



Reef Check Australia

Adopt a Reef Corporate Giving Program

Adopt a reef, make an ocean of difference



REEF CHECK



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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 Queensland reefs for more than a decade.

Our Vision

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

Our Mission

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



Adopt a Reef

The *Adopt a Reef Corporate Giving Program* unites industry partners with Reef Check Australia to support community engagement, public education and reef health monitoring programs in Queensland.

*Support a community program
that empowers everyone to help reefs!*



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What does it mean to Adopt a Reef?

*A \$5,000 tax deductible donation will allow trained Reef Check volunteers to survey your adopted reef site and also help to establish **REEFSearch**, a brand new community engagement program helping even more people take an active role in reef health monitoring, awareness and action.*



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

REEFSearch is our pilot reef identification and observation tool. The self-guided underwater slate uses some of the same Reef Check indicators, but requires no training or transect tapes. Snorkelers, divers and reef walkers can grab a slate, hop in and report on what they find.

Help us get more people taking action to keep Queensland reefs great.



Which reef is right for you?



Volunteer Reef Check 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 150 research sites along the Queensland coast.

It's a big ocean.

We want to make a big difference.

We need your help.



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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 Australian reefs



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 some 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)



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Why Adopt a Reef today?

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](#)

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Ben plans to best coastline in kayak expedition



Ben Southall, 31, is set to become the first person to kayak the entire Great Barrier Reef coastline. He will start his 1600-kilometre journey from the town of Cairns on Saturday, June 19, and finish in Cooktown on September 18.

As a follow on from his job as island caretaker, the adventure has been dubbed the Best Expedition in the World and aims to raise the profile of the Great Barrier Reef.

Southall will spread the message of research, education and conservation of the Great Barrier Reef, its islands and its vast tourism experiences.

"The aim of my trip is to encourage more people from around the world to experience the Great Barrier Reef for themselves, to engage in active participation in research and protection of the reef for future generations," he said.

He will also be working with the Great Barrier Reef Marine Park Authority, Queensland Parks and Wildlife Services and Reef Check Australia.

Tourism Queensland chief executive Anthony Hayes said the Best Expedition in the World website would host information about the expedition including an interactive map tracking Southall's location, interesting facts about the reef and tourism experiences along the way.

Southall will arrive in the Whitsundays on Monday, June 27 and visit Airlie Beach and all of the islands before leaving on Monday, July 12.

His parents are currently visiting from the United Kingdom and will be taking part by going on a road trip of the Queensland coast.

To follow Southall on his expedition visit www.bestexpeditionintheworld.com

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MTWTFSS:

Tourism students' marine study gets in-depth on cay



Three students from the University of the Sunshine Coast will have the unique opportunity to follow their understanding of tourism and the environment when they conduct around Queensland's most southern coral cay.

The Bachelor of Business (Tourism) students will travel to Lady Elliot Island of Bundaberg for four days this month to get up close and personal with the marine fauna and flora they are researching.

They will launch a pilot program involving USC, Tourism Australia, a global network of urban health.

Among them will be Ben Southall, who is the World Expedition in the World campaign Reef Check Australia general manager Andrew Locke, who discussed the plan with the university students in a campus on April 16, said it would promote community involvement and conservation of reef resources while collecting useful information for an online database.

"USC has been really supportive of Reef Check's work on Queensland projects, being with training and local expertise, and this project will continue to build on our great working relationship," Mr Locke said.

The program involves market-ers and divers recording their observations and photographs of marine organisms.

The group wants people to look more closely at the reef they visit and develop their appreciation of reef ecology and management.

REEF STUDIES: Krystal Ashby and Sarah French with Jennifer Loden.

Best job Ben is at it again

10th May 2011

BEST job in the World ambassador Ben Southall will be dropping by the Whitsundays via kayak in July.

He will set off on Saturday on a four month kayaking adventure along the Queensland coast following the path of Captain James Cook.

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Advertising Potential

- RCA has more than **2,000** 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 our role in the Tourism Queensland Expedition

We believe in the power of community partnerships... What about you?



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REEFSearch Financials

ACTIVITY	FUNDING
Public Sharing Database	\$25,000
Slates	\$15,000
Educational Materials	\$10,000
Marketing & Awareness	\$12,000
Community Engagement Programs	\$10,000
Grants pending	+\$21,040
In-kind & grant support for pilot	+\$16,299
TOTAL REQUIRED FUNDS	\$ 72,000

A proven combination of corporate funding, individual donations, grants, in-kind support and volunteer time result in minimal costs and maximum benefits.

But we need YOUR help to make it succeed.





**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.](#)**



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Ready to Adopt a Reef?

Contact:

Jenn Loder, General Manager

jenn@reefcheckaustralia.org • 0402284681

Reef Check Foundation Ltd (Australia)

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A registered Australian Charity with Tax Deductible Gift Recipient Status

