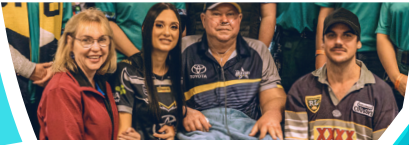




# Ambulance Wish South Australia

Program of Palliative Care SA



## An invitation to partner with Ambulance Wish SA

[ambulancewishsa.org.au](http://ambulancewishsa.org.au)

The AWSA program is a collaboration of:



# The Ambulance Wish SA program

## A message from the CEO

At some point each and everyone of us will reach the last days, weeks and months of life. How we are able to live those times is a measure of how our community values and looks after us at the end of our life. Every person should be able to experience the end of their life in comfort, cared for and connected to the people and places that have made their life meaningful.

The Ambulance Wish SA program is a powerful reminder of how simple acts in a person's final days weeks and months can bring joy and peace to them as well as connection, smiles and life-long memories to their family and those who love and care about them.

I was the CEO of Palliative Care Queensland and in 2019 I (along with my team) was delighted to bring this program to Queensland. The program has now delivered over 100 wishes and has a regional hub in Townsville, multiple fleet vehicles and hundreds of volunteers, all supported by corporates, philanthropists, community and the state Government.

In January 2023 I returned to my birth state of SA, as the CEO of Palliative Care South Australia (PCSA). My father, Pete, was living with a life-limiting condition

and my dream was to establish this program for SA in time to enable him to experience an Ambulance Wish. Unfortunately, Pete died only two months after we moved and we were never able to fulfill an Ambulance Wish for him. It has showcased the gap for South Australians.

**We now need corporate partnerships to help us ensure this program is available for people who are in their last days, weeks and months of life in SA.**

Fulfilling each wish is logistically complicated and due to the complex care needs of the Wish Recipients it can be costly. By working together we can keep this program operating.

Thank you for considering the Ambulance Wish SA program as part of your corporate philanthropy and sponsorship efforts.



**Adjunct Associate  
Professor Shyla Mills**  
Chief Executive Officer  
Palliative Care SA



## Just one example of the reach and impact of an Ambulance Wish in Queensland

Former AFL Queensland grand final hero Ross Whyte had his last sporting wish granted when he made one last visit to the hallowed turf at The Gabba in March 2021 – the scene of his 1977 grand final heroics – surrounded by family, a few footy mates, Queensland Health Minister Yvette D'Ath and two Brisbane Lions players.



**Multiple Facebook posts including a video post from the Queensland Premier**



**Reach: 80,977**



**Engagement: 7,198**



**Coverage on all major networks, online news & print**



**Editorial Value (ASR):  
\$448,000**

# The Benefits of Partnering with the Ambulance Wish SA program



## Social good

Wishes provided by the Ambulance Wish SA program have a far-reaching impact, not only creating memories forever for Wish Recipients, but memories for their families and extended community of care. This has a ripple effect into the wider community, and reflects the global social movement that is Compassionate Communities.

## A pipeline of engaging storytelling and content stories

The Ambulance Wish South Australia program is an ideal story for media placement.

In Queensland, their first Ambulance Wish Recipient was 92-year-old Betty Dowsett, whose wish was to visit the botanic gardens and enjoy a passionfruit ice-cream, which she shared with the Health Minister and a packed media contingent.

The story was broadcast by every TV station in Queensland as well as prime coverage on ABC TV and radio, and all News Corp and Nine Entertainment publications across Australia. The following day, Betty and one of our volunteer paramedics, Darren Lawrence, were guests on Australia's top-rating breakfast TV program Sunrise and the story was picked up internationally.

*The potential global media reach was a staggering 155 million, in more than 20 countries.*

The program is nurtured and developed by a professional media and communications team at Palliative Care South Australia and presents an opportunity to showcase your brand and spokespeople alongside an attractive media property.

## Branding opportunities

The Ambulance Wish SA program utilises a dedicated fleet of vehicles which feature space to prominently display your logo.

The Ambulance Wish SA program stories are produced to highlight the good work of the program and with showcased brand promotion deeply embedded.

Where relevant, your organisation will be given presence in wish media coverage, produced in collaboration with your team to ensure a successful outcome and maximum exposure. There is also opportunity to expose your brand to volunteers and through other PCSA channels and events.

## Deep digital engagement

The Ambulance Wish SA program attracts a huge level of engagement and reach across all major social media platforms. A visually rich and compelling pipeline of stories will bring your brand to the attention of thousands online. These stories are often shared by government members and present a prime opportunity to showcase your work in a friendly story that is ready-made for digital media.

## Team development, volunteering and training

The Ambulance Wish SA program can contribute to both your internal and external engagement strategies with custom-developed opportunities for staff training, volunteering and corporate philanthropic showcases.





*The way we care for our dying reflects  
the humanity and compassion of our society*

This partnership prospectus is a conversation starter.

We tailor our partnerships individually. Contact our partnerships team to start the conversation about how we could partner with your organisation.

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