



Seeking to improve the health and wellbeing of disadvantaged youth



OUR MISSION

Red Dust Role Models seeks to improve the health and wellbeing of disadvantaged youth living in remote communities.

WHO WE ARE

Red Dust Role Models is a non-profit health promotion charity that uses the profile and influence of positive role models to deliver health education programs and encourage healthy lifestyle decisions among disadvantaged youth living in remote areas. Role models from the fields of sport, music, film and entertainment, art, business and medicine commit their time to community visits aimed at building relationships while conveying key health messages.



Red Dust values and respects the culture of the communities it visits. Cultural orientation and training are an integral part of the program, and Red Dust encourages input and participation by community leaders to prepare role models for each visit.



WHAT WE DO

RDRM complements existing health promotion programs and assists health professionals, school teachers and community leaders to improve the general health and well-being of disadvantaged youth by:

- Highlighting the dangers of drug, alcohol and other substance abuse
- Setting examples of healthy eating and good nutrition
- Encouraging participation in physical exercise and sport
- Teaching and modelling good hygiene practices
- Addressing specific issues identified by individual communities
- Raising funds for infrastructure projects
- Partnering with community leaders, health and education professionals to launch new programs and initiatives

RED DUST INDIA

Based on a successful model of providing an effective health education program to disadvantaged youth in Australia, Red Dust has expanded into the Asia Pacific region. Using the mediums of sport and music to enrich children's lives and bring greater opportunities to Indian youth, Red Dust builds on several years of experience and strong global partnerships (Vodafone Group Foundation, Nike, Qantas and Macquarie Group Foundation) to pilot a series of Lifestyle Education Programs in targetted regions of India.

The scale and level of need in India is both obvious and immense. However, Red Dust is confident that working together with local NGO partners, it can apply research based on key learnings to its programs to facilitate positive and sustainable social change. Role modelling and mentoring are accomplished through engaging local 'heroes' – music and sporting role models who are easily identified by Indian youth.



OUR PARTNERS

Vodafone Group Foundation



Vodafone
Group
Foundation

PREMIER PARTNER

Vodafone Australia Foundation



Vodafone
Australia
Foundation

Macquarie Group Foundation



Nike Australia



PROGRAM PARTNERS

Qantas



Voyages



Torquay Water and Juices
Clayton Utz
Holiday Inn Darwin
Crowne Plaza Darwin

Ansvar Insurance
Working Dog
Holiday Inn Esplanade

ASSOCIATE PARTNERS

OUR AMBASSADORS

Allan Border, Luke Darcy, Lauren Burns, Linley Frame, Kyle vander Kuyp

WHAT THEY SAY

ALISON ANDERSON, ARTIST AND COMMUNITY LEADER

“Investing time and skills into the kids in these communities is where we have to start. They don’t know how to live in both worlds yet the traditional culture and the ‘new’ world of money, formal education and big communities.”

LINLEY FRAME, WORLD CHAMPION SWIMMER

“It doesn’t matter who you are, everyone has a dream ... we are simply helping them see that they can achieve their dreams.”



ALLAN BORDER, FORMER AUSTRALIAN TEST CAPTAIN

“You cannot believe what some of these children have to cope with. Yet they are happy and want to learn. I consider being a role model a privilege and that’s why I volunteer my time... to help give these kids more opportunities.”

LAUREN BURNS, OLYMPIC GOLD MEDALLIST

“Although we come into communities to assist in re-inforcing healthy lifestyle messages, it is the two-way exchange of culture and experience that is the most rewarding. The children are proud and eager to share their culture and way of life. I feel honoured to be part of such a rich and diverse program and to have the opportunity to be invited into remote communities.”

RED DUST TRIVIA

Each year Red Dust Role Models

Travel over 22,000 kms on unsealed roads...use 2440 litres of diesel...
blow 9 tyres...work with 1400 youths...
consume 1300 litres of water, juice and sports drinks...are exposed to extreme temperatures ranging between -5° C (ice on swags) and 48° C (cook an egg on the car bonnet)...and donate the following to community schools:

- 300 basketballs
- 200 soccer balls
- 100 rugby balls
- 50 netballs
- 40 softball kits
- 300 AFL footballs
- 50 cricket sets
- 500 caps
- 300 footy jumpers
- 50 soccer uniforms
- 200 dental hygiene kits





RED DUST ROLE MODELS

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RED DUST ROLE MODELS IS A REGISTERED CHARITY WITH DGR (DESIGNATED GIFT RECIPIENT) STATUS.

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