

3 March 2016

PARKING AUSTRALIA MEMBERS PROTECT THE HEART OF THE COMMUNITY

Parking Australia, the national body representing the interests of the parking industry in Australia, are pleased to announce a new strategic partnership with Physio-Control, the world leader in the development, manufacture, sale and service of external defibrillator/monitors.

The strategic partnership between Parking Australia and Physio-Control has set in place the crucial goal of equipping every attended parking facility with a Public Access Defibrillator by 2017. Parking Australia has partnered with Physio-Control to raise awareness of the vital function that defibrillators can perform in protecting the hearts of the community.

Research from [Take Heart Australia](#) states that approximately 30,000 people suffer a cardiac arrest outside of hospital and are treated by emergency medical services each year. On average only 9% of sudden cardiac arrest victims survive in Australia. Early defibrillation is the single most effective treatment. The European Resuscitation Council Guidelines for Resuscitation advise that defibrillation within three minutes of collapse following sudden cardiac arrest can increase the chance of survival to over 70%.

Sudden cardiac arrest can happen anytime, anywhere and to anyone. In 2012 the NSW Ambulance recorded 180 cardiac or respiratory arrests in NSW streets, footpaths and car parks.

Professional ironman competitor and fitness expert, Guy Leech, is the formal ambassador for Physio-Control and will facilitate in attaining the partnership goal of equipping every attended parking facility with a Public Access Defibrillator by 2017.

Additionally, for every defibrillator sold through Guy's website and the Parking Australia partnership, Guy will donate \$100 to the Good Will Club, Parking Australia's forum for fundraising and charitable activities which raises funds for worthy national causes. Plus, businesses who purchase a defibrillator through the partnership will get access to Guy's 30 day Heart Safe program.

Parking Australia's CEO, Lorraine Duffy, was pleased to endorse the initiative, "We encourage our members to adopt a formal policy on automated external defibrillators (AED), examples of which are available on our website, and look seriously at the benefits of installing a device at their facility, especially when considering the critical function that they can perform for their customers, their staff and the local community which they are servicing".

For more information on the partnership with Physio-Control and Guy Leech, please visit www.parking.asn.au.

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