



4WD challenge

7 - 14 APRIL 2018

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Across the Great Australian Bight



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Variety - the Children's Charity enriches the lives of South Australian children who are sick, disadvantaged or have special needs by providing practical equipment and programs.

Chairman's Message



As most of you are probably aware, the Variety 4WD Challenge plays a major part in the list of Variety's fundraisers, helping to enhance the lives of children who are sick, disadvantaged or have special needs in our community.

In my 5th year as chair it is indeed a pleasure to announce the 2018 Variety 4WD

Challenge proudly sponsored by Jarvis Toyota is heading west to Esperance and finishing in Streaky Bay and will be aptly titled 'The Great Australian Bight.'

Once again, we are extremely grateful to our sponsors and to Richard Collins and the Jarvis Group for their 21st year in succession as our Platinum sponsor, what a fantastic commitment.

To our gold sponsors BTR Excavations, Tim Adams Wines, Codan, Ramsey Bros, SES Industrial Services, and Stratco a huge thank you.

To our silver sponsors Accord Property, Advance Robes, Badge, Beasley Solar Pool Heating, Bianco Reinforcing, Big O 4x4, Frost Constructions and Stringer Roofing thank you once again for your continued support.

Please support our sponsors where possible.

Let's not forget our hardworking committee, office staff, and band of willing volunteers who give up a huge amount of time, energy and money to bring you an amazing week of fine food, fine wines, fantastic scenery, great 4WDing, and above all camaraderie. Thank you so much for your support.

Well, let's talk about "The Great Australian Bight". Having returned from two weeks on survey in July I can promise you some of the most spectacular coastline and scenery there is to offer in this fantastic country of ours. Essentially, we follow in the footsteps of one of our most famous explorers Edward John Eyre taking in the pristine beaches, massive sand dunes, and awesome 4WDing in this remote and generally uncharted part of Australia; not a lot has changed since he set out on this epic journey from Adelaide to Albany in 1840. So get those entries in quick to avoid missing the trip of a lifetime.

Finally there is only one more factor that will top this amazing journey and that is the end result of your fundraising efforts for the ever increasing demand of our special kids.

So let's make it a year to remember all round, and I look forward to catching up with you all at the launch.

David Ahola, 4WD Challenge Chairman

Sponsor's Message



It is my pleasure to be writing this sponsor's message as General Manager of Jarvis Toyota.

I have been with The Jarvis Group for over 31 years and it has been an absolute delight to view the true dedication we, as an organisation, have to the 4WD Challenge and Variety itself.

Our commitment is driven by the knowledge that we are helping the community and providing ongoing assistance to benefit the lives of South Australian children in need.

In its history, the 4WD Challenge has always strived for the absolute best. No amount of inclement weather or economic obstacles get in their way. The great success is without doubt due to the hard work, dedication and determination by everyone involved. The outstanding fundraising results that we've seen over the years demonstrates the overwhelming support Variety has in the community. It should also be noted that this event is run in such a professional, entertaining

and outstanding manner by Variety and their team of volunteers, the decision to continue our support it is not a difficult one.

The 4WD Challenge has grown from year to year since its inception in 1995; not only in the funds it generates, but in its capacity as a memorable event for all who are associated with it. We are immensely honoured to be involved and with unrelenting enthusiasm and commitment, I'm sure we will have another fantastic year that will enable us to touch the lives of even more children.

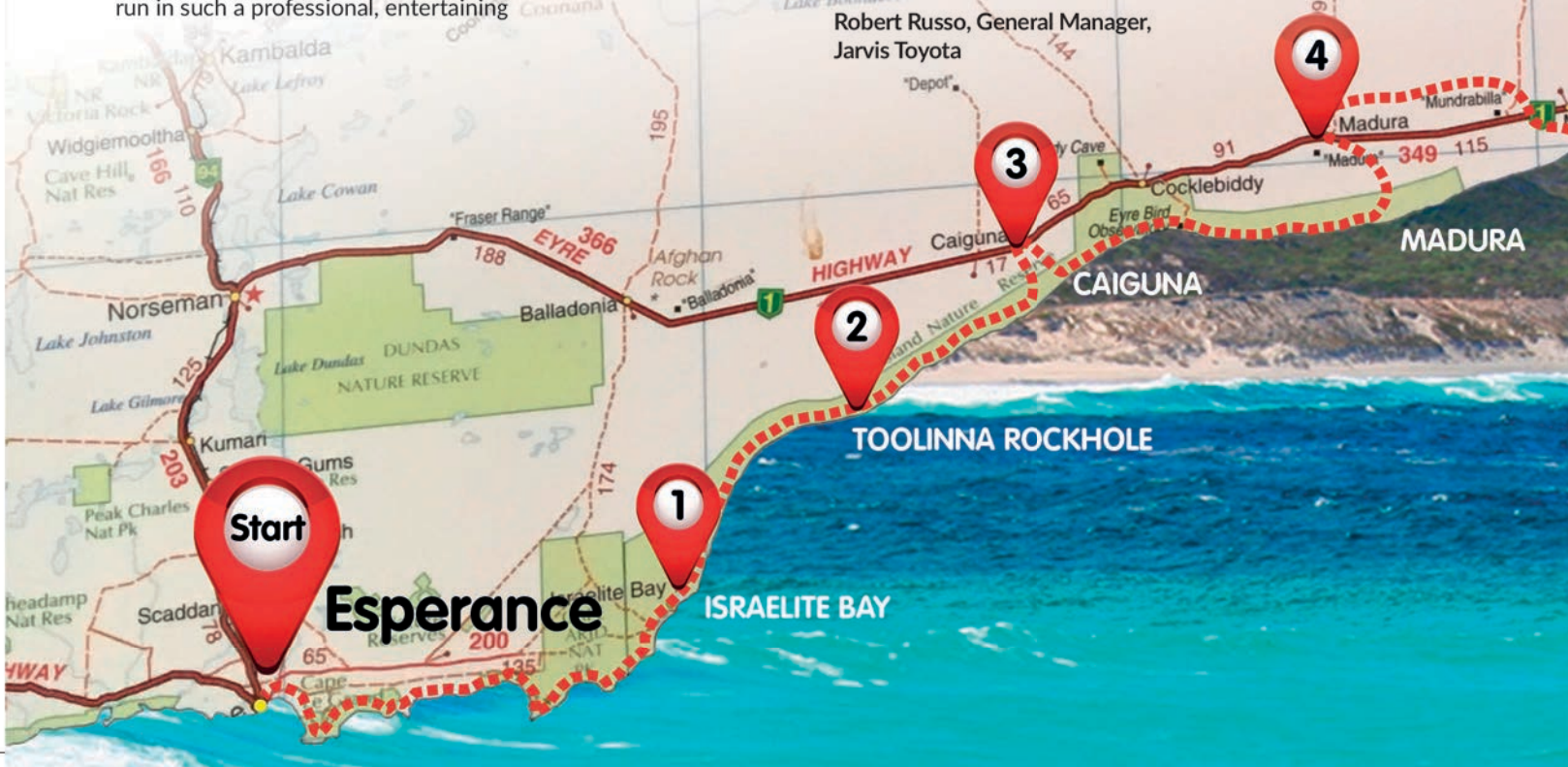
We believe our involvement with Variety has impacted extremely positively on our business and we would highly recommend Variety to companies who are considering sponsorship of, or alignment with, a charity. It is a great family to belong to.

We would also like to encourage anyone who is considering becoming a participant to come on board in 2018.

On behalf of all the team at Jarvis Toyota, we are looking forward to sponsoring the 2018 4WD Challenge and what is sure to be another fantastic year.

Robert Russo, General Manager,
Jarvis Toyota

Jarvis Toyota



Across the Great Australian Bight

2018 4WD Challenge

The Challenge is heading west, far west! Starting in Esperance, Western Australia and following the Great Australian Bight around to Streaky Bay will certainly offer amazing views, challenging sand and even the possibility of a whale or two.

This route is certainly an expedition most would only ever dream of undertaking and the 2018 Challenge will offer the opportunity to do it in style with gourmet catering, entertainment, comforts of hot showers, 2 nights' accommodation and some very special hospitality from the West Coast towns of Smoky Bay and Streaky. This is glamping!

Day 1: Following your daily route instructions, the Chairman's track traverse's Wylie Head and the sweeping beaches of Cape LeGrand and Cape Arid before arriving at Israelite Bay.

Day 2: With the Wylie Scarp to the north and Great Australian Bight to the South, The challenge will be the towering Bibunuya Dunes that are over 120m high. These dunes are like nothing else in the country and are the largest in the Southern Hemisphere. Camp tonight will be at the remote Toolinna Rockhole but rest assured the service vehicle team have your hot showers and amenities covered.

Day 3: Across the top of the Bight and Baxter Cliffs views will be unforgettable as we head for an evening at Caiguna.

Day 4: Twilight Cove and the Eyre Bird observatory will be a highlight of today before a very special campsite; which will add perspective to the Bight as you sip cocktails and watch the sunset with our catering team serving yet another great meal.

Day 5: The rocky limestone tracks will make travel interesting as we head towards Eucla where all will enjoy a night in accommodation.

Day 6: Skirting the very edge of the Bight we will reach the Head of the Bight! A gourmet lunch and then onto a campsite at Cheetima Beach to set us up for a run to the finish.

Day 7: More sand dunes and beaches will take entrants through to Fowlers Bay and onto Smoky Bay where the locals will spoil entrants with West Coast hospitality. Tonight's dinner will be on the beach and a party, 'The Variety Way,' late into the night with great entertainment.

Day 8: Smoky Bay community have one more trick up their sleeve in the morning before we traverse the cliffs on our way to Streaky Bay where we will celebrate the contribution and fundraising result of the **2018 Variety SA 4WD Challenge - Across the Great Australian Bight!**



The Event

Variety's premier 4WD event in Australia is an eight-day outback adventure taking 4WD vehicles and their owners off the bitumen and into the outback, but doing it in style. The emphasis is on good tracks, fabulous scenery, great food and wine and of course, fun and entertainment.

EXPERIENCED OR LOOKING FOR SOME?

The Challenge caters for both the experienced and inexperienced four-wheel drive enthusiasts. If you are looking for an eight-day outback adventure with all the excitement of 4WD driving, with a group of fun loving, like-minded people then consider Variety's 4WD Challenge.

CREW

You will need a minimum of two people per car: some bring their partners others their mates and it is also a great bonding experience to do with your son or daughter, providing they are over 18. With extra fundraising, you are also able to have up to four people in a car.

SUPPORT SYSTEMS

The event is run by a team of volunteer officials which include medical support, mechanical 4WD specialists and a tyre expert. The officials communicate using a Codan HF radio network ensuring the event is safe and coordinating all vehicles and aircraft on the event.

COSTS

Entry Fee - \$550 entry fee is payable per vehicle to guarantee you spot on the event.

Participation Fee - \$1200 per crew member this fee covers all gourmet meals and entertainment, along with nightly sunset parties for the duration of the 8 day event, 2 nights' accommodation (mid-week and final night) along with the event merchandise.

FUNDRAISING

A Minimum of \$7000 per vehicle of fundraising or sponsorship is required to participate. For vehicles with 3 or more crew members, an additional \$1500 fundraising per person is required.

As with all Variety Events, you are encouraged to raise as much as possible and the Variety office is here to assist you with this, please talk to the event team for ideas and resources.

WHAT IS TAX DEDUCTIBLE?

Monies donated to Variety are generally tax deductible under the Income Tax Assessment Act provided they qualify as an unfettered donation; that is, the donor can prove that they have received no value in return for the donation.

WHAT IS NOT TAX DEDUCTIBLE?

Sponsors and entrants should accordingly be aware that the following ARE NOT deductible as donations. These costs are met personally by the crew members.

1. The \$550 entry fee
2. Event participation fee (includes, meals, merchandise and accommodation costs etc)
3. Vehicle purchase, preparation, maintenance and running costs
4. Associated travel costs eg, return airfares, vehicle return transport or vehicle recovery costs
5. Additional merchandise purchases
6. Ticket sales, including raffle tickets
7. Auction Items

Variety is not a tax consultant and therefore assumes no liability for action taken as a result of these guidelines. In any instances where an entrant or a sponsor is uncertain of the tax implications of their involvement, they should consult their own accountant or tax adviser.



GEAR YOU WILL NEED

To ensure your vehicle meets the challenge, it will need to have 4WD with high and low range and quality all terrain tyres. Most 4WD are ready to go off the showroom floor and you are also able to hire them for the event.

Additional Items you will require are:

- Snatch strap and suitable bow shackles (min 3 tonne rating)
- Adequate recovery points on front and rear of your vehicle
- Two extra spare tyres on rims
- 2x Recovery Tracks (Maxtrax or similar)
- Spare air filters, there can be a lot of dust at times.
- Suitable spares & tools as your experience of the vehicle dictates
- Fire extinguisher
- First Aid kit
- Camping gear, swags/tent
- Shovel & toilet paper
- Air compressor
- UHF radio, fitted to vehicle
- 20L container of water





How the money has been spent

In 2016, Variety SA funded 209 grants and distributed \$3.16 million to help more than 26,000 children in South Australia who are sick, disadvantaged and have special needs.

GRANTS	AMOUNT (approx)
Child Health Research Institute (CHRI)	\$1,950,000
Establishment	
Equipment	
Royal Flying Doctor Service	\$1,100,000
Medically equip new aircraft	
Novita Children's Services	\$1,940,000
Splints Program	
Various Equipment	
Variety Cochlear Implant Program	\$349,000
Women's and Children's Hospital	\$3,710,000
Variety Adolescent Ward	
Cardiac Surgery Unit	
High Dependency Unit	
Equipment for Paediatric Operating Theatres	
Hydrotherapy Pool	
CUSA Machine	
Medical Videoconferencing equipment	
Orthopaedic Clinic	
Respite Housing	\$975,000
Autism	
Minda	
Flinders Medical Centre	\$1,700,000
Neonatal Intensive Care Unit & Research Lab	
Paediatric Outpatients Facility	
Paediatric Ward upgrade	
Life Education Caravans	\$255,025
Ronald McDonald House	\$520,000
Accommodation Wing	
Housing Facility	
Adelaide Dental School	\$400,000
Refurbishment of Paediatric Area	
Myoletric Prosthesis Program	\$184,000
Riding for the Disabled	\$1,656,080
Canteen Teenage Camps	\$150,000
McGuiness McDermott Little Heroes	\$326,000
MRI machine in WCH	
Sparc Disability Foundation	\$20,000
Cora Barclay Centre	\$896,420
SOS Children's Village	\$214,000
Can Do for Kids & Townsend House	\$79,000
Hearing & Vision Projects	
Early Intervention Toy Library	
Specialised Equipment	
Australian Cranio Facial Foundation	\$83,000
Medical Equipment	
Dolphin Imaging Equipment	
Youth at Risk Personal Development Projects	
- Operation Flinders	\$1,308,640
- Police Blue Light	\$538,000
- Time for Kids	\$746,360
- Cavan Education Centre	\$82,000
- Youth Opportunities	\$246,240
- Riverland Youth Ministries	\$50,000
- SA Tall Ships - One & All	\$540,000
- Zoos SA	\$322,963
Variety Scholarships	\$560,921
Ladies of Variety - Variety@Work	\$3,787,398

Variety Overview

Variety is a worldwide volunteer organisation devoted to enriching the lives of children who are sick, disadvantaged or have special needs by assisting them to live, laugh and learn.

It all started in Pittsburgh, Pennsylvania in 1927 when a group of people, working in a theatre, formed a social club they called Variety. This Club took on the task of fostering and caring for an infant girl who was found in the stalls of the theatre.

Variety has been operating in South Australia since 1983 and has alone raised in excess of \$53 million net. Thousands of children have benefited from funds raised through our events.

WHERE THE MONEY GOES

The Grants Committee, the Honorary Medical Panel and the Board of Variety ensure that all funds are used effectively to provide opportunities in life for as many children as possible and particularly those who are least able to help themselves. Grants are made available to children's organisations, hospitals, special schools and individuals that meet Variety's funding criteria. Payment is direct to the supplier of the equipment or service and the emphasis is to support the communities in which the monies were raised.

How to Fundraise

Once you make the commitment to join the 4WD Challenge you will want to start fundraising. Here are a few ideas to help you get started:

- Set up a personal fundraising page using Everyday Hero - family, friends and supporters can donate online
- Email a letter (available from the office) to your database asking them for support
- Use social media like Facebook and Twitter to spread the word.
- Approach friends who may have their own business and ask them to sponsor your car (you can affix their company logo)
- Ask friends and colleagues to make Variety the beneficiary of casual days, social club events, a special morning tea or BBQ.
- Shaking tins in a high traffic area in your local community (available from the office)
- Pub collections, ask a local bar to collect \$1 for water and donate the money to Variety
- Sell product e.g. chocolates, wine, lamingtons

Variety staff are available to assist with questions and advice regarding your fundraising and can provide marketing material such as banners and corflutes.

Importance of Sponsorship

Next to the children, the sponsors are our most important group. Whether it be a car in the Variety SA 4WD Challenge or support for other events and special projects, it is the sponsors therefore, who are really helping the children and without this support there would not be an event.

Over the past twenty-three years the Variety SA 4WD Challenge has raised in excess of \$7 million dollars' net.

There are thousands of children in South Australia who would

benefit from your involvement as a sponsor of a vehicle in the Variety SA 4WD Challenge.

Many major companies including Jarvis Toyota, Kennards Hire, Willis Cakes, Stratco, Tim Adams Wines, Adelaide Brighton Cement and the Adelaide Convention Centre have chosen Variety as their 'preferred charity' over the years and proudly publicise this.

Not only is the company seen as a good corporate citizen, but by investing in Variety, you are investing in over 50 charities and organisations around the state. It enables the receptionist or personal assistant to advise those ringing for a donation that Variety is your preferred charity with a simple explanation 'please phone Variety, if your grant fits the guidelines Variety may fund your request'.

Workplace Giving Program

A great fundraising initiative

What will you give?

The message in our 'Workplace Giving' campaign is simple. For as little as \$2 per week, an individual can make a real difference to the life of a child in SA.

By signing up your organisation's employees to Variety's Workplace Giving Program, donations received from organisations and individuals can be attributed to a chosen 4WD vehicle, not only helping the car's fundraising tally but helping kids in need in SA!

For just \$8 per month over a year, your regular gift could assist with the purchase of glasses for a child with visual impairment.

Workplace Giving Brochures are available from the office. Please contact 8293 8744.



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