

INVICTUS GAMES

SYDNEY 2018

FOR OUR WOUNDED WARRIORS

PRESENTED BY



FLY THE FLAG TOOLKIT

SUB-BRANCHES INFORMATION

July 2018

MAKE
YOUR
MARK
UNDER
DOWN

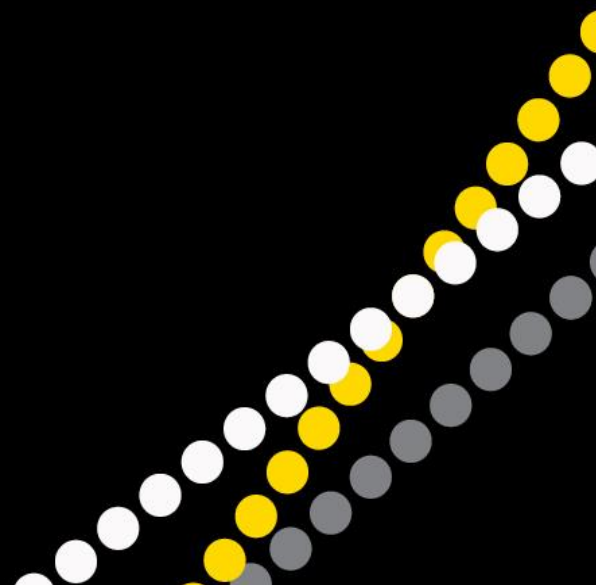




Table of Contents

Welcome	3
‘Fly the Flag’	5
Get Involved	6
Digital and Social Amplification	7
Administration Support.....	8

Welcome

Thank you for expressing your interest in supporting the Invictus Games Sydney 2018, presented by Jaguar Land Rover. With the Opening Ceremony in our sights, the international community looks to Australia to lead the way in recognising the sacrifice, determination and inspiration of our wounded warriors and the wider veteran community.

With 500 competitors and 1,000 family and friends expected to attend, Invictus Games Sydney 2018 will be a memorable event for participants, spectators and all those who watch through broadcast or social media. However, the real focus is how we engage and activate our local, national and global community from now until the Games and beyond.

At the Closing Ceremony of Invictus Games Toronto 2017, HRH The Duke of Sussex said:

"To the thousands who filled the stands this week, and the millions who watched at home, let me issue you a challenge. Don't just move on from these Games with happy memories. Instead, make an Invictus goal for yourselves. Let the examples of service and resilience you have seen, inspire you to take action to improve something - big or small - in your life, for your family, or in your community."

'Make Your Mark Down Under' is our answer to The Duke of Sussex's call to action.

There is a role for everyone in Invictus Games Sydney 2018 and 'Make Your Mark Down Under' enables you to get involved and show your support for our wounded warriors, no matter where you are or what you do.

Thank you for embracing the Games and 'making your mark' to support our wounded warriors.

We are thrilled to welcome you on the journey.

Janine Wood

Head of Community Engagement

'INVICTUS'

A Poem by William Ernest Henley

'Invictus', the Latin word meaning 'unconquered', is drawn from the poem written by William Henley in 1875 describing his experiences while terminally ill with tuberculosis. The final verse contains the rallying cry for the Invictus Games - 'I am the master of my fate, I am the captain of my soul' – the focus on the individual, empowerment and choice irrespective of the circumstances.

The inspiration for 'I AM' came from these final two lines. The speaker in the poem proclaims his strength in the face of adversity. 'I AM' not only captures the spirit of Henley's poem, but, importantly, as an idea it reflects and defines the Games' core purpose: to provide a platform for personal achievement, to compete, not just against each other, but against yourself and prove 'I AM'.

**"Out of the night that covers me,
Black as the Pit from pole to pole,
I thank whatever gods may be
For my unconquerable soul.**

**In the fell clutch of circumstance
I have not winced nor cried aloud.
Under the bludgeonings of chance
My head is bloody, but unbowed.**

**Beyond this place of wrath and tears
Looms but the Horror of the shade,
And yet the menace of the years
Finds, and shall find, me unafraid.**

**It matters not how strait the gate,
How charged with punishments the scroll,
I am the master of my fate:
I am the captain of my soul."**



***"I am the master of my fate:
I am the captain of my soul."***

'Fly the Flag'

About

'Fly the Flag' is our final 'Make Your Mark Down Under' activation. We're encouraging supporters all over the world to fly an Invictus Games Sydney 2018 flag in a united show of support for our wounded warriors.

As an integral part of the veteran community, your assistance is especially important to Invictus Games Sydney 2018. Hosting an event for Fly the Flag is a great way to show your sub-Branch's support of the Games to members of your sub-Branch and wider community.

Background

As well as honouring the traditions of previous Games, the Invictus Games Sydney 2018 flag activation will be an important engagement tool, providing the Games with an opportunity to educate communities across Australia and bring the Invictus Games spirit to all corners of the continent and beyond.

'Fly the Flag' will be an event for everyone. The Invictus Games is a celebration of achievement and determination and we want to touch as many people as possible through this flag activation.

Objectives

- Engage – Leverage the support of our community partners to take the Invictus Games message beyond Sydney and reach the broadest audience possible
- Connect – Encourage communities to embrace the Games and show their support for our serving defence personnel, veterans and their family and friends
- Educate – Shine a light on the healing power of sport and the services that exist to support our serving defence personnel and veterans
- Welcome – Provide an opportunity for the Invictus Games community, past and present, to engage with the Games.

Launch

This activation will be officially launched on 17 August.

For those who are based in the Sydney area, we welcome you to 'Fly the Flag' at our official launch on 17 August by climbing the Sydney Harbour Bridge. This will be an opportunity to meet the Australian team competing at Invictus Games Sydney 2018 and be inspired by their stories of resilience and determination. This will also be a fundraising event with 30 percent of all proceeds being donated to Invictus Games Sydney 2018.

Join the climb: <https://www.bridgeclimb.com/climbs/invictus-games-climb/>

If you are unable to attend the Bridge Climb in Sydney, we hope that your sub-Branch will join us in flying the flag on 17 August by hosting an event or ceremony to mark the occasion.

Get Involved

How To 'Fly the Flag'

1. Purchase a flag: <https://flytheflag.invictusgames2018.org>
2. Raise (or hang) a flag at your sub-Branch in a show of support for our wounded warriors
3. Take a picture and share online using #MakeYourMarkDownUnder and #IG2018 to contribute to our social feeds all about the Games.

Hosting Your Event

There are many opportunities available to your sub-Branch to celebrate our wounded warriors.

If you are able to host an event, reach out to a local club and ask if they would be interested in hosting with you on 17 August. Alternatively, you may choose to host a ceremony from your sub-Branch's Cenotaph. You may then like to:






- Invite members of the local council to attend, as well as state and federal members of parliament for your electorate
- Reach out to local sporting groups and schools to attend
- Hold a flag raising ceremony where you recite the Invictus poem, by William Ernest Henley
- If a space is available, host a breakfast, lunch or dinner in support of Invictus Games Sydney 2018
- Host a Walk and Talk in a local park or invite a past competitor to speak about the role the Invictus Games has played in their own lives
- Play a video for attendees: [Game On Down Under](#) or [Invictus, a poem by William Ernest Henley](#).

In order to maximise awareness and support for our wounded warriors, the Invictus Games Sydney 2018 broadcasting partner, the ABC, will endeavour to highlight #MakeYourMarkDownUnder activations across regional Australia. If your branch is able to host an event or ceremony in support of the Invictus Games Sydney 2018, please reach out to your local ABC station via Polly Mitton (mitton.polly@abc.net.au) to discuss how the ABC could be involved. With their support, the ABC can ensure your event or ceremony's impact will be felt across Australia.

Digital and Social Amplification

Social Media

Invictus Games Sydney 2018 has a presence across social media. Find us on:

	@InvictusSydney
	@InvictusSydney
	@invictusgames2018
	Invictus Sydney YouTube
	Invictus Sydney Vimeo

After you raise a flag in support of Invictus Games Sydney 2018, we encourage you to do the following:

- **Post your own** messages of support using our hashtags #MakeYourMarkDownUnder and #IG2018
- **Encourage** your own network to raise a flag in support of the Games
- **Follow us** on Facebook, Twitter and Instagram for updates about the Games
- **Like and share** posts from our social feeds

Administration Support

The Invictus Games Sydney 2018 team is ready to support you.

Approvals

Please ensure all content mentioning the Invictus Games Sydney 2018 is sent through to our team for prior approval.

Please allow up to three business days for your request to be reviewed. Please note we adhere to a rigorous approvals process in conjunction with the Invictus Games Foundation in the UK and in busy periods this may take additional time for final sign off, however we will always endeavour to turn around approvals as quickly as possible.

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