

# STAND TALL



FOR PTSD

**A NATIONAL CAMPAIGN FOR  
POST TRAUMATIC STRESS DISORDER (PTSD) AWARENESS**

## DESIGNED TO HAVE A TWO FOLD PURPOSE

Our campaign will be designed to have a two fold purpose:

1.

The First is to provide a national awareness of **PTSD** and its effects on Veterans, and to encourage Veterans from the Vietnam War and/or their families to address the problem. We intend to work in with the current Government programmes and direct the Veterans towards them. While this campaign is aimed primarily at Vietnam Veterans we would also look at ways of including Veterans from other conflicts too.



2.

The Second purpose is to honour the Veterans from what was nationally branded as a 'dirty war', with simple ceremonies in each of the capital cities. In a lot of cases, this castigation contributed greatly to the incidences of **PTSD**.





## **CAMPAIGN WILL REVOLVE AROUND UPCOMING ASHES SERIES**

Our intention is to partner with Cricket Australia to have a special Veterans Day at each of the Ashes Test Matches during the upcoming 2010/11 cricket season. This will cover Brisbane, Sydney, Melbourne, Adelaide and Perth. We are also considering a One Day International in Hobart and the Prime Minister's Match in Canberra as other venues.

The Australian Armed Forces have a special link with English and Australian cricket, which we will touch on later in this document.

To mount this campaign, we feel we need to seek the cooperation of at least :

THE DEPARTMENT OF DEFENCE

THE JOINT HEALTH COMMAND

THE RSL

THE AUSTRALIAN CRICKETERS' ASSOCIATION

ABC RADIO

THE DEPARTMENT OF VETERAN AFFAIRS

THE VIETNAM VETERANS' ASSOCIATION

CRICKET AUSTRALIA

THE NINE NETWORK

FOXTEL

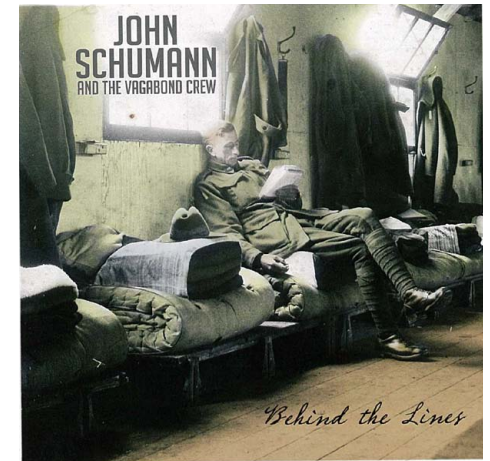
Positive support has come through from Cricket Australia and while we don't have an official 'yes' from Canberra we have garnered support at the very highest level in the defence forces.



## **THE CREATIVE LYNCHPIN IS A SHORT FILM ON YOUTUBE AND ASSOCIATED CAMPAIGN ON FACEBOOK AND TWITTER**

The creative lynch pin of this campaign would be to produce a compelling and emotional video that would get major exposure on YOUTUBE. This would be backed up by a campaign on FACEBOOK and TWITTER. As the campaign would have a title, we will have our own STAND TALL website that will link with the government website and if necessary set up our own PTSD information website.

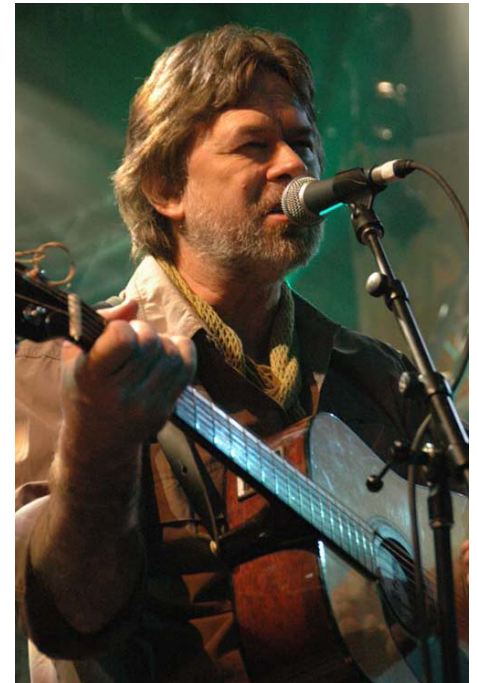
Australia has its own Vietnam War anthem, with a song that says it all. 'I WAS ONLY NINETEEN' was originally written and performed by John Schumann from Redgum. There are a number of versions of it on YOUTUBE, the original by Redgum, a recent hip hop version by The Herd and some live versions by John's new group. Both recorded versions have videos that all Vietnam Veterans would empathise with. They really push the PTSD message.



## **RE-RECORD 'I WAS ONLY NINETEEN', THE VIETNAM WAR ANTHEM**

Our idea is to re-record this song with John Schumann's new band and couple it with the appropriate vision and calls to action. We will create another section that makes it pertinent to this particular cause and then include the cricket connection. These sections could be voiced by Peter Cosgrove, the CDF Angus Houston and the Minister for Veteran Affairs, Alan Griffin. The DVD would be backed up by a national PR campaign plus a public service radio and TV campaign plus a range of merchandise which could be sold at the cricket grounds, RSL clubs, bottle shops and pubs. We also plan a series of Corporate Events using our very high profile ambassadors.

Some early thoughts on participation in the production include John Schumann who wrote and recorded the original, with his new band; sound bites from members of the Australian and England cricket teams; Vietnam Veterans; prominent players from the Vietnam War era such as Greg Chappell and Doug Walters, who was a national serviceman and later players such as Ian Healy and Allan Border.

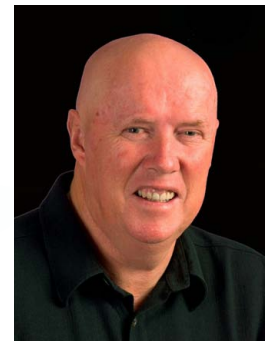


## **PROMINENT CRICKETERS FROM THEN AND NOW PLUS VETERANS WILL FEATURE**

Two prominent captains, Bill Lawry and Ian Chappell were at the helm during the Vietnam War. They are now on the Channel Nine commentary team. They will be perfect ambassadors for the whole season, which also brings Ian Healy into play. Tony Grieg could represent the English side of things.

Allan Border gives us access to Foxtel. We have confirmation that Ian and Greg Chappell, Ian Healy, Bill Lawry and Kerry O'Keeffe from ABC radio wish to be involved.

We have spoken with John Schumann, who is actively involved with the Australian Army, on matters concerning PTSD. His reaction to our discussion is positive and he can see how this campaign could dovetail with other initiatives he is planning.





## **BACKED UP BY PR UNITS OF DEPARTMENT OF DEFENCE, DVA, JOINT HEALTH COMMAND, VVA, CRICKET AUSTRALIA, RSL, ABC, CHANNEL NINE, ABC, FOXTEL AND AUSTRALIAN CRICKETERS ASSOCIATION**

We envisage that there would be cut down versions of the video that would become TV and Radio commercials and through the PR departments of Defence, DVA, CA, ACA, the Nine Network and Foxtel we could feature on every radio and TV talk show available plus all sorts of press ads and editorial in magazines. By being on YOUTUBE and all the social networks we will be reaching the offspring and grandkids of the Veterans who will influence them.

We could even mobilise the Vietnam Veterans Bikers Association to have an involvement, that would certainly give us some media exposure. Imagine a motor bike convoy going from test match venue to test match venue, spreading the word along the way and tying in with the 'Barmy Army'. There could be 10-20,000 of them here for the series. They sing a lot and contact has commenced to get them to include 'I was only 19' in their repertoire and to purchase our merchandise.



We have made contact with a youth marketing company that claims access to one million tertiary students in Australia. How ironic if these students campaign for this recognition after the protests of the 60s and 70s. This becomes another PR story.

## **THE POWERFUL VOICE OF AUSTEREO ON SONG TO HELP OUT!**

Austereo's CEO Guy Dobson and Brisbane General Manager Richard Barker have fully backed our cause celebre with a promise of support from their extensive promotions resources and active media involvement.

We are currently working with Brisbane's Austereo team to develop a series of promotional concepts, some to be built around the John Schumann song "I Was Only 19" and to complement the other activities being undertaken during the Ashes Series and beyond.



## LEADING MEDIA MANAGEMENT AGENCY INVOLVEMENT

We are currently working with OMD to finalise details of their support for STAND TALL. OMD is one of the largest Media Management agencies in Australia, with 2009 billings of A\$900 million. The last 12 months have seen consistent growth across all OMD offices in Australia. In fact, OMD has been the fastest growing media agency in Australia for the past three years.

## FUSION OF ABOVE THE LINE ACTIVITIES

Fuse is OMD's content creation, sponsorship and campaign integration division. Fuse helps OMD clients meet their brand marketing objectives through stronger, deeper, and more meaningful consumer engagement.

Fuse works in tandem with client's planned above the line activity to ensure an integrated response:

**Sponsorship** PR / Editorial content / Advertorials / Events / Promotions / Experiential marketing/sampling / Custom publishing

STAND TALL is looking forward to working with this formidable team.



## **SOCIAL MEDIA ASSAULT**

As part of the overall media plan, we would adopt a very aggressive attitude to the use of Facebook and Twitter.

The idea is that both of these interactive social media open up active dialogue with all of our target groups.

On the one hand, they provide a real networking support system for those who are suffering from PTSD – or those affected in a secondary way like family and friends of sufferers.

On the other hand, they provide a forum for open discussion and sharing anecdotes, facts and links to professional service providers.

The scope of Facebook's and Twitter's roles in this campaign is almost limitless.

Social Media also bolsters the Stand Tall website's search engine optimisation strategies.



## **VETERANS DAY AT TEST MATCHES - SCREEN THE VIDEO, FLY PAST OF CHOPPERS, LAP BY BIKERS, SHORT SPEECH BY CDF**

What happens at the cricket grounds will evolve in consultation with the various partners. We envisage that one day will be dedicated as a free day to the Veterans. At this stage, we envisage a simple ceremony in the lunch break, where we play the video on the big screens, the bikers could do a lap of the oval, while a couple of gunships can do a fly past. This could be followed by a short official speech by the Chief of the Defence Forces or the Minister for Veteran Affairs, Allan Griffin either live or recorded. During the day, DVA people will move among the Veterans talking to them about PTSD. This has been discussed with Cricket Queensland and would not be a problem at the Gabba. We have also discussed this with the Australian Cricketers Association, who are supportive.





## CONNECT WITH BEYOND BLUE – A LOGICAL ALLY

We can also tie this campaign in with 'Beyond Blue', which is the official charity for Depression. They have had a previous connection to Cricket Australia, who are keen for community involvement such as this, through their Cricket Cares programme. The chairman of Beyond Blue is Jeff Kennett, a national service officer.

With all of these ingredients this will become the most visible national campaign in years. It is our belief that just about every person in Australia knows someone with PTSD, whether its been diagnosed or not. They could be a Veteran, an existing serviceman, Policeman, Fireman or Paramedic. It's not beyond the realms of possibility to have a major concert on Anzac Day once the cricket season is over, and then to tie in with the Anzac Day NRL and AFL matches.

Just about every peron with PTSD has contracted it by risking Life and Limb for his country or fellow countryman.





## THE BUDGET

A campaign of this magnitude will require quite a reasonable budget. The concept, however, displays a great deal of national pride and emotion as well as opportunities for a grateful nation to be involved. There will be a range of 'must buy' merchandise which will help defray costs, as well as many opportunities for companies wanting to be involved to supply sponsorship 'in kind' as well as financially. We have canvassed creative and production people and the aforementioned passion is already there, with companies wanting to be involved at cost, just to be part of it and to get the product on their show reels. Ex national servicemen have shown interest in providing finance as has at least one RSL Club. As a result we are commencing to form a 'not for profit' entity to take advantage of tax benefits. The Corporate Events we plan we plan could be a substantial source of funds.

We would like to discuss the possibility of Defence and DVA supplying at least some of the funding for the overall campaign, but the most immediate concern is seed funding to take this concept from an idea to a fully-fledged campaign, complete with finished creative ideas, media schedules, PR schedules and events, budget projections and potential sponsors.

## **AIF AND ENGLISH CRICKET DATE BACK TO 1919.**

### **COLLINS, GREGORY, LOVE, TAYLOR, PELLEW AND OLDFIELD HELPED RESTORE NORMAL LIFE TO BRITISH PUBLIC**

Cricket and the Armed Forces have been inextricably linked since 1919. Australian Armed Forces teams toured the UK and South Africa following WW1. From that tour came six Australian players in Collins, Gregory, Oldfield, Love, Taylor and Pellew. Only twenty six years later there was a tour of the UK, India and Sri Lanka following WW2, featuring the great Keith Miller and Lindsay Hassett. In the UK, both teams played a number of matches in an effort to help get British life back to normal after the mayhem that they had endured during both wars. As a number of English and Australian test and first class cricketers played in those matches it is significant that this campaign revolves round an Ashes series.



## **THIS WAS REPEATED IN 1945 WITH A TOUR AND VICTORY TESTS HUTTON, COMPTON, EDRICH, MILLER AND HASSETT**

The trend continued when some of those cricketers from 1945 played in the famous Bradman Invincibles' tour of the British Isles in 1948. Legendary names such as Lindsay Hassett, Keith Miller, Ray Lindwall and Arthur Morris featured in these matches after seeing active service in WW2, in fact most of the touring team saw service in some capacity.

Services cricket has seen a renaissance in the last 20 years and a bi-annual International Defence Cricket Challenge has been instigated where English Defence teams have participated. At the most recent challenge in November 2009, a world forces team played against an Australian Cricketers' Association Masters team in a 20/20 match at Manuka Oval, Canberra. Darren Lehmann, Michael Bevan and Greg Matthews played in this match.

They played for the Tony Dell Trophy.



## **TONY DELL, THE ONLY VIETNAM VETERAN TO PLAY TEST CRICKET**

Tony Dell served in Vietnam in 1967/68 with 2RAR. In 1971 he played in Ian Chappell's first test as captain, against England and then one other test in 1973.

He is the only Vietnam Veteran to play Test Cricket; in fact he is the only person to fight in a theatre of war and play Test Cricket since 1945.

Tony Dell has PTSD.

The links are there, the emotion is there and there are good things to accomplish.





## Summary

The principal aim in the first year of this campaign is to address the symptoms of PTSD. Thousands of Vietnam Veterans still don't know they have PTSD... or don't want to know. Many Veterans from later conflicts have dropped out of site too.

The two originators of this concept were adversely affected by this illness for 30 years and 40 years respectively, without being aware of it. They thought they were “bullet-proof” and only addressed the problem when urged to do so by friends and family.

The Defence Services and Government are doing a fine job internally, but we wish to address the wider community.

Every successful advertising campaign needs a hook and this association with cricket is ours.

Every four years, the Ashes series is the major sporting event in Australia. We couldn't wish for a more prominent vehicle to convey our message to a vast percentage of the Australian population, in a most economical fashion. We will have absolute Australian icons helping to spread the message, in such a way that our target market will take notice.

As the season progresses, we hope to gather more and more ambassadors to help spread the word.

We will talk about the symptoms in the way that families and friends will recognise them, and urge veterans to talk to someone about PTSD.

Whilst our message will be aimed at the Vietnam Veterans, because of the content and the strength of the campaign, we will reach veterans from other conflicts and present service men and women, too.



## Contact Details

Tony Dell  
[tony.dell@aisacademy.com](mailto:tony.dell@aisacademy.com)  
07 5492 5000  
0419 771 736

Denis Byrne  
(Colonel Ret.)  
[Margaret and denis@bigpond.com](mailto:Margaret_and_denis@bigpond.com)  
02 6688 2222

Allan Hartley  
True Creative  
[allan@truecreative.com.au](mailto:allan@truecreative.com.au)  
0411 427 909