

Q&A Info Session

12 March 2024

Woolies on Wheels 2024

**Curing cancer,
changing lives**



TODAY'S SESSION

- Fundraising
- Training
- The Route
- The Tour
- Tour Checklist
- Values Jerseys
- VIP Suitcase
- Questions

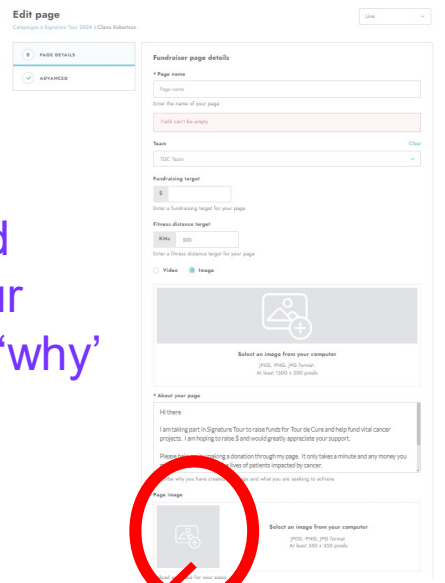




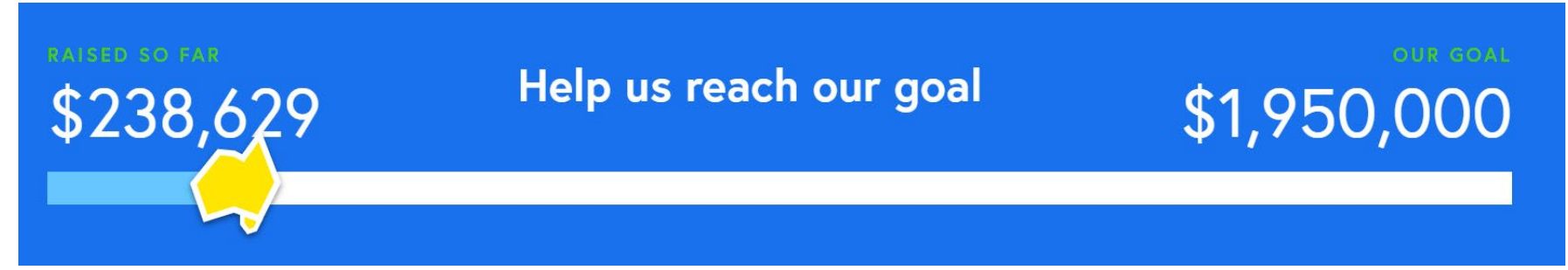
Fundraising

At 50% of commitment

Tour de Cure | Fundraising Update



Log on and update your photo and 'why'



March Fundraising Milestone
50% of your fundraising commitment

Riders: \$2,500, 50% = \$1,250
Support Crew: \$700, 50% = \$350

11-Mar	18-Mar	25-Mar	1-Apr	8-Apr	15-Apr	22-Apr	29-Apr	6-May	13-May
			Easter			Anzac			
9	8	7	6	5	4 Book Bike Svc	3	2 Bike Service	1	Tour 12-14 May
Fundraising	50%		Fundraising	75%		Fundraising	100%		
Level 3	Level 3	Level 3	Level 4	Level 4	Level 4	Level 4	Level 4	Level 4	Tour Ready

Top Individuals

Individuals Teams Find a fundraiser

Jon Clark \$4,105	Ashwin Uppuluri \$3,478	Elise Heydon \$3,162	Wesley Dose \$3,116	Malcolm Salameh \$2,696
John Gornall \$2,695	Scott Payer \$2,538	Dean O'Neill \$2,516	Darshini Thurairatnam \$1,925	Viktor Vasica \$1,914
Attila Jackson \$1,662	Anoop Sinkaran \$1,229	Pete Johnson \$1,224	Josh Perkins \$1,148	Tracy Nichols \$1,132

Top Teams

Individuals Teams Find a team

Architecture for Cure \$7,143	NSW Property \$3,909	Walking People \$3,631	SANT Walkers 2024 \$3,018	C-SO far C-SO good \$2,645
Big W Vic \$2,226	The Chicken Ninja's \$1,663	NSW Supermarkets \$1,662	360 FM \$1,520	Tesseract Ride Team \$1,518
WFC Walking Warriors \$1,240	WA Walkers \$1,196	Holly Shrub \$1,183	FSS Hobart \$1,121	Team CrowdStrike \$799

Tour de Cure | What's your fundraising plan?

Ways to fundraise

Just Ask 

Sell product, service or merchandise 

Host an event 

Run a raffle or auction 

Self Fund 

Corporate Matching 

Get started in 5 easy steps

Breakdown your target into weekly goals 

Update your fundraising page 


Make a tax deductible donation 

Just Ask 

Have a plan 

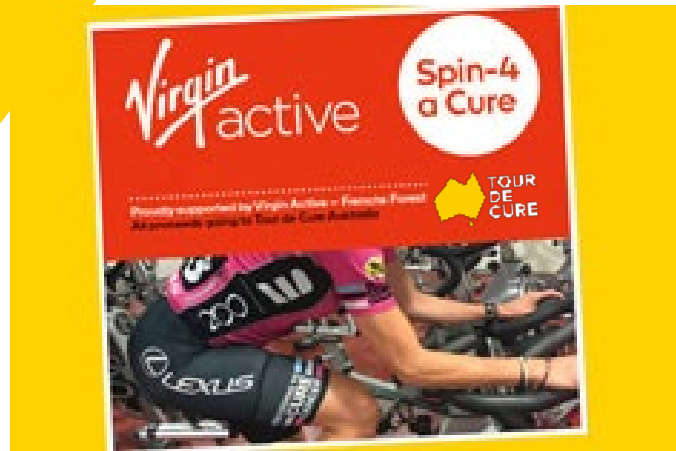
Fundraising commitment

Riders \$2,500
Support Crew: \$700

March Milestone: 50% 



Tour de Cure | What kind of fundraiser are you?



Sporty or Social?

- **Social Media addict:** Just ask, share your story, sell unwanted 'stuff' on Facebook marketplace
- **Games Night:** Get your friends together for an evening of board games, jigsaws, Cards Against Humanity, Casino night etc. Host at home or go large and hold it at a venue. Charge an entry fee.
- **Themed Fundraising Party:** Organize a themed party and charge an entry fee. You can have a costume party, dance party.
- **Head shave/Leg wax:** Get sponsored to shave or colour your hair. Invite your non-cycling friends to be part of the riding community by each of them getting sponsored to shave or wax their legs!
- **Gala event** – Dinner, speakers
- **Trivia** include raffle & auction



Creative?

- **Creative:** Sell something you've made, chutney, bake sale, cook lunches, sell handmade birthday cards. If you're a handy craftsman, sell your creations
- **LinkedIn photoshoot:** Keen photographers can sell a photoshoot to update your LinkedIn profile photo.
- **Foodie:** Hold a dinner party, wine tasting, afternoon tea. If you're an amazing cake maker – make & sell birthday cakes for your friends' kid's party!
- **Specialised skill:** If you're mechanical hold a Bike Maintenance Workshop, If you're an artist hold a painting class, If you're a cake decorator hold a gingerbread house decorating party



Events not your thing?

- **Return fundraiser:** Give up something for a month e.g. coffee/alcohol/sugar, and donate the money you've saved to your page.
- **Work in a big office:** Sell Cadbury Chocolates, Krispy Kreme, Domino's Pizza, sell lunches, bake sale, car wash in the office car park
- **Time on your hands:** Babysit friend's children, walk neighbour's dog, cut neighbour's lawn, car wash
- **Recycling:** Return & Earn, sell unwanted 'stuff' on facebook Marketplace
- **Online Auction:** Collect donated items from local businesses or individuals and host an online auction event using platforms AirAuctioneer or 32 Auctions.



Well Connected?

- **You've got an Inspiring story:** Just Ask and share your story. email, Social Media.
- **Got a big network of friends or family:** Events such as Barefoot Bowls, Movie Night, Comedy for A Cause, Cork & Canvas, Bike n Blend, wine tasting, dinner party, Bogan Bingo
- **First time fundraiser:** Just Ask, email, facebook, Instagram, LinkedIn. Update your fundraising page, make the first donation.
- **Got a holiday house?** Auction or Raffle off a weekend's stay
- **Cash raffle:** If you don't have anything to auction, create a cash raffle. Use Online platform such as Rafflelink



Fundraising in a Team?

- **Set up a team fundraising page.**
- **I can't ask my friends again!:** Bunnings BBQ or Bunnings Cake Stall, It's Bunnings customers who purchase, you're not relying on your friends to donate!
- **Movie night:** Contact your local arthouse cinema and ask them about hosting a movie fundraiser. Alternatively set up a data projector on your garage wall and have a moonlight cinema in your backyard!
- **Detailed & Organised:** Team up with a social person to put on an event, they do the spruiking, you do the organising.

Tour de Cure | How others have reached their Fundraising Commitment


Person 1	
Self-donation	\$50
Tamburlaine wine offer	\$50
Give up take away coffees at work @\$5	\$200
	\$300

Person 2	
Self-donation	\$100
Bunnings BBQ	\$1,714
Just asking – shared on social media and email	\$924
	\$2,738

Person 3	
Self-donation	\$50
Just asking - donations	\$275
Café tin with QR code	\$198
Dog walking for neighbours/friends	\$150
Tamburlaine wine offer	\$50
	\$723

Person 4	
Self Donation	\$100
Bunnings BBQ	\$1,700
Café tin with QR code	\$37
Dog walking for neighbours/friends	\$150
Just Asking - Donations	\$300
Tamburlaine wine offer	\$200
Sip and Draw 35 friends \$50 pp + raffle	\$1,800
	\$4,287

Person 5	
Self-donations	\$500
Stationary bike at work	\$1,600
Bunnings #1	\$1,750
Just asking - donations	\$940
Candle sales	\$350
Give up take away coffees at work @\$5	\$175
	\$5,315

Just Ask 

Sell product, service or merchandise 

Host an event 

Run a raffle or auction 

Self Fund 

Corporate Matching 

Quick Tip 

Fundraising Plan Checklist

Method	Audience	Timeline/ Lead time
Just asking	update profile, shared 'Why' story	This weekend, repeat
Passive	Fundraising link on Strava and email signature	This weekend, always on
Tamburlaine wine offer	Everyone	This weekend
Event 1	Work colleagues	3-6 weeks
Event 2	Friend network	6-8 weeks
Event 3	Larger event, friends invite their friends	12 weeks
Cash raffle	Everyone	Quick win – 2 weeks prior to tour
Self Donate	Self - Tax deduction	This weekend / monthly donation on pay day
Give up something	Self – give up take away coffees	Weekly
Corporate /Employer matching	Work	Ask HR this week

- Separate your audience, don't necessarily invite everyone to everything – donation fatigue
- Get fundraising from general public rather than friends ie Bunnings BBQ – relieve donation fatigue
- Are you charging enough? Make sure you are making a good margin. It's for charity therefore people are happy to pay, don't undersell your event or product.



Woolies on Wheels | Community



Tour de Cure events connect communities by donating \$10,000 each day to a local cancer support organisation

We also visit primary schools to share our cancer prevention message

#BEFIT #BEHEALTHY #BEHAPPY



Quick Tip

A reminder to upload your Working With Children Check to hub.tourdecure.com.au





Training

Level 3, at March

Only 8 more weekend rides left!

Ride For A Cure | Training



Woolies on Wheels 2024 Training Program

Tour de Cure has mapped out a program to enable you to design your own training plan to reach recommended KMs per week
 Dependent on your schedule each week, choose sessions from the below program:
 · 3-4 rides (virtual or outside) · 1-2 walks or runs · 1-2 strength and mobility sessions

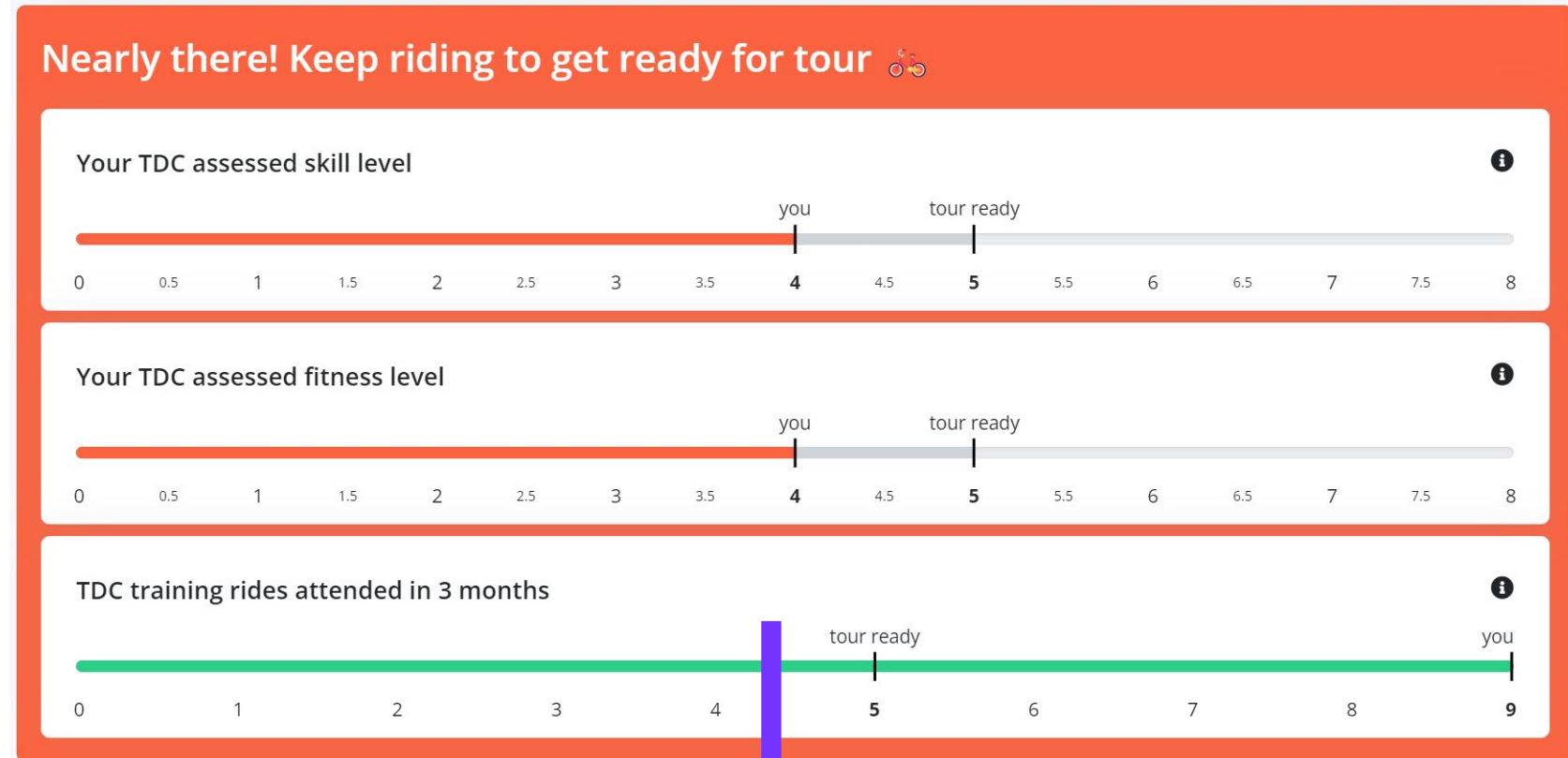
wk	Schedule		Mon	Tue Ride or Virtual	Tue PM	Wed	Thu Ride or Virtual	Thu PM	Fri	Sat	Sun	Total Kms	Elevation
Check Strava for TDC supported rides in your location/state. If no TDC rides in your area, use this program as a guide and go for a ride with a buddy													
9	11/3/2024	Big Week	Rest	25	Strength/ Pilates/ Gym	Rest	40	Strength/ Pilates/ Gym	45	50	100	260	2800
Reached 50% of Fundraising													
8	18/3/2024	Big Week	Rest	25	Strength/ Pilates/ Gym	Rest	40	Strength/ Pilates/ Gym	Rest	100	120	285	3000
7	25/3/2024	Build	Rest	25	Strength/ Pilates/ Gym	Rest	40	Rest	Good Friday	50	140	255	3000
Level 4 Skill & Fitness													
6	1/4/2024	Build	Easter Monday	25	Strength/ Pilates/ Gym	Rest	30	Strength/ Pilates/ Gym	30	50	100	235	2000
5	8/4/2024	Big Week	Rest	25	Strength/ Pilates/ Gym	Rest	35	Strength/ Pilates/ Gym	Rest	100	150	310	3000
Reached 75% of Fundraising													
4	15/4/2024	Rest	Rest	25	Strength/ Pilates/ Gym	Rest	25	Rest	Rest	Rest	100	150	1500
3	22/4/2024	Build	Bike Service				Anzac Day	Anzac Day	30	100	120	250	2700
2	29/4/2024	Build	Rest	25	Rest	Rest	20	Strength/ Pilates/ Gym	Rest	100	100	245	2500
1	6/5/2024	Taper	Rest	25	Rest	Rest	25	Rest	Rest	Rest	Day 1	Heaps	Heaps!

Support Crew

We will be in contact in the coming weeks to allocate roles on tour.
 Recommend support crew #BEFIT #BEHEALTHY #BEHAPPY and prepare your fitness for tour too! Add regular exercise into your weekly routine and get good night's sleep in the lead up to tour.

March, Rider Tour Readiness

- Level 3
- Following the training plan with Back to Back rides
- Attended 5 TDC rides over 40km – Saturday or Sunday rides, depending on State



Congratulations! You are ready for tour 🎉



The Route

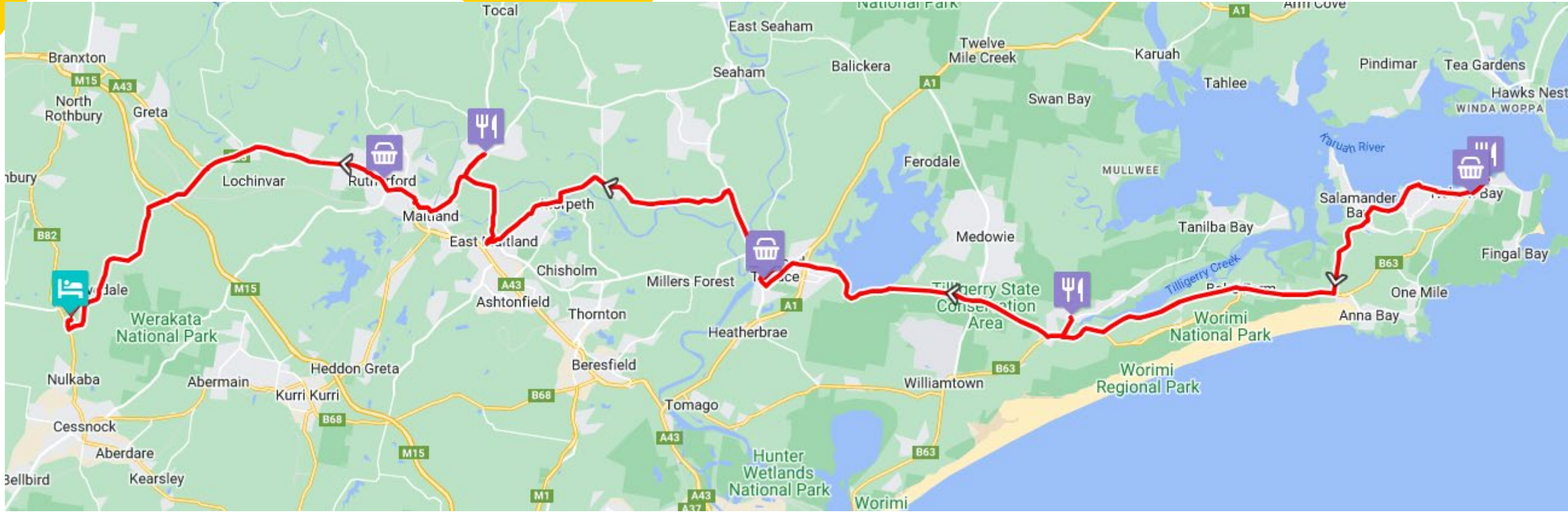


DAY 1 – Nelsons Bay to Hunter Valley

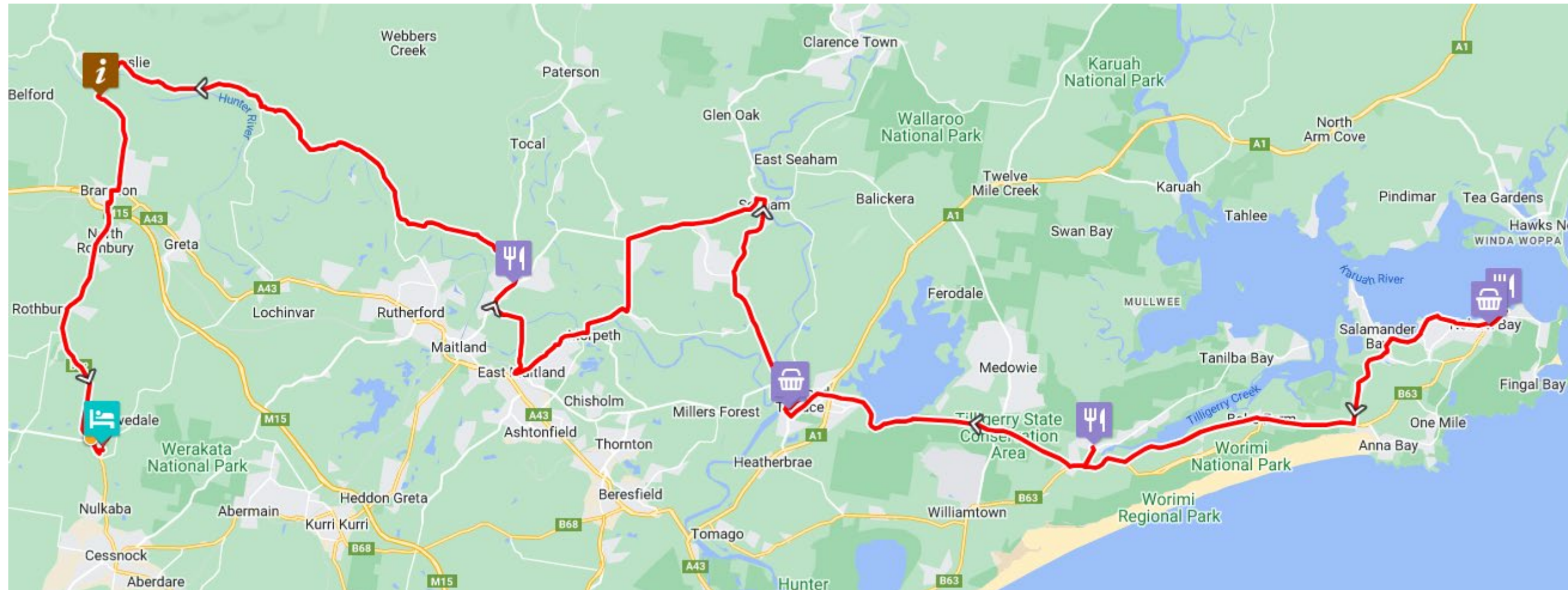
DAY 2 – Hunter Valley to Wyong

DAY 3 – Wyong to Sydney

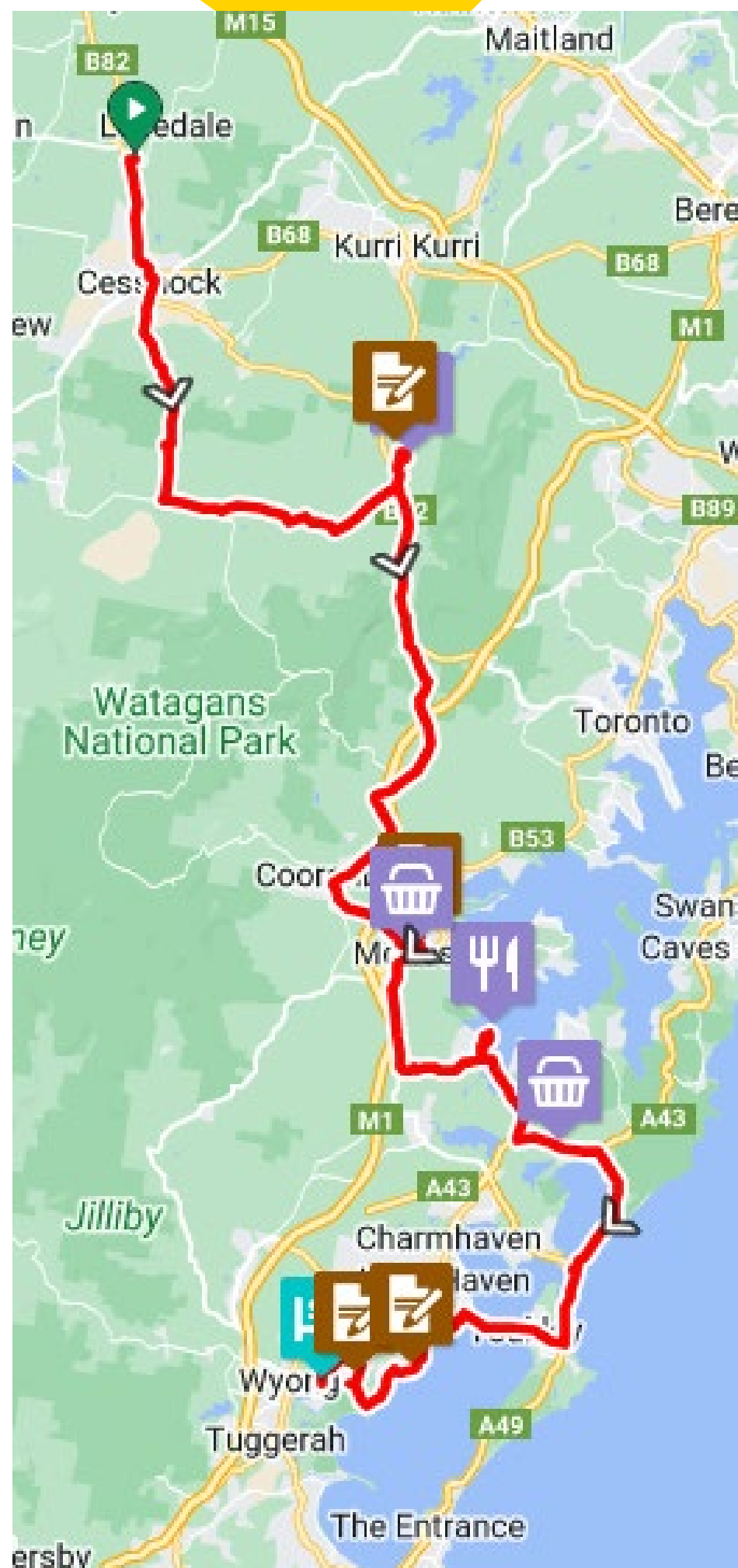
Day 1: Ride - Nelsons Bay to Hunter Valley – 108km/ 743m



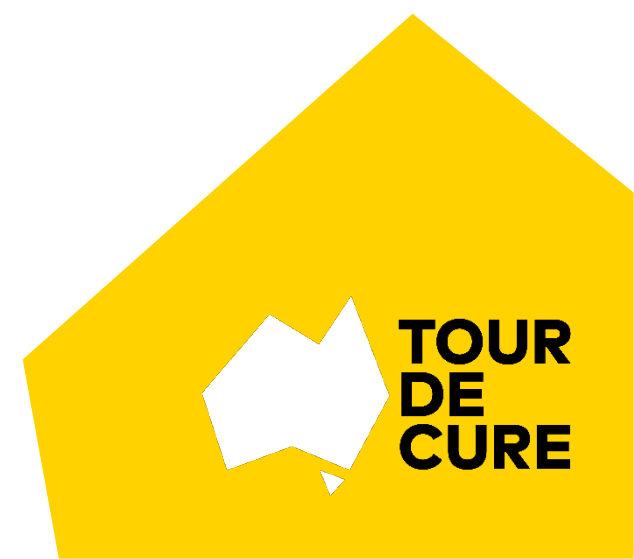
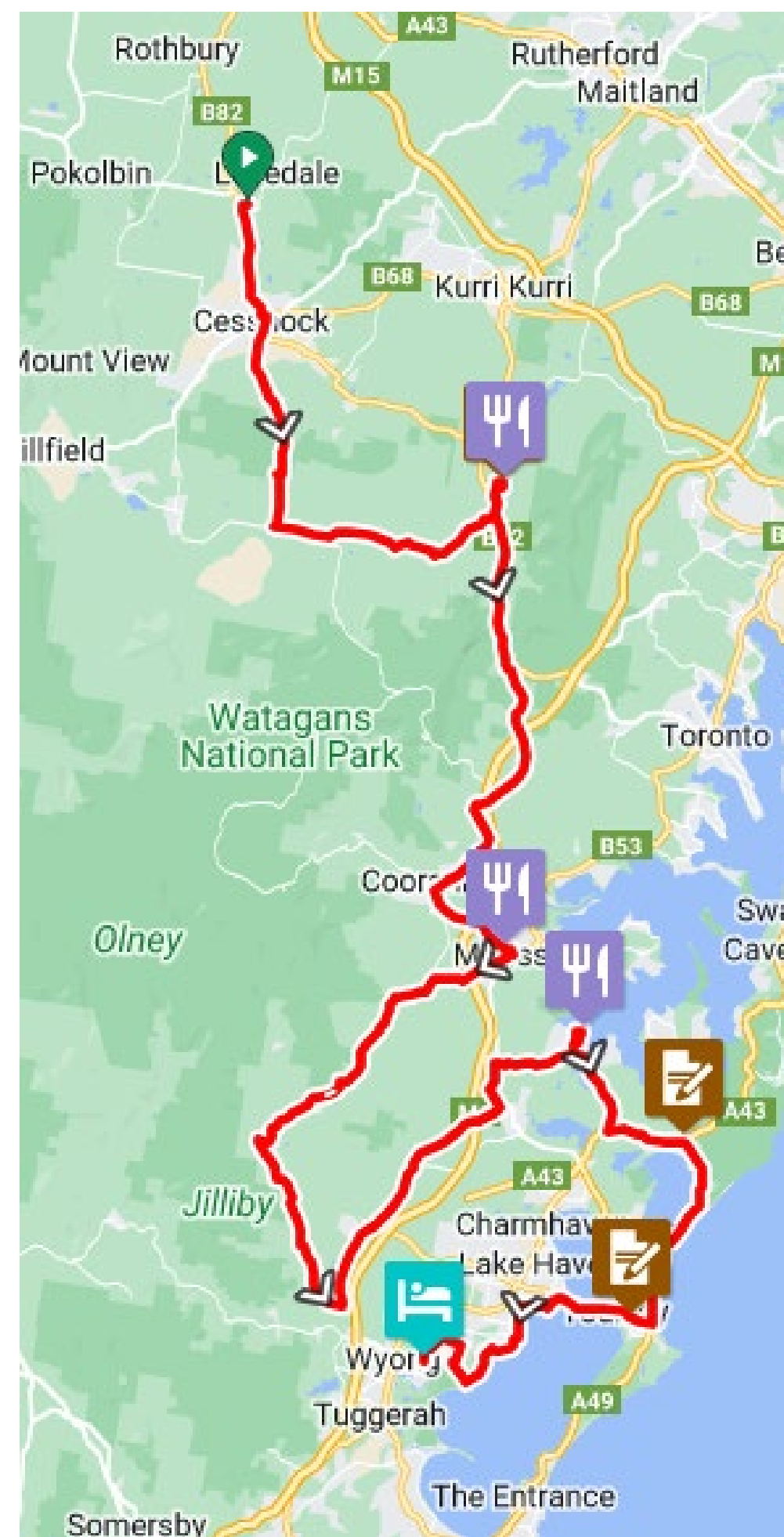
Day 1: Challenge - Nelsons Bay to Hunter Valley – 142km/ 1309m



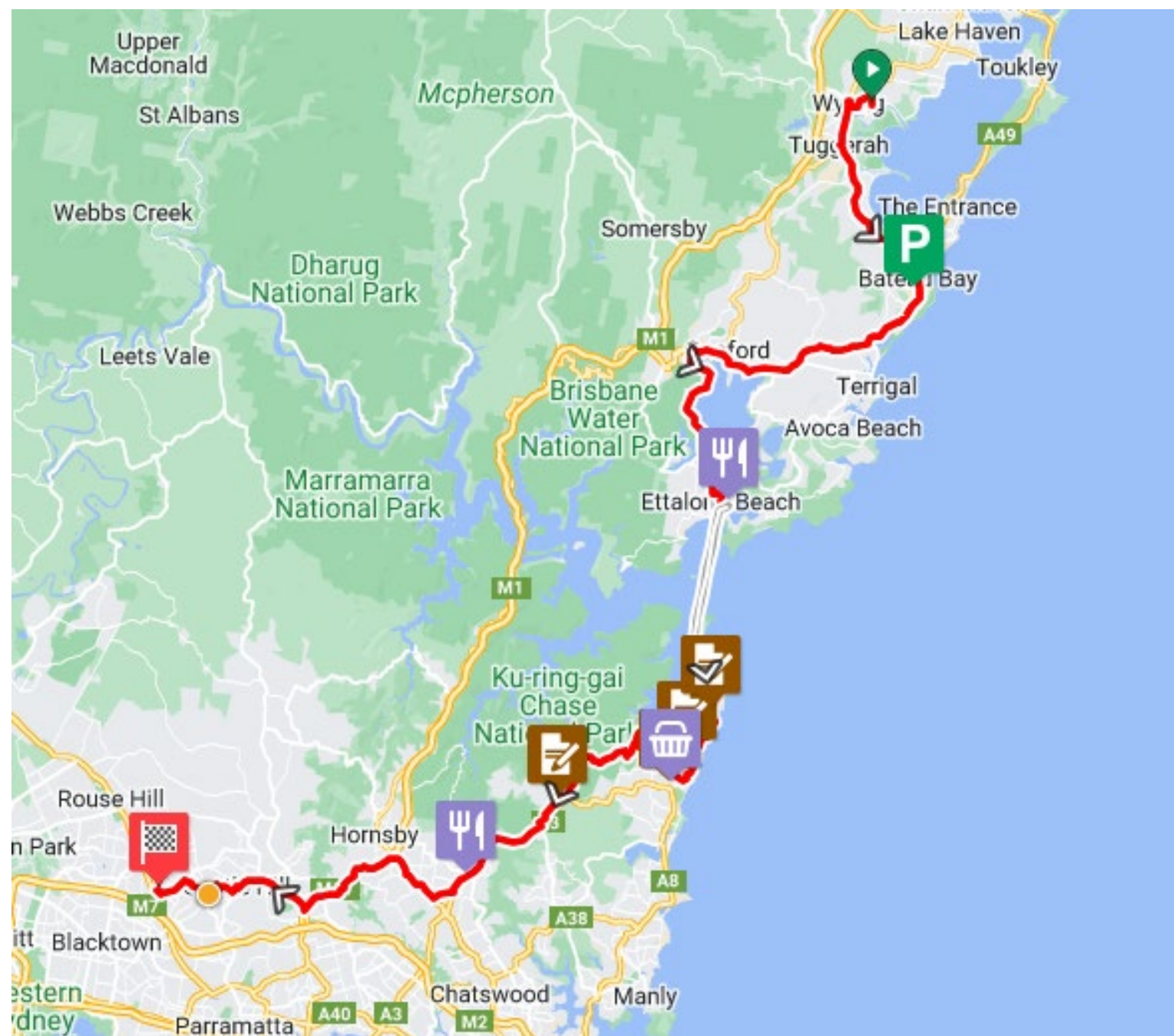
Day 2: Ride - Hunter Valley to Wyong – 111km/904m



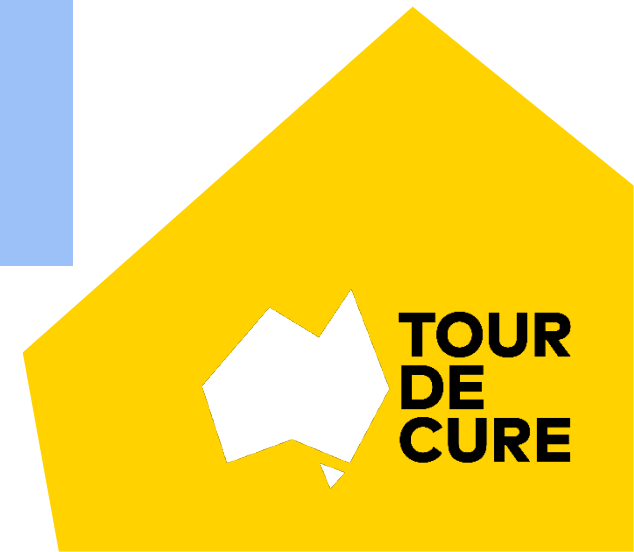
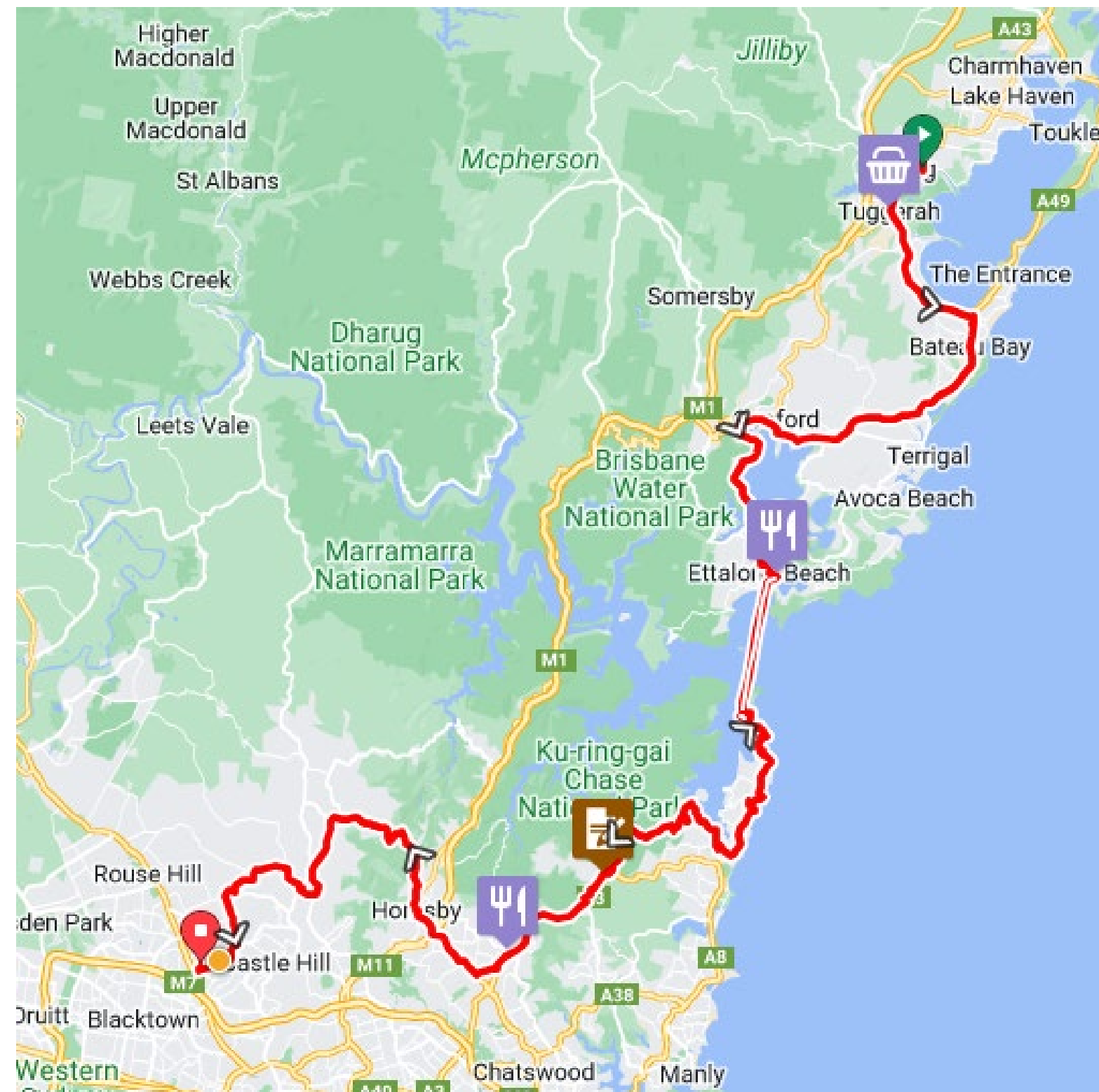
Day 2: Challenge - Hunter Valley to Wyong – 147km/1344m



Day 3: Ride - Wyong to Sydney – 113km/1291m



Day 3: Challenge -Wyong to Sydney – 141km/1697m





The Tour

Ride Itinerary 2024

DAY 0



Saturday 11th May

11.15am – Meet at Woolworths Support Office if transport to Nelson Bay is required.
1 Woolworths Way, Bella Vista, 2153

12pm sharp – Bus departs for Nelson Bay.

2.30pm – Arrive at Accommodation: Mantra Nelson Bay
1A Tomaree Street, Nelson Bay NSW, 2315

Dinner: Nelson Bay Golf Club
53-57, Dowling Street, Nelson Bay NSW, 2315



DAY 1

Sunday 12th May

Nelson Bay to Hunter Valley

Accommodation: Rydges Resort, Hunter Valley
430 Wine Country Drive, Lovedale, NSW 2325

Dinner: Rydges Resort, Hunter Valley

DAY 2

Monday 13th May

Hunter Valley to Wyong

Accommodation: Mercure Kooindah Waters
40 Kooindah Boulevard, Wyong NSW 2259

Dinner: Mercure Kooindah Waters



Woolies
Wheels&Walks



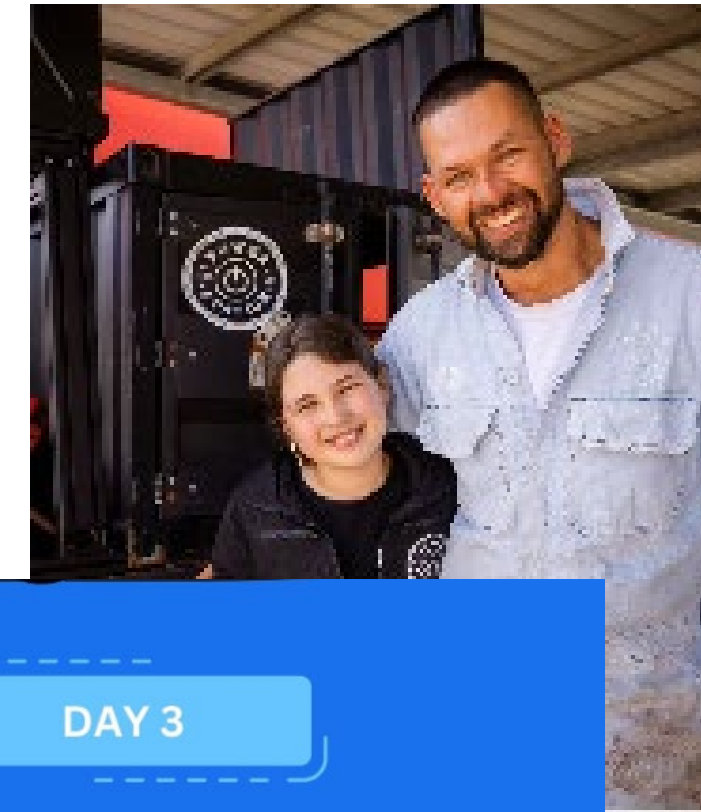
DAY 3

Tuesday 14th May

Wyong to Sydney

Roughly 3pm – Arrive at Woolworths Support Office, Bella Vista

Participants will need to make their own way home with bike & luggage



Let there be coffee,
thanks to.....
“The Power Station Co”

**TOUR
DE
CURE**

Day 0, Saturday – Check in

Kit pick up, Bella Vista, week of tour, date and time to be confirmed

Bike Transportation

There will be a Pre-Tour Logistics Survey coming out soon where you can nominate whether you are joining the TDC bus transfer and putting your bike on the TDC trailer, or making your own way to Nelson Bay. **If you are interstate** or unable to take your bike to Bella Vista, please book to travel with your bike.

Day 0, Saturday 11th May, 2024

Bus from Woolies, Bella Vista to Nelson Bay with TDC Bike trailers in convoy.

Meet: 11.15am for a prompt departure. Bikes will be loaded fully assembled onto the TDC Trailers.

Arrive: 2.30pm at Mantra, Nelson Bay

Kit pick up/Swap & Bike Check

Support crew briefings/Ride Leader Briefing

Dinner: Nelson Bay Golf Club, 57 Dowling St, Nelson Bay

5:00pm – 6:00pm: Pre-dinner drinks – own expense

6:30pm: Dinner commences



Finale Bella Vista

Tuesday, 14th May 2024

Team arrival: Approx 2.30pm - Your friends and family can welcome you into the finale
Make your own way home from Bella Vista after the tour / finale celebrations have concluded.



Tour Checklist

Deadline: 12 April

- Working with children check number and expiry uploaded to hub.tourdecure.com.au
- Medicals: Please complete a [self assessed medical form](#) which will be reviewed by the tour medical director. Upload the completed form to [TDC Hub](#).
(We always encourage participants to have an annual check up with their GP and to complete regular cancer screenings.)

Additional Rider Mandatories

- At Level 4 Skill and Fitness by start of tour
- All riders are required to attend a minimum of five TDC supported training sessions of 40km+, even if you are an experienced cyclist. Only 8 more weekend rides until tour! Follow the weekly training plan including back-to-back long rides. Tracked on hub.tourdecure.com.au
- Purchase a spare derailleur hanger specific to your bike and keep in a safe place.
- Two weeks prior to tour you are required to have your bike serviced then [upload the form](#) to TDC Hub.



A Typical Day on Tour

Kit

Accommodation

Socials

A Typical Day on Tour



Breakfast & bag drop

Team briefing

Ride 25-60km

School visit – week day

Morning Tea

Ride 25-60km

Lunch

Ride 25-60km

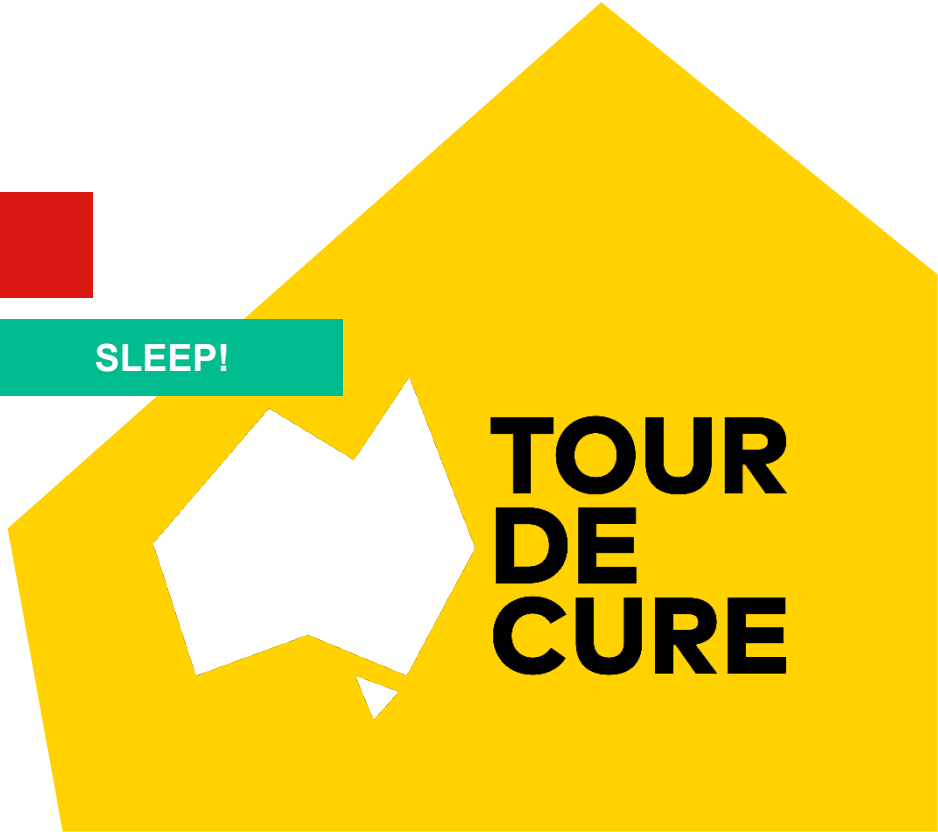
Afternoon Tea

Recovery

Room check in

Dinner, Community Grant presentations, Briefing

SLEEP!



Kit Summary

Packing list – [Rider](#) | [Support Crew](#)

Kit Pick Up Locations: Date and Time To be Confirmed, Woolworths, Bella Vista, Sydney

Riders will receive:

- 2 x sets of tour cycling kit
- 2 x water bottles
- Gilet
- Cycling cap
- 2 pairs Socks
- Tour Dinner polo shirt
- Drawstring day bag
- Laundry bag (Optional / bring previous tour bag)
- Sticker sheet with 4 name stickers, luggage tags and top tube sticker

Support crew will receive:

- Tour polo shirts
- Baseball cap
- 1 x water bottle
- Laundry bag (Optional / bring previous tour bag)
- Sticker sheet with luggage tags and name labels

Optional Additional Apparel to Purchase

TDC Kit supplier Champ Sys

Additional kit such as waterproof riding/ rain jackets, arm and leg warmers, gloves, booty covers etc

<https://www.champ-sys.com.au/collections/tour-de-cure-retail-1>

Deadline 12 March for 12 April delivery

Champ Sys will donate 20% back to TDC for each order placed.

Rainbird Softshell Jackets

Optional purchase of TDC branded Jackets \$129.99

<https://rainbirdclothing.com.au/pages/friends-of-rainbird>

Delivery approximately 5-10 days from order.

Rainbird will donate \$30 back to TDC for each jacket purchase.



Fundraising and Social on Tour

Please follow us and also ensure you tag us in any of your posts!

Facebook: @TourdeCureAustralia

Instagram: @tourdecureaus

LinkedIn: @Tour de Cure Australia

X/Twitter: @tourdecure_au

HASHTAGS:

#letscurecancer #tourdecure





Woolies on Wheels Values Jersey

Woolies on Wheels Values Jersey

The VALUES jersey is awarded each night on tour to the riders and support crew who display Woolworths Group values.

Better Together - Is a great team player and supports others

Care Deeply - Demonstrates care to others

Always Improving - Has gone from strength to strength and shown improvement

Listen & Learn - Listens to feedback and advice and grows from it

Better Experiences - Creates a fun, safe and/or supportive environment for everyone; Shares their experience and knowledge to improve the experience of others.

The winners of this jersey are decided by YOU.

Each day you'll be offered the chance to nominate the people you think deserve to be recognised. The jerseys are awarded at each dinner. Nominate for many, nominate often!

You will be asked the week prior to tour to Nominate for a Day 1 Jersey to be presented on Night 0, Saturday 11 May. Start thinking who have you met who has displayed the Woolworths Values in the lead up to tour?



Become a Very Important Person

- Single Room Accommodation
- VIP coffee and meal service
- Daily Bike Maintenance

Categories

- Highest Rider Fundraiser
- Highest Support Crew Fundraiser
- Raffle Winner

WOOLIES ON WHEELS VIP EXPERIENCE



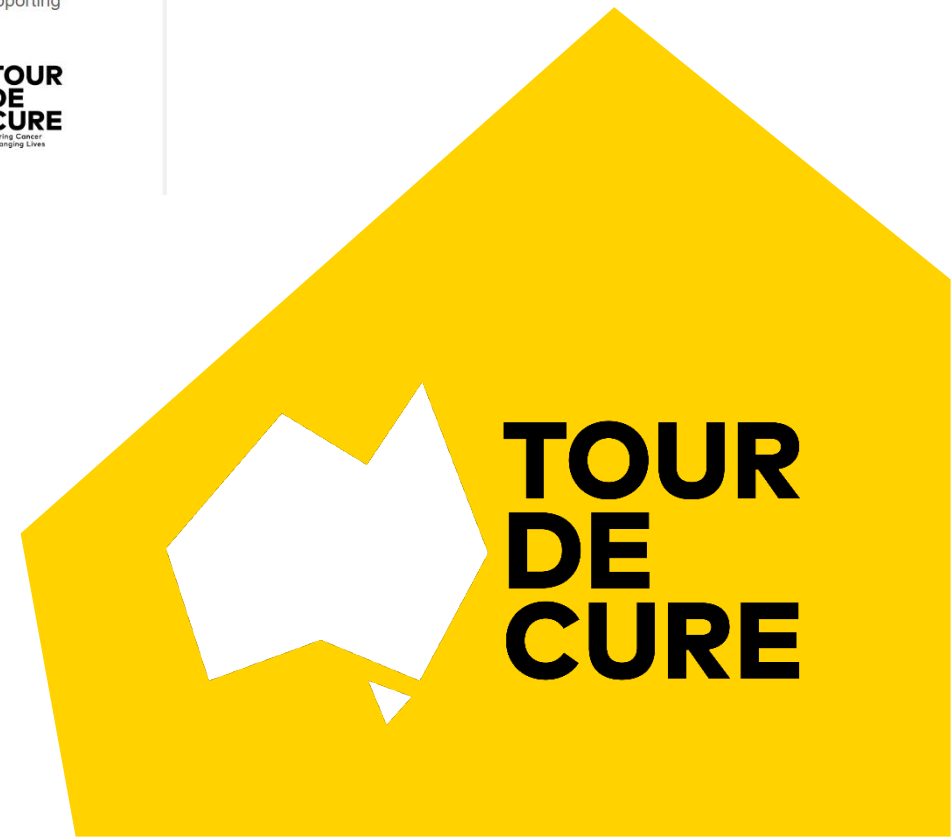
Buy Raffle Tickets Now



\$20 1 Ticket	\$50 3 Tickets	\$75 5 Tickets	\$100 10 Tickets
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Proudly Supporting



Questions

[FAQs](#)

[RESOURCES](#)

[MEDICAL FORM](#)

You will be invited to a Final Mandatory Information and Safety Session via Google Meet the week of tour.