

MEDIA RELEASE

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Elders and RFDS partnership takes off

The Royal Flying Doctor Service has announced the launch of a major partnership with agribusiness Elders. The new partnership was launched today at the RFDS' aeromedical base at Adelaide Airport.

Elders chief executive Mark Allison says that through its significant investment in the RFDS, Elders will be further supporting its clients, employees and the communities in which the 178-year-old company operates.

"Elders and the RFDS share so much in common in terms of their commitment to rural and regional Australia, especially the health, wellbeing and prosperity of the people who live in these communities," Mr Allison says.

"It is only natural that a company such as Elders – whose roots are firmly entrenched in the rural landscape – supports an organisation such as the RFDS which provides emergency medical and primary health care services to those who live, work or travel in rural and remote Australia.

In recognition of the new partnership, a RFDS aircraft bearing the Elders logo was unveiled during today's launch. The medically-equipped aircraft, VH-FXW (Foxtrot-X-ray-Whiskey), is one of 67 RFDS aircraft spread across the country.

"It's remarkable to think this RFDS 'flying intensive care unit' conducts two flights every day – and our board, our management and our staff are really proud to be playing a role in helping to make that happen," Mr Allison says.

"With Elders on the ground supporting country communities and the RFDS in the skies above doing the same, our partnership is the perfect fit."

RFDS Central Operations Deputy CEO Tony Vaughan says the significance of Elders' financial support is that it will reach far and wide – and deliver lasting community benefit.

"The RFDS conducts over 100 aeromedical flights across Australia every day – but it relies on the support from the community to keep its crews in the sky," Mr Vaughan says.

"Our association with Elders staff and branches supporting bush fundraisers stretches back decades, and it's terrific to have the company also supporting our work in this tangible manner," he says.

"Elders' sponsorship will directly support our capital-raising program for on-going upgrade of our fleet of medically-equipped aircraft that deliver emergency aeromedical services throughout South and Central Australia," he says.

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