



The Telstra Flying Doctor Outback Trek

November 10, 2004

To Whom it May Concern

The Outback Car Trek is a fund raising event for the Royal Flying Doctor Service. Like all charity-based exercises, we must find the delicate balance between promoting ourselves to attract the highest level of support on the one hand and overspending on extravagant promotion on the other.

A website is essential in today's climate and we needed one which was easy to use and gave visitors to the site the information they needed without complex procedures and circuitous routes to the answers.

Sharon designed an ideal website for our purpose. It used existing artwork so production costs were kept low but it still achieved the goals we had set. We have had comments from visitors who say it is an effective and easy to use source of information about the Trek.

I have no hesitation in recommending Sharon Peaty and Future Information Technology to anyone wishing to establish or maintain their website.

Yours faithfully,

Stephen Knox
Event Director



ROYAL FLYING DOCTOR SERVICE
OF AUSTRALIA

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Raising Funds for the Royal Flying Doctor Service of Australia