



ride and walk for relief 2025 partnership prospectus

16 – 23 February 2025



Partners in supporting mental health awareness

partnership invitation | supporting mental health



Peninsula Hot Springs (PHS), sharing its mission with a community partner, Mentis Assist, is hosting the 7th annual Ride for Relief and the 2nd Walk for Relief, charity cycling and walking events to raise awareness and funds for supporting mental health and wellbeing.



Australian adults experiences a mental disorder during their lifetime



8.9
Australians die every day by suicide

Mental health in Australia has been through a significant shift in the last 50 years, with nearly half of Australian adults experiencing a mental illness at some time in their life.

Mental illness affects all Australians, either directly, for those who experience it or indirectly, such as family members, friends and carers.

For Australia, Mental and substance use disorders were estimated to be responsible for 15% of the total burden of disease (years of healthy life lost due to poor health or non-fatal burden), placing it second as a broad disease group after Cancer.



The story behind Ride for Relief

"It's been 9 years since the passing of my brother and our co-founder, Richard Davidson.

It was a shock for everyone when he took his own life in February 2015 soon after he sold his shares in a business he helped steer through the first 18 years of conceptualisation and operation.

As an accomplished environmental scientist, Richard helped to create the vision for this remarkable business, transforming the landscape from pastoral land in 1997 to the regenerated oasis you see today, 27 years on. His lasting signature can be seen everywhere you look at Peninsula Hot Springs.

As we take a moment to reflect on Richard's contributions in creating Peninsula Hot Springs, it is important we acknowledge the very real mental health issues he faced, which ultimately led to the difficult and tragic choice he made.

With wellness at the heart of everything we do, Richard's passing drove our focus to supporting community physical and mental health and to identify how we can all contribute to helping those in need.

Championed by our Community Relations Director, Yuki, and supported by myself, business partners, our board, our leadership team and all of our Peninsula Hot Springs family, the desire to connect and build a strong and resilient community runs deep.

We chose the local organisation Mentis Assist as our mental health partner, and created the Ride for Relief event to raise funds and awareness for mental health and to emphasise the importance of caring for our physical wellbeing and connection to others.

I am passionate and committed to supporting those in the community facing mental health challenges like that with which Richard struggled. We are very grateful and happy to see more people, businesses and organisations joining us in delivering Ride for Relief and building awareness of this life-threatening yet common illness.

The intention behind Ride for Relief is to help build a connected, caring and loving community in which we can live in happiness and harmony together."

Charles Davidson, Co-Founder & Chairman
Peninsula Hot Springs

partnership invitation | supporting mental health



**event partner
testimonials**

“The event continues to grow from strength to strength in its professionalism and impact with such an important social challenge.”

– **NAB**

“Year after year these inspiring individuals take part in Ride For Relief, and we are truly thankful to be able to contribute”

– **Arthurs Seat Eagle**

In 2022, 8.9 Australians died every day by suicide. An unknown further number of Australians attempt suicide every year, with some estimates suggesting this figure may be over 65,000.

These statistics are confronting; behind every number is a human life – families, friends and whole communities.

It has never been more important that we community organisations get together and make a difference in these devastating numbers.

This is an invitation to your business to participate as an event partner in Ride & Walk for Relief 2025. Your generous support will change the quality of life of people who live with mental challenges every day.

Ride for Relief was launched in 2018 as part of our commitment to bringing better mental wellbeing to people living in Australia and the world.

In 2022, we added the entry option of a six-day riding tour, from Metung Hot Springs to Peninsula Hot Springs, to the original one-day ride event.

This year in February, we introduced a 10km walk (Walk for Relief) in the stunning Pt Nepean National Park as part of the charity event. It opened the door for more people, not just road riders, to join us in supporting the significant cause.

In the past years, we have been humbled by the support of many local and national businesses as event partners, who enabled us to bring invaluable funds to Mentis Assist so they can continue providing specialised support services to people facing mental health challenges.

We thank you for your consideration to take this opportunity to provide the most needed support in our society. Please see page 7 for different levels of partnership and the benefits offered for each package.

event summary

	Ride for Relief		Walk for Relief
	6-day tour	1-day ride	Walk only/ Walk & Bathe
Event Organisers	Ride for Relief is hosted by Peninsula Hot Springs. Mentis Assist is a primary beneficiary (see page 9 for Mentis Assist profile). All the rides are professionally managed by Connect Sport Australia, one of the most trusted cycling tour providers in Australia.		Walk for Relief is hosted by Peninsula Hot Springs with a granted event permit by Parks Victoria to run a 10km walk in Pt Nepean National Park.
Event dates	Sunday 16 February – Saturday 22 February	Saturday 22 February 2025	Sunday 23 February 2025
Experience	A fully supported group ride of 750km in 6 days, starting from Metung in Gippsland and finishing at Peninsula Hot Springs in Mornington Peninsula.	A fully supported group ride of 108km on the Mornington Peninsula, exploring the coastal scenery, Arthurs Seat climb, and the Red Hill winery regions. The ride starts and finishes at Peninsula Hot Springs.	A 10km walk along the stunning Pt Nepean National Park in Portsea, strolling the historical coastal path surrounded by nature and the wild ocean view - an ideal activity to share with family and friends. An optional entry including post-walk hot springs bathing is available.
Entry fees	\$800	\$280	Walk only - \$50 (adult) Walk only - \$25 (child 5 - 15) Walk only - \$150 (family of four) Walk & Bathe - \$125(adult) Walk & Bathe - \$75 (child 5-15) Children 5 and under are free
Entry closure	Saturday 30th November, 2024	Saturday 30th November, 2024	Sunday, 23 February, 2025
Fundraising target per rider	\$4,000	\$600	Any amount raised by each walker is appreciated.

For more event details, please visit [here](#).



event summary



*Subject to change slightly



partnership opportunities | testimonials



"Awesome event from start to finish, wonderful cause, fun people, classic course, safe and the most divine food and to top it off a soak in the thermal mineral springs to ease the body and mind.....spectacular!"

– **John (2019)**

"Raising money for a good cause is great. Having a training target to complete a significant event like Ride for Relief makes it greater. Feeling safe on the road at all times and being part of such a professionally managed event makes it the greatest. If you think Ride for Relief might be a big challenge for you (fundraising, training, completing) - do it! You'll thank yourself afterward."

– **Jodie (2022)**

"This event will be one that I will never forget. Entering as an amateur cyclist did certainly present many physical & mental challenges to overcome the ride, however with the help & guidance of the riders within the peloton you can definitely achieve, so long as you put in the heart & effort. "

– **2023 rider**

"A very worthwhile event to be part of whether as a rider or support crew. Either way you are part of a caring supportive group of individuals who have nothing but love for the cause they are supporting. "

– **2023 rider**

"The 2023 Ride for Relief event was our 5th consecutive year supporting this worthwhile and world class event which builds connection and promotes mental health awareness. The event continues to grow from strength to strength in its professionalism and impact with such an important social challenge. Working with the Ride for Relief team & Mentis Assist has been a pleasure and we have appreciated the opportunity to impact our local Mornington Peninsula community"

– **NAB, event partner**

"It's an honour and a privilege to be a part of such an incredible cause, raising funds for mental awareness. Year after year these inspiring individuals take part in Ride For Relief, and we are truly thankful to be able to contribute"

– **Arthurs Seat Eagle, event partner**

"We at Mitsubishi Motors Australia are proud to have had the opportunity to once again support this amazing event. Mental wellbeing is crucial to living a healthy and wholesome life. Vital funds raised by Ride for Relief are making a profound and positive difference for people requiring mental health support. Some of Mitsubishi's core values of collaboration, engagement and respect work in perfect harmony with what Ride for Relief is all about, and we are honoured to be one of the main sponsors for the event."

– **Mitsubishi Motors, event partner**

"The event was perfectly organised, the route was most enjoyable, and the post-ride visit to the hot springs was truly memorable. I have had an interest in mental health issues for many years, and I have done four different charity cycles for the cause. I like that the money we raised is going to a local organisation, and I will be pleased to attend the event again next year when we hope to surpass the previous fundraising efforts."

– **NAB (Tom, 2018)**

"Ride for Relief is a truly special event that is based on community, spirit, challenge and compassion. We raise money for mental health support within our community and build a community of friendship within the event. We challenge ourselves whilst learning about the challenges of those we raise money for, and we learn to support and show compassion to our new Ride for Relief family over 6 days of physical and mental challenges. You cannot buy this. You have to experience this!!"

– **6-day tour rider, 2024**

"Life-changing! Spending quality time with a supportive community and sharing life stories is simply life-changing. The scenery, hot springs, and Victoria countryside are stunning to ride through, and there's no better way to experience riding with a great company raising money for those dealing with Mental Health issues. Thank you, Ride for Relief community."

– **One day rider, 2024**

partnership opportunities | packages and benefits

	Platinum \$30,000*	Gold \$15,000*	Silver \$5,000*	Bronze \$2,500*
Max packages available	1	5	7	
Complimentary entry to the 1-day ride event (entry to the 6-day tour negotiable)	2	1	1**	1**
Complimentary entry to the 10km walk***	8	4	2	2
Complimentary VIP invitations to Celebration Lunch at PHS on the final day	4	2	2	2
Presenting rights to Ride and Walk for Relief 2025 – eg. Ride and Walk for Relief 2025 presented by XXXXXX (company name) + logo	✓			
Company logo presentation:				
• On rider event jersey	front and back	sleeves and back	back	
• On team tee-shirt for both riders and walkers	✓	✓	✓	✓
• On all ride support vehicles	✓	✓	✓	✓
• On large pull up banners for the ride and walk events	✓	✓	✓	✓
Opportunities for local awareness along the ride tour route (your proposal can be discussed - eg. stop at a branch for a group photo, story on a local paper, etc.)	✓	✓	✓	✓
Social media exposure brought by PHS Group:				
• Introduction on the event website with branding and links	as a major partner	as a Gold partner	✓	✓
• Acknowledgment on PHS social media (Facebook 140k followers, Instagram 90k followers, LinkedIn 1.8k followers)	as a major partner	as a Gold partner	✓	✓
• Acknowledgement on PHS e-newsletters (575k subscribers)	as a major partner	as a Gold partner	✓	✓
PHS Bath House bathing passes	12	6	4	2

* GST (10%) will be applied on partnership payments since Ride for Relief partnerships are not defined as a gift or donation which are made voluntarily.

** Complimentary entries included in Silver and Bronze partnership are requested to reach a fundraising target.

*** Joining the 10km walk is a great team building opportunity

partnership opportunities | packages and benefits



partnership opportunities for your business

- Make a difference to the lives of one in five Australians who experience mental illness
- Use the event as a corporate team building opportunity by sending your team members
- Enhance your brand reputation with demonstrated corporate social responsibility
- Inspire your employees and clients with your philanthropic action
- Gain exposure among PHS and its expanding PHS Group network

Please visit Metung Hot Springs www.metunghotsprings.com
Phillip Island Hot Springs www.phillipislandhotsprings.com
Maruia Hot Springs www.maruiahotsprings.nz

in-kind support

For the assessment of your partnership proposal, we value and welcome your in-kind support by supplying items and resources to assist with running a successful event. Please contact us for further discussions.



mentis assist



Each year one in five Australians will experience a mental illness, and 45% of Australians will suffer from a mental illness in their lifetime. An estimated 54% will suffer in silence and not seek treatment or support. That means you or someone you know is suffering.

In partnership with Peninsula Hot Springs, Mentis Assist is committed to changing the lives of people with mental illness. Together we are building stronger and more resilient individuals and communities.

Thanks to your generous donations, Mentis Assist has been able to provide some of the most vulnerable people in our community with the opportunity to access services they would not otherwise be able to afford.

100% of all funds raised go directly towards helping their clients.

With the funds raised from our Ride for Relief event Mentis Assist has developed an event partnership program by employing two staff members that are assisting in addressing the barrier to participation, reducing social isolation and developing skills to support social, civic and economic participation.

Individuals experiencing psychosocial disability as a result of mental health issues are supported, over a two-month engagement period (on average), to participate in the community and work towards becoming and/or remaining independent and engaged.

With your help, Mentis Assist have already been able to provide:

- Specialist neuropsychiatric, psychiatric and Occupational Therapy Assessments required for access to the National Disability Scheme (NDIS);
- Driver's license fees to build independence in the community;
- Computers and laptops to meet study goals and improve employment opportunities;

- House moving and set up costs for clients to live safely and independently;
- Food access to help with nutrition and encourage a healthy lifestyle;
- Respite care for carers of those with mental illness to provide a break from the stress of daily challenges.

about Mentis Assist

For more than 35 years Mentis Assist has provided specialised mental health support for thousands of the most seriously affected people seriously affected with mental illness across South East Melbourne.

Working with a network of professionals, together with the client and their personal support network, Mentis Assist help individuals to recognise their own values, strengths and goals, with an emphasis on improving health and wellbeing, independence and meaningful relationships with family and significant others.

Mentis Assist has a range of mental health services that meet the individual needs of people with severe mental illness. Their programs focus on the client's recovery journey so that they can become the best version of themselves.

Your generosity provides Mentis Assist with flexible funding to help support those living with mental illness to access treatments, re-engage in their community, re-build their lives and to ultimately reduce the number of people who lose their lives to suicide each and every year and instead provide them with hope for the future.

Melissa's* story is just one example of how Mentis Assist, alongside other professionals, work with experiencing mental illness to achieve the best outcome.

Melissa* is a single woman in her late 40s, who was diagnosed with schizophrenia in her 20s and has been admitted to hospital multiple times over the years.

Although Melissa's is in full remission when it comes to her psychotic symptoms, she continues to experience periods of high anxiety and post psychotic depression following each additional psychotic episode, leading to an overall reduction in her day to day functioning.

Prior to Melissa's first episode of psychosis, she had completed undergraduate studies, was working full time and had a supportive network of friends and family. However, following her mother's death, her substance misuse increased and she continued to use cannabis until her referral to Mentis Assist.

Mentis Assist provided Melissa with regular appointments with an experienced clinician who monitored her mental state and compliance with medications. Melissa was also linked to a psychologist for assistance with her longstanding trauma and anxiety, as well as a drug and alcohol service to address her cannabis misuse.

Mentis Assist also arranged a supportive GP for Melissa, who was able to sustain the professional relationship throughout the Covid outbreak, thanks to funds sourced from Ride for Relief, Melissa was connected with a psychiatrist for ongoing review.

Melissa has recently been approved for an NDIS package.

* Not her real name



Thank you for taking the time to consider partnering with us.

For further information and enquiries, please contact:

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Partners in supporting mental health awareness



We acknowledge the Gunaikurnai people, the traditional custodians of the Gippsland regions, and the Boonwurrung people of the Kulin Nation, the traditional custodians of the Mornington Peninsula, the lands which we traverse with the Ride for Relief event. We pay our respects to their Elders both past, present and emerging.