



Catherine Freeman
with Kintore kids

Red Dust storm

Qantas Ambassadors make a difference in Indigenous health and lifestyle choices.

Qantas has a range of programs and initiatives to support Indigenous Australia through its Reconciliation Action Plan, and proudly sponsors like-minded organisations such as Red Dust Role Models. This nonprofit charity seeks to improve the health, education and wellbeing of disadvantaged youth in remote communities using positive role models to deliver its Lifestyle Education Program. The program encourages healthy lifestyle decisions and promotes education as a path to personal development, employment and readiness for community leadership.

As a Program Partner of Red Dust, Qantas provides travel support and also engages its employees to participate in community visits. Qantas Ambassadors and Olympians Catherine Freeman and Leisel Jones recently joined Red Dust on its September visit to the remote Indigenous community of Kintore (Walungurru), which is 530km west of Alice Springs in the Northern Territory. With a team that included fellow Olympians Lara Davenport and

Linley Frame (a Red Dust Ambassador and board member), Freeman and Jones worked closely with the schoolchildren to assist with literacy and healthy lifestyle activities. The community welcomed the new role models, who participated in a traditional women's ceremony. The Red Dust team also presented the local AFL Grand Final trophy to the carnival's winning team, the Kintore Hawks.

In supporting Red Dust Role Models – and the positive influence the organisation has on Australia's remote Indigenous communities – Qantas is committed to fostering reconciliation and building relationships for change between Indigenous and non-Indigenous Australians. For further information on Red Dust Role Models visit www.reddust.org.au



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