

RFDS
OCEANS to OUTBACK

Presented by
KELSIAN
CONNECTING PEOPLE & PLACES

HOW TO GET WORKPLACE SUPPORT



Getting your workplace on board

Getting your whole organisation on board for a cause can feel a bit daunting - but don't worry, we've put together some handy tips and ideas to help guide you through the process. And remember, you're not in it alone—if you'd like us to join a call or attend a meeting to help rally the team, just let us know.

We're here to support you every step of the way!



Engaging senior leaders is crucial

Leadership Sets the Tone

When senior leaders champion the challenge, it sends a clear message that employee wellbeing, community impact, and team culture are a priority. Their visible involvement encourages broader participation and builds momentum.

Increased Participation = Greater Fundraising Impact

Workplaces with active leadership support consistently see higher staff engagement, more creative fundraising initiatives, and stronger donation results. It turns a fun challenge into an inspiring cause embraced across the organisation.

Builds a Culture of Purpose

Supporting the Royal Flying Doctor Service through Oceans to Outback aligns your workplace with a trusted, iconic Australian charity. It shows your team—and your customers—that your organisation stands for more than just business as usual.



What's in it for the Organisation?

Stronger Employee Engagement

Shared goals and friendly competition boost morale, motivation, and collaboration across teams - especially in hybrid or multi-location workplaces.

Wellbeing and Connection

The challenge encourages physical activity and social connection, supporting both mental and physical health. It's an easy, accessible way to prioritise employee wellbeing.

Fostering Collaboration

Participating in a challenge like Oceans to Outback gives teams a reason to connect beyond day-to-day tasks, opening up space for casual conversation, mutual encouragement and shared celebration. It helps break down silos, supports mental and physical wellbeing and fosters a sense of belonging that lasts well beyond the month.

Networking and Recognition

Top fundraising workplaces are recognised by the RFDS and may be offered exclusive experiences (such as Base tours)—providing team-building opportunities and a memorable reward for your organisation's efforts.

How to get leaders on board

- **Invite a senior sponsor or ambassador:** Encourage a leader to be the face of your Oceans to Outback workplace team.
- **Highlight the business case:** Emphasise the benefits of employee engagement, wellbeing, and corporate social responsibility alignment.
- **Showcase the impact:** Share stories or stats about how funds raised support remote, rural and regional Australians through the important work of the RFDS.
- **Make it easy:** Provide them with a toolkit or talking points to announce the challenge in meetings, emails, or videos.



Who should you ask to get on board?

1. CEO / Managing Director

Why: Their visible support sets the tone for the entire organisation. If the CEO backs the challenge—even with a simple email or photo doing the challenge—it sends a powerful message that this is a priority.

How to involve them:

- Ask them to be a workplace ambassador or do a kick-off video.
- Invite them to match donations or set a fundraising goal for the company.
- Encourage them to issue a team-wide challenge or friendly rivalry between departments.

Engaging senior leaders is crucial

2. Executive Team / Senior Leaders (e.g. COO, CFO, HR Director)

Why: Department heads and senior leaders help drive engagement within their own teams. When they lead by example, others are more likely to participate and fundraise.

How to involve them:

- Ask them to create or lead sub-teams.
- Encourage them to promote the challenge in department meetings or Teams chats.
- Suggest they commit to a personal fundraising or fitness goal.

3. People & Culture / HR Team

Why: They're your champions for wellbeing, team culture, and internal engagement. They can integrate Oceans to Outback into existing health or social initiatives.

How to involve them:

- Ask them to promote the challenge through wellness programs or intranet.
- Have them coordinate internal competitions or social events tied to the challenge.
- Encourage them to use this opportunity for team-building and morale-boosting activities.

4. Internal Comms or Marketing Teams

Why: They control the message. These teams can ensure the challenge is visible across channels and that stories of impact and success are celebrated internally.

How to involve them:

- Ask for space in workplace newsletters, emails, or social channels.
- Invite them to help tell the story - spotlighting teams, milestones, or reasons why the RFDS matters.

5. Corporate Social Responsibility (CSR) or Community Impact Leads

Why: If your organisation has a CSR team, this challenge fits squarely into their goals. It offers a tangible way to connect employee engagement with charitable giving.

How to involve them:

- Show how Oceans to Outback aligns with community impact goals.
- Request support for donation matching or sponsorship.
- Suggest linking the challenge with volunteering or social impact reporting.

Outreach email template

Here is an email template you can use to request leadership support for your workplace's participation in Oceans to Outback:

Subject: Seeking Leadership Support for RFDS Oceans to Outback Challenge

Hi **<Leader's Name>**,

I hope you're well!

I'm reaching out to ask for your support in getting behind a fantastic initiative that I believe aligns perfectly with our values around wellbeing, connection, and community impact.

Our workplace has the opportunity to take part in the Oceans to Outback challenge—an engaging, month-long fitness and fundraising challenge supporting the Royal Flying Doctor Service (RFDS). It's all about getting active (in any way you choose), building team spirit, and raising vital funds for Australians living in remote, rural and regional communities who rely on the RFDS every day.

Your endorsement or involvement would make a huge difference. Leadership support has been shown to significantly increase team participation, morale, and ultimately the amount raised for this incredible cause. Even a simple video message, email, or shout-out from you would help boost visibility and engagement across the organisation.

There are also some great business benefits:

- It promotes employee wellbeing and connection.
- It aligns us with one of Australia's most trusted and iconic charities.
- And for top fundraising workplaces, there's an exclusive chance to visit an RFDS Base and see the impact first-hand.

Would you be open to supporting the challenge by ***<becoming an internal ambassador, sending a launch email, recording a short video, matching donations, or participating in the challenge>?***

I'm happy to provide more details or help coordinate next steps. Thanks so much for considering this—it would be amazing to have your backing!

Warm regards,
<Your Name>

SEND

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