



**HIS&HER
TIME**

**HIS AND HER TIME / ADVENTURE TIME
LET'S RUN AWAY TOGETHER**



CONTENTS

| | |
|--|----|
| What is His and Her Time, Adventure Time? | 4 |
| Vanuatu Round Island Relay 2008 | 6 |
| China – The Great Wall Marathon 2012 | 8 |
| Boston Marathon 2013 | 10 |
| New York Marathon 2013 | 12 |
| Paris Marathon 2015 | 16 |
| Lake Taupo Relay 2016 | 18 |
| Local Events and National Events | 20 |
| Anna Liptak | 22 |
| The concept behind His and Her Time is Happiness | 24 |



WHAT IS HIS AND HER TIME, ADVENTURE TIME?



His and Her Time, Adventure Time was established to take people all over South Australia, Australia and the world to participate in team events, running events, hikes and marathons. Our goal is to turn our participant's goals into reality.

This aspect of the *His and Her Time* business offers personalised service and rather than simply advertising our events, the team here at *His and Her Time, Adventure Time* have participated in events throughout the world. USA, France, China, Vanuatu, New Zealand and, of course, throughout Australia.

Co-ordinating events and marathons are not just a job for us, they are our passion too.

Since 2007, in conjunction with *His and Her Time, Adventure Time* has taken groups all over the world to many team events and marathons including: Vanuatu Round Island Relay; Lake Taupo Great Lake Team Relay, Uluru Marathon; Sydney Marathon; Barossa Marathon; Clare Valley Half marathon; New York Marathon; Boston Marathon; Great Wall China Marathon;

Paris Marathon; Berlin Marathon; Gold Coast Marathon, Melbourne Marathon, Cairns 3 Marathons in 3 Days.

OUR GOAL IS TO TURN OUR PARTICIPANT'S GOALS INTO REALITY

We love to see our clients turn their dreams into reality enabling them to participate in events that they otherwise may not be able get access to individual entry tickets and to be part of a group and team environment.

Our tours involve all ages and fitness levels and also cater for people travelling with children.



The best way we can look after our clients is to actually be there for you which is why at our major events a *His and Her Time*, *Adventure Time* representative will also be there to look after any additional needs you may have – our Team are with participants every step of the way on their journey to the event and to assist in passing on information and to allowing communication with fellow participants, we have a private forum specifically for each of our major events. This is exclusive to *His and Her Time*, *Adventure Time* participants and acts as a forum where participants can organise training runs with others, ask questions, post pictures and feel a part of the excitement in the lead up to the event.



VANUATU ROUND ISLAND RELAY 2008



His and Her Time, Adventure Time participated in the 2008 "Vanuatu Round Island Relay". The relay is a challenging 10-person relay around the Vanuatu main island, conducted in celebration of Vanuatu's Independence Day.

The Relay Race encounters ten distinct and varied sections.

**IT WAS TRULY
A MAGICAL
EVENT FOR
ALL INVOLVED**

Conditions vary from tar sealed roads to rugged coral and dirt tracks, passing through traditional villages, nestled in mountain rain forests, crossing crystal clear streams and through coconut plantations.

The latter stages of the race lead runners along the edge of coral reefs and white sand beaches offering some of the most breathtaking views.

The *His and Her Time, Adventure Time* team was made up of runners of varying abilities, with ages ranging from 20 to 60 years. It was truly a magical event for all involved.

His and Her Time, Adventure Time made the necessary arrangements for all team members, which included: travel; uniforms; transfers; accommodation; dinners; tours as well as planning and providing the initial training prior to departure.





CHINA – THE GREAT WALL MARATHON 2012



His and Her Time, Adventure Time initiated and marketed The Great Wall Marathon in 2012. Twenty-eight runners and 12 non-runners signed up immediately.

Considered one of the world's most challenging marathons, *His and Her Time* encouraged and trained these marathon novices for a period of eight months prior to departure, who, in turn, then achieved enormous satisfaction on successfully completing the event. Despite being first time runners, *His and Her Time's* participants achieved 1st, 2nd and 3rd place for Australia.

The course was arduous. It included 5149 steps on the Great Wall itself. However, the team was rewarded by the breathtaking surroundings and views. The route of the marathon then wound its way through a picturesque valley and through many villages where onlookers cheered and encouraged the participants; altogether an unforgettable festive occasion!

His and Her Time, Adventure Time accompanied and managed the affairs of all the participants over the one week period of the event, which also included arranging side tours with local operators.

**HIS AND HER TIME'S
PARTICIPANTS ACHIEVED
1ST, 2ND AND 3RD PLACE
FOR AUSTRALIA**

His and Her Time, Adventure Time liaised directly with Chinese Authorities on behalf of all participants, securing Visas and Event Entries, as well as booking accommodation, flights, tours, transfers, uniforms, dinners and other functions.

The opportunity presented by this significant event allowed *His and Her Time, Adventure Time* to conduct a charity fundraising program for the Asthma Foundation of South Australia, raising a total sum of \$30,000.



I have been involved in a number of Anna's Adventure Time trips. One of the first adventures Anna undertook was to take a group of 10 of us in 2009 to run the Vanuatu Round Island Relay. This was an absolutely fantastic

experience where Anna coached all of us over a couple of months to be able to run our distance (mine being 13 kms) and then she participated alongside us in the actual event.

I then started to wonder whether at the age of 58 – if I could run a half-marathon.

There was never any doubt in Anna's mind that this would be achievable and with her encouragement and training I went with a His and Her Time team to run the Great Wall Half Marathon.

One of the great things about Anna is her constant reminder and push for all of us to be setting goals. Of course, once you set a goal and then achieve it you then start thinking 'What else am I capable of?' I was then asked by Anna whether I would be interested in running a marathon! My immediate thought was 'wow, how amazing would it be at the age of 60 – to run a marathon'.

Well, with a group of like-minded individuals from the His and Her Time group and with Anna's training, encouragement and positivity a group of 16 of us went off in 2014 to attempt to run the Paris Marathon. We all did it. I still break into a big smile every time I think about that achievement. I recall my running over that finish line with tears running down my face, arms in the air, absolutely elated in having run a full marathon.

HEATHER BEDSON (62)



BOSTON MARATHON 2013

His and Her Time was represented in the 2013 Boston Marathon by Anna Liptak and Chantel Peacock, both of whom were extremely honoured to participate.

Chantel Peacock joined *His and Her Time* in 2010, at the time being unable to run any distance at all. Under the guidance and training of *His and Her Time* three

years later, however, she qualified for entry, along with Anna Liptak, for the Boston Marathon. "A dream come true" for both."



NEW YORK MARATHON 2013



His and Her Time, Adventure Time on this occasion was approached by the Jodi Lee Foundation, a charitable organisation, with the suggestion that the opportunity presented by the New York Marathon, 2013 be employed for fund raising purposes.

His and Her Time accepted the invitation and soon signed up 25 runners

**HIS AND HER TIME
HAD SOON SIGNED UP
25 RUNNERS AND
15 NON-RUNNERS**

and 15 non-runners and thereafter, proceeded to oversee, administer and manage all fundraising, training and event logistics – including public relations.

Over a twelve-month period, the *His and Her Time, Adventure Time* team managed over 15 fund raising events, collecting a total of \$150,000 for the Foundation.

His and Her Time, Adventure Time planned and conducted the training programs for all registered participants, many of whom had not run a marathon before (one had just undergone treatment for Stage 4 Cancer).

Monthly meetings; uniforms; travel logistics; dinners; tours were all organised by *His and Her Time, Adventure Time* as well as accommodation liaison in New York.


TATA CONSULTANCY SERVICES

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**NEW YORK CITY
MARATHON**

Parks & R





I enjoyed travelling with the group to New York in 2013 to compete in the New York marathon. Completing the New York Marathon was an enormous personal goal of mine. Before committing to His and Her Time I had never considered participating in a marathon so the inspiration of the His and Her Time group has been extremely powerful in my personal life.

LEANNE ROUVRAY (45)





REFLECTION ON NEW YORK MARATHON BY ANNA LIPTAK:

"I have now completed eight marathons. The New York Marathon is the one to consider if one intends to run ONE marathon in one's life!

Running a marathon certainly isn't everyone's cup of tea. However, if running a marathon is on your "bucket list" then you should seriously consider doing the New York Marathon.

Prior to running The New York Marathon I was frequently advised that IT is unlike any other. I gathered at the time that these were just idle comments.

However, having now completed the 42-kilometre journey through the five boroughs of this amazing city, I can attest that this Marathon will certainly satisfy any, and all "bucket lists"! From the moment one heads off the Verrazano Bridge and into Brooklyn one becomes aware that you are part of something special.

We were told to write our names across our running shirts as the crowds would call and support us. I wrote: Anna, Australia on mine.

Throughout the event I heard: "GO ANNA! Go!". The cheering crowd made me feel special! I am forever grateful for their support. It was estimated that three million spectators lined the course to cheer, with obvious pride in their city and determined not to let the aftermath of the Boston bombings keep them away.

It seemed as if every musician in the greater New York area chose a spot to play, or sing. There were over 130 bands officially registered, but there were also plenty who just turned up to do their thing.

Music ranged from reggae to punk, gospel to garage band. The music urged me to keep on going and so I did.

The signs and banners along the way were also a fantastic source of entertainment: "You run better than Congress"; "If you loved me, you'd run faster"; "Touch me for Power", which of course I did a couple of times, just to make sure I got it!

I was running with 25 other athletes from His and Her Time, all running for the Jodi Lee Foundation. I can say, without a doubt, that the most difficult thing about a marathon is: lining up at the start-line! Each of us did, along with our doubts and injuries. One of our amazing team members had recently recovered from Breast Cancer, and another had completely damaged her foot and was advised not to participate. Still, they ran. I was so proud of each one of them and so blessed to be a part of their journeys.

All of us were delighted with our own individual efforts.

Running in the distinctive bright pink/red shirts and "Jodi Lee tutus" we received even more cheers from the enthusiastic crowds, which spurred us on considerably. Occasionally, I held back tears as kids, adults, young and old, took time out from their daily routines to make us feel so special. I remember running through Brooklyn feeling quite emotional about the Jodi Lee story and how we, as a team, had raised close to \$150,000 for Bowel Cancer. On being awarded a Finishers' Medal, it occurred to me how special this award was, as it does not discriminate whether one finishes in two, or five hours; whether one is male, or female or, whether able-bodied, or not. A medal to truly value!

I was so pleased that fear did not get in my way following my recent experience at the fateful Boston Marathon. The security provided throughout the race was a real credit to the organisers. I did not feel threatened at any stage throughout the event.

Hats off to you New York for conducting an event, which will always be treasured and remembered so fondly by us all. One of the "GREAT" experiences of my life!

Thank you to all the His and Her Time group for sharing this special time and race with me. These memories will last a lifetime!"

PARIS MARATHON 2015



His and Her Time, Adventure Time initiated and marketed the Paris Marathon here in Adelaide, Australia. Twenty runners and 20 non-runners signed up directly.

The Paris Marathon is one of the most popular marathons in Europe, winding its way through the beautiful city whilst passing many iconic sights.

The start for the Paris Marathon is on the Avenue des Champs-Élysées. Runners head downhill and around the Place de la Concorde before turning right into Rue de Rivoli. The route then leads the competitors past the famous Louvre, proceeds around the outside of the Place de la Bastille and onto the Boulevard, south towards the Bois de Vincennes. A wide loop of the Bois de Vincennes returns runners to the heart of the city and to the Rue de Charenton, the halfway point.

The inward stretch follows the course of the Seine, passing Ile de la Cite and going under the Pont Neuf, and through a series of tunnels. For those in need, there is a large drinks station and foot massage at Trocadero, facing the Eiffel Tower. The route continues along the Seine, before branching east towards Bois de Boulogne, finally emerging for the final 200 metres and the finish line on the Avenue Foch.

The His and Her Time team was made up of many first-time marathoners; more than half the team was aged over 50 years, the oldest member of the team being in her seventies.

His and Her Time managed and organised the administration of the entire team: securing tickets; accommodation; tours; dinners; pre-and post events; uniforms and customised training plans for individuals.

THE PARIS MARATHON IS ONE OF THE MOST POPULAR MARATHONS IN EUROPE

The fulfilment of these tasks necessitated the interaction with many relevant organisations and suppliers by *His and Her Time* for a period of twelve months prior to departure for Paris.

His and Her Time once again took the opportunity to fund-raise for the Asthma Foundation of South Australia by way of special events such as: Melbourne Cup Lunch; Quiz Nights, Raffles.

On this occasion a total sum of \$45,000 was raised.

On completing the Marathon, Leanne Parkes (54), a team member, commented: *"Something I would never have thought I could do until I met, was inspired by, supported and encouraged by Anna Liptak and all the wonderful His and Her Time people. Being involved in such an event and sharing it with friends was one of the highlights of my life so far"*.



In 2014 after training with Anna for several years and seeing her organise and take groups to participate in marathons in China and New York, as well as many other events within Australia, Anna told me that I too could achieve what I

believed to be impossible. And so set the seed – with her guidance, support and organisation I was off to Paris to run a marathon in 2015.

Instead of this becoming an overwhelming daunting task, my only job was to concentrate on me; everything else was taken care of. I had no logistical details whatsoever to worry about. Anna set up our training plan, guided us with dietary requirements, gave us the tips and tricks to running a successful marathon and then behind the scenes worked her magic to coordinate all our flights, accommodation, sight seeing trips, dinners and more.

A team of us were off on a journey of a lifetime.

In April of 2015 at 50 years of age, I completed my first marathon. Just typing this now I feel quite emotional as it brings back such fantastic memories, such a great satisfaction and feeling so very proud, the whole experience was 100 per cent positive from beginning to end. To organise 20 people, all with different personalities, different fitness levels and different expectations and have every single one of them bursting with pride at the end is no mean feat. To guide and encourage us all to complete our training, let alone arrange the flights, the accommodation to everyone's satisfaction, the restaurants in a foreign city, the team uniforms and all this done with such a sense of calm control and a smile. Personally, I don't know how she does it!

JANE DINNING (51)





LAKE TAUPO RELAY 2016



In 2016 *His and Her Time*, *Adventure Time* participated in the Lake Taupo Relay, New Zealand, with two running teams – 20 runners in total.

The Relay is renowned as one of the best team-building events available.

On completing the 155km Relay, which skirts Lake Taupo, it was described by all runners as the most social and scenic event ever undertaken.

His and Her Time, *Adventure Time* initiated interest and marketed the event in Adelaide, South Australia.

Within a period of two weeks all available tickets were sold.

Once again, *His and Her Time*, *Adventure Time* managed the complete package: flights; accommodation; tours; dinners; transport and amazing tour of the North Island.



Justine Firth, Marketing Executive, Adelaide Airport on arrival back in Adelaide commented on her experience:

One of the best weeks of my life. Anna not only organised for us to be involved in a spectacular Team Relay we also had a wonderful tour of the North Island.

The dinners she organised and the tours we experienced (The Hobbit Tour and a boat tour) were exceptional. The finale dinner after the dinner is one I will never forget – all of us were acknowledged for our efforts. Anna organised all aspects of the trip, all I had to do was sit back and relax – and that I did!

LOCAL EVENTS AND NATIONAL EVENTS



His and Her Time, Adventure Time encourages all clients to participate in as many local events each year as is possible.

Local annual events include:

- ▶ Barossa Marathon
- ▶ Clare Valley Half Marathon
- ▶ Greenbelt Run
- ▶ Relay for Life
- ▶ True Grit
- ▶ McLaren Vale Half Marathon
- ▶ Trailblazer
(Operation Flinders Challenge)
- ▶ City to Bay Fun Run
- ▶ Bay to City Run
- ▶ Mothers' Day Classic

National events include:

- ▶ Melbourne Marathon
- ▶ Goldcoast Marathon
- ▶ Sydney Marathon
- ▶ Cairns, 3 Marathons in 3 Days
- ▶ Uluru Marathon

Up to 60 participants attended some of these events, with *His and Her Time* making all necessary arrangements, which include:

- ▶ group entries
- ▶ uniforms
- ▶ transport
- ▶ accommodation
- ▶ before and after event catch-ups
- ▶ training plans
- ▶ special fundraising events
- ▶ liaison with suppliers
- ▶ signage, drink stations; etc.

His and Her Time, Adventure Time also conducted its own, event to raise funds for the Asthma Foundation of South Australia: The Twilight Series.

This was a series of Running Events arranged and conducted, monthly, entirely by *His and Her Time, Adventure Time*.



The Twilight Series was a really fun way to stay motivated to exercise through winter 2014 and meet

lovely people. But Anna being Anna challenged me to go way beyond just keeping fit. So I started on 5km (admittedly only once!) and the next month was bumped up to 10km.

But just as I was feeling pretty chuffed with that I found myself running a half marathon. Twice.

So thank you Anna. You have a massively positive impact on so many people.

ASHLEY MAYNARD (44)



My first event with Anna was City to Bay in 2008, I couldn't run between two stobbie poles the year before and I wanted a goal. I ran the whole 12kms and had fallen in love with Anna's group and events.

I did City to Bay the next year (2009) and in May 2010 decided a half marathon was the next step.

The group went to Clare on a bus and what a great bunch of people. **Laughed so much that day!** I again ran the whole way and did a time I was proud of, followed by a lunch and some wine of course, being in Clare.

My next event was Trailblazer at the start of October 2010, another girl from His and Her Time, Cindy, and I did this as a partnership, 32kms. I had a shocking sleep the night before but with the others from the group also participating and seeing them at the start line added to the excitement of the event.

We finished the 32kms and both said, well we should have signed up for the 50km, we felt like we could keep going!

I then fell pregnant and had a baby in November 2011, but decided I needed to get fit before I would have another baby so in May 2013 I did the Trailblazer event, a military style obstacle event over 10-12kms. That was such a great day, the bus ride up with Anna's group was fun, doing each obstacle as a team was fun and of course running through sticky icky mud at the end was a great laugh.

I love being a part of the His and Her Time group and events, I've had another few kids since my last event and I can't wait to build my fitness back up ready for my next event... the support and love you get from the group is second to none and Anna herself makes everything run smoothly and gives such inspiration.

LEONIE FORDE (34)





ANNA LIPTAK

Community Fitness Instructor of the Year, 2007 and Runner Up 2008, Anna Liptak has been involved in fitness and sport for many years.

Finalist in the Small Business Awards Australia 2017.

Prior to this she was an Event Manager – managing events all over Australia.

I thrive on working with people and am extremely creative and passionate about creating professional marketing campaigns, which make a lasting impact.

I initiated and registered *His and Her Time, Group Outdoor Fitness* as a business entity, which has from its inception become an institution for many in the Holdfast Bay Council Area.

His and Her Time, Group Outdoor Fitness, began as an incidental business in 2005, when I decided to forgo full time employment to enable me to remain home with my children. It was initially set up as a hobby-business with the intention of earning some spending money of my own. However, I believe that due to my acumen in Marketing and Event Management the business took off and within two weeks it showed the hallmarks of a successful small business.

I have worked tirelessly over the past ten years to ensure the brand of *His and Her Time, Group Outdoor Fitness* is positioned appropriately in the community by constantly updating the brand and image over the years.

Over the period I have with worked with hundreds of people, encouraging and enabling many to adopt a healthier lifestyle. I have implemented multiple marketing campaigns, events and raised over \$500,000 for charities throughout Adelaide (Cancer Council; Jodie Lee Foundation; Malawai School, South Africa). In 2015, I worked with the Asthma Foundation, as a contractor, marketing the Paris Marathon with all funds raised going directly to The Asthma Foundation.

Prior to registering *His and Her Time, Group Outdoor Fitness* I was an independent contractor, a marketing event consultant.

In this role, I undertook the responsibility of Marketing and Events Management for the Adelaide Airport Opening. This responsibility included management of The Public Open Day, which catered for over 100,000 visitors and the Prime Minister's Dinner, in addition to ten, or so, minor but significant complementing events. In this role, I was required to deal with public and private stakeholders to ensure the smooth delivery of all events. All events were deemed a huge success. I was responsible for all advertising and development of promotional material. I managed a large team of volunteers, performers, caterers, and Government representatives, all of whom were required to assist with the memorable Opening of The Adelaide Airport.

I was also engaged by the Northern Territory Health Department as Marketing Manager to conceptualise, develop and implement various marketing campaigns, including the rolling out of *The No Tobacco in Restaurants and Other Public Places* campaign.

As a contractor, I also delivered marketing campaigns and events for many national clients, including: Jacob's Creek; Mitsubishi; the State Government of South Australia.

I established the Northern Territory office for Augment Communications in Darwin and continued as Manager of Events and Marketing.

Here I worked specifically on many Jacob's Creek and Mitsubishi events throughout Australia. One specific event for which I received enormous accolades was for The Jacob's Creek X-Sport Games prepared for their International Executive Team. This event was staged over eight days, commencing in the Barossa Valley and concluding in Sydney, just prior to the commencement of the Olympic Games. This was a one-off, creative event, for which I was given complete responsibility. This included developing and writing scripts, designing sets and sourcing many and varied suppliers. Following the successful conclusion of this event, I was appointed the preferred Events Manager for Jacob's Creek.

As Marketing and Sponsorship Coordinator for State Theatre South Australia, I worked on multiple campaigns for individual productions and, in addition, was also solely responsible for The Schools Program and The Under 26's Passport Program.

Additionally, I have managed and overseen hundreds of events ranging from small-scale events (quiz nights, movie nights, raffles) to medium scale functions (fundraising dinners, auctions), to national and international events (taking executive groups all over the world, to large scale, multimillion dollar Team 10-Day events, such as groups from Jacob's Creek and Mitsubishi).

I am extremely efficient and creative and confident in my ability to bring these skills to each and every marketing campaign that is entrusted to me. I have the ability to inspire and lead by example.



THE CONCEPT BEHIND HIS AND HER TIME IS HAPPINESS



While health and fitness programs trade in a range of obvious problems – the effects of unhealthy lifestyles, obesity, dissatisfaction with body image, and so on.

Our key business is none of these things. Our core trade is happiness. Finding contentment less in how one's body-looks, and more in its capacities and abilities.

This is the cornerstone of personal happiness.

By encouraging clients to prioritise their own happiness, it encourages the prioritising of their own health and well-being.

Benefits flow on, not just to individuals, but to their families and communities. When one feels good about oneself—when one's day includes physical challenges and successes—most tend to feel better about everything else.

Happy, contented people smile and the world smiles back! In this context, exercise becomes joyful and the pleasure of achievement displaces any sense that exercising is a punishment for eating the wrong things, carrying too much weight,

or not looking as dictated by fashion. Instead, movement becomes a joy; success breeds success, and goals quickly shift from appearance to achievement.

Many mixed messages are promulgated through the media promoting nourishment, often contradictory and confusing, which have in the main lost sight of the basic facts and requirements for healthy living.

**HAPPY
CONTENTED
PEOPLE SMILE
AND THE WORLD
SMILES BACK**

Challenging yourself and setting goals = happiness.



Anna has been a caring, empowering, empathetic and motivating person to me since I commenced

Her Time. I have been with Her Time since the outset. Anna has had an enormous and positive influence on my eating habits, exercising and on my lifestyle. I have recommended Her Time to a number of my friends, who all have enjoyed the same benefits.

N'TONYA SURYNT







For more information visit www.hisandhertime.com.au or
contact Anna direct 0403 245 380 / info@hisandhertime.com.au