



MEDIA RELEASE

Monday 12 March 2018

Toyota Australia donates support vehicles to help keep Heart of Australia staff on the road.

Heart of Australia has welcomed Toyota Australia into the family of leading Australian companies that are supporting Heart of Australia in their mission to provide specialist medical outreach services to the people of rural and regional Queensland.

The commencement of this exciting, new partnership was marked by the donation of two, fully maintained, 2017 model Landcruisers, which Heart of Australia will use as part of its modest support vehicle fleet.

(Photos provided as attachments)

Dr Rolf Gomes, Cardiologist and Founder of Heart of Australia, said the vehicles would directly assist in the delivery of medical services to people in outback Australia.

“Support vehicles play an essential role in the provision of our service. We try to maximise every minute that the Heart Bus can spend in a community serving patients, and the support vehicles allow us to perform logistical tasks, such as shuttling medical specialists, health practitioners and support crew to and from the vehicle without interrupting the Heart Bus’ time on site,” Dr Gomes said.

Toyota Australia said the story of the work that Heart of Australia was performing to support outback families was compelling, and that an overwhelming number of Toyota Australia dealerships had responded.

“We believe the work that Heart of Australia carry out in support of outback families is nothing short of inspirational, and definitely something we want to support,” Toyota Australia Senior Manager of Regional Operations, Jason Viney, said.

“Toyota Australia has received such strong support from families and businesses from rural and remote Queensland since we first started selling Toyota vehicles in Australia in 1963.



Toyota Australia donates support... (cont.)

Through supporting Heart of Australia we hope to give back to the communities that have chosen to drive Toyota vehicles for so long.”

“The LandCruiser in particular is a popular vehicle of choice throughout outback Australia, so it seemed fitting that we provide Dr Gomes and his team with two brand new 2017 models.”

“When we approached our dealer network with this opportunity, we had an overwhelming response, with all 28 of our dealers throughout western, central and north Queensland taking part.”

“The final result saw two Toyota LandCruiser vehicles delivered on site during a scheduled stop in Dalby, which the specialist medical clinic on wheels visits every fortnight.”

Dr Gomes said the support from Toyota Australia will help Heart of Australia deliver on its commitment towards promoting equitable access to healthcare for all Australians.

“At the end of the day, the chance of a long and healthy life is something all Australians should have, regardless of where they live. The program has been a great success in bringing frontline medical services to people who previously missed out and has saved many lives as a result, but it is only made possible with the support of companies like Toyota Australia,” Dr Gomes said.

“We cannot thank them enough.”

- ENDS -

Further information is available at <https://www.heartofaustralia.com/>



**HEART *of*
AUSTRALIA**

TOYOTA CONTACT:

Ryan Lacey - Manager, Regional Marketing & Support - Northern Region Office
Toyota Motor Corporation Australia
Phone: (07) 3307 8530
Email: ryan.lacey@toyota.com.au

MEDIA CONTACT:

Elicia Wright – Heart of Australia
Phone: (07) 3162 5310
Email: media@heartofaustralia.com



Dr Rolf Gomes (Founding Cardiologist) with Jason Viney and Ryan Lacey from Toyota Australia



Jason Viney (Toyota Australia), Dr Rolf Gomes (Founding Cardiologist) and Ryan Lacey (Toyota Australia) at the Heart Bus in Dalby



Background Information

Since launching in October 2014, the Heart of Australia program has:

- seen 3,722 patients
- conducted 943 regional clinics
- saved each patient 832km per visit in travel (on average)
- provided 7,153 episodes of care to patients

Fast facts

- The clinic, towed by a Kenworth prime mover, has two consulting rooms, ultrasound, electrocardiogram and cardiac stress testing equipment.
- Patients need a GP referral before undergoing a Heart of Australia consultation and specialist testing if required.
- Heart of Australia's key sponsors include foundation partner Arrow Energy, Bayer Australia, St Andrew's War Memorial Hospital, IOR Petroleum, Kenworth, RACQ, Telstra, Brown & Hurley, QML Pathology, Servier, Frasers Livestock Transport, GT Insurance, Regional Express Airlines and Bridgestone Australia, and Toyota Australia.
- Cardiovascular disease (CVD) affects one in six Australians and, on average, kills one Australian every 12 minutes ([National Heart Foundation of Australia](#)).
- People living in rural or remote areas are 44 per cent more likely to die from heart disease than their city-dwelling counterparts.

*Please see list of local dealerships on the next page.



**HEART *of*
AUSTRALIA**

Toyota Dealer Participant List

Dealer Name	Locations
Ballina Toyota	BALLINA
Bartrac Toyota	TULLY
Bell & Moir Toyota	MOUNT ISA
Bill Robertson Toyota	GLADSTONE
Black Toyota	DALBY, CHINCHILLA, OAKEY, ROMA & WARWICK
Bundaberg Toyota	BUNDABERG
Central Highlands Toyota	EMERALD
Charters Towers Toyota	CHARTERS TOWERS
Don West Toyota	AYR
Filby's Motors	BOWEN & PROSERPINE
Huebner Toyota	BEAUDESERT
Ian Weigh Toyota	ROCKHAMPTON & YEPPOON
Ingham Toyota	INGHAM
John Cole Toyota	ATHERTON & INNISFAIL
Ken Mills Toyota	KINGAROY & MUNDUBBERA
Linemac Toyota	BILOELA
Lockyer Valley Toyota	GATTON
Longreach Toyota	LONGREACH
Mackay Toyota	MACKAY
Mareeba Toyota	MAREEBA
Mike Carney Toyota	TOWNSVILLE
O'Brien Toyota	ST GEORGE
Pacific Toyota	CAIRNS
Seymours Toyota	TOOGOOLAWAH
Tait Toyota	GOONDIWINDI & MOREE
Thargo Motors	THARGOMINDAH
Toowoomba Toyota	TOOWOOMBA
Wide Bay Toyota	MARYBOROUGH & HERVEY BAY