

# Reef Check Australia

## Adopt a Reef Corporate Giving Program

*Adopt a reef, make an ocean of difference*



# Reef Check Australia

## Who we are

Reef Check Australia is a not-for-profit environmental organisation that engages the Australian community in reef health issues at a unique level by providing the knowledge, skills and opportunities to actively participate in volunteer research, community education and marine conservation. **We believe in saving our reefs & oceans by empowering volunteers.**

Our program is part of a global network of trained volunteers who regularly monitor and report on reef health. Our survey teams have been monitoring the **Great Barrier Reef** for more than a decade.

## Our Vision

Healthy and sustainable Australian reefs supported by an engaged and informed public.

## Our Mission

To promote healthy coral reefs through scientific research, community education and marine conservation.



# Adopt a Reef

The *Adopt a Reef Corporate Giving Program* aims to unite private corporations with Reef Check Australia to support community engagement, public education and reef health monitoring programs on the Great Barrier Reef.

*Support a community program  
that empowers everyone help the Great Barrier Reef!*



# Adopt a reef... so everyone can be a *REEFSearcher*

*Your support will establish **REEFSearch**, a brand new community engagement program helping more people take an active role in reef health monitoring, awareness and action.*



# What does it mean to Adopt a Reef?

A \$5,000 tax deductible donation

will Adopt a Reef and support the development  
& implementation of **REEFSearch**, our new  
reef awareness and monitoring tool.

*Help us get more people taking action to keep the Great  
Barrier Reef great.*



# Which reef is right for you?



RCA volunteer survey teams already collect data about what is making up the reef, what is living on the reef and what is impacting the reef on more than 100 research sites along the Great Barrier Reef.

It's a big reef.

We want to make a big difference.

We need your help.



# Your gift supports...

A new and exciting awareness program that everyone can do



# Your gift supports...

High quality data collected by volunteer reef health survey teams



# Your gift supports...

Volunteer training and stewardship of the Great Barrier Reef



# Your gift supports...

More public awareness and school education programs



# Your gift supports...

An award-winning charitable organisation!



# Benefits to Adopt a Reef Sponsors

- Colour underwater image of the reef, acknowledging your donation
- REEFSearch & reef health survey summary & underwater photos for your adopted reef
- Company logo & reason for support displayed on Adopt a Reef webpage
- Company logo on REEFSearch materials
- Inclusion in REEFSearch press releases
- Recognition of your community involvement & care for environment
- Options for staff participation (i.e. presentations by Reef Check, reef trips, staff volunteer experiences, promotional opportunities)



# Why Adopt a Reef today?



is supporting Reef Check Australia's Adopt a Reef and pilot *REEFSearch* program, as part of The Best Expedition in the World.

The Best Expedition in the World will the tourism experiences, management, people & organisations that **make the Great Barrier Reef great!**

**REEFSearch is part of The Expedition!** We'll be piloting the new program on The Expedition from May to September 2011, ensuring that the Australian community has their say on what works and what could be improved before the program is implemented in full. The pilot program has been possible fully through in-kind support & donations.

**Ensure that *REEFSearch* is a reality after the Expedition pilot program!**



# The Best Expedition in the World



- In January 2009, Tourism Queensland's Best Job in the World campaign launched onto the global stage creating a media phenomenon that earned more than \$420 million in publicity.
- Ben Southall, recipient of the Best Job in the World, took on the role of Caretaker of the Islands of the Great Barrier Reef and spent 6 months exploring, experiencing and reporting on his adventures.
- Ben has now been appointed as a Queensland Tourism Ambassador and will embark on an Expedition along the Great Barrier Reef undertaking a four month, 1600km kayak journey from the Town of 1770, north to Cooktown, retracing the route of Captain James Cook.
- Building on his passion for the environment, Ben will continue his caretaking role by raising the profile for tourism, education, conservation & research efforts contributing to the Great Barrier Reef experience.
- Along the Expedition, Ben will once again take his experiences to the world via traditional media, digital and social media, using the same channels that made the Best Job in the World a global success.

**Best Expedition in the World**  
Great Barrier Reef



# Join RCA on the Best Expedition!



- RCA is a friendly-face on the Expedition, offering opportunities for hands-on public reef education & monitoring through the *REEFSearch* program.
- RCA launched *REEFSearch* with the help of students from University of the Sunshine Coast on Ben's first Expedition stop on picturesque Lady Elliot Island.
- RCA will also be helping to engage coastal communities in the Expedition by facilitating educational opportunities, collecting detailed reef health data with our volunteer survey teams, enabling community partnerships, helping people take action on reef issues and showcasing the GBR along the way.
- We believe that the Expedition is an excellent opportunity to remind the world of what makes the Great Barrier Reef GREAT and to showcase the unique contributions of organisations and individuals that work together to keep it GREAT. We hope you'll join us.

*You can be part of this exciting adventure too!*

**Best Expedition in the World**  
Great Barrier Reef



# We're just getting started... get on board!

Find out more about this amazing opportunity and get inspired:

[See the launch of Ben's adventure](#)

[Watch the Lady Elliot Expedition YouTube video](#)

[Read more about RCA's involvement](#)

[Read about USC's involvement](#)

[See the Channel 10 launch story](#)



# Advertising Potential

- RCA has more than **1,500** members receiving our regular communications and more than **10,000** hits on our website in 2010
- RCA works with a wide-range of stakeholders on diverse projects. Visit [our website](#) to learn about RCA's activities and partnerships to find out how we can support **YOUR** company goals
- Visit [The Best Expedition in the World](#) website to learn more about the Tourism Queensland Expedition

**RCA will be on *The Best Expedition in the World*... What about you?**



**Adopt a reef,  
make an ocean of difference.**

**See our monitoring sites &  
find a reef that needs you on the  
[Reef Check Australia Reef Health Database.](#)**



# Ready to Adopt a Reef?

Contact:

Jenn Loder, General Manager

[jenn@reefcheckaustralia.org](mailto:jenn@reefcheckaustralia.org) • 0402284681

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A registered Australian Charity with Tax Deductible Gift Recipient Status

