

# SYDNEY COASTREK



EVENT BRIEFING  
THURSDAY 23 FEBRUARY 2017  
22 DAYS UNTIL EVENT DAY!

# Outline

- Coastrek
- Inspiration
- Fundraising for Fred
- The Event
- First Aid
- Wild Women On Top
- Lucky Door Prizes + Q&A



# About Coastrek

Coastrek was established by Wild Women On Top in 2010.

Since then nearly 20,000 people have walked Coastrek.

In the 2017 we will host Coastrek in Sydney, Melbourne and the Sunshine Coast (new event!)

The exclusive partnership with The Fred Hollows Foundation has meant we have been able to raise almost \$17 million in donations.


*We communicate to over 30,000 in our Wild Women on Top community.*



During

WILD WOMEN ON TOP

# coastrek

12 weeks of training 

The Challenge 30km = 82 million steps  
 3,600 walking 60km = 400,000 stairs

WALKING 2.5 hours a week could extend your life by 7 years!



Raising



\$2.85 Million =

Restoring sight to  
 thousands



for the

\$25 can restore sight



The Fred Hollows  
 Foundation

= happiness

That's 1 WEEKS worth of walking in 1 DAY



1000+  
 Supporters



20,300,000kj



energy burned

3200



coffees drunk

100+



support crew

[www.coastrek.com](http://www.coastrek.com)

# Fundraising for Fred

with

Markus Schar



The **Fred Hollows**  
Foundation

# TREKKING TO RESTORE SIGHT



The **Fred Hollows**  
Foundation

WILD WOMEN ON TOP  
**coastrek**

- 32 million people in the world are blind
- 4 out of 5 don't need to be
- 10 minute operation...



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# CATARACT



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## IOL – Intraocular lens



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# TRACHOMA in Indigenous Australia



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## Fight TRACHOMA - S.A.F.E. strategy



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# DIABETIC RETINOPATHY



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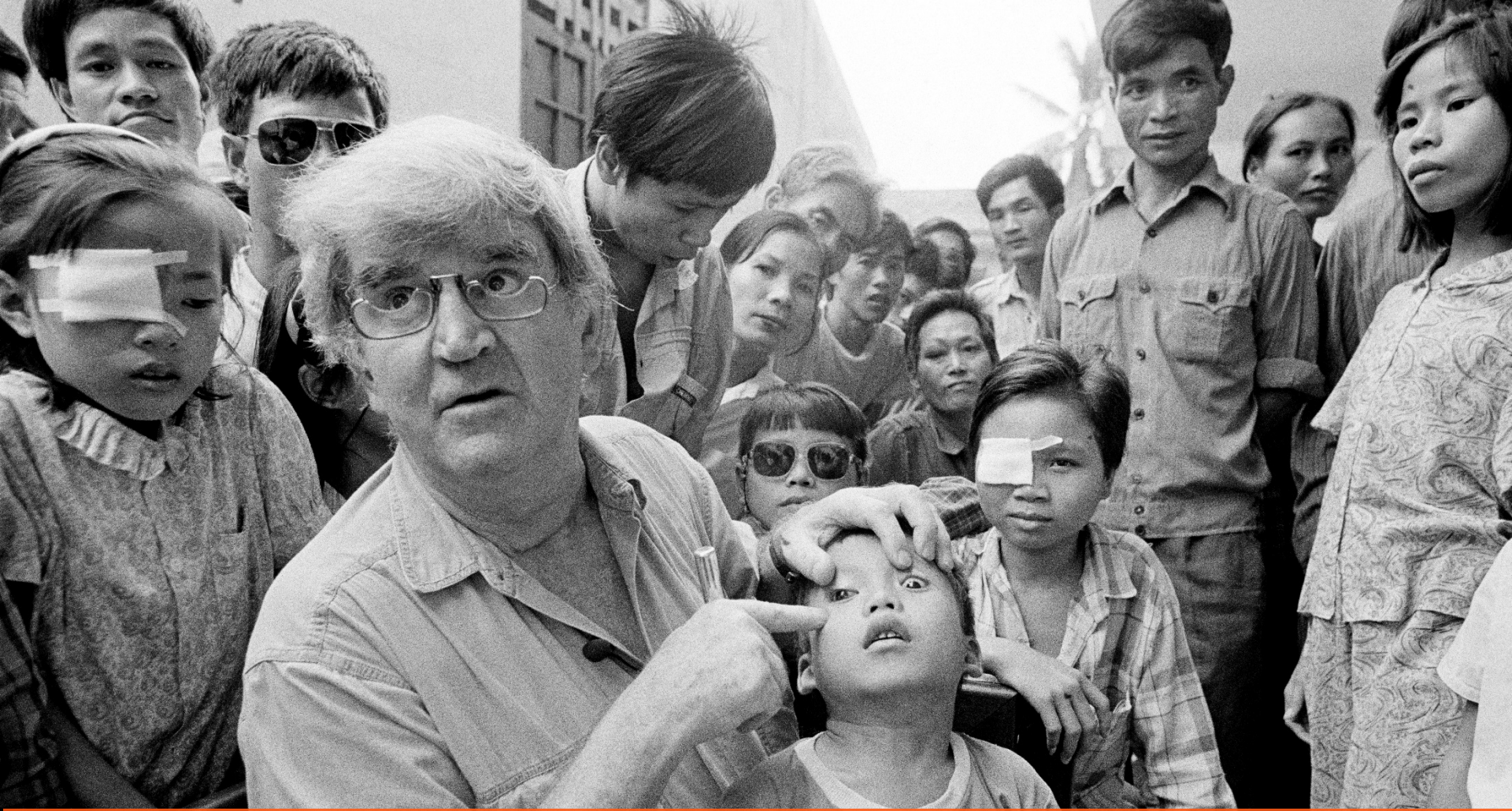


- Two thirds of the worlds blind are women
- Often the ones least likely to afford or have access to treatment
- Girls often stay away from school to care for visually impaired family members



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**\$25** can restore sight



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Gabi visits Giap & family, June 2016



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\$2,000 can train an ophthalmic nurse in Laos.



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\$5,000 can pay for training of a basic eye doctor in Cambodia



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\$10,000 will fund an Outreach Medical Eye Clinic in Nepal



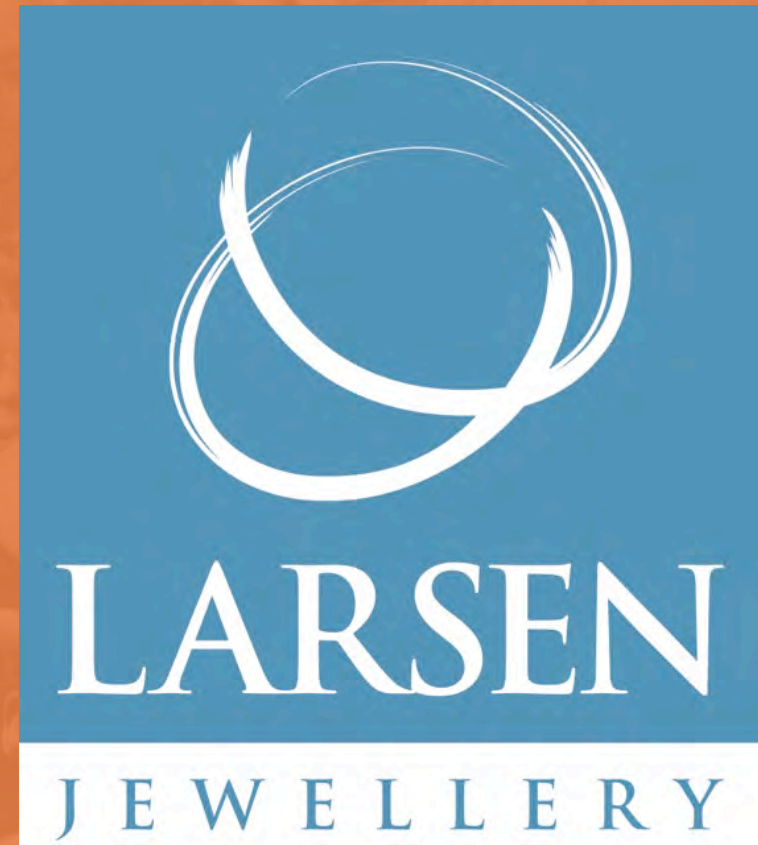
The **Fred Hollows**  
Foundation

WILD WOMEN ON TOP

**coastrek**

# FUNDRAISING AWARDS

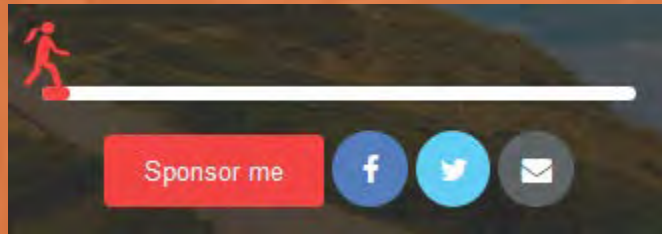
diana ferrari



# FUNDRAISING TOP TIPS

1) Don't be afraid to ask

2) Social media – Share the love



3) Ask your work place to match

4) Diana Ferrari Styling Experience



# USE ONLINE RESOURCES



The Fred Hollows Foundation

WILD WOMEN ON TOP  
**coastrek**

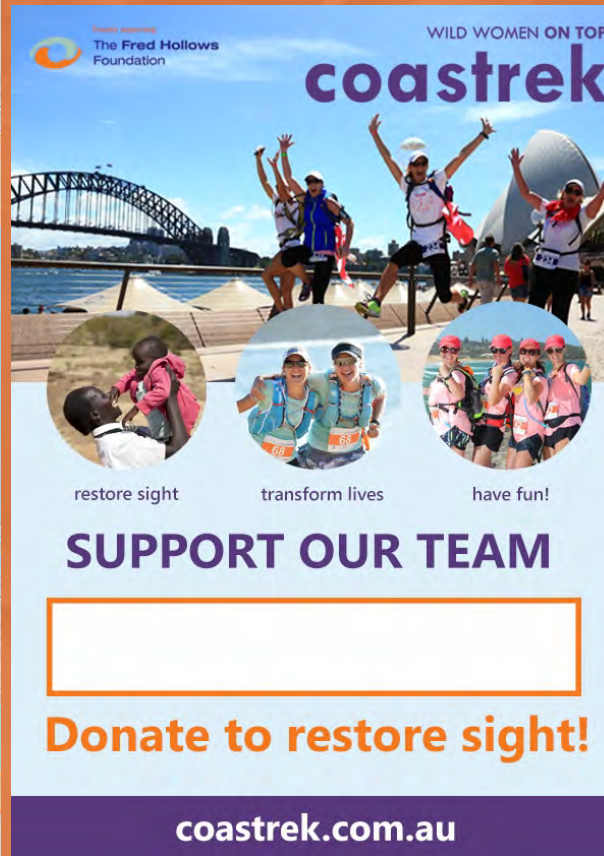
## FUNDRAISING GUIDE



50% women    30 – 60 km events    Teams of 4



**SYDNEY**    **MELBOURNE**

www.hollows.org | 1800 203 801 | www.coastrek.com.au




The Fred Hollows Foundation


WILD WOMEN ON TOP  
**coastrek**



restore sight



transform lives

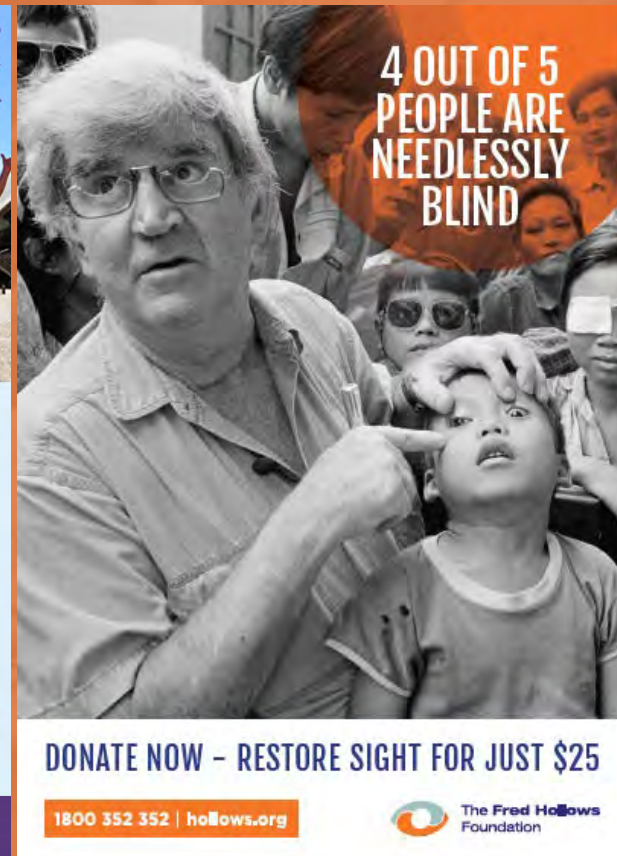


have fun!

### SUPPORT OUR TEAM

## Donate to restore sight!


**coastrek.com.au**



4 OUT OF 5  
PEOPLE ARE  
NEEDLESSLY  
BLIND

**DONATE NOW – RESTORE SIGHT FOR JUST \$25**

1800 352 352 | hollows.org





The Fred Hollows  
Foundation

WILD WOMEN ON TOP

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# THANK YOU FOR MAKING A DIFFERENCE !

For any Fundraising assistance:

1800 203 691

[sydneycoastrek@hollows.org](mailto:sydneycoastrek@hollows.org)



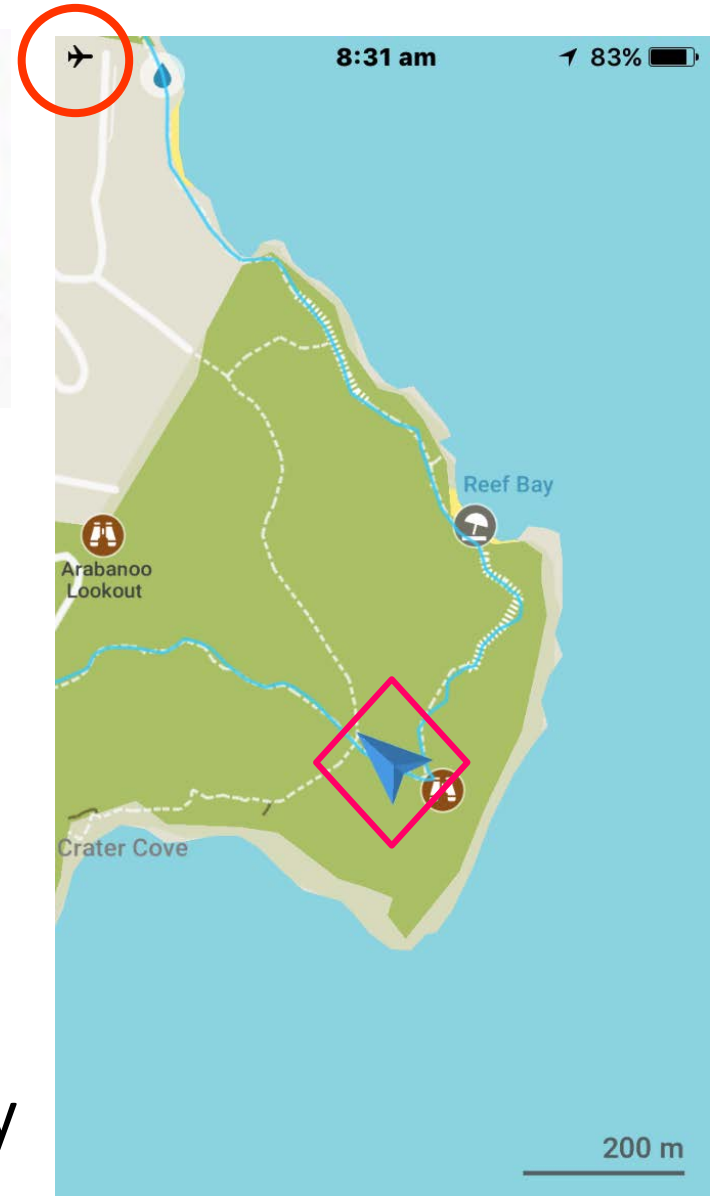
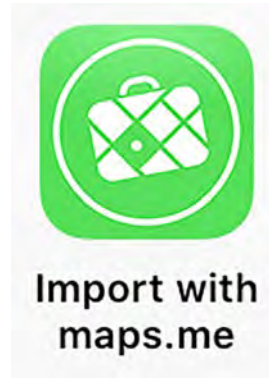
The **Fred Hollows**  
Foundation

WILD WOMEN ON TOP

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# MAPS.ME

- Yes we've gone digital
- Download the MAPS.ME App
- Check out all the instructions at [sydney.coastrek.com.au/map](http://sydney.coastrek.com.au/map)
- Zoom in to see the route
- Use flight mode to save battery life
- Route will be marked on the day





# Safety first

- Stay together
- Caution when crossing roads, follow event traffic management crew/signage
- Report all withdrawals at Luv ♥ Stops
- Follow Emergency Procedures
- Wear Hi-Vis vests on roadways and at night
- Pack a head torch for the dark at the start/near end

# Safety first

## Compulsory Gear

- ✓ Hi-Vis Vests
- ✓ Event bibs on front
- ✓ Basic First Aid
- ✓ Water (min 2L carrying capacity)
- ✓ Food!
- ✓ MAPS.ME App
- ✓ Phones
- ✓ Head torch (60kers)



# PRE EVENT REGO

Wednesday 15 March, 1 to 7pm

- Get organised early
- Get your team bibs
- At the PADDY PALLIN city store  
507 Kent Street, Sydney
- One less thing to worry about on event day
- And a chance to go shopping 😊 **20% off**  
on great quality gear for all Coastrekkers!!



# 60km Rego

**Friday 17 March**

**Manly Life Saving Club (upstairs), South Steyne**

- ♥ From 1 hour before your start time
- ♥ Then warm up with a walk to Shelly Beach.  
Allow 15 minutes!
- ♥ Still come to Manly Life Saving Club even if you collected the team's bibs on Wednesday



# 30km Rego

Friday 17 March

**Bradfield Plaza (under the Harbour Bridge), Kirribilli**

♥ From 1 hour before your start time

♥ Make your morning relaxed - catch the train or bus to Milsons Point station and then a short walk to the start area

♥ Allow some time to grab a coffee at one of the local cafes



# Registration Tips

1. Your start time has been allocated.
2. Your Bib/Team Number will be emailed to you on Tues 7 March.
3. Register any last minute Team changes at the **Team Change Desk**.
4. Register according to start wave and bib/team number. Collect 4 bibs. Each team member has a bib allocated to their name – ensure you wear the correct one!

# Managing your team entry

- ♥ You can change / replace team members online up until 3 days before the event.
- ♥ Any last minute changes must be reported at the Team Change Desk at Registration.
- ♥ Refer to the withdrawals process detailed in your event day information.

# Out on the track...

- ♥ At the Start – If you want to jog please place yourselves near / at the front, i.e. Self-seed.
- ♥ Keep left. Pass right. Be mindful of other users / public.
- ♥ Take care with your walking poles.
- ♥ At the start, at narrow sections of trail and Luv ♥ Stops, there may be queues. Be patient!
- ♥ To complete the distance you've been training for, GO the DISTANCE! This includes scenic SOUTH Head 😊



# Out on the track...

The route is marked regularly with pink Coastrek branded tags. And Arrows and Crosses



*Event map...* available at [sydney.coastrek.au/map](http://sydney.coastrek.au/map)

*Luv Stops...* are clearly marked on the map

*Bottle necks... be patient*

*Slippery bits... exercise caution*

# Out on the track...

- ♥ Route Marking Exception!

We can't mark the section after the Harbour Bridge through Circular Quay and the Botanic Gardens.

- ♥ Please use the MAPS.ME App through here if you need

# Route changes...

- ♥ There may be last minute changes due to weather or unforeseen circumstances.
- ♥ Follow the route as marked and the instructions given to you by Coastrek Event Staff / Volunteers / Police.
- ♥ Any other changes to the route for safety/weather related issues, will be sent to you via SMS.



# Timing

All 4 Team Members to cross the Timing Strip at the following sites:

- ♥ Balmoral, 1<sup>st</sup> Sea Scouts Hall (60k event)
- ♥ Kirribilli, Bradfield Plaza (60K stop + 30K start)
- ♥ Rose Bay, Lyne Park
- ♥ South Head
- ♥ Bondi Finish

# What will be at the Luv ♥ Stops?

- ♥ Timing
- ♥ Water source (but no cups)
- ♥ First Aid
- ♥ Toilets
- ♥ Basic snacks
- ♥ People to cheer you on!

*NB: Every Luv Stop has a Cut Off (closing time).*



# Team rules

- ♥ We rely on the integrity of each team to participate in the true spirit of Coastrek and complete the route as marked on the day and detailed on the online map.
- ♥ To be eligible for a line honours placing, you must complete the specified route as a team of 4, check all 4 team members in at each Stop and the Finish.

# Withdrawals

**Individual** - If a member of your team wants to withdraw, please do so at the closest Luv Stop.

**Team** - If whole team withdraws, do so at a Luv Stop, or call Event Headquarters (number on your bib)

# Traffic at Starts

- Getting to REGO: allow plenty of time for traffic/congestion especially for later starts.
- One way drop off operating at the Start Locations. Please follow Traffic Controller directions.
- Refer to your **Event Day Pack emailed Tues 28 Feb**
- **Manly:** South Steyne, Manly
- **Kirribilli:** Alfred OR Broughton Streets.  
Public transport (Train OR Bus) highly recommended for this site - [www.transportnsw.info](http://www.transportnsw.info)



# Traffic at Finish

## BONDI

- Limited PAID parking off Campbell Parade
- It will be BUSY
- Support Crew and family meeting trekkers, consider parking in **alternate locations nearby.**
- Sydney bus options – [www.sydneybuses.info](http://www.sydneybuses.info)

# 4 seasons in one day

- ♥ Resources > Plan & Train > Chapters
- ♥ Follow instructions from marshals, event alert SMS if Heat Alerts are put in place
- ♥ HEAT - Wear loose, light clothing, avoid tight fitting, black Lycra. Slow down, get wet, cool off.  
Support Crew cater with ice, ice blocks, cold drinks, cold packs

**Call Emergency Phone number (printed on your bib) for First Aid advice and if serious/in doubt call 000**

# Emergency procedure

**THIS WILL BE PRINTED ON THE BACK OF YOUR EVENT DAY BIB**

## **NON LIFE-THREATENING ISSUES – To Get First Aiders**

**STEP 1:** Call/text the **Emergency Phone 0447 447 157** who will arrange help.

**STEP 2:** If you can't get through & you're in doubt of severity **call 000**.

**STEP 3:** Call your support crew if they can assist.

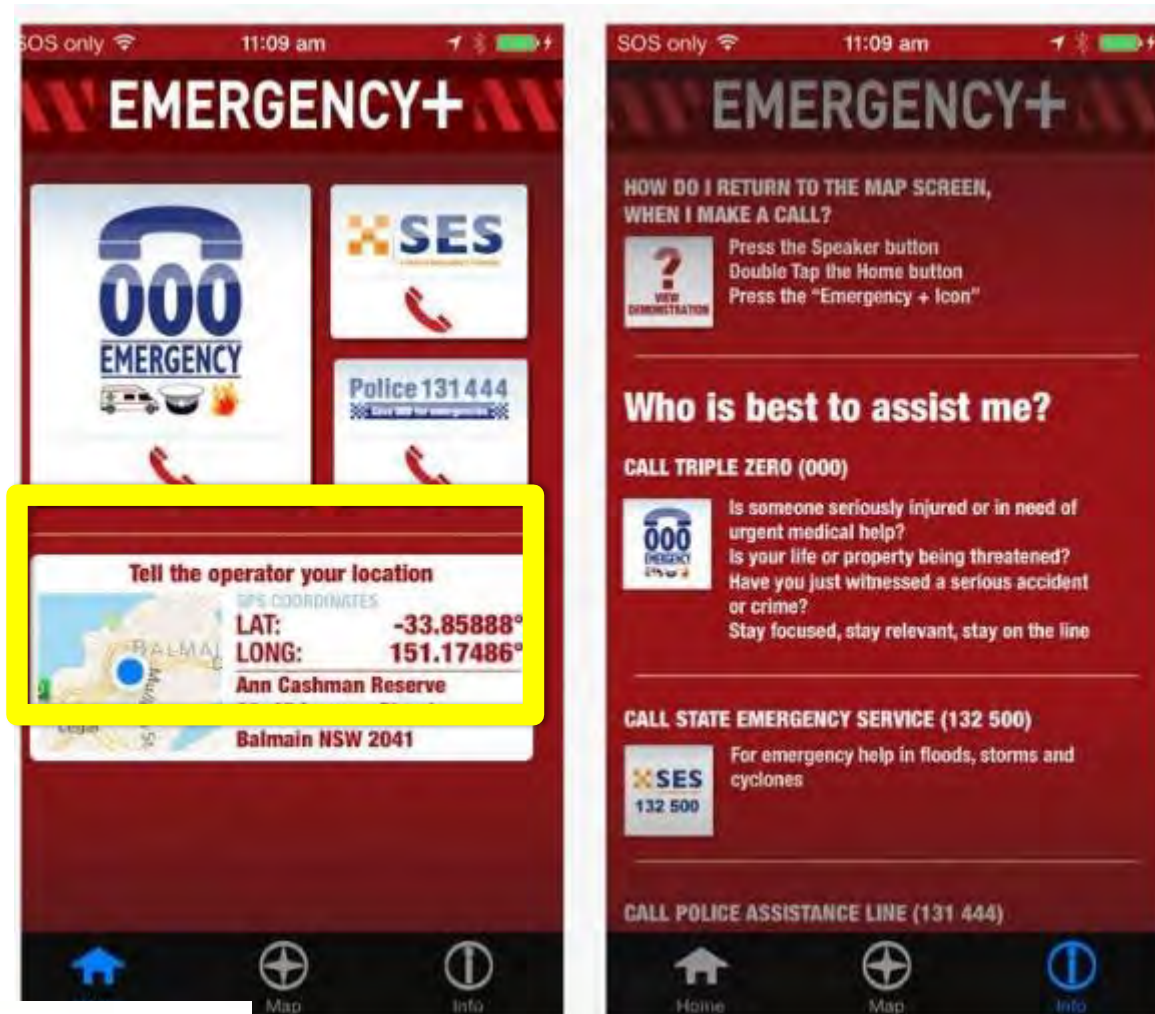
**STEP 4:** If you leave the course you must advise **HQ 0411 344 138**.

## **LIFE-THREATENING EMERGENCY – Call Emergency Services**

**STEP 1:** **Call 000** (tell them that you are part of Coastrek).

**STEP 2:** Call the **Emergency Phone 0447 447 157** and advise what has happened.

# Emergency plus app



# Gear

## *What to wear?*



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WILD WOMEN ON TOP

**sydneycoastrek**

# Gear

## What to wear?

*In your pack...*

Rain gear, hat, water (min 2 litres), 600ml bottle for Hydralyte, snacks, spare socks, compulsory gear including basic first aid and hi-vis vests (to be worn near all roads), head torch, Water bottle (no cups available), toilet paper (just in case 😊)

*With your support crew...*

Food, water, socks, spare shoes

# Happy Feet



- ♥ Get your footwear right! Nothing new on event day
- ♥ Socks – quality, wicking, change regularly
- ♥ Hot Spots – STOP & attend to it: clean the area, use a blister dressing, Fixomull tape, paw paw ointment/ Vaseline, foot fleece. Whatever works for YOU!
- ♥ Pack a small towel & talc powder to dust off sand
- ♥ Clip toenails, but no pedicures
- ♥ Practice!

# Nutrition

- ♥ **Don't try anything new on the day**
- ♥ Eat regularly! Small doses of carbs every 15-30 mins (dried fruit, jelly lollies, 1/2 a white bread sandwich, banana, muesli bar; sweet & savoury)
- ♥ Caffeine: exercise caution
- ♥ Listen to your body
- ♥ Avoid fat, fibre and too much protein = slow stomach emptying





# Event Day Nutrition



# Hydration



During Coastrek an electrolyte replacement drink might be important depending on intensity, humidity, temperature.

- Be wary of over-hydrating with water alone – **Hyponatremia (low sodium) is a serious issue.**
- Develop a hydration plan in training.
- DRINK TO THIRST

# Hydration



- Monitor urine colour – aim for light straw colour over the course of the event.
- If you are running to the loo every 15 mins you are drinking too much OR have lost electrolytes
- Alternate between Hydralyte Sports & water
- **Bring a 600ml drink bottle that you can mix Hydralyte Sports in if you're using.** Keep your 'bladder' 😊 for water only.
- NO cups available on event day

# T.e.a.m work

Together **E**veryone **A**chieves **M**ore

- ♥ Alternate the lead and tail end positions often
- ♥ Put slower team member at the front
- ♥ Take toilet stops together (save time)
- ♥ Look out for each other
- ♥ 1 person in charge of route/map
- ♥ 1 person in charge of eating/drinking reminders

# Leave no trace!

- ♥ Take your rubbish with you
- ♥ No noise near residential properties
- ♥ Use toilets along the route where possible
- ♥ Rubber stoppers on walking poles



# Support Crew

- ♥ Tell your support team about the MAPS.ME app
- ♥ They can meet you along the route, in a safe place away from residential areas
- ♥ NO crews/vehicles allowed at Shelly Beach – 60k start
- ♥ Equipped to assist you with heat and cold, basic First Aid, food, drinks, spare equipment, etc...
- ♥ ‘Support Stars’ E Book chapter under ‘Resources>Plan & Train’

# Finish Line celebration

Bondi Beach is an **ALCOHOL FREE ZONE**

Please save your bubbles for later!!! 😊

Read the Plan & Train chapters  
most importantly... have fun!





# First Aid

with

# Paul Tempany



# First Aid • On The Day



If a first aid incident occurs

*Where are you ?*

*What happened ?*

*What injuries ?*

# First Aid • On The Day



**First Aid & Medical Conditions  
(not life threatening)**

*Phone Acute Health*

**0447 447 157**

*(on your bib)*



# First Aid • On The Day



## First Aid & Medical Conditions (LIFE THREATENING EMERGENCY)

### *Phone Ambulance*

*Triple-zero  
000*

*Then phone Acute Health  
0417 344 616*



# First Aid • On The Day



## First Aid & Medical Conditions WITHDRAWING FROM EVENT

*Individual – Inform at next luv stop*

*Team – Call Coastrek HQ*

*0411 344 138*

*(on the back of your bib)*

# 2 minute First Aid Refresher



# Bleeding • Management



1. DRS ABCD - Gloves
2. Inspect wound (foreign objects)
3. Patient to apply Direct pressure & elevation
4. Apply pad & roller bandage
5. Keep limb elevated

*If bleeding comes through pad & bandage:  
Repeat step 4 & 5 without removing  
initial pad and bandage*



# Soft Tissue • Management



**R**est

**I**ce *20 mins every 2 hours*

**C**ompression (bandage)

**E**levation

**R**eferal





# Snake Bite • Management



1. DRS ABCD
2. Ensure snake is not present (Danger)
3. Look for bite site (puncture marks/scratches)
4. Do not wash bite site (just mark it)
5. Manage using the pressure immobilisation technique
6. Call ambulance '000'
7. Should manage all snakebites as if it was dangerous



# Snake Bite Management



1. Do not wash the bite site
2. Apply a roller bandage directly over the bite site
3. Apply roller bandages to limb starting at furthest part  
(fingers to arm pit or toes to groin)

*You may need multiple roller bandages*



# Hypothermia • Management



1. DRS ABCD
2. Urgent ambulance '000'
3. Take off wet clothing (if conscious)
4. Place insulating material under to prevent heat loss
5. Wrap casualty (including head) in thermal blanket

Do **not** rub or massage body

Do **not** give alcohol

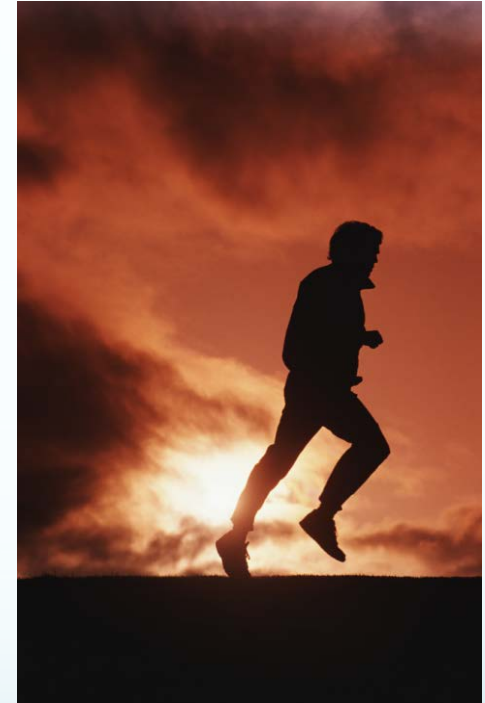
Do **not** expose to excessive heat (gas heater, fire)



# Hyperthermia • Management



1. DRS ABCD
2. Remove casualty to cool area
3. Lay casualty down
4. Loosen & remove clothing
5. Fan patient down
6. Give cool water to drink  
(if conscious)
7. Apply ice packs to groins & arm pits
8. Seek medical assistance



# First Aid PREPARE



# First Aid • Prepare

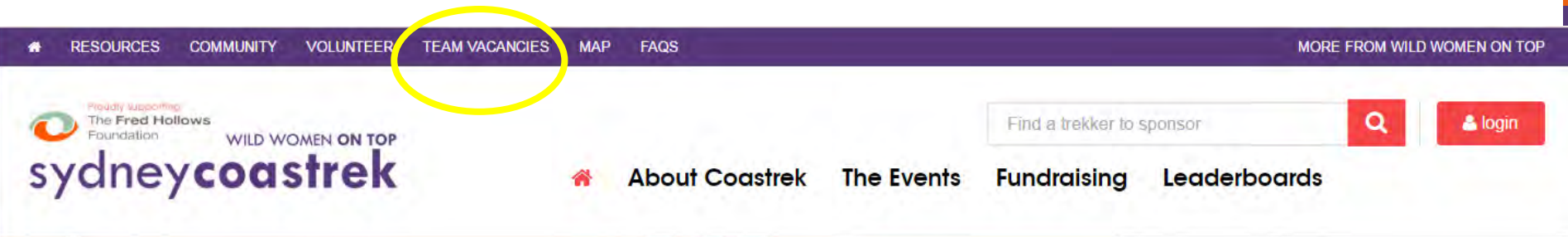


Have a first aid kit with essential supplies

- *Pair of gloves*
- *Triangular bandage*
- *Roller Bandages*
- *Thermal (shock) blanket*
- *Wound dressings*
- *Strapping tape*
- *Instant ice packs*
- *Saline Ampoules*



# In need of a team member?



- ♥ Check out Team Vacancies on the website for individuals looking to join a team and teams looking for someone to join them.
- ♥ Or add your own advertisement.

# Vollies

- ♥ We'd love the help of your family & friends
- ♥ Vollies help to create an amazing atmosphere & Coastrek event day just wouldn't be the same without them

**Register by tomorrow 24 Feb to go in draw for a CamelBak Pack AND receive A FREE entry to participate in a Coastrek of choosing, to be used within the 12 months!**  
**[sydney.coastrek.com.au/volunteer](http://sydney.coastrek.com.au/volunteer)**





# Prizes

Most Inspiring Team

Speedy Teams *Paddy Pallin*  
SINCE 1930

**SHARE YOUR STORY!**  
WIN a AWESOME 6 day Team Trip!



Lara...

OR



The Overland Track

**L**   
**VE**

*Woohoo Tent*

@ the finish line

*come & hang out!!!*

# #coastrek

## GET SOCIAL TRAINING



- Snap and share your photos #Coastrek when you're out training - the **MOST INSPIRING / ENTERTAINING PHOTO of the month** will **WIN** a CamelBak hydration pack
- Join us on **Instagram**, **Twitter** and **Facebook** for all event updates and important information
- Live Social Feed on event day – Visit our Facebook page



Instagram



# #coastrek

WIN WIN WIN!!!

Event Day

**MOST INSPIRING /  
ENTERTAINING PHOTO WINS**



# wildwomen

ON TOP

LIFE CHANGING ADVENTURES



# WILD WOMEN ON TOP



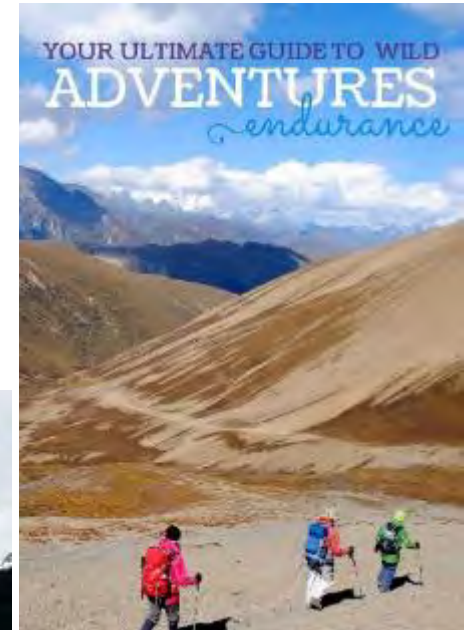
**Our passion...**

to inspire women to transform their lives through Team Trekking challenges.

**Our mission...**

to 'transform 50,000 Australian women's lives through challenging adventure treks'.

# Experts in trekking...



# Wild Women On Top

## What will you do next with your Coastrek Fitness?

- ✓ The Bungle Bungles, WA full pack trek (May-Jun 17)
- ✓ Mount Maroon, QLD Wild Weekend (Sept 2017)
- ✓ Freycinet, TAS (Oct 2017)
- ✓ Coastrek – Join Melbourne (26 May) OR Sunshine Coast (28 July)



visit: [www.wildwomenontop.com](http://www.wildwomenontop.com)

# Coastrek 2017

REGISTER NOW  
[coastrek.com.au](http://coastrek.com.au)

30-60KM TREK | TEAMS OF 4 | 50% WOMEN

WILD WOMEN ON TOP

## coastrek



**SYDNEY**

17 MARCH 2017

**SOLD OUT**

**MELBOURNE**

26 MAY 2017

**90% FULL**

**SUNSHINE**

28 JULY 2017

**OPEN**



# Thank you to our Partners



Harbour Trust



Proudly supporting

The Fred Hollows Foundation



WILD WOMEN ON TOP

# coastrek



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[www.hollows.org.au](http://www.hollows.org.au)

**wildwomen** ON TOP  
LIFE CHANGING ADVENTURES