

# CASE STUDY: WISH PROGRAM

## OBJECTIVE

To create joy and connection by granting once-in-a-lifetime experiences for people living with, or impacted by, critical illness. The Wish Program is intentionally designed to place participants at the heart of the Grand Prix™, delivering personalised, behind-the-scenes experiences that reflect each participant's wish.

## DESCRIPTION

Delivered over four days at the Albert Park Grand Prix Circuit, the Wish Program brought the Grand Prix to life for 23 participants and 80 of their loved ones from across Australia. Led by the Australian Grand Prix Corporation (AGPC) in partnership with Make-A-Wish Australia, Starlight Children's Foundation and My Room Children's Cancer Charity, and in close collaboration with Formula 1®, F1® Teams and key stakeholders, the program unlocked 89 unique experiences tailored to each participant's wish.

From exclusive access to the F1 Paddock and Formula 1 team garages, to unforgettable moments on the Supercars grid, every experience was thoughtfully designed to allow families to pause, be present, and create lasting memories together. By embedding these moments within the world-class spectacle of the Grand Prix, the Wish Program delivered deeply personal experiences that resonated beyond the race week.



## AT A GLANCE

### Exclusive Access

- 366 individual moments created, across 89 unique experiences.
- All 23 participants and their 80 loved ones toured the F1 Paddock.
- 19 participants and 28 loved ones joined a Pit Lane Walk.
- 15 participants met their favourite F1 drivers and personalities behind-the-scenes at the Fan Forum stage.
- 22 participants toured an F1 garage.

### Trackside Magic

All participants 16 years and older:

- Experienced the F2™ or F3™ grid.
- Waved a chequered flag for a national support category race.
- Enjoyed the thrill of a course car lap.

### Unique Highlights

- 4 participants presented trophies for the Supercars Championship races.
- 4 participants and their 14 loved ones toured a Supercars garage.
- 2 participants and their 2 loved ones had a MECCA MAX make-up experience.
- 4 participants and their 7 loved ones met their favourite artists at the Lakeside Festival Main Stage for a behind-the-scenes meet and greet.
- 9 Wish Participants were Grid Kids on the F1 grid, standing in front of the drivers for the National Anthem.

## KEY OUTCOMES

### 1. Wishes Granted

Each experience was thoughtfully curated to reflect each participant's 'Wish' and additional interests, ensuring every moment reflected their individuality, creating powerful and lasting memories.

### 2. Collaboration

The program was made possible through close collaboration across AGPC, Formula 1, F1 teams, support categories and key stakeholders, demonstrating what is possible when major events have an aligned purpose.

### 3. Lasting Impact

With 89 experiences delivered, the Wish Program highlights how global sporting events can create meaningful, people-first impact and joy that extends beyond the track.

*"This was honestly such an amazing experience, truly once in a lifetime. I don't really have the words to explain how much it meant to my family. When we were granted this wish, I never expected anything like what we got to experience... Seeing the excitement on my family's faces throughout the whole experience is something I'll always hold onto. It meant so much more than just being there, it was the feeling of being included and cared for that made it truly unforgettable. This is something we could never have given Peyton on our own. It was magical, and it's something our family will never forget. We can't thank you enough."*

*- Riley, Peyton's Mum*

*"The paddock and garage tours, the pit lane walks and the course car laps. These aren't just access to a motorsport event. They are doors being opened into a world that families like mine never imagined they'd be part of. For my family, having spent so much time together in hospitals over the last 10 years, and only ever being able to watch the race on the TV, to stand in a garage with other families who have been on the same journey as ours, surrounded by so many amazing cars and the people that make it all happen, that is the kind of memory that stays with you forever."*

*- Lucy, Wish Participant*

## THE IMPACT

The Wish Program offered more than just a few special days; it created meaningful, lasting experiences for families navigating incredibly tough times. It allowed them to pause, laugh, dream and cheer together. The true impact is best captured through the voices of those who lived it.

## TESTIMONIALS

*"Our family had the most amazing 4 days! It's not often that we feel so included in a major event, due to mobility considerations. The F1 experiences were a once in a lifetime opportunity and we have so many lovely photos and videos and memories to look back on for years to come. Our son absolutely loves F1 and he will continue to watch for as many years as he can!"*

*- Lisa, Oscar's Mum*



## TESTIMONIALS

*"This was such an unforgettable experience. Being the first time we have been able to take a family trip in 3 years due to Jarrod's treatment was so wonderful. I have never seen my boy so happy in such a long time. We couldn't wipe the smile off his face at the end of each day."*

*- Kylie, Jarrod's Mum*

*"This was an extraordinary experience for our family. It gave us the opportunity to escape childhood cancer for a few days & live in the crazy, hectic, exciting world of F1. My son was made to feel so special with the VIP activities & he will never forget this weekend (nor will we). We would happily do it all over again in a heartbeat!"*

*- Sarah, Kasper's Mum*

## BRINGING WISHES TO LIFE - DURING THE EVENT:

### Daily Coordination:

- Participant schedules were reviewed each morning and evening, with real time adjustments made to respond to emerging opportunities and energy levels, ensuring everything ran as smoothly as possible.
- The team stayed flexible and in close contact with the Wish Program charities to respond to any changes or new opportunities that popped up for participants.

### Experience Hosting:

- Throughout the program, the Grand Prix hosted Wish participants across every experience, coordinating with internal and external stakeholders.
- Participants were directed to the newly established Wish Unlocked Meeting Point to meet their hosts and begin their experience. This dedicated space functioned as a welcoming hub and an operational space where passes were safely secured, participants or charity hosts could wait out of the elements and raise any questions. This space helped to provide the support, information and VIP feeling sought through this program.

### Creating Safe Participant Focused Moments:

- All internal and external teams were briefed on participant needs, access requirements and sensitivities, ensuring safe and respectful interactions were seen across every touchpoint.

