

Friends of the Avenue Newsletter

April 2014

Hi Friends,

Firstly, welcome to Terry Edmondson and Marion Watson who have officially joined the AAHA Committee. They have been doing so much behind the scenes for us that we thought they needed official recognition for their efforts. Terry will be looking after merchandise for us and Marion, along with her husband Hugh, will continue with the excellent work they do every day at the Avenue with helping to maintain it in pristine condition. I'm sure we'll have some other tasks for them to help us with also!

The Committee has been kept very busy of late, especially with so many events being planned at the Avenue; the majority of these are listed in the date claimer's section and on our website. One event which is very special for us is the ANZAC Day Dawn Service at the Avenue; more details will be send to our 'Friends' once the program is finalised. We are fortunate to have Mark Matthews, Advance Cairns CEO, agree to be MC at this service. As many of your would know, Mark comes from a military background with the Australian Defence Force, so an ideal person to officiate at our inaugural Dawn Service.



Mark Matthews

1 RAR (Lavarack), 51st Battalion and HMAS from Cairns will have personnel attend the service and we greatly appreciate their ongoing support. As well, there will be representation from the Patriots (Cairns Chapter) and H.O.G.s who will be riding up the Range to join us.

Following on from the success from last year's 'A Night for The Avenue' fundraiser which was held at the Mareeba RSL we are holding our second fundraising dinner dance on Saturday 5 April. The Anzac Ball will be raising much needed funds and awareness for both the Avenue of Honour and Soldier On. Once again, we have been fortunate to have the Townsville 1RAR Band come and support our event this year. They are a first-class act, playing music which keeps you on the dance floor all night.

Our guest speaker, Michael Lyddiard, was injured in Afghanistan by an IED in October 2007 and his story is very inspiring. The night will also consist of full table service, a three course al-a-carte meal, spot prizes, lucky door prizes and auction items. The dress is formal/semi-formal and all we are asking is NO DENIM please.



L-R: Tracy O'Shea, Barb & Craig Reedman

The night is just a great opportunity to get dressed up, enjoy a fabulous meal and wonderful live entertainment, whilst supporting great causes. It's not too late to make a reservation! Tickets are \$60 a head and can be purchased from the Mareeba RSL Club by phoning 4092-1396.

Defence Welcome and Information Expos 2014

Recently, the AAHA Committee were invited to participate in three Defence Welcome and Information Expos which were held at HMAS Cairns, the 51st Battalion in Cairns and in Townsville at the RSL Stadium. Many thanks to DCO Area Manager, Kim Copeland, Major Chris Reed, Defence Community Organisation Military Support Officer and their team of helpers, for providing us with this wonderful opportunity to showcase the Avenue. Committee members who attended these events thoroughly enjoyed the experience and we felt very privileged to be invited to participate.



L-R: Lieutenant Commander Rod Howard (HMAS Cairns) & Major Chris Reed at the 51st Battalion

Major Chris Reed has kindly provided the following information regarding the Expo recently held in Townsville:

"The 'Townsville Defence Welcome and Information Expo 2014' showcased local community services, provided Defence families with information on the education, recreation and support services available in the local area. The event was also an opportunity for Defence families new to the area to find out about life in Townsville and to meet other families and local community representatives."



The Welcome Expo is a great opportunity for Defence families to get to know their local area. Being in the ADF can mean a lot of moving around and the Expo is a great opportunity to welcome new families to the area and help them get to know this very special part of the world.

The Defence Community Organisation offers a range of programs and services to help Defence members and their families manage their mobile lifestyle, and works with families and local communities to build a strong, connected and resilient Defence community.

At the Expo there were information stalls and exhibits by local Defence, community and government services, opportunities to change your electoral enrolment or licence, register your pet, find out about recreational opportunities, information on employment for Defence family members, entertainment, and a range of free activities for kids. Also, for the first time, was a display by the Afghanistan Avenue of Honour in Yungaburra."



L-R: Ken Cork, Annie Cork, Shaaron Linwood & Terry Edmondson

Oh, and let's not forget a big thank-you to Major Mark Smith and his lovely wife Maryanne for their hospitality and great company on the Saturday night we were in Townsville!

*Base renamed in honour of Victoria Cross recipient
~ the Australian domestic compound at Al Minhad Air Base in the
United Arab Emirates is now officially known as Camp Baird, in
memory of Corporal Cameron Baird VC MG*

Corporal Baird VC MG was killed in action in Uruzgan province on 22 June 2013 while serving as part of the Special Operations Task Group. On the day of Corporal Baird's posthumous investiture as Australia's 100th recipient of the Victoria Cross, Commander of Joint Task Force 633, Major General Craig Orme made the announcement to Australian personnel who had gathered to pay tribute to the 2nd Commando Regiment soldier.



"As an enduring legacy to Corporal Baird's valour, I'm announcing that the Australian domestic compound here at Al Minhad Air Base will in future be known and remembered as Camp Baird – in recognition of a great soldier and a great warrior," he said. "This is a special tribute to a member of Joint Task Force 633 who made the ultimate sacrifice." The small service also saw a reading of Corporal Baird's Victoria Cross citation detailing his courageous actions under enemy fire as a commando team commander during a helicopter assault into Ghawchak Village in the Khod Valley.



"The Victoria Cross is Australia's highest honour and only awarded to those who display the most conspicuous gallantry and daring in the face of the enemy. In the history of our nation only 99 other Australians have received the Victoria Cross, Corporal Baird is the 100th," Major General Orme said.

The Victoria Cross for Australia was conferred on Corporal Baird's parents, Doug and Kaye, and brother, Brendan, during a ceremony at Government House in Canberra on 18 February 2014.

Corporal Cameron Baird VC MG is the 40th Australian soldier to be killed on active service in Afghanistan.

The Committee are pleased to advise that Cameron's name has been added to the Honour Board and included on the special plaque for VC recipients at the Avenue.

Website

Many of you would have been onto our website which is now up and running, albeit a few tweaking's still to be carried out. A big thanks to James Leech and also to John Hardy, Shaaron Linwood, Gordon and Susan Chuck for this input.

For those of you on Facebook, we also have our own Avenue page which Jason Chuck kindly administers and maintains for us. Thanks Jason!



Jason Chuck



EVENT ~ 22-23 November 2014

Of particular interest to triathlon enthusiasts, Amanda Riches, TRC's Event Coordinator for this event has provided the following information:

The inaugural Soldier On Triathlon will be held on the Tinaburra Foreshore of the beautiful Atherton Tablelands, which will be a unique and spectacular viewing area for spectators providing kilometres of trail and picturesque scenery. The incredible growth in the development of triathlons in Australia is expected to continue; 2011/12 saw 134,815 entrants in Australia and in 2012/13 that number jumped to 160,587. The Sprint, Enticer, Olympic, distance, Kids, Corporate and Para-triathlon offer athletes the opportunity to run the beautiful courses on the Tablelands and experience a race like no other, while raising funds that will be distributed to the Soldier On, non-profit organization.

What the Triathlon embodies is the essence of the Soldier On Organization:

"Physical challenges are often the most profoundly inspirational, especially when those who conquer them have had to conquer unimaginable injuries, both physical and psychological. The Soldier On Triathlon, to be held at the beautiful Avenue of Honour at Lake Tinaroo, will serve exactly that purpose. Not only is it a fantastic fundraising opportunity for the charity, but it embodies two of our three pillars – inspire and empower."

Title naming rights for the 2014 Soldier On Triathlon

\$20,000

Title naming rights for the 2014 Soldier On Triathlon Festival is the highest level of sponsorship on offer:

- The sponsoring business name will be included in the title of the triathlon; e.g. <Business Name>Soldier On Triathlon;
- The business name and logo will be displayed on all merchandising and advertising;
- Business and logo will be in a central position on the event webpage;
- Business name and logo will have a central position on race booklets;
- Logo will be in a central position on race shirts received by every athlete;
- Business name will be mentioned in all media correspondence including newspaper, radio and television;
- Business name will be mentioned throughout the weekend commentary and post-race awards ceremony;
- The title sponsor will be entitled to have a Table/banner at Saturday athlete check in - sponsor provides banner;
- The title sponsor will have the ability to have signage visible throughout the event and awards ceremony;
- Logo and hyperlink 1st level placement on event website www.soldierontriathlon.com.au;
- 4 complimentary race entries.



Gold Sponsor

\$5,000

Gold level sponsorship offers many of the advantages of the Title Naming sponsorship but without the advantage of event naming.

- Logo 2nd level centre on side of event apparel;
- The Gold sponsor will be entitled to a table/banner at Saturday athlete check in - sponsor provides banner;
- Banner space alongside transition area - sponsor provides banner;
- Logo and hyperlink 2nd level placement on event website www.soldierontriathlon.com.au;
- Two complimentary race entries.

Silver Sponsor

\$1,000

Silver sponsors gain a large amount of exposure through many forms of media throughout the event.

- Logo 3rd level on side or back of event apparel;
- Banner space at Saturday athlete check in - sponsor provides banner;
- Banner space alongside transition area - sponsor provides banner;
- Logo and hyperlink 3rd level listing on event website www.soldierontriathlon.com.au;
- One complimentary race entry.



Bronze Sponsor

\$300

Bronze Sponsor with stall

\$500

Bronze sponsorship offers businesses the opportunity to show their support for the event and the soldier on course. This package is available with two options one with a stall near the ticketing station and one without.

- Bronze sponsors will have their logo displayed in the race and event brochures;
- Banner space alongside transition area - sponsor provides banner;
- Logo and hyperlink 4th level listing on event website www.soldierontriathlon.com.au
- Free entry for a team to enter the corporate event on Sunday.



Entry Fees

Enticer - \$50

Sprint - \$85

Olympic - \$125 Kids - \$20

Corporate - \$120

Entries are expected to open online from late April.

Facebook: <https://www.facebook.com/SoldierOnTriathlon>.

If you would like further information or a copy of the prospectus, please contact Amanda Riches, Event Coordinator, email amandar@trc.qld.gov.au or phone 0417-344-486.

Date claimers - events /services planned for 2014



Saturday night 5 April ~ Avenue & Soldier On Fundraising Ball, Mareeba RSL. Further enquiries can be directed to Barbi Reedman on barbireedman@hotmail.com. or Tracy O'Shea on tracey@mareebarslclub.com.au.

Friday 25 April, 4.45 for 5.00am ~ ANZAC Day Dawn Service @ The Avenue (followed by the 8am service at the Cenotaph in Yungaburra). For further enquiries, please contact John Hardy on john.hardy51@bigpond.com or Annie Cork on info@avenue.com.au.



Saturday night 7 June ~ Black Tie Dinner Dance at Lake Eacham Hotel, cost \$50 per person. Further enquiries can be directed to Kay Moloney on kay.molon@bigpond.com.



Saturday 21 June ~ Patriots Australia (Cairns Chapter) Charity Ride & Service. Please contact Kurt Cooper on pacc.vp@gmail.com for more information.

Sunday 22 June ~ Bush Poet's Breakfast (details to be advised at a later date).

Tuesday 11 November ~ Remembrance Day Ceremony at the Avenue ~ being organised by the AAHA Committee.

Saturday 22 & Sunday 23 November ~ 2014 Soldier On Triathlon ~ being organised by Tablelands Regional Council. Further enquiries can be directed to Amanda Riches on amandar@trc.qld.gov.au or 0417-344-486.



'FRIENDS OF THE AVENUE' SNAPSHOTS



Tablelands Regional Council Australia Day Ceremony 2014

Award won: Community Event of the Year

(for the Official Opening of the Afghanistan Avenue of Honour)

Front row L-R: Marion Watson & Susan Chuck.

Second row L-R: Hugh Watson, Annie Cork, Terry Edmondson & Shaaron Linwood;

Back row L-R: John Hardy, Gordon Chuck, Ken Cork & Ray Byrnes



Patriots Vice-President Kurt Cooper speaking with AAHA President Ray Byrnes & Gordon Chuck regarding the Patriots Charity Run & Service at the Avenue



AAHA Committee member John Hardy speaking with Geoffrey Cattana WO1 at the 'Welcome & Information Expo' at the 51st Battalion (Cairns)



'Welcome & Information Expo' at the 51st Battalion (Cairns)



Welcome & Information Expo' at the 51st Battalion (Cairns)



'Welcome & Information Expo' at RSL Stadium, Townsville