

SINGAPORE TO BANGKOK
All aboard for Oriental opulence

BEIJING TRUNK SHOW
Inside China's National Museum

NEW YORK COMMUNIQUÉ
The romance of pen & paper

QANTAS

JULY 2011 THE AUSTRALIAN WAY



Upfront

Qantas news, initiatives & sponsorships.



IT'S SHORE TO HELP

Kids to Coast, an initiative of the LJ Hooker Foundation in association with the Mutitjulu Foundation and the Qantas Foundation, provides a life-changing experience for the Indigenous students of Mutitjulu Primary School.



Alan Joyce

Qantas CEO

Firm Foundation

Qantas has always been committed to supporting charitable initiatives, community organisations and NGOs in Australia and around the world.

We consider this part of our responsibility as the national carrier.

Established in 2008, the Qantas Foundation is at the heart of our work with communities at the grassroots level. Its partners include Mission Australia, Clean Up Australia, Landcare Australia, the Great Barrier Reef Foundation and the Royal Flying Doctor Service, among others.

The foundation's contribution to charitable projects extends beyond financial donations, with Qantas staff giving their time and skills to the initiative we support.

The Kids to Coast project is a fine example of great projects the Foundation is involved with. Giving indigenous children from Central Australia their first flight and first experience of the ocean was a proud moment for Qantas, and I have no doubt the return journey taken by the kids from the Tallebudgera Surf Life Saving Club will be equally memorable.

Enjoy the journey.

THE STUDENTS call Uluru-Kata Tjuta National Park their backyard, but until this year, none had seen the ocean or heard the crash of waves against the beach.

In April 2011, 10 children from the Mutitjulu community were selected to take part in an educational and inspirational three days of sport, fun

and adventure. The trip was full of first-time experiences including flying in an aircraft, beach culture, water safety, marine-life education, boating and seeing high-rise buildings.

The indigenous children were paired with "Coast Buddies" of a similar age from Queensland's Talle-

budgera Surf Lifesaving Club, who shared their local knowledge with their visitors.

Since returning home, the children have continued their friendships online.

In the future, Kids to Coast will bring the Buddies from Tallebudgera out to central Australia to learn about desert living

and complete the educational exchange.

"The vision is that the kids from the two cultures will stay in touch and continue their friendships for life. The more we learn from each other, the stronger we will be, culturally, environmentally and spiritually," says an LJ Hooker spokesperson.