



Government of Western Australia  
Department of Fire & Emergency Services



# Strategic Partnership Opportunities

Western Australia's Emergency  
Rescue Helicopter Services



based in Perth and the South West

The images used in this document are for illustrative purposes only.  
They provide an indication of the type of helicopter that may be branded.



# Part 1: Get noticed in the air and on the ground

**One of the many vital emergency services provided by the Department of Fire and Emergency Services (DFES) - Western Australia's (WA) leading hazard management agency - is the Rescue Helicopter based in Perth.**

Over the past 10 years, the Rescue Helicopter has established itself as an invaluable community service that provides critical emergency rescue, medical and transportation services for ill or injured people across WA.

The Rescue Helicopter has developed an inimitable reputation and a highly visible presence over the skies of WA having performed over 3,000 emergency rescue missions since its establishment.

Whether the Rescue Helicopter is in flight, on its way to providing vital emergency rescue services, or participating in

community events to deliver lifesaving community safety messages, the Rescue Helicopter attracts attention in the air and on the ground.

DFES also plans to launch a Rescue Helicopter in the South West from 2015/16. The new service will be of significant benefit to the South West and Great Southern communities, and is expected to attract substantial media and public attention at the point of launch and once operations commence.



DFES invites organisations to apply for these unique partnership opportunities to be the sole and exclusive naming rights sponsor for one or both of the Rescue Helicopters.

Support DFES to deliver vital emergency rescue services and attract significant brand exposure for your organisation in WA, as well as create a strategic link to a trusted and well recognised community service, through one of the following partnership options:

Partnership 1	<p style="text-align: center;"><b>Rescue Helicopter Based in Perth</b></p> <p style="text-align: center;">3 year sponsorship deal Commencing from March 2014 2 x one year extension options available</p>
Partnership 2	<p style="text-align: center;"><b>Rescue Helicopter Based in the South West</b></p> <p style="text-align: center;">3 year sponsorship deal Scheduled to commence in 2015/2016</p>
Partnership 3	<p style="text-align: center;"><b>Both Rescue Helicopters Perth and South West based</b></p> <p style="text-align: center;">Combination of Partnership 1 and 2</p>

# About Us

**The Department of Fire and Emergency Services (DFES) is the WA State Government agency responsible for managing the provision of timely, quality and effective emergency services across the State in response to fire, flood, cyclone, storm, hazardous materials, earthquake, tsunami and collapse.**

DFES works in partnership with a network of 30,000 fire and emergency services volunteers, local communities across eight expansive State regions and emergency service providers to make WA a safer place to live by building resilience and improving community safety practices.

DFES is comprised of career firefighters, corporate staff and volunteers engaged in the Fire and Rescue Service, Fire Services, Emergency Service, State Emergency Services, Marine Rescue Services and Local Government Bush Fire Services.

Together they are responsible for delivering emergency services in the largest emergency service jurisdiction in Australia, covering more than 2.5 million square kilometres and with a population of more than 2 million.

DFES has a legislative responsibility to manage emergencies and support the prevention and mitigation of known hazards by assisting community members to understand their risk and respond to emergencies when they occur.



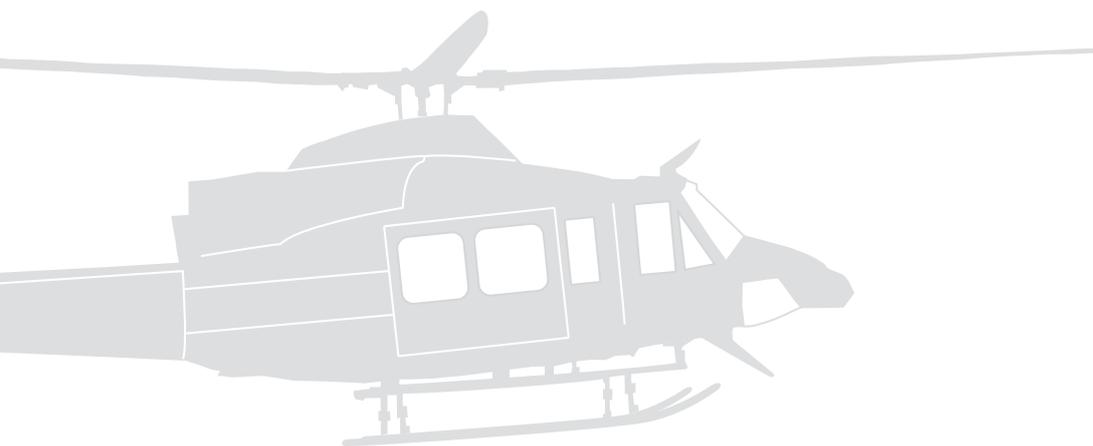
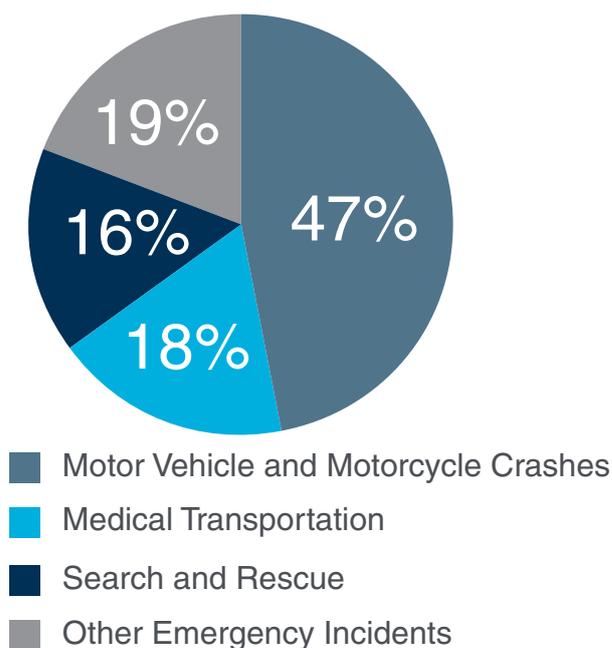
# Part 2: Rescue Helicopter – Supporting the Western Australian community

**The Perth based Rescue Helicopter can reach areas where road ambulances cannot easily access, and can often halve emergency response times. Crewed by aircraft personnel and paramedics, and with the capacity to be airborne within 15 minutes, the Rescue Helicopter can attend to emergency incidents within 200 kilometres of its base. It can also refuel to reach further afield.**

This service plays a crucial role in saving the lives of community members involved in motor vehicle crashes, farming or work site accidents through to sea search and rescues, and has developed an enviable reputation as a professional and highly valued emergency rescue service.

Last year alone, the Rescue Helicopter was airborne for 485 hours undertaking 416 incidents, with 47 percent of all missions responding to motor vehicle and motorcycle crashes. It also participated in lifesaving search and rescue missions, and provided medical transportation from regional hospitals to metropolitan hospitals.

**Perth Metro Rescue Helicopter's Missions: 2012 snapshot**



DFES plans to launch a Rescue Helicopter in the South West from 2015/16 to support the growing population in this region. Most of the Perth based Rescue Helicopter missions that are conducted outside of the Perth metropolitan area have been emergency rescue missions in the South West.

Now thanks to the WA State Government's commitment to boosting emergency services, the South West will have its own Rescue Helicopter which will

mean quicker medical assistance for those in need of rapid response emergency rescue and who otherwise would be waiting some time to be helped.

This Rescue Helicopter, a highly anticipated addition to the range of vital emergency services provided by DFES, will provide the same level of service as the current Perth based service.



# Part 3: Partnership Benefits

As the sole and exclusive sponsor of one or both of the Rescue Helicopters, your organisation will access benefits that include:

## Absolute naming rights

- Sole and exclusive naming rights to the Rescue Helicopter/s, creating significant opportunities to generate positive public relations outcomes through association with a high profile and community centric emergency service.

## Prime advertising space

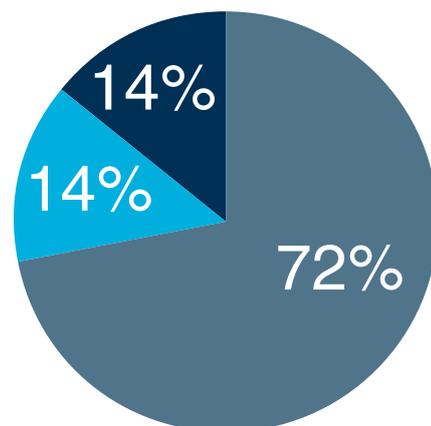
- Prominent display of corporate branding, name and logo across the Rescue Helicopter/s, approximately 1.5m x 1m of prime advertising space visible in flight and from the ground.

## Unparalleled media coverage

- Attract widespread media coverage, with media items resulting in millions of views across print, radio, television and online news. Over 70 percent of media mentions occur on the radio, with the remainder via television news reports and print.
- Boost brand awareness as a result of direct brand name mentions every time the emergency rescue service is referred to in the media.
- Television news outlets frequently cover missions the Perth based Rescue Helicopter performs with vision of the helicopter featuring prominently in news reports.

- Television news outlets have previously aired profiles of the Rescue Helicopter and publicised its contribution to the community which generated a number of high profile media items.
- The service also attracts significant coverage via radio news reports.

## Perth Metro Rescue Helicopter's Media Coverage: 2012 snapshot



- Radio
- Television
- Print

- Media coverage is further enhanced by DFES' dedicated media team that works closely with all media outlets to provide timely and newsworthy information by disseminating media alerts on Rescue Helicopter missions to over 120 journalists at television, radio and online news outlets across the State.

## Strategic Partnership

- Excellent opportunities exist for DFES and the sponsor/s to undertake joint promotions at community events, launches of State Government initiatives and other strategically aligned activities that promote the vision and strategic direction of DFES and the sponsor/s.
- In the past, the Rescue Helicopter has participated in fly overs for the Christmas Pageant, Australia Day Sky Show, school visits, anniversary and milestone flights, road safety and traffic campaigns, and a range of other community centric activities.
- Continuation of these activities or suggestions of new and emerging opportunities are welcome.

## Increased Brand Recognition and Awareness

- Exceptional opportunities exist to increase the community's recognition and awareness of the sponsor/s brand through:

- **Launch events** related to the announcement of the strategic partnership between DFES and the selected sponsor/s in Perth and the South West.
- **Editorial coverage** in a range of DFES publications, both statewide and localised distribution channels, reaching a range of target audiences, including our network of 30,000 volunteers across the State.
- Online presence through DFES' website (**[www.dfes.wa.gov.au](http://www.dfes.wa.gov.au)**) - WA's primary public information tool for emergency warning information and hazard education material that attracts thousands of visitors each month.
- **Newspaper articles**, television news stories and online vision and footage that generates positive publicity, photographic, advertising and promotional opportunities for the sponsor/s and DFES.



# Part 4: DFES Partnership Specifications

**DFES is committed to building a strategic partnership and creating long term value for DFES, the sponsor and the community by:**

- Widely acknowledging the sole and exclusive sponsor of the Rescue Helicopter/s across all DFES communications.
- Working with the sponsor to identify promotional opportunities that support the delivery of DFES and the sponsor/s' vision, mission and values.
- Providing a dedicated sponsorship liaison officer.
- Providing support to fulfil the requirements of the partnership agreement, including:
  - responses to media inquiries, issue of media alerts and media liaison.
  - media monitoring and analysis.
  - event/artwork/information requests and approvals.
  - stakeholder meetings.
  - helicopter logistics support to assist sponsor/s to undertake promotional activities.
- Providing vision and footage of the Rescue Helicopter/s for use in the sponsor's own communication tools and to the media, when available.

# Part 5: Sponsor Requirements

**DFES invites prospective sponsor/s to apply for these opportunities and support the delivery of the Rescue Helicopter services and DFES' vision of building resilient communities by:**

- Providing a sponsorship payment to DFES for the sole and exclusive naming rights of one or both of the Rescue Helicopter services.
- Acknowledging the Rescue Helicopter/s as a service provided by DFES and its stakeholders.
- Acknowledging the partnership with DFES is a sponsorship arrangement that supports the delivery of the helicopter service/s.
- Actively engaging in community events and joint promotional events that support the vision of DFES and the WA State Government.
- Using the DFES logo on all promotional material/documentation prepared and published by the sponsor/s.
- Meeting expenses related to any replacement branding of the helicopter.
- Meeting expenses related to the replacement of merchandise or any other items with the sponsor's logo or branding.
- Provide a dedicated sponsorship liaison officer.



# Part 6: Proposal

Organisations interested in partnering with DFES to sponsor the Rescue Helicopter/s are invited to submit a proposal. The proposal must outline:

Partnership Option	<p><b>The partnership option your proposal relates to:</b></p> <ul style="list-style-type: none"> <li>• <b>Option 1:</b> Perth based Rescue Helicopter only</li> <li>• <b>Option 2:</b> South West based Rescue Helicopter only</li> <li>• <b>Option 3:</b> Both Rescue Helicopters (Perth and South West based)</li> </ul>
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The following four criteria are equally weighted (25% each) and will be assessed by the selection panel accordingly.

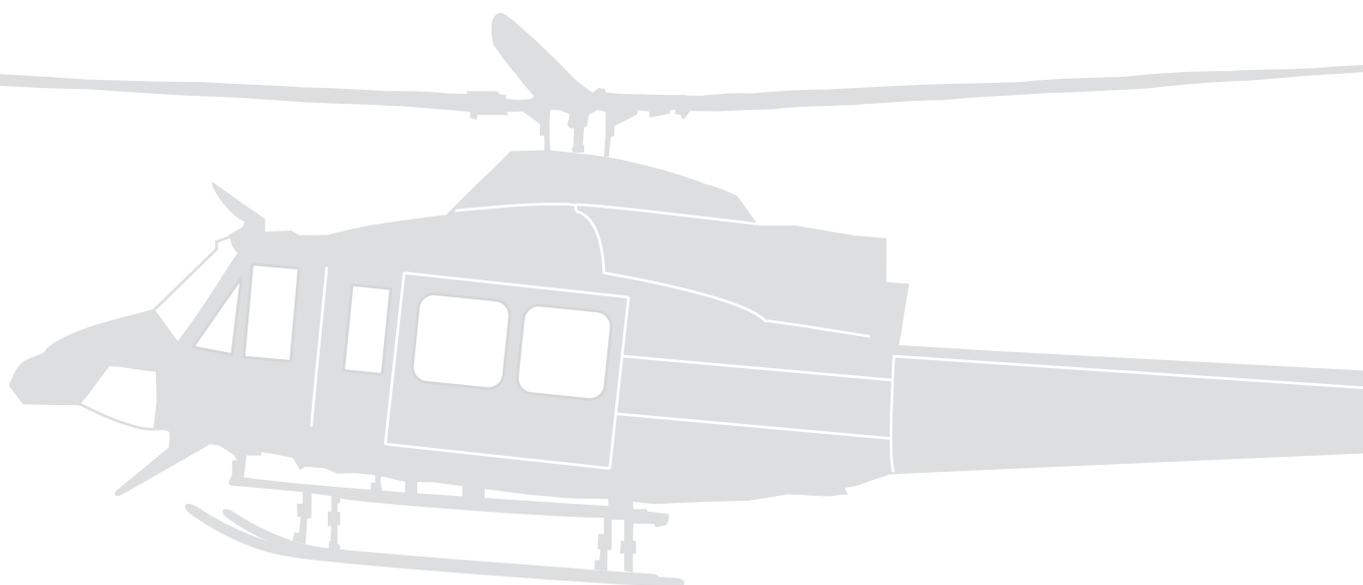
Partnership Offer	<p><b>Please specify:</b></p> <ul style="list-style-type: none"> <li>• the financial contribution for Option 1, 2 or 3</li> <li>• other proposed contributions including the ability to contribute to ongoing costs for joint promotional activities such as service milestones, launches, anniversaries or community events</li> <li>• any additional terms, not currently contained in this document, that may be proposed as part of the partnership agreement</li> </ul>
Organisational and Financial Capacity	<p><b>Please describe the:</b></p> <ul style="list-style-type: none"> <li>• organisational and financial capacity to meet the requirements of the partnership having regard to Part 4</li> </ul>
Alignment to DFES' vision and values	<p><b>Please outline the:</b></p> <ul style="list-style-type: none"> <li>• areas of alignment between your organisation and the mission, vision and values of DFES</li> <li>• benefits to be derived by DFES, the sponsor and the community as a result of the strategic partnership</li> <li>• history of your organisation, previous sponsorship/partnership successes and current community profile</li> </ul>
Corporate support	<p><b>Please outline the:</b></p> <ul style="list-style-type: none"> <li>• corporate support to be dedicated to the administration and coordination of the partnership agreement</li> <li>• skills and knowledge available within the organisation to support the creation of long term value from the partnership</li> </ul>

# Part 7: Selection Process

- The selection panel will assess proposals in line with the Department of Finance's Sponsorship in Government Guidelines and DFES' Sponsorship Policy.
- The selection panel may seek additional information from prospective sponsor/s and will form part of the selection process.
- The selection of the sponsor/s is at the sole discretion of DFES.
- DFES and the selected sponsor/s will enter into a partnership agreement and will include terms outlined in this document, as well as any other terms proposed and agreed to during negotiations.
- If a partnership agreement is not entered into within three months of the commencement of negotiations, DFES reserves the right to cease negotiations.

## **Proposal Tips:**

- Do not assume DFES has any previous knowledge of your organisation, structure, objectives or functions.
- Provide sufficient information to enable a comprehensive assessment of the suitability of the proposal.
- If applying to sponsor both Rescue Helicopter services (Option 3), individual proposals are not required – just clearly separate each offer within the one proposal.



# Part 8: Submission of Offer

Address proposal to:

**PRIVATE AND CONFIDENTIAL**

**Attention:** Dana Jackson  
Strategic Communications Coordinator

Submit proposal via one of the following avenues:

**Hand deliver  
or courier:** Department of Fire and Emergency Services  
Media and Corporate Communications Directorate  
Emergency Services Complex  
20 Stockton Bend  
COCKBURN CENTRAL WA 6164

**Post:** Department of Fire and Emergency Services  
Media and Corporate Communications Directorate  
PO Box P1174  
PERTH WA 6844

**Email  
(for proposals only):** [dana.jackson@dfes.wa.gov.au](mailto:dana.jackson@dfes.wa.gov.au)

Proposals must be received by no later than:

**12pm Monday 6 January 2014 WST**

**Please:**

- provide three copies of the proposal.
- note that offers by facsimile are not accepted.
- note that proposals delivered after the closing date and time will **NOT** be accepted.

**Contact for further information:**

Ivana Oroz-Bootsma  
Coordinator Public Affairs

**Telephone:** 9225 5955



