RFDS OCEANS to OUTBACK Presented by KELSIAN CONNECTING PEOPLE & PLACES

Your workplace fundraising guide

It takes a team to keep the Flying Doctor flying



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Welcome aboard



Thank you for joining the Oceans to Outback challenge with your workplace.

You've signed up to take on a month-long fitness and fundraising challenge that will help you bond with your colleagues – and importantly, keep the Flying Doctor flying.

People living in remote, rural and regional areas of Australia have the same needs for medical services as people living in the cities. But people in remote, rural and regional communities are often too far from medical help in emergencies, putting lives at risk.

By joining Oceans to Outback, your workplace will help the Royal Flying Doctor Service (RFDS) to break down barriers to healthcare in remote, rural and regional areas, providing 24-hour aeromedical and primary health care services.

You will help to support the intensive care unit that is in an RFDS aircraft, along with fly-in fly-out GP and Nurse clinics, mobile dental services, patient transfers, and a myriad of other health services.

You will help people living, working and travelling in remote, rural and regional areas enjoy the same health outcomes as those living in city areas – helping save lives.

In this guide, you'll find ways to bring your workplace team together, reward their amazing efforts and keep them motivated. Let's go further – together!

Thank you and welcome to Oceans to Outback.

Get ready for take-off

Five steps to help Oceans to Outback take off in your workplace





1 Nominate a leader, or working group

Leadership is key to a successful Oceans to Outback challenge. So, create an Oceans to Outback working group that includes both senior leaders and HR representatives.



We've put together a flyer for you to help you explain why keeping the Flying Doctor flying is so important, and how your workplace can help. **You can download it here.**

2 Set your goal

Now your working group is together, set an achievable goal for your organisation.

You could try and run the distance between your interstate offices in a virtual relay, or make your goal an ambitious fundraising target.

3 Make a plan

A quick checklist for things you have to plan before you can begin your Oceans to Outback journey with your workplace:

- ☐ Map out your team recruitment plan
- ☐ Book a kick-off event (think gold coin donation opportunities here)
- ☐ Prepare some key messaging or pre-written emails
- ☐ Decide how often and when you'll communicate with everyone – once weekly is good, with a reminder closer to the start date
- ☐ Decide which channel you'll use to communicate with people on, if not all of them. Think about how your team talks – is it on Slack, email, intranet, internal noticeboards?

4 Start some friendly competition

Once you have people on board from your workplace, form some teams and use the workplace leaderboard on your dashboard to keep track of your best fundraisers and your most active walkers, runners or riders.

Ideas: Could you provide prizes to the top 3 on the leaderboard? Could you challenge your marketing team to take on your operations team?

5 Get out there together, and raise funds to keep the Flying Doctor flying!

Your Impact

Every step you take and every dollar you raise during Oceans to Outback makes a real, measurable difference. Here's how your fundraising transforms lives in remote, rural and regional communities across Australia.



Set a Goal. Change Lives.

Choose an individual fundraising goal that inspires your team — and know exactly what that target can achieve. Whether it's $500, $1,000 or $2,000 your efforts power the work of the RFDS across the country.

> **$500**
Will help provide a navigation iPad to provide a pilot with navigational guidance.

> **$750**
Will help provide Mental Health First Aid training to front line workers and local staff.

> **$1,000**
Will help provide a Vacuum Mattress for the immobilisation during flight.

> **$2,000**
Will purchase an infusion pump to deliver fluids safely into a patient's body.

> **$5,000**
Will help purchase a Trauma Pack used by the RFDS aeromedical crews to provide immediate medical attention.

See Your Progress. See Your Impact.

Your Workplace Dashboard includes an Impact Counter that shows how your fundraising is put to use — in real time. It's a clear view of how your team's efforts are helping people get the treatment they need — when and where they need it.

So far this year I've helped provide...



3
Laryngoscopes – used to assist in intubating and ventilating a patient.



2
Life-saving medical chests for a remote, rural or regional community.



1
Defibrillator Pads – used with a machine to monitor a patient's cardiac health.

Keep climbing that leaderboard!

The top 3 fundraising Workplaces, Teams and Individuals nationally by 31 October will win an exclusive RFDS Base Tour at their nearest location.

Posters, pictures, flyers and more



In your Resources Hub, you'll find everything you need to recruit your colleagues, spark some friendly competition, and keep the excitement flying high.

From printable posters and flyers to email signatures, screensavers and LinkedIn tiles – there's no shortage of ways to spread the word and show your support.

Working remotely? Don't let it hold you back!

With Zoom and Teams background and digital tiles for group chats on Slack, WhatsApp and Strava, you can bring your team together, even when you're thousands of kilometres apart.



Here's what you'll find in your resources hub:

- Posters to brighten up communal spaces and rally support
- A Workplace flyer to help recruit teammates
- Email signatures and LinkedIn tiles to showcase your challenge
- Zoom and Teams backgrounds to bring Oceans to Outback to every meeting
- Templates to ask your organisation to dollar match your fundraising!

Everything you need to help keep the Flying Doctor flying – and your workplace moving together – is right here.

Click here

Your workplace dashboard



Your Workplace Dashboard is your central online hub for tracking your team's Oceans to Outback challenge.

Here's what you can do on your personalised Oceans to Outback workplace dashboard:

> Track progress

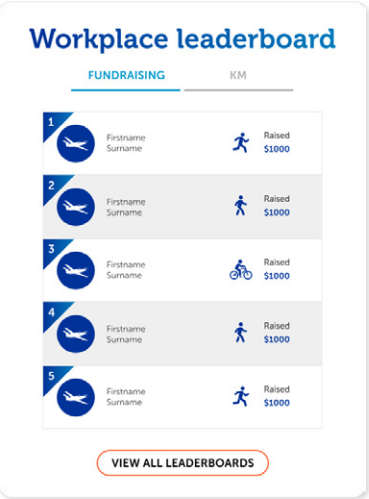
Monitor your team's progress towards your fundraising goal. See how your team's efforts are supporting the Royal Flying Doctor Service on the Impact Counter.

> Communicate and celebrate

Encourage your team to share updates and celebrate successes. Recognise top performers and highlight team achievements in your regular communications.

> Leaderboards

View real-time leaderboards showing top fundraising individuals, as well as those who have logged the most kilometres. This fuels friendly competition and motivates everyone to go further.



Your dashboard provides the tools to keep your team engaged, motivated, and on track.

Motivate your team



Keeping your team's motivation soaring throughout the Oceans to Outback challenge is what it's all about! Here's how to keep the good times rolling:

> **Regular updates and shout-outs.**
Keep everyone in the loop with weekly updates on how the team's tracking. Celebrate those big wins and the little victories, and give a shout-out to those putting in a top effort. Use your usual workplace channels like email, the intranet, or a dedicated Slack or Teams channel.

> **Spice things up with some fun mini-events!**
Think morning teas with a gold coin donation, raffles for great prizes, or a casual dress day with a fundraising theme. These are great for team morale and raising a few extra dollars.

> **Keep everyone's eyes on the prize.**
Display leaderboards in a prominent spot in the office or on your intranet. Encourage everyone to use their email signatures and social media to show they're involved.

> **Encourage the team to get active together.**
Organise walking meetings, runs with your local run club, or a lunchtime walk with a KM goal. It's not just about fitness; it's a top way to bond with your workmates.

> **A bit of recognition can go a long way.**
Managers should give their team a pat on the back, acknowledging their efforts and contributions.

> **Make sure you celebrate all the wins!**
Not just the final total. Celebrate the effort, the teamwork, and everyone pitching in to make the challenge a success.

With these tips, you'll create an amazing atmosphere that keeps everyone motivated, connected, and keen to support the Royal Flying Doctor Service.

Seeking inspiration?





Kate Gillespie, Manager, Ergon Energy Retail

Energy Retail shares their recipe for success.

Ergon Energy Retail joined the Oceans to Outback Challenge to support vital healthcare services across remote, rural and regional areas – the same communities where we proudly live and serve!

How we did it

We organised 'Challenge Leaders' across our various Queensland offices. The leaders recruited participants, encouraged and organised fundraising efforts, kept the teams motivated with joint walks and runs. Friendly competition and team spirit were key motivators, encouraging us to push further.

Teams hosted creative fundraisers like sausage sizzles, coveted staff car park auctions, a huge raffle with local prize donations, and even dyeing hair crazy colours for set donations! Their efforts were truly amazing.

We got competitive!

Each of the teams across our various regional Queensland based sites embraced the spirit of the challenge with a healthy sense of competition. In 2025, our Ergon Energy Retail teams raised over $18,600 in donations – with our Rockhampton team raising the most across our teams!

The challenge united our team around a shared goal, sparking excitement, collaboration and, a lot of fun along the way.





Double your impact



Matched gifts can supercharge your fundraising

Did you know that your organisation might have a program that can double the impact of your fundraising efforts? Many companies offer matched gift programs, where they match employee donations to eligible charities like the Royal Flying Doctor Service.

Here's how matched giving works:

1. You and your colleagues receive donations via your Oceans to Outback fundraising page.
2. Your organisation, partners or suppliers, match it, dollar-for-dollar, effectively doubling your contribution and helping you smash your goal.
3. Your impact for remote, rural and regional communities is **DOUBLED!**

It really is that simple, and can get you to your fundraising goal twice as fast.

But how do you secure those funds?

Contact your HR or People and Culture team to find out if your company has a program. We've done the hard work for you – use one of these email templates to save yourself time and energy!

Try reaching out to partners, suppliers and clients too – they may be interested in supporting your fundraising efforts with matching gifts.

Double your impact and reach your goal TWICE as fast with matched giving!

$1 = $2

Use matched giving to raise more and WIN

Be in the top 3 Oceans to Outback fundraisers before 31 October and you'll win a Royal Flying Doctor Service Base Tour at your nearest RFDS location – matched giving is your key to climbing that leaderboard!



Reward your high-flyers

Recognising and rewarding your team's efforts is very important!

Celebrate success, boost morale, and show your appreciation. Here are some ideas to reward your Oceans to Outback high-flyers:

> **Give them a shout-out.** Feature your top achievers in the internal newsletter or on the company intranet. Give them kudos for their fantastic efforts!

> **Hand out some fun awards.** Get creative with the awards! Make sure you reward your 'globetrotter'' (who logged activity furthest from your workplace?) and your 'FIFO' (the person who did all their fundraising on one day and then got to relax!).

> **Share the final tally.** Let everyone know how much was raised and what was achieved together. It's a great way to show the impact of everyone's hard work.

> **Acknowledge everyone's efforts.** Make sure everyone gets recognition, not just the top performers. Recognise the effort and teamwork that went into the challenge.

> **Send a thank you message.** Express your gratitude to your team and donors. A simple "thank you" can go a long way.

> **Throw a proper celebration.** Organise a wrap-up event, in person or online. Think a BBQ, morning tea, a casual get-together, or something that suits your team's style.



Get support



Need a hand?

We've got your back with heaps of resources and support. Check out our Facebook group to connect with other legends, or shoot us an email at workplaces@oceanstooutback.org.au.

Our FAQs page is chock-full with answers to common questions. And why not try out our brand new AI virtual fundraising assistant, details coming soon!

Share your stories!
We'd love to hear about your team's journey, the challenges you conquered, and the good times you had along the way. Why not share your team's story via our new story gathering tool? Your story could inspire other workplaces to join the fun next year!

Thanks to workplaces like yours, the Royal Flying Doctor Service can travel further, respond quicker, and deliver essential primary health care to every Australian. No matter where they live.

Thank you

You absolute legends! You and your team are helping to keep the Flying Doctor flying and helping Aussies in remote, rural and regional areas to get medical help when it's needed, wherever it's needed.



Because of your efforts, the RFDS can continue to provide vital services, reaching over 345,000 Aussies every year through clinics, aeromedical transports, and telehealth consultations.

In one year, you'll help the Flying Doctor fly so many KMs we could reach the moon and back 34 times! And every single day, you'll help RFDS doctors, nurses and pilots respond to around 100 cases.

Your participation in Oceans to Outback helps make all this possible. We're truly grateful for your support and hope you'll stay connected with the Royal Flying Doctor Service – you might even make Oceans to Outback an annual event for your organisation. We'd love that!

Want to ask anything at all about your fundraising? Get in touch by clicking here or sending an email to workplaces@oceanstooutback.org.au and we'll get right back to you!



Lauren Lynagh
Oceans to Outback
Fundraising Manager

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