Media Release

National Palliative Care Week
11–17 May

National Palliative Care Week 2025: Celebrating 30 Years by asking the question "What's Your Plan?"

For thirty years, National Palliative Care Week (NPCW) has sparked discussions, increased awareness, and advocated for improved understanding of, and access to palliative care. In 2025, National Palliative Care Week is asking a simple yet powerful question: "What's your plan?"

For individuals and families – It encourages thinking and discussion about their own future and quality of life, making informed choices, and deciding on preferred care options.

For health and care sectors – It prompts reflection on capacity, innovation, and readiness to meet the increased demand for palliative and end of life care as our ageing population grows.

For governments – It calls for accountability and creates opportunities to discuss policy, investment, and strategy addressing future palliative care needs.

"It's a direct approach to Australians and their loved ones to talk about what matters most, and to make a plan that empowers and respects their choices during the last years, months, and days of life," says Kirsty Blades, CEO, Palliative Care NSW.

"When someone becomes seriously ill and their life is expected to be shorter, those conversations about the end of your life are difficult, that's natural and human, but they are essential conversations," Ms Blades says.

"That reluctance, and lack of awareness and engagement contributes to a widespread misunderstanding of what palliative care is and what it can offer.

"Palliative Care Week is about changing that, it provides an opportunity to start those conversations, break down taboos, dispel myths, and empower the life and choices that need to be considered with serious illness and ageing. Palliative Care has a real focus on the living that's still left to do and the essential support for you and your loved ones."

Some questions you can consider during this week include:

- What will matter most to you at the end of life? Think about the people around you, what you enjoy doing, your culture and beliefs, your health and care preferences. What's your plan?
- Do your loved ones know what matters most to you at the end of life? Don't leave them guessing, support them to support you. What's your plan?

And for those in government and representing their communities, the question to be answered is:

- What's Your Plan to support equitable access to quality palliative care?

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This week provides an opportunity to reflect on that question and the advocacy, support and actions that can be taken now for better access to palliative care for the residents of NSW in the future.

There are events happening across NSW to celebrate National Palliative Care Week. To find out more visit https://palliativecarensw.org.au/national-palliative-care-week-2025/

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New South Wales