



Sallys Ride

Tamar Valley Cycle Challenge

SUPPORTING MENTAL HEALTH IN TASMANIA

Rotary Club of Central Launceston Incorporated

District 9830 - Tasmania, Australia

ABN 74 450 219 908

Event Description
Sunday 15th November 2009

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INTRODUCTION

Sally's Ride started in 2002, when Sally Fletcher rode solo around Tasmania raising funds for mental health in Tasmania. In 2009 Sally, in conjunction with the Rotary Club of Central Launceston made a decision to expand the event and create a community bike ride through the Tamar Valley, thus the Sally's Ride "*Tamar Valley Cycle Challenge*" was created. This new event consists of 4 rides of varying lengths starting in Launceston and travelling through the Tamar Valley. There is also a Corporate Team challenge with the winner taking home the Forestry Tasmania Community Assist Corporate Challenge Shield.

The Rotary Club of Central Launceston are seeking sponsors for varying values to assist with promotion, and costs of running such an event. Any sponsorship money remaining after the costs of the event are paid will be added to the funds raised and donated to the chosen recipients. It is important to note that solely Rotarians and volunteers organize this event by donating their time and skills.

This document contains detailed information about the event. For Further information contact Tim Lack 0418560611 or Reachelle Beasley 0417 390 240

LAUNCH

The 2009 new concept Sally's Ride will be launched at the Hotel Grand Chancellor on Friday 14th August at 12 noon by the Hon Michelle Obyrne

THE HISTORY OF SALLY'S RIDE

- Sally cycled solo around Tasmania in 2002, 2003, 2005, 2007 and 2008.
- In 2002, Sally cycled 1400 kilometers solo and donated the money to the Time Out Project.
- In 2003 Sally raised \$27,000 with the support of the Rotary Club of South Launceston and a matching Grant from the Australian Rotary Health Research Fund (ARHRF). As a result a research grant of \$54,000 was awarded to Professor Ken Kirkby, head of the Department of Psychiatry University of Tasmania. The yshareit project was implemented.
- In November 2005 Sally cycled over 1,000 kilometers and raised \$27,000. Once again this amount of money was matched by the ARHRF and Professor Ken Kirkby was awarded the research grant.
- In 2007 \$53,000 was raised and with the support of the Rotary Club of Central Launceston and the ARHRF. Professor Ken Kirkby was the recipient of this year's partnership grant to continue investigating youth suicide in Tasmania and the yshareit project.
- In 2008 with the support of the Rotary Club of Central Launceston, Sally's focus was on youth and community participation. Sally raised more than \$29,500. A research matching grant from ARHRF is available for \$45,000.
- In 2009 with the support and assistance of the Rotary Club of Central Launceston, Sally's Ride 2009, "Tamar Valley Cycle Challenge" will be a one day community event with everyone working together to raise the funds to support existing mental health projects in Tasmania.

THE CYCLING ROUTES

The Start Finish is from Royal Park via Park st. in Launceston.

There will be 4 rides of different challenge levels with riding distances of 25km, 45km, 95km and the pinnacle event is the 140km ride with participants cycling down the Western side of the Tamar to Clarence Point , then boarding a Ferry to take them to York Cove, George Town on the other side, and cycle back to Launceston.

Participants will enjoy stunning views of the Tamar River on the Western journey and cycle through historic townships such as Beaconsfield and Beauty Point. On the way back from Georgetown the ride leaves the River and journeys through picturesque rural settings before re entering the Northern suburbs of Launceston and rejoining the River again.

The rides will start at varying times with the goal that everyone will finish at a similar time.

Participants must be 16yo of age or older unless a member of a cycling club and entries and payment can be submitted on line via the Rotary Clubs website www.rccl.org.au from 20th August 2009.

41 Degrees South - 25km. Entry Fee \$25 Starts 11.30am

Starting in Park St, Royal Park, Cyclists turn right on to Paterson St, left on to Margaret St go straight over Brisbane St, then right on to York St proceeding over the Paterson Bridge on to West Tamar Hwy. Proceed to Legana shopping centre round about and return. Back over the Paterson Bridge into Brisbane St. turn left into Margaret St then right into Paterson St and left into Park St and on to the finish line.

Note; Detailed descriptions of the rides including Km, road numbers, drink stations, toilet facilities and marshalls can be downloaded from the web site at www.rccl.org.au

Skoda Challenge– 45km. Entry Fee \$30 Starts 10.30am

Starting in Park St, Royal Park, cyclists turn right on to Paterson St, left on to Margaret St. go straight over Brisbane St, then right on to York St proceeding over the Paterson Bridge on to West Tamar Hwy. Proceed to End of Rosevears drive turning around the marker at the “Ernie Gatenby’s fish shop” 22.1 km prior to West Tamar hwy junction then return back along Rosevears Drive, left to West Tamar Highway, through Riverside, over the Paterson bridge into Brisbane St. turn left into Margaret St then right into Paterson St and left into Park St and on to the finish line.

Note; Detailed descriptions of the rides including Km, road numbers, drink stations, toilet facilities and marshalls can be downloaded from the web site at www.rccl.org.au

Forestry Tasmania Community Assist 95 km Challenge – 95km
Entry Fee \$40 Starts 9.30am

Starting in Park St, Royal Park, cyclists turn right on to Paterson St, left on to Margaret St, go straight over Brisbane St, then right on to York St proceeding over the Paterson Bridge on to West Tamar Hwy. Proceed down West Tamar Hwy, turn right into Rosevears Drive continue along Rosevears Drive, turn right onto West Tamar Highway to Blackwall turn off. Follow the road through Gravelly beach and Deviot. Turn right on to Batman Hwy and cross the Batman Bridge. Turn right on to East Tamar Hwy and proceed approx Turn right at Johnsons Rd towards Hillwood. Follow road along back to rivers edge turn on left on to Hillwood Jetty Rd. Proceed past football ground, veer left at the shop heading up hill. Turn right on Hillwood Rd proceed approx 1 km then turn right then left on to Dalrymple Rd. Proceed approx 1km then turn right on to the Old Bangor Tram Rd. proceed 9km before turning right on to the Pipers river rd. proceed through Karoola and Turners marsh. Turn right on to Lilydale Rd . Turn left at Rocherlea Tavern and follow northern outlet over Charles St Bridge turning right at Paterson St cyclists need to get into right hand lane here then right into Park St and on to the finish line.

Note; Detailed descriptions of the rides including Km, road numbers, drink stations, toilet facilities and marshalls can be downloaded from the web site at www.rccl.org.au

Tasmanian Perpetual Trustees – 140km. Entry Fee \$60
(inc ferry crossing) Starts 7.30am

Starting in Park St, Royal Park, cyclists turn right on to Paterson St, left on to Margaret St, go straight over Brisbane St, then right on to York St proceeding over the Paterson Bridge on to West Tamar Hwy. Proceed down West Tamar hwy, TURN RIGHT INTO Rosevears Drive, continue along Rosevears Drive, turn right into the West Tamar Highway continue to Blackwall turn off. Follow the road through Gravelly beach and Deviot. Turn left on Batman Hwy then turn right on Rowella Rd to Rowella Proceed past Ald Kirk road, Turning left on to Auburn Rd at top of the hill. Cycle past Tamar Ridge wines on the right , UP Goaty Hill and on to Beaconsfield. Turn right on to West Tamar Hwy and proceed through Beauty point past beauty point tourist park. Toilets available on the esplanade. and along West Arm Rd. Turn right on to Greens Beach Rd Travel approx 4 km then turn right and proceed to Clarence Point Pontoon/Boat ramp. Ferry will transport to York Cove, George Town. Disembark at resort pontoons. Left into Franklin St, Right into East Tamar Highway A8 Ride to East Tamar Hwy and turn right. Proceed (5.1 km then turn left on to the Bridport Rd. Travel 7.2 km then turn right on to Dalrymple rd (old East Tamar

hwy) proceed south then turn left on to the Old Bangor Tram Rd. proceed 9km before turning right on to the Pipers river Rd. Proceed through Karoola and Turners marsh. Beware of rail crossing at top of hill. Turn right on to Lilydale Rd. Turn left at Rocherlea tavern and follow northern outlet over Charles St Bridge turning right at Paterson St then right into Park St and on to the finish line.

Ferry Crossing (as per conditions of entry)

1. The Rotary Club of Central Launceston will use its best endeavours to take due care in handling bikes transported to the second stage of the 140km Ride, but is not responsible for any loss, damage, cost or expense that the Rider may suffer or incur as a result of the Rotary Club of Central Launceston handling his/her bike.
2. Ferry sailings will take place at the discretion of the Rotary Club of Central Launceston and the captain in charge.
3. all reasonable efforts will be made to transport as many riders as possible per sailing.
4. Last Sailing of the ferry will be no later than 12 noon unless otherwise decided by the captain in charge of the vessel

Note; Detailed descriptions of the rides including Km, road numbers, drink stations, toilet facilities and marshalls can be downloaded from the web site at www.rccl.org.au

**BREAD ROLLS AND FRUIT JUICE available AT Clarence Point PONTOON.
Toilet facilities available also**

The conclusion of the ride: photos will be taken of all participants as they cross the finish line.

- When riders return from their ride they will each receive a salad roll, bottle of water and a piece of fruit.
- The first 200 entries received on line will also receive a special tote bag containing items donated from local businesses.
- A bike repair station will be available free of charge for riders to have their bikes checked. Any repairs or adjustments will have to be undertaken by Riders.
- Tea, coffee and Take away food will also be available as well as other entertainment
- Random Prize draws will be conducted at the return of the last rider of each ride

THE RECIPIENTS OF RAISED FUNDS

The funds from Sally's Ride 2009 "Tamar Valley Cycling Challenge" will go directly to Tasmanian projects working towards improving the mental health of the community. The 'Time Out Project' is one of this year's recipients. Funds raised will also be distributed to other mental health resources in need of support as identified by the Rotary Club of Central Launceston

PAST RECIPIENTS OF SALLY'S RIDE

The Yshareit project

As a result of Sally's efforts and the matching grants made available from Australian Rotary Health Research Fund, Professor Ken Kirkby from the University of Tasmania implemented the "yshareit" project. This project fosters peer networking utilizing internet mental health resources. The research team has conducted youth workshops throughout Tasmania for around 130 youth ambassadors.

The second stage of this project is to complete an evaluation in schools of a 'virtual youth ambassador' program using interactive multimedia technology online, jointly funded by Rotary and beyondblue. This targets schools in rural and regional areas. This project aims to foster community engagement in youth mental health issues, supported by high quality internet resources – harnessing the power of people and accessible resources.

The Rotary funding for yshareit has been spent entirely in Tasmania. In addition to the money raised directly by Sally's ride, ARHRF has contributed matching funds from donations raised throughout Australia. External funding of yshareit by Beyondblue has contributed a further 100,000 dollars. All of these funds are spent in Tasmania on health research directed at better support and outcomes for those suffering from mental and emotional disorders. www.yshareit.com

ENTRIES

Entries can be made and paid for on line at www.rccl.org.au as well as entry forms which can be found at participating retail cycle outlets and published in the examiner.

Cyclists must arrive at Royal Park at least 15min before the scheduled start time. Cyclists must report to the registration tent to sign in and receive an official wrist band, the colour of which identifies the ride entered. Entrants will also receive a coordinated colour sticker with emergency phone numbers.

Route maps and descriptions will be available at registration upon request.

Participants under the age of 16 years entry fee will be \$15 for all rides except the 140km which requires a ferry charge of an additional \$20.

Participants under the age of 16 must be a member of a registered cycling club.

Corporate Teams entering the

Forestry Tasmania Community Assist Corporate Challenge Shield, a corporate team is made up of a minimum of 4 Riders with no maximum number of riders.

Team members can participate in any of the rides i.e. don't have to be all in the same ride.

Each corporate ride member will wear an additional coloured arm band to indicate that they are part of a corporate team. These must be collected at rider registration on the day

The cumulative number of km ridden by members of the team is calculated and the team with the most km is the winner of the *Forestry Tasmania Community Assist Corporate Challenge Shield*

Safety

Safety on the ride is of paramount importance. There will be at least 2 Escort vehicles on each ride, 1 in front of the leading rider and one immediately following the last rider.

There will be a first aid officer travelling in the following vehicle of each ride and can be contacted in an emergency by phoning the number on the sticker issued at the start of the ride.

Although there will be some food and water available on the ride, riders are ultimately responsible for their own hydration and nourishment

Road Rules

During the Ride, the Rider must comply with all traffic and road laws, all directions issued by Police and all instructions given by The Rotary Club of Central Launceston or any employees or officials representing The Rotary Club of Central Launceston at the Ride. Failure to do so may result in the Rider being removed from the Ride and will not receive a registration refund.

The Rider must wear an Australian standard cycling helmet at all times during the Ride while riding a bicycle.

SPONSORSHIP OPTIONS

There are four sponsorship options available details of each option are below

1. Gold Sponsor
2. Silver Sponsor
3. Naming sponsor of a chosen ride
4. Supporting Sponsor

1. Gold Sponsor

- To qualify as a Gold Sponsor a donation greater than \$3000 must be made prior to the event
- The business will be recognized as a naming sponsor for their chosen ride
- 4 Free entries to participate in any of the rides
- Invitation to the launch of the event in which a representative will be invited to make a short speech about the organisation and its link to the event
- Promotional material will be supplied to your organisation to be displayed at the place of business
- The business logo will be on the official event website and will be linked to your website
- Logo will be placed on all print and television media (including road signage)
- Business name will be mentioned on television advertising
- The business Logo will be placed on the official cycling jersey
- Space will be available to the business to hand out promotional material on the day of the event
- Certificate of appreciation will also be presented

2. Silver Sponsor

- To qualify as a Silver Sponsor a donation of between greater than \$1500 - \$3000 must be made prior to the event
- 4 Free entries to participate in any of the rides
- Invitation to the launch of the event
- Promotional material will be supplied to you organisation to be displayed at the place of business
- Business logo will be on the official website for the event and will be linked to your website
- Logo will be placed on all print and television media (excluding road signage)
- Business name will be mentioned on television advertising
- The business Logo will be placed on the official cycling jersey
- Certificate of appreciation will also be presented

SPONSORSHIP OPTIONS - CONTINUED

3. Naming sponsor of a ride

A naming sponsor is sought for each ride. As a naming sponsor you will receive the following recognition:

- A representative from your organisation will start their race
- 4 Free entries to participate in the sponsored ride
- Invitation to the launch of the event
- Promotional material will be supplied to you organisation to be displayed at the place of business
- Business logo will be on the official website for the event
- Logo will be placed on all print and television media (excluding road signage)
- Certificate of appreciation will also be presented
 - Ride 1- 25km cost \$1000
 - Ride 2 45km cost \$1000
 - Ride 3 – 95km cost \$1000
 - Ride 4 – 140km cost \$1500

4. Supporting Sponsor

- A supporting sponsor will be recognized for their in-kind donations or assistance in running/organizing the event.
- All money donations received that are less than \$1500 will fall into this category
- Promotional material will be supplied to you organisation to be displayed at the place of business
- Business logo will be on the official website for the event
- Certificate of appreciation will also be presented

CONCLUSION

This event will be targeted towards professional and recreational bike riders, as well as corporate businesses that are able to put together a small group to ride in the event.

Allowing us to not only market the event but also bring to the forefront the importance of mental health issues within our community.

For further information about the Rotary Club of Central Launceston please go to www.rccl.org.au

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