VETERANS STAND TOGETHER

THE RIDE TO SURVIVE CAMPAIGN

CONTENT

PURPOSE AND BENEFIT

THE PURPOSE OF THIS BOOKLET IS TO ADVERTISE THE RIDE TO SURVIVE CAMPAIGN TO BRING AWARENESS AND SUPPORT TO VETERANS THAT FIGHT A BATTLE AGAINST MENTAL HEALTH, POST-TRAUMATIC STRESS AND UNEMPLOYMENT AFTER LEAVING THE SERVICE.

GETTING STARTED

We are hoping to gain the support of National and International businesses and organisations by offering kind donations that maybe tax deductible through Stand Tall 4 PTS charity. With the support of your organisation you will be promoted and show-cased supporting veterans.

Please find the following proposal
- Your organisation will be seen to support our Australian Veterans
- Your brand will be showcased on our website worldwide, being in Australia, New Zealand and the United Kingdom
- Your brand will be showcased and promoted in the Lightning Bolt 2 campaign that VST is involved conjunction with the Invictus Games in October 2018
- During the Lightning Bolt 2 Convoy a full documentary will be filmed, therefore promoting your brand

WHO WE ARE

Veterans Stand Together is a non-profit organisation founded in early 2018. Veterans Stand Together has the passion, vision and desire to ensure we become a leading national and international 'non for profit' organisation with a charitable outcome providing the provision of long-term employment opportunities and support to mental health support and awareness for our brave military and first responders services personnel.

http://www.veteransstandtogether.org/

THE EVENT

On October 2nd 2018, VST will be taking part in the Lighting Bolt 2 charity campaign in support to Post Traumatic Stress (PTS) and mental health. We have partnered up with Stand Tall 4 PTS. Stand Tall's CEO Tony Dell is a Vietnam Veteran and an ex-Australian international cricket player whom brings awareness to Post Traumatic Stress in Australia and started his journey with Stand Tall in 2011. The Lightning Bolt Convoy 2 will take 20 days, starting in Brisbane and ending in Sydney for the opening of the Invictus Games by Prince Harry. The campaign will take place and be seen in three states Queensland, New South Wales and Victoria. During this campaign we will be stopping in a number of locations bringing awareness of PTS & Mental Health to the communities and for the last leg of the journey we have invited Prince Harry to join us prior to him opening the games. During this last stage of the convoy there will be an opening parade with the convoy and cyclist taking part, this will show case any sponsor brands that wish to support us. Throughout the campaign we have a film crew that will be with us and making a documentary of the Lighting Bolt 2 exercise on which we would also like to promote and show case any sponsors.

HOW WE DO IT

Vehicle

The main convoy will take shape with a number of first responder and military vehicles. Tony Dell will lead the way with Stand Tall and will depart from Brisbane stopping at a number of locations over the 20-day period. This will take 47 hrs travel time and will end at the opening of the Invictus Games in Sydney.

Cycle

VST will take an alternative route covering 3575.8km with an estimated cycle time of 206 travel hours, with 2295 changes in direction. Uphill of 9220m and downhill 9240m. Taking part in the cycle will be two members from each service Military, Police, Fire, and Ambulance service with a mixture of veterans and active personnel. Both parties will meet together in each location to come together to bring awareness to the communities.

We encourage our current serving personnel to get involved in this cycle as well as our Veterans. We are looking to have a two representatives from each service to take part. This being from Military, Police, Fire, and Ambulance services. Each service personnel well be asked to wear clothing that represents their service.

WHY

The main objectives for VST to do this cycle is to support Stand Tall in their campaign to create public awareness to Post-Traumatic Stress whilst reducing the stigma attached to it.

To bring awareness and seek support for employment opportunities for our veterans. By inspiring organisations to work with VST and see the positive outcome of what hiring a veteran brings to the workplace.

To bring awareness to Mental Health and to gain the support from the nation to support recovery of this issue throughout Australia.

We would be keen to include some past and or present Invictus Athletes to this cycle with us.

To promote how a healthy life style supports mental Health.

The AIF cycling units have often been forgotten in military history but the humble bicycle played a very important role in the logistics of warfare. The simplicity of the bike made transportation quick and reliable. Even in 2008 the Australian Military were using the bicycle in East Timor to improve flexibility of field patrols with a unit called Bicycle Infantry Mounted Patrol (BIMP). Here we are, nearly 100 years on, and it still plays an import role in military life as it does in civilian.

VETERANS STAND TOGETHER
AS ONE WE STAND, SUPPORTING VETERANS WELFARE AND EMPLOYMENT
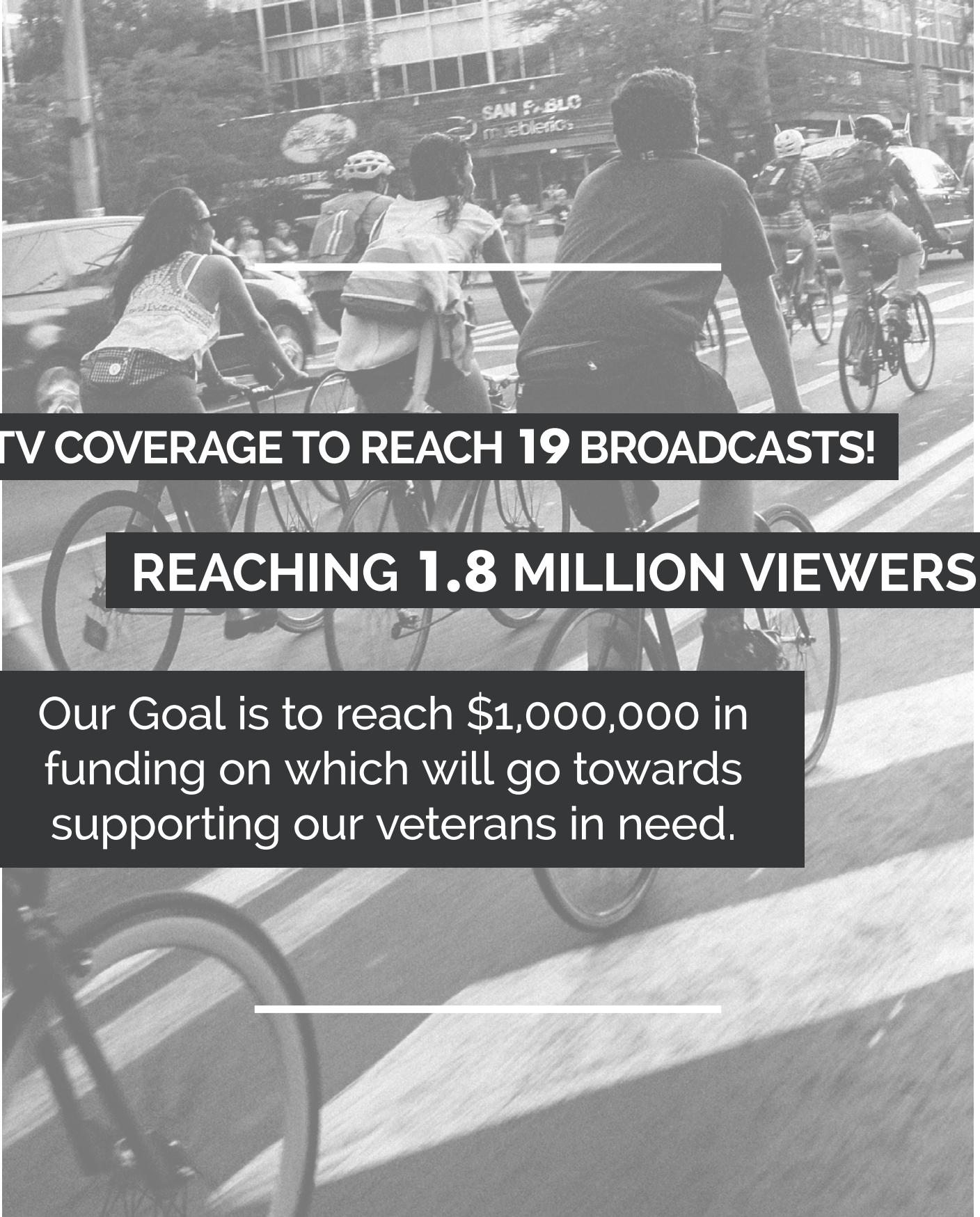
TV COVERAGE TO REACH 19 BROADCASTS!

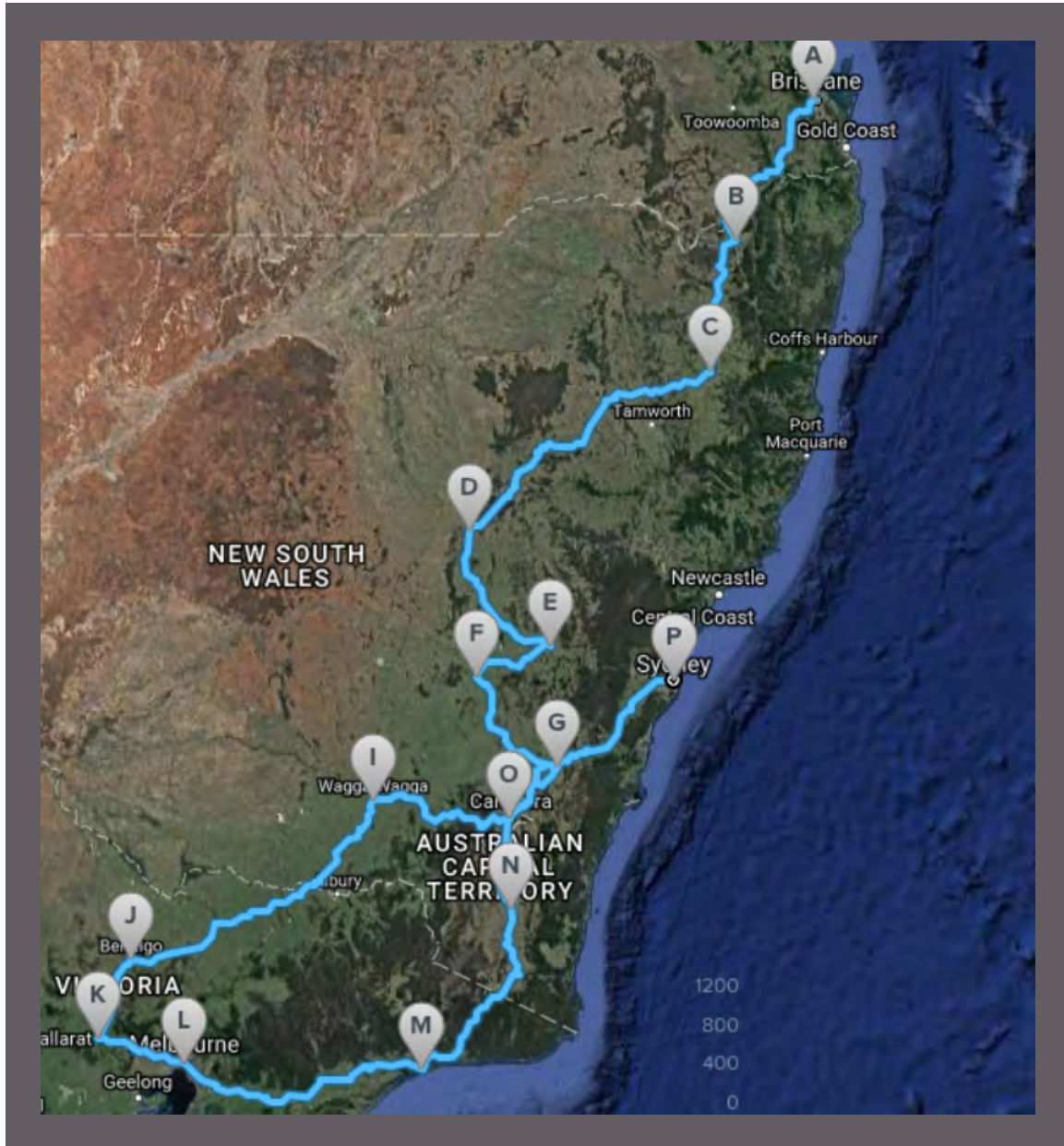**REACHING 1.8 MILLION VIEWERS**

Our Goal is to reach $1,000,000 in funding on which will go towards supporting our veterans in need.

Ride to Survive Route

The Cycle will be recorded and documented to bring awareness to Mental Health and PTSD

THE ITINERARY

PRE-LAUNCH DAY
Launch at Wests Rugby
club at Sylvan Road, Toowong
in Brisbane

DAY 1 - Tuesday 2nd Oct
Brisbane to Tenterfield
17h 32 min / 304.6km

DAY 2 - Wednesday 3rd Oct
Tenterfield to Armidale
14 h 37min / 249.6km

DAY 3 - Thursday 4th Oct
Armidale to Dubbo
26h 16min / 449km

DAY 4 - Friday 5th Oct
Dubbo to Bathurst
11h 29min / 206.4km

DAY 5 - Saturday 6th Oct
Bathurst to Cowra
7h 22min / 132.5km

DAY 6 - Sunday 7th Oct
Cowra to Goulburn
10h 53min / 188.8km

DAY 7 - Monday 8th Oct
Recovery Day

DAY 8 - Tuesday 9th Oct
Goulburn to Canberra
5h 45min / 102.3km

DAY 9 - Wednesday 10th Oct
Awareness Event Day

DAY 10 - Thursday 11th Oct
Canberra to Wagga
12h 58min / 227.3km

DAY 11 - Friday 12th Oct
Wagga to Bendigo
24h 0min / 412.6km

THE ITINERARY

DAY 12 - Saturday 13th Oct
Bendigo to Ballarat
6h 35min / 115.3km

DAY 13 - Sunday 14th Oct
Ballarat to Melbourne
6h 42min / 118km

DAY 14 - Monday 15th Oct
Event Night dinner with Phoenix
Australia / DVA / Defence
Melbourne

DAY 15 - Tuesday 16th Oct
Melbourne to Lakes Entrance
19h 34min / 340.1km

DAY 16 - Wednesday 17th Oct
Lakes Entrance to Cooma
20h 35min / 346.3km

DAY 17 - Thursday 18th Oct
Cooma to Canberra
7h 22min / 127.8km

DAY 18 - Friday 19th Oct
Recovery Day

DAY 19 - Saturday 20th Oct
Canberra to Sydney for the
opening of the Invictus Games
19h 12min / 332.8km

DAY 20 - Sunday 21st Oct
Wrap up celebration

All cycling units had colour patches and badges. The colour patches were square with a white background and a superimposed red middle square. These were positioned at the top of each individual sleeve of the tunic. Below are examples of the 1 Australian Divisional Cyclist Company and the 2 Australian Divisional Cyclist Company

"Cycle units were deployed to the front line as well as undertaking cable burying, traffic control and reconnaissance work"

It is not well known that the AIF had cycling units that were used in many of the major battles during the First World War such as Messines in June 1917, and Passchendale July 1917.

The Chart below is to demonstrates the activity and venues that will take place during the campaign the travel time indicated below is for the use off the vehicle convoy only as the cycle will take the total 206 travel Hours.

Stops	Travel time(hrs)	Nights	Activity/Venue	Media
Brisbane			LAUNCH WESTS RUGBY IN CONJUNCTION WITH NATIONAL AWARENESS DAY	National Media
Brisbane to Toowomba to Tenterfield	2 2.5	1	LUNCH TIME STOP OVER TOOWOMBA. VETERAN BIKERS ESCORT OVERNIGHT TENTERFIELD	Brisbane and Local Media
Tenterfield to Armidale	2.5	1	OB BREAKFAST RADIO	Local Media
Armidale to Dubbo	5	2	R AND R EVENING	Local Media
Dubbo			MEDIA EVENT OPEN PLAINS ZOO /VEHICLES /ANIMALS/ ATHLETES	National and Local Media
Dubbo to Cowra via Bathurst	3 1	1	EVENT BATHURST 1000 MT PANORAMA. HELICOPTER ESCORT	National Media
Cowra to Goulburn	3	2	RSL EVENT	Local Media
Goulburn			POLICE ACADEMY EVENT	Local Media
Goulburn to Canberra	2	2	CIVIC RECEPTION	Local Media
Canberra			AFP EVENT CEREMONY AWM	Local Media
Canberra to Wagga	3	1	ACTIVITY RSL	Local Media
Wagga to Bendigo	5	1	ACTIVITY RSL	Local Media
Bendigo to Ballarat	2	1	MEET UP SA CONTINGENT ACTIVITY RSL	Local Media
Ballarat to Melbourne	2	2	SOMETHING AT RAAF BASE POINT COOK/LAVERTON ? HELICOPTER ESCORT	Local Media
Melbourne			ACTIVITY WITH PHOENIX/DVA/ DEFENCE/ MEET NZ CONTINGENT	National Media
Melbourne to Lakes Entrance	4.5	1	GOLF CLUB EVENT	Local Media
Lakes Entrance to Cooma	4	1	RSL EVENT	Local Media
Cooma to Canberra	2	2	DUNTROON EVENT	Local Media
Canberra			RECEPTION PARLIAMENT HOUSE	National Media
Canberra to SYD Opera House	4	2	HELICOPTER ESCORT TO OPENING INVICTUS GAMES	National Media
Sydney			WIND UP FUNCTION/ PADDINGTON RSL	Invite Media

TIME FOR ACTION!

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