

Emergency workers are facing their own emergency.

How can you be part of the solution?

TONY'S TREK PARTNERSHIP OPPORTUNITY

A group of firefighters in orange protective gear and helmets are gathered around a fire truck. The scene is dimly lit, suggesting an emergency or training environment. The firefighters are looking towards the center, possibly at a piece of equipment or a document. The background shows parts of the fire truck, including a red door with the word 'GRABBER' visible.

In today's new era of compounding natural and other disasters, emergency service workers are more important than ever.

Across Victoria there are 125,000 workers in emergency services, and almost 100,000 of these people are volunteers.

**39% of emergency workers are diagnosed with a mental health condition
(vs. 20% of general Australian population)**



TONY PEARCE

Victoria's Inspector-General for Emergency
Management

Over the course of my career, I have seen how our emergencies, such as Victoria's Black Summer Fires, so deeply affect our emergency workers and volunteers.

Way too many experience trauma as a result of simply showing up to work, or volunteering to help their community in a crisis. Some suffer mentally long after their work is done, others have seen no other way, and taken their own lives.

Emergency Services Foundation is the only organisation that is entirely dedicated to the prevention of mental health injury for Victoria's emergency service workers. ESF seeks to get ahead of the mental harm and injury threat that currently pervades the sector - because prevention is always better than cure.

In September, I am trekking nearly 1500 km through the areas affected by Victoria's Black Summer fires, to raise awareness and funds for ESF.

We need your help to make this trek as successful as possible. Because we are *Better Together*.

Thank you, Tony



better together

Protecting those who protect us

- ESF is the only organisation that is entirely dedicated to the prevention of mental health injury for Victoria's emergency workers. We do this with the support of 14 member agencies.
- Working at the frontline in emergencies can be traumatic. That's why ESF needs to be at the frontline of mental health, to make sure we have the best possible strategies to help prevent people from our sector being harmed by the work they must do.
- ESF seeks to get ahead of the mental harm and injury threat that currently pervades the sector – that's why our focus is on prevention and early intervention.
- To achieve this aim we lead initiatives that translate research into innovative evidence-informed practice and programs and work collaboratively with the agencies so people right across the sector benefit.
- ESF's strategic and collaborative approach to addressing shared sector wide mental health challenges makes the sector better together.



ONE MAN WALK

1,440 KM

54 DAYS

30 SEPT - 25 NOV

40 VICTORIAN
TOWNS

FIRST RESPONDER MENTAL HEALTH - THE STATS

10%

Have probable
PTSD

(vs. 4% of general
Australian
population)

21%

Have high
psychological
distress

(vs. 8% of general
Australian
population)

39%

Diagnosed with
a mental health
condition

(vs. 20% of general
Australian
population)

51%

Have
experienced
traumatic
events which
affected
them deeply



PARTNERSHIP OPPORTUNITY

Is your brand or organisation ready to help our
Emergency Services workers get the help they
need?

PARTNERSHIP BENEFITS

ALIGNMENT WITH A CHAMPIONED FOUNDATION



35 year old foundation aiming to bring people together, drive research and foster innovation within the Emergency Services sector.

SUPPORTING TONY ALONG THE TREK



Support can come in many forms...

Walk with Tony, provide support on the journey.

BRAND AWARENESS



Multiple brand opportunities:

Support vehicle
Equipment
Social and digital

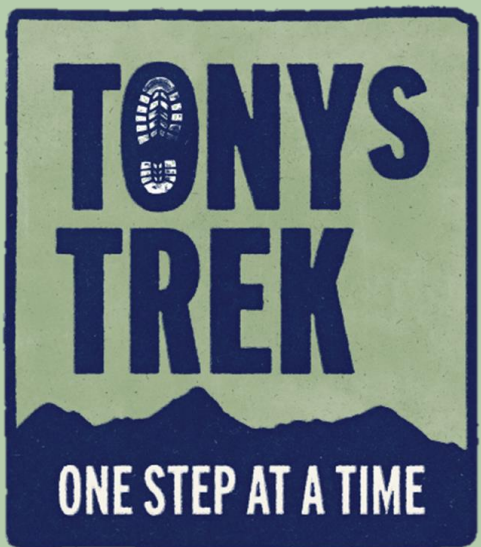
PARTNERSHIP BENEFITS - BRAND RECOGNITION

TONY'S TREK EVENT LANDING PAGE



SOCIAL MEDIA INTEGRATION





CONTACT

TO BE A PART OF TONY'S TREK
PLEASE CALL OR EMAIL:

Naomi Watt

Administration | Emergency Services Foundation

Phone: 0421 118 656

Email: admin@esf.com.au