

THE KOKODA CHALLENGE

THE KOKODA JOURNEY



AUSTRALIA'S TOUGHEST TEAM ENDURANCE EVENT

OUR STORY

DO YOU WANT TO

- ✓ Do what you thought impossible
- ✓ Push yourself beyond your limits
- ✓ Give back to the community
- ✓ Raise funds to change lives of Aussie youth
- ✓ Honour our Australian Veterans
- ✓ Keep the Spirit of Kokoda alive

THEN READ ON...

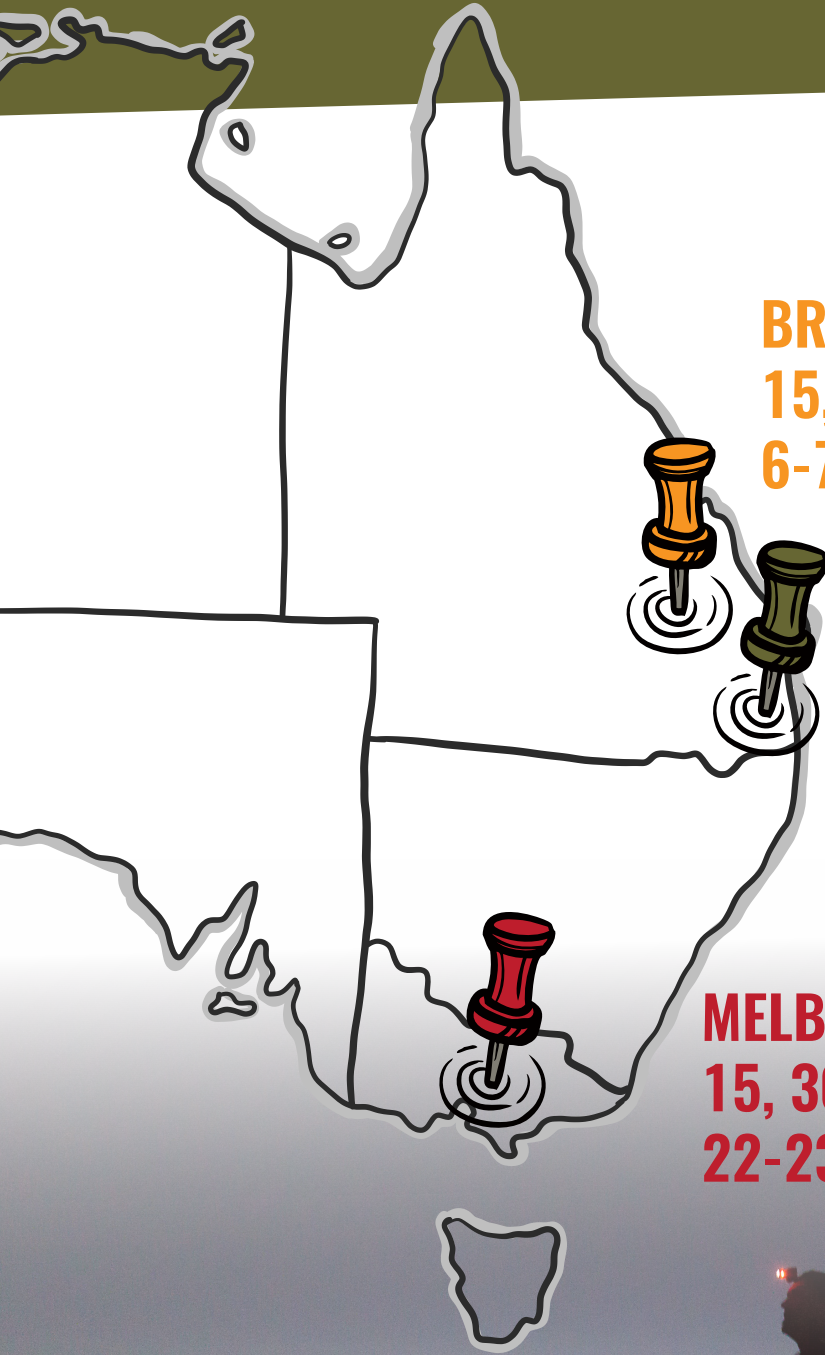
The Kokoda Youth Foundation is a public benevolent institution founded in 2004 by Doug Henderson, OAM and his wife Anna. Their dream was to keep the Spirit of Kokoda alive, using the values of the Kokoda Campaign to change lives of Australian youth; Courage, Endurance, Mateship and Sacrifice.

This is achieved through the Kokoda Challenge Youth Program (KCYP), a life skills program for 15-17 year olds from all walks of life, affectionately known as our 'Kokoda Kids'. This 14 month life changing program could not be possible without the many participants of our Kokoda Challenge events, whose fundraising efforts fund KCYP.

Participants are not only conquering Australia's toughest team endurance event, they are changing lives of Australian teens.



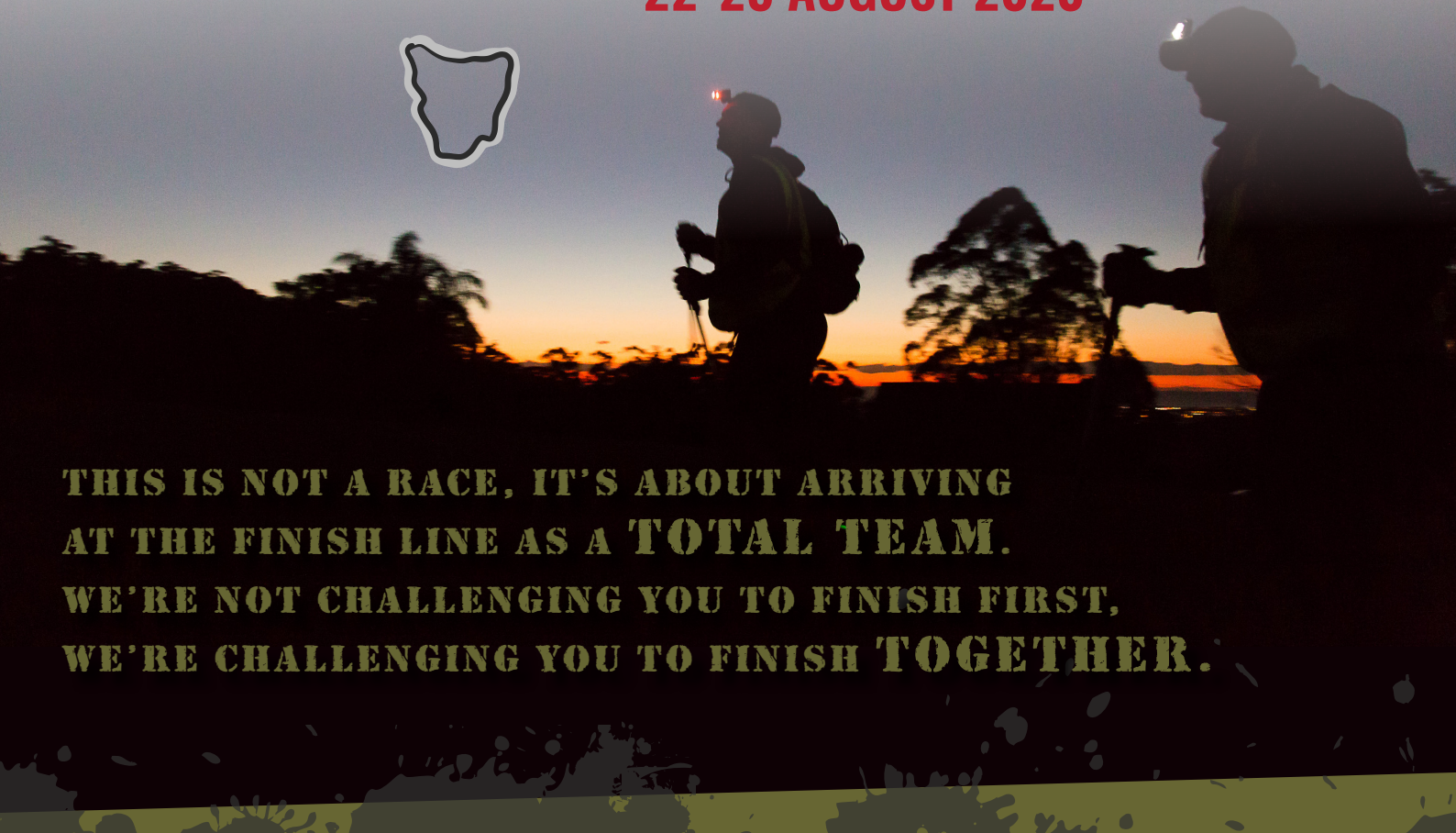
EVENT DETAILS



BRISBANE
15, 30 & 48KM
6-7 JUNE 2020

GOLD COAST
48 & 96KM
18-19 JULY 2020

MELBOURNE
15, 30 & 48KM
22-23 AUGUST 2020



**THIS IS NOT A RACE, IT'S ABOUT ARRIVING
AT THE FINISH LINE AS A TOTAL TEAM.
WE'RE NOT CHALLENGING YOU TO FINISH FIRST,
WE'RE CHALLENGING YOU TO FINISH TOGETHER.**

THE WHY: CHANGING LIVES

YOUR FUNDRAISING ASSISTS US TO CHANGE LIVES, BY FUNDING OUR KOKODA CHALLENGE YOUTH PROGRAM (KCYP)

Since inception in 2004, through the Kokoda Challenge Events the local community has changed the lives of 50 “Kokoda Kids” every year, from all walks of life and backgrounds. Over the years, Kokoda Kids have progressed to school captains, secured apprenticeships, risen through the ranks in the army, gained entry into universities and grown into strong figures within their community, harnessing their leadership potential with valuable life skills and a sense of purpose. KCYP inspires adventure, growth and confidence.

KCYP is a 14 month program that involves weekly training sessions, involvement in the 96km Gold Coast Kokoda Challenge, a trip to Papua New Guinea to hike the Kokoda Track and visit local villages, a 2 day camp at our Camp Kokoda Outdoor Education Centre in Maroon QLD, 10 months Community Service designed to teach the value of giving back, education on the Kokoda campaign and regular activities which encourage team work, cooperation and leadership skills.



THE KOKODA JOURNEY

1 GATHER YOUR TEAM

The Kokoda Challenge is a team event! Team numbers depend on the distance you are choosing, so select your distance and gather your team mates!

2 REGISTER

Register online for your chosen distance and location. You will be walked through the steps in setting up your team with required details.

3 TRAIN & PREPARE

Utilise our resources, community page, weekly emails and social media tips to train, get to know the course and experiment. #1 rule is nothing new on event day!

4 FUNDRAISE

With the 'WHY' front of mind, get creative with your fundraising. Meet or exceed your \$ goal using our fundraising guide. Every dollar changes lives of Aussie kids.

5 EVENT DAY

The day has arrived! Get across all the events details and read your weekly emails for important info and updates. Arrive early, soak up the atmosphere and have an amazing Kokoda experience!

THE KOKODA CHALLENGE



6 POST EVENT

You will receive a downloadable certificate, feedback survey and professional photos. Share your experience on social media and start the countdown for next year!

FROM THE KOKODIANS THEMSELVES

“

Kokoda again threw up amazing challenges. Enjoyed the great atmosphere and the volunteers were amazing and encouraging. Well done to all.

Being from the West Coast and not a local to the area I found the whole experience very professionally run. The volunteers were amazing and the Kokoda kids were a delight to chat with along the track. Over all one of the most organized events I have participated in, congratulations to the organizers and volunteers. The WA team will be back with a few new teams to help fly the WA flag.

KOKODA WAS THE BEST 30
KILOMETRES I'VE EVER DONE!

I never thought I'd be able to do this, the whole Kokoda experience was amazing! Everyone was so encouraging and that's what kept me going, I met amazing people and have made a bigger connection with my team. I'll definitely be back!

As a corporate team, the culture and morale this event has built within our office has been incredible! The support and energy between our colleagues has grown unbelievably.

Highly recommend this amazing event, everything so well organised and the encouragement from each and every person out there was just amazing.

THERE IS NOTHING ELSE
LIKE THE COMRADERY OF
A KOKODA CHALLENGE
EVENT.

I've enjoyed this event every year for the last 7 years! Fantastic event - extremely challenging, I love it!

THE IMPACT THIS EVENT
HAS ON OUR SCHOOL
KIDS IS INVALUABLE.
IT'S NOTHING THAT
CAN BE LEARNT IN A
CLASSROOM.

”

VISIT THE KOKODA CHALLENGE ON FACEBOOK, INSTAGRAM AND YOUTUBE TO WATCH
STORIES AND ADVICE FROM OUR FAMILY OF KOKODIANS:
[@TheKokodaChallenge](https://www.instagram.com/TheKokodaChallenge)

DO YOU HAVE WHAT IT TAKES?

YOU'LL BE PREPARED

In the lead up to each event, we provide your team with:

- Training resources
- Fundraising tips
- Emails stacked with info
- Briefing sessions
- Social media updates and inspiration
- A community of encouraging Kokodians, via our private “Kokoda Challenge Community Facebook Group” you will have 24/7 access to experienced Kokodians ready to give you advice, encouragement and support
- Constant support from our team, call us anytime on 07 5539 4141

DO YOU HAVE A CORPORATE TEAM?

We have several partnership and promotion opportunities for your company. From showcasing your work, offering deals and cross promoting to our audience. Get in touch with us to discuss this opportunity further (07) 5539 4141.

INTERESTED SCHOOL TEAMS?

Every year we have many schools participate in Kokoda Challenge Events. Ensure to check out our website along with School Resource Pack to get your students and school in this years events.



**REGISTER YOUR TEAM AT:
KOKODACHALLENGE.COM**

THE SPECIFICS

HOW TO REGISTER

1. Have your team leader visit kokodachallenge.com
2. Click “Register”
3. Complete the step by step registration form
4. They will be prompted to invite team members by adding their email addresses
5. Each team can then create their own profile and start fundraising!

TEAM PROFILE

1. Upload a team profile picture and a reason why you are participating
2. Ensure all your personal information is correct, including shirt size.
2. Post your page link to social media to attract donations towards your total teams fundraising.

RESOURCES

Join our Kokoda Challenge Community Facebook Group to chat with fellow teams.

Utilise our resource library to get as prepared as possible! Visit ‘Event Resources’ to download:

1. Fundraising Guide
2. Kokoda Handbook: Training and Preparation
3. Equipment List
4. Support Crew Handbook
5. School Team? Select the registered Schools Handbook for relevant information.

PRE-EVENT COMMUNICATION

Ensure you team email addresses are correct, as you will begin receiving emails from our team with tips, info, updates and important event details. Stay tuned on social media for further inspiration, tips and more.

PRE-REGISTRATION

“Pre-Rego” occurs on the day before and morning of our Kokoda Challenge events. You need to attend to collect your event bibs and shirts. Check your emails for details on date, time and location of pre-rego.

EVENT WEEKEND

During event weekend you can expect to enjoy:

1. Amazing volunteers who are there to help you through your journey
2. Checkpoints stocked with water, lollies, encouragement and timing services

POST-EVENT

Stay tuned on your emails and social media to access your certificate of completion, feedback survey and link to purchase photographs by our professional event photographer SOK Images.

CONTINUE YOUR KOKODA JOURNEY

Continue your journey by:

1. Planning your next Kokoda Challenge event!
2. Applying to be a Kokoda Kid or Volunteer Leader in our Kokoda Challenge Youth Program (KCYP)
3. Visit our Camp Kokoda Outdoor Education Centre in Maroon QLD for school camps, holiday programs or specialty group activities.