



Ambulance Wish Queensland

Last Wish, Memories Forever



An invitation to partner with Ambulance Wish Queensland

ambulancewishqld.org.au

A program of
PalliativeCare
QUEENSLAND
PALLIATIVECAREQLD.ORG.AU



Ambulance Wish Queensland's purpose is to give Queenslanders living with a life-limiting condition access to the planning, coordination, specialist transport and clinical care they need to fulfil their last wish and create memories forever.

A message from the CEO

At some point each and everyone of us will reach the last weeks and days of our lives. 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.

Ambulance Wish Queensland is a powerful reminder of how simple acts in a person's final days and weeks 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.

Queensland is the first state in Australia to establish this beautiful program. Ambulance Wish Queensland has the equipment and the volunteers thanks to Queensland Health, Queensland Ambulance Service, our partners and sponsors, and many volunteer paramedics, nurses and community members.

To continue and expand Ambulance Wish Queensland we now need corporate partnerships to help us ensure this program is available for people who are in their last days and weeks of life.

Delivering each wish is logistically complicated and due to the complex care needs of the Wish recipients it can be costly. As we expand into regional areas, we are realising new challenges. By working together we can keep this program operating.

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

Louise O'Neill
CEO, Palliative Care Queensland



Just one example of the reach and impact of a Wish

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 Ambulance Wish Queensland



Social Good

Wishes provided by Ambulance Wish Queensland 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 Proven Professionally Produced Stories and Content Featuring your Brand and Spokespeople

Ambulance Wish Queensland is an ideal story for media placement. The program was launched in July 2019 by State Minister for Health and Ambulance Services the Hon Steven Miles at Parliament House in Brisbane.

Queensland's first Ambulance Wish recipient was 92-year-old Betty Dowsett, whose Wish was to 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 157 million, in more than 20 countries.

These stories are nurtured and developed by the professional media and communications team at Palliative Care Queensland and present an opportunity to showcase your brand and spokespeople alongside an attractive media property.

Branding Opportunities

Ambulance Wish Queensland utilises a dedicated fleet of vehicles (including decommissioned ambulances) which feature space to prominently place your logo.

Ambulance Wish Queensland 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 PCQ channels and events.

Deep Digital Engagement

Ambulance Wish Queensland 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

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

“ I just wanted to write and say an enormous THANK YOU to you and the team who were there on the day in organising such a special experience.

The generosity, kindness and support that all the staff offered on the day was so beautiful and truly appreciated. My Dad thoroughly enjoyed the day – as did we! Jenny, Mark, Sara and I and all of our family and close friends who attended will certainly treasure this incredible memory and experience. It brought some light and joy to our hearts that been heavy for some time now.

Again, I can't say it enough – THANK YOU. ”

Kate Davies



“ We can't thank you and the Ambulance Wish team enough for making Mums wish come true. It was such a fabulous day & as you know the last time they will be able to be together. Emilia & Kristy were so caring and compassionate with us all especially Mum and Dad.

Thank you again from the bottom of our hearts, you are all amazing. ”

Kylie Mitchell



“ We are soooooo incredibly grateful for that day and the team helping us to make that all happen. The memories we have will be soooooo loved.

Thank you so much Lauren! Your team have just created a miracle from last Tuesday... and I will rave and share and talk about you all as much as I can... might even buy a ticket to your fundraising event at the end of this year. Ambulance Wishes will also be a part of our storytelling... you are forever in our hearts. ”

Louise Williams



Partnership Branding Benefits*

Partnership Level (per year)	Statewide presence	Local presence**		
	Program Partner \$100,000	Local Partner \$50,000	Local Supporting Partner – Tier 1 \$20,000–\$30,000	Local Supporting Partner – Tier 2 \$12,500

Ambulance Wish Queensland Fleet

Recognition on Wish Ambulance	Logo on ALL Wish Ambulances statewide	Logo on local Wish Ambulance (75% size of Program Partner)	Logo on local Wish Ambulance (50% size of Program Partner)	
Recognition on Wish Support Vehicles	Logo on ALL Wish Support Vehicles statewide	Logo on local Wish Support Vehicles (75% size of Program Partner)	Logo on local Wish Support Vehicles (50% size of Program Partner)	Logo on local Wish Support Vehicles (50% size of Program Partner)

Web Presence

AWQld Website home page and all pages	Hyperlinked logo under 'Program Partner'	Hyperlinked logo under 'Local Partner'		
AWQld Partners Page	Hyperlinked logo under 'Program Partner'	Hyperlinked logo under 'Local Partner'	Hyperlinked logo under 'Local supporting partner' (75% of Local Partner)	Hyperlinked logo under 'Local supporting partner' (50% size of Local Partner)
Partnership logo and recognition of sponsorship level for your website	Yes	Yes	Yes	Yes

Digital and Media Presence

Dedicated post welcoming new partnership	Dedicated media release to announce partnership; Social media announcement on all AWQld & PCQ social accounts	Dedicated media release to announce partnership; Social media announcement on all AWQld & PCQ social accounts	Dedicated media release to announce partnership; Social media announcement on all AWQld & PCQ social accounts	Social media announcement on all AWQld social accounts
Partnership acknowledgement in a post per Wish fulfilled	All Wishes statewide	Local Wishes	Local Wishes	Local Wishes

Palliative Care Queensland eNews

One exclusive article (per annum) and link to organisational website in our general eNews (all subscribers)	250 words	150 words	150 words	
Advertisement piece in our Member eNews (one per annum)	250 words	150 words		

Publications

PCQ Annual Report Partnership acknowledgement	Yes	Yes	Yes	Yes
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Palliative Care Partners Pack

Logo on AWQld Information flyer	Generic Statewide Flyer and Local Flyers	Local Flyers		
Logo on 'How to Apply for a Wish' flyer	Generic Statewide Flyer and Local Flyers	Local Flyers		
Logo on AWQld Palliative Care service partner poster	Generic Statewide Poster and Local Poster	Local Flyers		

Wish Recipient Pack

Memory Book	Recognition of partnership level and logo in all memory books and a personal copy of all memory books	Recognition of partnership level and logo in all memory books and a personal copy of all memory books	Recognition of partnership level and logo in all memory books and a personal copy of all memory books	
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Ambulance Wish Queensland Events

Annual AWQld Fundraising Gala Dinner	1 x complimentary table of 10; 1/4 page advertisement in dinner booklet	5 x complimentary tickets	3 x complimentary tickets	2 x complimentary tickets
Annual AWQld Volunteer Gathering	2 minute speaking opportunity + opportunity to present statewide AWQld Volunteer 'Shining Stars' Award	Opportunity to present local AWQld Volunteer 'Shining Stars' Award	MC recognition of partnership	MC recognition of partnership
Palliative Care in Queensland Annual Awards event	Invitation to attend; 1/4 page advertisement in event booklet			

* Based on a 12-month period

** Local geographic areas currently cover (as of July 2021) – Brisbane North and Sunshine Coast; Brisbane South, Gold Coast and West Moreton; Townsville Area



The way we care for our dying is a significant indicator of the values 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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