"Heart disease is the leading cause of death in Australia, with regional and rural areas disproportionately affected. As the founding partner of Shane Warne Legacy, we are proud to help the community gain free access to important health screening and checks for critical early detection and prevention. This program has facilitated over 240,000 free health checks across Australia - improving health literacy, awareness, facilitating interventions, and critically, saving lives. As a not-for-profit, for-purpose private health insurer, we take pride in the impact the program is making on Australian families and the nation's health."

Ian Whitehead, Chief Executive Officer, Latrobe Health Services



"Novo Nordisk is honoured to support this important initiative that pays tribute to Shane's remarkable legacy and aims to empower the 1.3 million adult Australians at high-risk of developing heart disease, stroke and cardiovascular disease to take charge of their heart health. As a healthcare company dedicated to defeating serious chronic diseases, we firmly believe that the scale of the challenge demands a whole of system approach where prevention and early detection are just as important as effective treatment. By understanding essential indicators like blood pressure, cholesterol and blood glucose levels, Australians can make informed decisions that positively impact their lifestyle choices and overall wellbeing."

Cem Ozenc, Corporate Vice President and General Manager, Novo Nordisk Oceania



"Diabetes Australia and Shane Warne Legacy share a commitment to creating real impact. In Australia there are currently over 2 million Australians living with diabetes and the numbers are continuing to increase at an alarming rate, with over 300 people a day being diagnosed. The complications of diabetes are significant and include an increased risk of heart attack, stroke, kidney failure, loss of sight and amputations. Health checks enable individuals to know their risk profile and make informed decisions and/or seek medical support and information in a timely manner. We must act innovatively and collectively to confront the health challenges facing Australians, and the partnerships that have enabled these health checks are a profound example of what can be achieved when we work together"

Justine Cain, Group CEO Diabetes Australia



"It's great to see these efforts continue to expand in the second year of screening for risk factors for heart disease at the Boxing Day test. This will go a long way to helping people know their numbers and increase efforts for prevention. "

Prof. Stephen Nicholls FAHA MBBS FACC PhD
Monash Victorian Heart Institute Director & Professor of Cardiology



"Heart disease can cut people down in the prime of their lives. It does not discriminate, and is the #1 killer in Australia and worldwide. Clearly, we need to be doing more to fight this terrible disease. While we still grieve the tragic passing of Shane, it is fantastic that we have been able to come together to do more to improve heart health. These free, simple checks are a great 'first step' towards that - becoming aware of key information like blood pressure, weight, and diabetes risk. It has been so pleasing to see how well these free checks have been received, and we look forward to even more people taking advantage of this going forward. "

Prof. Jason C. Kovacic MBBS, PhD, FRACP, FAHA, FACC, FSCANZ, FSCAI
Director and CEO, Victor Chang Cardiac Research Institute





Summary

Shane Warne Legacy Health Checks activation at Boxing Day is a groundbreaking initiative in preventive healthcare, raising awareness and providing accessible health checks to large populations quickly and efficiently.

The Boxing Day activation demonstrates how coordinated efforts between public and private partnerships can drive meaningful reductions in cardiovascular disease and diabetes.

Now is the time to continue to the efforts of Boxing Day, continue to drive awareness and encourage as many people as possible to visit www.shanewarnelegacy.com to find a health check near them.

Recommendations

- **Encourage Regular Health Checks:** Promote routine check-ups – find your nearest Shane Warne Legacy Health Check at www.shanewarnelegacy.com
- **Expand access to Free Health Checks:** Scale up free health checks across sporting events, workplaces, and community facilities
- **Healthcare Policy Integration** of preventive health checks into a national Cardiometabolic Screening Program
- **Priority populations** Targeted health initiatives for priority populations (rural, low-income, culturally diverse communities).

