



1 DAYER COORDINATOR INFORMATION BOOKLET

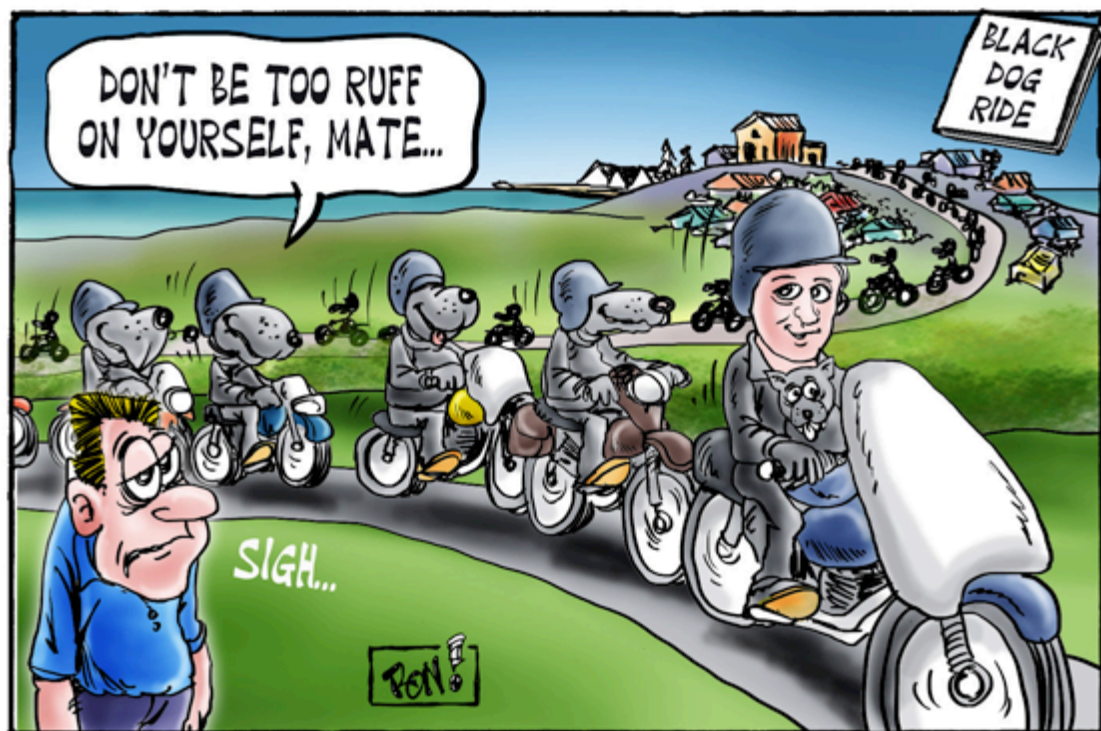


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"Mental health is about all of us, it's not something to hide in the closet and Black Dog Ride is doing that, it's having a very positive impact."

Jenni Morley, Health Worker, Coober Pedy Hospital and Health Service

"There's nothing like some motorcycles coming to town to get people to talk, and they say, well what's that about? That gets the conversations going, that improves awareness."

Dr Graham Jacobs, Ret, WA MP

"Black Dog Ride's 1 Dayer has an important role in building awareness of depression and encouraging Australians, particularly men, to seek help early."

Fiona Kalaf, (Fmr) CEO Lifeline WA

"Yep, there were some big loud black bikes and big (and small) blokes (and ladies) in leather, and they were a group of wonderful people. Black Dog Riders were not just out to enjoy an organised bike ride together, but to strengthen the communities they rode through and to support each other to improve their mental health."

Betty Kitchener, OAM, Founder of Mental Health First Aid

INTRODUCTION

Thank you for volunteering to join us in raising awareness of depression and suicide prevention on a national scale via Black Dog Ride's annual 1 Dayer.

You will be part of a community project that empowers riders, volunteers, and community members to speak up about depression in order to prevent suicide.

Being a volunteer 1 Dayer Coordinator is a big responsibility, however Black Dog Ride will provide support and encouragement with every turn of the wheel.

This booklet is designed to give you and understanding of what Black Dog Ride does, what is involved in the 1 Dayer, and your personal responsibilities as a 1 Dayer Coordinator, to ensure that your leg of the national 1 Dayer hits the highways successfully and you feel justifiably proud of your involvement in the cause.

BACKGROUND OF BLACK DOG RIDE

In 2008, Busselton businessman and long time motorcyclist Steve Andrews, who lost his own mother to suicide 15 years earlier, stood at the wake of a close friend who had taken her life, and knew he had to do something to prevent the tragedy of suicide. In 2009, Steve embarked on a 26 day ride around Australia, carrying with him a soft toy black dog he named Winston, after Sir Winston Churchill who famously diarized about being hounded by the "black dog of depression". Steve called this ride, his Black Dog Ride.

Since then, Black Dog Ride has evolved into a national charity and incorporated an annual long distance ride and a national one day ride into the calendar, plus numerous local community projects every month. You can view all past Black Dog Rides [here](#).

In addition to raising awareness of depression and suicide prevention, Black Dog Ride has been immensely successful in raising vital funds for mental health charities. By 2018, Black Dog Ride had raised over \$2,500,000. However, the primary purpose of Black Dog Ride is to raise awareness of the major health issue affecting this nation – mental illness – in addition to advocacy and education around suicide prevention.



MISSION OF BLACK DOG RIDE

"to raise awareness of depression and suicide prevention."

Black Dog Ride Australia works towards this mission with:

AN ANNUAL NATIONAL ONE DAY RIDE

The inaugural one day ride set off from south west WA in April 2010 with several hundred riders joining Steve on his day long mission to raise awareness of depression. In April 2012, the 1 Dayer was launched nationally, and by 2013 the third Sunday of March was established as the annual day of this now iconic suicide prevention ride.

AN ANNUAL NATIONAL LONG DISTANCE RIDE

Steve Andrews set off on the 14,500km Black Dog Ride around Australia in 2009. Since 2010, over 2000 riders have joined Black Dog Ride on the annual Ride to the Red Centre and other long distance Black Dog Rides, stopping in hundreds of towns and talking with thousands of community members to spread awareness of Black Dog Ride's mission.

These annual rides support the mission of Black Dog Ride by:

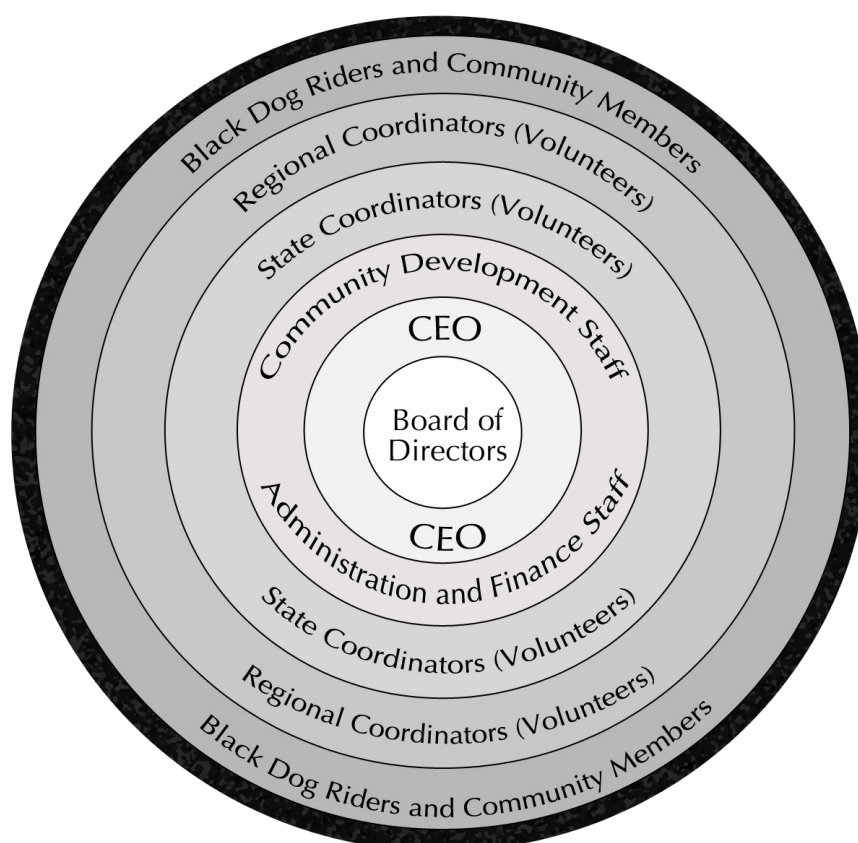
- ♦ Engaging and collaborating with local communities Australia wide
- ♦ Raising awareness of depression and suicide prevention in local communities
- ♦ Building important social links for riders, community members, and community groups
- ♦ Linking riders and community groups to mental health support services
- ♦ Building the capacity of Black Dog Ride volunteers around Australia
- ♦ Supporting local business and community groups
- ♦ Raising vital funds for mental health services



BEHIND BLACK DOG RIDE

Black Dog Ride is primarily a volunteer based organisation, with yourself and dozens of people like you providing Black Dog Ride and the wider community with vital health promotion activities. Black Dog Ride currently employs 3.2 FTE staff – a full time CEO; a full time Community Development Manager; a part time Admin Officer; a part time Admin Assistant and bookkeeping services are contracted out 0.4FTE.

Below is Black Dog Ride's organisational wheel to illustrate the structure of people within Black Dog Ride and your communication lines within the organisation.



You are classed as a regional coordinator as you have a region that you coordinate (for the 1 Dayer). You should always keep your State Coordinators and the Community Development Manager Fiona Duffield aware of any Black Dog Ride activities or plans in your region so that they are fully informed when developing projects for Black Dog Ride. Your State Coordinator and Fiona are your primary contacts at Black Dog Ride and available to support and assist you when needed.

Your State Coordinator contact details are as follows:

NSW: Wayne Amor	Ph: 0417-237-590	e: nsw@blackdogride.com.au
NT: Jon Benham	Ph: 0488 561 117	e: nt@blackdogride.com.au
QLD: Michael Young	Ph: 0411-692-748	e: qld@blackdogride.com.au
SA: Merv Storton	Ph: 0488-743-323	e: sa@blackdogride.com.au
TAS: Betty Parssey	Ph: 0407-501-620	e: tas@blackdogride.com.au
VIC: Richard Brown	Ph: 0429 028 781	e: vic@blackdogride.com.au
WA: Fiona Duffield	Ph: 0488 050 676	e: community@blackdogride.com.au

BENEFICIARIES OF BLACK DOG RIDE

From 2009-2014, Black Dog Ride spent considerable time and energy developing partnerships and memorandums between ourselves and mental health charities which met our criteria. This criteria includes ensuring the beneficiary's mission aligns with Black Dog Ride's mission; is locally or nationally valued for work within the mental health sector; and will direct funds to benefit the community which raised the funds.

Up until 2015, all donations went directly to external beneficiaries. With the development of Black Dog Ride as a national charity in its own right in 2014, all donations will go directly into Black Dog Ride's Gift Fund (donations \$2 and over are tax deductible).

In the past, Black Dog Ride has partnered with charitable beneficiaries. These beneficiaries have assumed the burden of costs associated with individual Black Dog Rides. Now that Black Dog Ride is a charity, Black Dog Ride will collect donations directly before delivering them to a nominated charity, and thus Black Dog Ride must bear the burden of all costs associated with each and every community event.

Every charity in every sector around Australia absorbs the costs of running fundraising events, which is usually between 10-20% of the total donations, not including wages for staff involved in the event. It is important for 1 Dayer Coordinators to understand that some of the funds collected may go towards covering expenses such as signwriting, rental of halls, production of flyers, rider kits, banners etc.. For this reason, we encourage Coordinators to utilise local networks to obtain as much in kind or donated support as possible, and to refrain from making fundraising tally announcements until the funds have been finalized and Black Dog Ride has authorised that the local or national fundraising amount can be declared.

Registration funds collected for rides are not tax deductible as they are regarded by the ATO as a "fee for service". Only funds donated and deposited into the Black Dog Ride Gift Fund can be receipted as tax deductible donations.

In the funding model used by Black Dog Ride in the past, whereby funds raised by a local 1 Dayer were gifted to another local charity, it was difficult for Black Dog Ride to ascertain what the gifted funds were used for, and impossible to determine how to measure successful mental health outcomes in the local communities who were meant to benefit from these funds raised by Black Dog Riders. For this reason, in 2018 Black Dog Ride is evolving from this model, and funds raised from each 1 Dayer will be set aside in a community funding pool for local groups to apply for funding mental health projects. Some 1 Dayer regions have already locked in secondary beneficiaries in 2018, and we don't expect you as a Coordinator to back out of this commitment in 2018, however by 2019 all 1 Dayer regions will follow this funding model to ensure every community has the opportunity to benefit from Black Dog Ride's funding.

Black Dog Ride used the GiveEasy platform for 1 Dayer Fundraising (GiveEasy has is a home-grown company and has very low fees) and you will be supplied a link to your 1 Dayer GiveEasy page so that riders can fundraise.

Some of Black Dog Ride's past beneficiaries:



PURPOSE OF 1 DAYER

Following on from the success of 1 Dayers in south west WA in 2010 and 2011, Steve Andrews wanted to take the idea national to expand the awareness raising capacity of the rides. In 2012 the first national 1 Dayer was held in 11 locations around the country and 2,000 riders took part, with participation tripling over the next two years.

Having rides in multiple locations around the country all riding under the same banner for the same cause amplifies our message of awareness of depression and suicide prevention, ensuring it is heard in every corner of the nation and maximizing the impact of the message everywhere.

Ultimately, Black Dog Ride aims to achieve an enjoyable and memorable ride for Black Dog Riders whilst starting conversations around depression and suicide prevention nationwide.

You can view past 1 Dayer events [here](#) to help guide you in planning your region's 1 Dayer.

ROLE OF 1 DAYER COORDINATOR

The volunteer role you will fulfil as 1 Dayer Coordinator is vital to implementing the mission of Black Dog Ride to raise awareness of depression and suicide prevention. You are a valued member of the Black Dog Ride Team.

Your primary purpose is to coordinate all aspects of the 1 Dayer in your region. *This does not mean you fulfil all tasks yourself.* In fact, Black Dog Ride strongly encourages you speak to friends, colleagues or club members about pulling together a working party to assist you. Please keep this in mind when reading the following responsibilities – your role is to coordinate, not complete, all tasks below.



- Ensuring the recce of a route, between 100-300kms from start to finish and take into account road condition, fuel stops, corners, and traffic management.
- Organising a meeting place with provision for food, preferably with cover for wet weather, power for PA systems, laptops, and wifi – laptops or tablets being the preferred way of checking riders in on the day. You will need to organize IT, tables, chairs, and other miscellaneous items to assist volunteers with checking riders in.
- Arranging a Support Vehicle, Trailer, Driver and first aid kit to follow the riders and provide break down and emergency support as required.
- Ensuring an appropriate end of ride finale with enough room for all bikes, the provision of food, and a PA system to speak to riders for post ride wrap up, raffles etc.
- You may need to arrange a refreshment break half way but that it is up to you, taking into consideration the ride route and your knowledge of riders in your region.
- Organise catering, either via a local Lions Club, or a local business, for the start and end of the ride (and middle if applicable). Black Dog Ride requests that Ride Coordinators avoid licensed premises to ensure the safety of riders and road users on the day.
- You will need to be accessible via email regularly during the week in the lead up to the ride to ensure you're available to answer any queries from Riders.

1 DAYER RIDE COORDINATION TEAMS

As mentioned above, it's important you bring together a dedicated team to assist you in achieving a successful 1 Dayer. You have an important leadership role in which you pull together all the components for a great ride. The roles you will need to fill with volunteers are:

Rider Liaison/2IC

For the 1 Dayer, the Rider Liaison will be the first point of contact for riders. They act as a buffer between you and riders, as you will be busy overseeing the ride coordination. Let riders know who their Rider Liaison is, and encourage them to speak to their rider liaison if any issues come up. Your Rider Liaison will need to be a problem solver, great at building rapport with people, and have a deep well of initiative which will be definitely be tapped on the day of the ride.

Support Vehicle Driver

In addition to a vehicle and trailer, you will need a mechanically minded, physically fit driver to support the riders in case of breakdown or accident. In case of the latter, Black Dog Ride encourages you to source a person with current Senior First Aid certification.

First Aid Officer

They will need to be in the Support Vehicle, or if they're a rider they will need to stay at the back of the convoy. The First Aid Officer must have current First Aid Certification and be able to assist in case of accidents, illnesses or emergencies on the ride, during the ride check-in, and refreshment breaks.

Media Officer

This person will be responsible for emailing out the Black Dog Ride 1 Dayer Media Release and Key Messaging documents to local media, and liaising with local media to arrange interview dates and photo shoots with you and your team. They should be confident speaking with media representatives, and be clear and concise in sharing the Black Dog Ride mission to media and the public. Please note, no media releases or statements should be released unless Black Dog Ride has approved them first.



Admin Officer

This person will oversee ride registrations, both pre-registered and on the day registrations. They will be responsible for on the day registration set and pack away. They will need to reconcile registration funds and donations, deposit them, and liaise with Black Dog Ride in a timely manner with the results after the ride. This role usually includes overseeing other local volunteers.

TEC, Corner Markers, Marshalls

These roles are optional, and dependent upon the ride route and rider capability. However, it is a great way to get local riders involved and feeling part of the team, and helps keep all riders headed in the right direction.

Ride Photographer

The Black Dog Ride community loves to see photos of all the rides! Instead of keeping your fingers crossed that riders will be taking pics of this great ride you're organizing, appoint one or two volunteers to take pics of all the action, before during and after the ride. Email Fiona with the images so they can be shared with Black Dog Riders across the country to celebrate thousands of motorcycle riders coming together on one single day for one vital life saving cause

RIDE SAFETY

Nothing is as important to Black Dog Ride than the safety and wellbeing of all Black Dog Riders.

Safety must be put first in every single situation, from the ride route to parking and eating areas.

Black Dog Ride will provide you with a Rider Safety Briefing for you to email out to all riders before the ride, and it also *must* be read out to riders before the ride. Black Dog Ride encourages Ride Coordinators to add any safety information relevant to the local area.

When planning the ride check-in and refreshment areas, be aware of any hazards such as marquee ropes or other trip and slip hazards. When planning the ride route, avoid areas with substandard road conditions, sharp corners, or unsealed parking areas. Use corner markers where possible.

In the case of an accident, either at a Black Dog Ride function such as a refreshment break or an accident or incident on the road, the first responders *must* complete an Accident/Incident Report Form.. The Support Vehicle and First Aid Officer should have copies available with them at all times.

The first responders or you in your capacity as Ride Coordinator must then contact Fiona at the very first available opportunity with details. Post or email the Incident Report Form to Fiona as soon as possible.



RIDE ADMINISTRATION

When the online ride registrations open you will be given log in details to Eventbrite, the online platform Black Dog Ride uses to process registrations. This will be the portal for the 1 Dayer registrations in your region.

When a rider registers you will receive an email, and you can also log in and run a spreadsheet on all rider registrations. This will help you with numbers for catering during the 1 Dayer. You will also be able to log in to Eventbrite and send mass emails with Rider Updates to all your registered riders.

Prior to the ride you will be sent a PDF of an on the day registration form and you will need to arrange for these to be printed in large quantities. It is imperative that your check-in volunteers ensure riders complete these forms correctly. These forms must go with the Support Vehicle and used for Next of Kin contacts in case of an accident or emergency. The Support Vehicle and First Aid Officer must also hold copies of the Incident Report Forms.

You will also be posted 1 Dayer ride patches and decals before the ride to distribute to riders as they check-in on the day of the ride.

As the ride begins, your Admin Officer will need to contact Fiona with ride numbers (how many bikes and pillions) so we can keep the Black Dog Ride community up to date on the progress of the ride in real time via social media.

After the ride, you will need to ensure your Admin Officer reconciles all funds taken on the day, split into either registrations, merchandise and/or donations, then they need to contact Fiona with the deposit information as soon as possible. Your Admin Officer will then need to post back the on the day registration forms to Black Dog Ride. The sooner this is done, the sooner Black Dog Ride can make an announcement about participation and funds raised.



RIDER'S PRIVACY

Black Dog Ride safeguards all its volunteers and rider's information carefully. As a 1 Dayer Coordinator, you will be privy to the personal details of hundreds of Australian riders. Please ensure you protect this privilege by not sharing details of these riders with anyone other than Ride Coordinators or the Black Dog Ride Admin Team.

Safeguarding the privacy of riders:

- ♦ When you are sending out a group email, remember to put all rider emails in the BCC field so no one can see other rider's email addresses.
- ♦ If local media contact you for a rider's details for an interview, do not share these details with the journalist. Contact the rider directly and give them the journalist's contact details.
- ♦ If Rider A would like Rider X, Y, and Z to know his contact details, feel free to BCC Riders X, Y, and Z into an email with Rider A's details. Do not give out Rider X, Y and Z's details to Rider A without express prior permission.

EQUITY AND DIVERSITY

Black Dog Ride encourages everyone in the community to be involved in supporting a local ride. If they're not a rider, they can volunteer on the working party or support the Admin team on the ride day. Every bike of every brand and capacity (provided the rider and their bike can safely maintain highway speeds) is welcome at a Black Dog Ride, as is every person of any and every colour, creed, gender or ability. Depression doesn't discriminate, and neither do we.

1 DAYER MEDIA

Whenever you contact the media, ensure that you familiarise yourself with the 1 Dayer Key Messaging and related documents *before* an interview. Please send journalists copies of Media Releases and Key Messaging before the interview too. They are highly useful in helping journalists get their information correct. Sometimes in spite of all our best efforts, they still don't get it right, so please don't feel bad if this happens.



If you are lucky enough to do radio or TV media, please don't hesitate to ask them for a podcast or video link of the results. Media are happy to share with us! Please email Fiona with any media coverage so that it can be shared with the Black Dog Ride community and added to the Black Dog Ride media page.

When speaking or writing about Black Dog Ride, it is imperative to refer to Black Dog Ride as **Black Dog Ride**. Not Black Dog. Not Blackdog. Not Blackdog Ride. The way you refer to Black Dog Ride impacts upon the people you are talking to, and it needs to be clear that we are Black Dog Ride, an independent grassroots charity founded by a regional motorcycle rider in 2009. Black Dog Ride is not affiliated with any other organization. The naming convention to use when talking about this ride is "Black Dog Ride's 1 Dayer 2018" or just "1 Dayer". Note the digit. It is not written as *one* but as *1* and there is no hyphen.

If you are queried about contact details for Black Dog Ride, always refer them to the website: www.blackdogride.com.au which contains relevant information for media and general public alike. There are other websites with similar sounding domain names, hence our insistence that you always use the name **Black Dog Ride** to ensure people know who we are and don't contact the wrong people!

OUTLAW MOTORCYCLE GANG INVOLVEMENT

Black Dog Ride encourages you to invite friends from other motorcycle clubs or community groups to assist you in preparing for the 1 Dayer. Black Dog Ride asks though, that there is no formal or informal arrangement of support made with Outlaw Motorcycle Gangs (OMCGs)

In addition, Black Dog Ride asks that any OMCG members participating in the ride do so without wearing their club patch or colours whilst on the ride. Involvement by OMCGs will attract, whether rightfully or wrongfully, negative attention in both the community and media which will ultimately detract from the whole purpose of the ride.

1 DAYER SPONSORSHIP

Black Dog Ride encourages you to seek sponsorship from local businesses or local councils. This helps fund the costs of the ride and builds links to local communities and small businesses which helps spread the awareness we are raising of depression and suicide prevention.

Opportunities for sponsorship include provision of a Support Vehicle, signwriting of the Support Vehicle, printing of all the paperwork (hundreds of one the day registration forms and certificates of appreciation), provision of refreshments or donations for raffles.

If you receive sponsorship in some form for the 1 Dayer, promotional images (always include Winston, he's a star!) can be emailed to Fiona for cross platform promotion on social media.

Please keep a list of sponsors and their contact details. After the ride you will be emailed a Certificate of Appreciation (PDF) which you can then print and deliver or post to these generous people.



1 DAYER SUPPORT

In the lead up to the Black Dog Ride 1 Dayer, Black Dog Ride will send out to you

- ◆ A Black Dog Ride Receipt Book (please keep it safe!)
- ◆ A Black Dog Ride banner (if you don't have one)
- ◆ Patches and decals needed based upon your ride online registration numbers.
- ◆ Merchandise based on your rides online registration numbers and the availability of merch nationally.

You will also receive electronically:

- ◆ Black Dog Ride's Certificate of Currency (Insurance)
- ◆ Black Dog Ride's 1 Dayer Running Sheet and Check List
- ◆ An Accident and Incident Report Form (PDF)
- ◆ Rider Safety Briefing
- ◆ On the Day Registration Form
- ◆ Certificate of Appreciation (PDF) for your local sponsors

MERCHANDISE

Merchandise, specifically Winstons, can be very expensive to freight. Black Dog Ride will know closer to the 1 Dayer whether it is possible to ship Winstons to you to sell on the day of the Ride. Black Dog Ride encourages you to let registered riders know the Black Dog Ride Online Shop is always open and they can get all their BDR gear (including Winstons) posted to them: shop.blackdogride.com.au



BLACK DOG RIDE CONTACTS

Postal Address for correspondence:

Black Dog Ride
P.O. BOX 1191
Busselton WA 6280

Your primary contacts will be your State Coordinator and your Community Development Manager. Please copy them into all emails pertaining to your activities and keep them apprised of all activities in your region.

Chief Executive Officer:

David Peach e: ceo@blackdogride.com.au m: 0408-868-500

Community Development Manager

Fiona Duffield e: community@blackdogride.com.au m: 0488-050-676

Ride Registration Contact

For all updates to your Eventbrite registration page, or rider queries about refunds or transfers, email - registrations@blackdogride.com.au

Online Shop Queries

Black Dog Ride's shop is open 24/7. Rhonda works 3 days a week.

Email Rhonda at shop@blackdogride.com.au

Black Dog Ride Office

Open 9am-3pm WST weekdays, general enquiries from riders and community are welcome

Phone Chris on (08) 9754-8956 or email: office@blackdogride.com.au

BLACK DOG RIDE BANK ACCOUNT DETAILS

Registration and Merchandise Deposits ONLY

Bank: ANZ
Acc Name: Black Dog Ride Australia
BSB: 016580
Acc No: 212 093 958

Donations and Fundraising ONLY

Bank: ANZ
Acc Name: Black Dog Ride Australia
BSB: 016580
Acc No: 214 760 582

When depositing funds into either account, please email Fiona immediately with the amount, the date deposited, and what it is for: ie registrations, merchandise or donations.

