

EMERGENCY SERVICES — EMERGENCY RESCUE HELICOPTERS — SPONSORSHIP

3302. Hon Diane Evers to the minister representing the Minister for Emergency Services:

I refer to the document previously published by the Department of Fire and Emergency Services (DFES) on the Tenders WA website titled “Sponsorship Opportunity Emergency Rescue Helicopters” (DFES178818), and I ask:

- (a) does the Emergency Services Levy pay for fuel and staff time involved in delivering “Access to one of the emergency rescue helicopters for approved sponsor events,” as per page 8:
 - (i) if no to (a), how will these promotional activities for the sponsor be funded;
- (b) how will sick and injured people be asked to give permission for the “release of exclusive on-board vision of rescue missions”, as provided on page 10 of the document; and
- (c) how will DFES connect the sponsor to the “state-wide network of 26,000 emergency services volunteers” as per page 12 of the document and was there any consultation with volunteers, or their peak bodies, about being used in this manner?

Hon Stephen Dawson replied:

- (a) No, the Emergency Services Levy does not pay for any costs associated with “approved sponsor events” or promotional activities.
 - (i) Promotional activities are always funded by the sponsorship revenue generated for DFES through the Sponsorship Agreement.
- (b) Due to the time critical and lifesaving nature of ERHS transports, sick and injured people are not asked to give permission. All on-board vision identified for release is subject to strict adherence to DFES and St John Ambulance approval processes, during which all sensitive and/or identifying media content is either blurred or removed. The DFES Social Media policy ensures this process complies with all relevant legislation, including the *Privacy Act 1988 (Cth)* and *Public Sector Management Act 1994*.
- (c) DFES works closely with the Sponsor of the Emergency Rescue Helicopters to identify and deliver mutually beneficial promotional opportunities. This includes events that showcase the important role of the helicopter service and the important role of emergency services volunteers in delivering emergency services to the community.

The sponsor does not directly communicate with volunteers, DFES regularly liaises with volunteers and seeks their permission where required.