

Local Charity partners with television giant, and launches new website.

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Townsville-based charity, Reef Check Australia has been awarded a prestigious partnership with the Special Broadcasting Service (SBS) in a new initiative from the national channel.

Reef Check Australia was chosen as one of the charitable organisations to benefit from the newly created SBS Foundation. The Foundation has made available \$2 million in airtime and tailored support and advice to the successful charities over a one year period.

Announcing the successful partners, Shaun Brown, SBS Managing Director said, "SBS has been overwhelmed with interest in the SBS Foundation since we put the call out to the charitable sector in January. The SBS Foundation Committee received more than 500 applications for support and it was a difficult task choosing the final list of charities."

Mark Miller, Board Chair at Reef Check Australia, sees this as a fantastic opportunity: "We are delighted to be recognised by SBS for our long-term efforts in the preservation coral reefs. The partnership will afford our new marketing campaign an invaluable boost at a time when we need it most. The organisation is growing steadily and we are seeking to raise our profile and reach a wider audience - airtime with SBS is an excellent way to achieve this."

Chosen from a huge number of applicants, Reef Check Australia was selected as one of just two environmental charities to enjoy a 12-month partnership. In recent weeks, SBS has been working with Reef Check Australia to accommodate a series of four campaigns planned for the partnership year.

The first of the 30-second community service announcements will be airing in June. The initial broadcast will feature footage of community volunteer surveyors in action underwater, collecting vital data on coral reef health. Reef Check Australia hopes that this commercial will raise national awareness of the charity and its activities.

In conjunction with the launch of a brand new, pleasing to the eye and easy-to-navigate website, a successful television campaign has the potential to increase the essential donations that Reef Check Australia relies upon to continue its important projects.

NEW WEBSITE NOW LAUNCHED - WWW.REEFCHECKAUSTRALIA.ORG

New website homepage



Reef Check Australia

Reef Check Australia is an award-winning, not-for-profit organisation combining education and research to result in the protection and rehabilitation of the world's coral reefs. Established in 2001 by one passionate individual with a strong vision, the charity has inspired over 100 volunteers to train using a scientifically standardised protocol in established monitoring techniques and now collects and distributes valuable data on reef health to marine resource managers and the wider scientific community. This data can provide vital early-warnings of a decline in reef health.

With a professional approach and recognised integrity, Reef Check Australia works in collaboration with community and industry partners to raise awareness, both locally and further afield through education and participation programs, about the effects of climate change and human impacts on the resilience of the reef.

Support from a number of industry professionals, along with some valued sponsors and several hard-working volunteers all make our current projects possible but, in order to succeed in our mission, we need to do more. As a charitable organisation, donors can make fully tax-deductable gifts to help Reef Check Australia take positive action towards reaching environmentally sound and economically sustainable solutions to the real challenges of coral reef conservation.

Our Mission:

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

Objectives:

To ensure a sustainable future for the Australian and Indo-Pacific region's coral reef ecosystems by:

- 1) The generation and publication of select coral reef data that is highly valued by scientists and marine managers.
- 2) The establishment of reef monitoring programs that are accessible to a wide range of the population and yet still produce valuable data.
- 3) The establishment of a coral reef health database for Australia and the Indo-Pacific region that is integrated in to the global Reef Check network.
- 4) For the majority of Australian adults and children to understand the importance of coral reefs and be able to tell you what they can do to help protect them.
- 5) Development and implementation of cutting edge training programs to enhance the value of the data collected by volunteers.
- 6) Quality marine-based education programs for local communities.
- 7) Meaningful participation by local communities in the promotion and maintenance of coral reefs through Reef Check Australia programs or use of the database.
- 8) Promotion of the sustainable use of coral reefs through partnerships with governments, researchers, businesses and community groups.
- 9) Raising public awareness of the economic, ecological and social value of coral reefs.
- 10) Promotion of the Reef Check Australia brand.
- 11) Financial sustainability of Reef Check Australia.

For more information or to get involved check out our website at www.reefcheckaustralia.org.

For further press information and photos please contact Gemma Routledge at Reef Check Australia via email, communications@reefcheckaustralia.org or telephone (07) 4724 3950.