



Royal Flying
Doctor Service

QUEENSLAND SECTION



RFDS
AMBASSADOR
PROGRAM

Information Pack

The furthest corner. The finest care.



Since 1928, the Royal Flying Doctor Service (RFDS) has had an enduring partnership with the people of Queensland — a partnership born from struggle, mutual respect and trust.

Yes, we are the ones flying to help. But what can we do if we can't land the planes? It's people like you that build the airstrips, who light the way.

Without this partnership and the ongoing support of Queensland communities, the RFDS would be unable to provide the finest aeromedical and primary health care to the furthest corners of the state.

To deepen our commitment to regional, rural and remote Queensland communities we are proud to announce the launch of our RFDS Ambassador Program – Lighting the Way. With your support, this community-led program will champion community health and wellbeing in Queensland.

Together, we can light the way for Queensland communities.

Meredith Staib

**Chief Executive Officer
RFDS (Queensland Section)**

Royal Flying Doctor Service acknowledges the Australian Aboriginal and Torres Strait Islander peoples as the first inhabitants of the nation and the Traditional Custodians of the land. The RFDS is committed to eliminating all forms of discrimination in the provision of healthcare. We embrace diversity and welcome all people irrespective of faith, ethnicity, sexual orientation or gender identity.

Welcome

Thank you for your interest in the RFDS (Queensland Section) Ambassador Program – Lighting the Way. This information pack sets out the role and what it entails, the importance to the RFDS and our responsibilities to you as one of our valued ambassadors.

The RFDS is an iconic Australian aeromedical and primary health care provider that delivers vital care to those living in regional, rural and remote areas of Queensland.

As an ambassador, you will play an essential role in helping us reach new audiences and spread awareness about our mission. We look forward to connecting with you as we light the way for regional, rural and remote communities.

What is the RFDS Ambassador Program?

The flagship RFDS Ambassador Program aims to recognise and celebrate the enduring partnership, trust and respect between the RFDS and the communities we serve.

Community is at the heart of RFDS (Queensland Section). Together we are stronger, can soar higher and reach further.

The program invites individuals and organisations, who are passionate about our work and our impact on regional, rural and remote communities, to become ambassadors and light the way – advocating and raising awareness of the Flying Doctor.

Our aim is to create a network of dedicated ambassadors who can deepen our relationship with Queensland communities and inspire and engage a new generation of RFDS supporters while promoting the Flying Doctor's important work. With the support of our Ambassador Coordinator, ambassadors will serve as representatives of the RFDS, attend events, speak to community groups and engage with supporters to promote our mission and goals.

The RFDS Ambassador Program is an essential part of our efforts to ensure people living in Queensland have access to the care they need. By raising awareness about our work and building relationships with individuals and organisations that can support our efforts, we can continue to provide the finest care to the furthest corner.



Why become an ambassador?

As a RFDS Ambassador, you have the opportunity to be part of something truly special.

By advocating for the RFDS and its programs, you can help ensure that all Queenslanders have access to the care they need, regardless of their location or circumstances.



Community

Help us build stronger connections with the communities we serve and work towards creating a brighter future for regional, rural and remote healthcare.



Connections

Create diverse connections across different industries and expand your network with fellow ambassadors, RFDS staff and supporters.



Personal Development

Grow personally and professionally by developing your skills in public speaking, communication and community engagement.



Inspire

Make a positive impact and inspire others by advocating for the RFDS and volunteering your time to make a real difference in people's lives.



Support

Access valuable training and support while learning more about the vital work we do at the RFDS.



Rewards

Receive discounts on RFDS merchandise and products.

A unique opportunity to make a positive impact on the lives of people living in regional, rural and remote areas of Queensland.

What it takes to become a RFDS Ambassador

RFDS Ambassadors are an extension of our organisation and will positively reflect the RFDS (Queensland Section) and our values.

You are, or wish to be, actively committed to building awareness about health and wellbeing in your local community. Ambassadors should:

- embody the values of the RFDS (Queensland Section) by being inclusive, transparent, collaborative and innovative
- be compassionate, tenacious and energetic, and engender mutual respect and trust
- possess a deep understanding of the RFDS, our history and range of services
- be familiar with our services and skilled at making new connections
- be great at engaging with people and know how to strike up and hold a conversation!



Your role

As a RFDS Ambassador, you will help spread awareness of the Flying Doctor and deepen the connection the RFDS has with Queenslanders. Ambassadors will show their commitment to the work of the RFDS through a range of activities (that suit their knowledge, skills, networks and availability) including but not limited to:

- representing the RFDS at community events across Queensland and speaking to the public about our work. This includes presenting awards or accepting donations, acting as an MC, presence at RFDS Open Days and signature events e.g. Galas
- engaging in regular conversations with the community and your network about the RFDS to create awareness of our mission and community projects
- promoting the RFDS on social media and other channels
- participating in RFDS campaigns and initiatives
- building relationships with supporters, donors and partners
- representing the RFDS in agreed media activity
- positively advocating for the RFDS (Queensland Section)
- participating in fundraising and commercial activity for the RFDS. This includes attending fundraising events and a willingness to be engaged as the 'voice' or 'face' of advertising campaigns for RFDS products and services such as Rescue Swag.



Helping you light the way

We want to make sure all RFDS Ambassadors feel equipped to carry out their role confidently and effectively. To support you in this role, we will provide sufficient briefing materials and a tailored calendar of events.

Our Ambassador Team will be able to assist in answering questions, queries or concerns.

Upon your appointment as a RFDS Ambassador, you can expect:

- a welcome and orientation meeting at your local RFDS base
- an induction pack containing RFDS presentations, key facts and capability information
- a welcome pack containing RFDS branded collateral and apparel
- regular contact with our Ambassador Coordinator to provide updates on our work and to offer any advice or guidance relating to your role
- opportunities to connect with ambassadors working in other regions.



How to get involved

Follow these six steps to become a RFDS Ambassador:

1. Read and sign the Ambassador Agreement and Code of Conduct

You will receive a copy with your invitation to join our program.

2. Attend welcome orientation

Held at your closest RFDS (Queensland Section) base, you will receive training and a welcome pack while meeting RFDS staff and other ambassadors in your area. A RFDS staff member will be in contact to arrange your base visit.

3. Start shining!

Once you have completed the induction training, you can start your ambassador role.

4. Support

You will receive all the support you need to carry out your role effectively.

5. Stay connected

Keep in touch with fellow RFDS Ambassadors via our private WhatsApp group.

6. Offboarding

At the end of your one-year tenure, the RFDS team will work with you to offboard you from your duties.





Thank you

Thank you for taking the time to learn more about our RFDS Ambassador Program. We appreciate your interest and hope you can join us on our mission to improve health access and outcomes to regional, rural and remote Queensland.

By becoming a RFDS Ambassador, you will have the unique opportunity to make a meaningful difference in the lives of people and families who rely on the RFDS for their healthcare needs.

With your help, we can grow and celebrate our connection with Queensland communities for a brighter future.

The sky's the limit!

LIGHTING THE WAY

towards a brighter future for regional, rural
and remote Queensland communities



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Connect with us

