

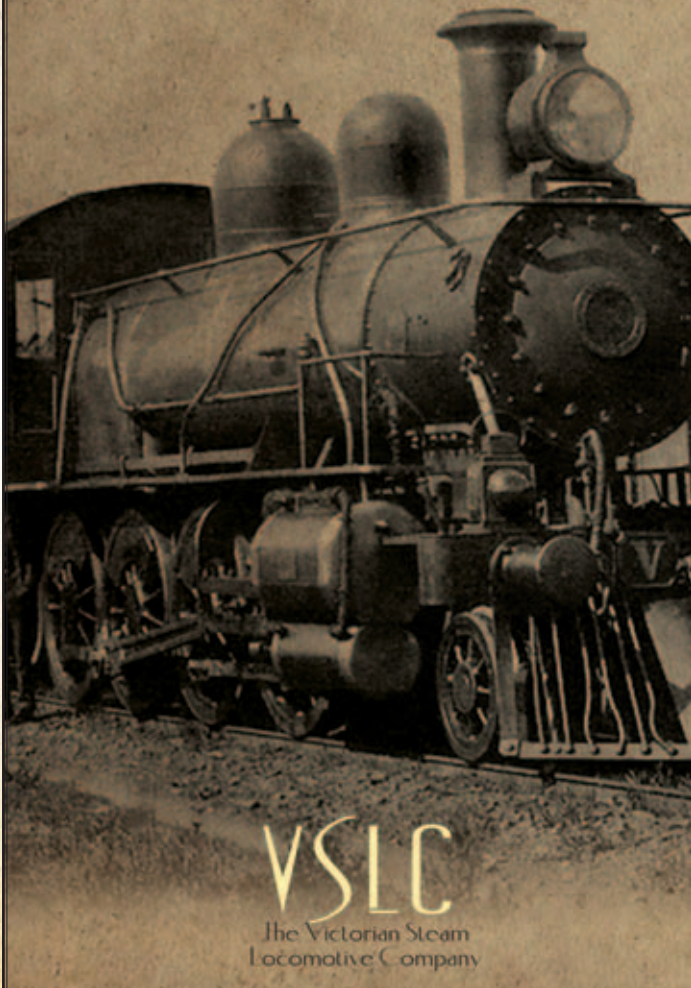
# The Compound Chronicle

No.8 October 2012

The Official Newsletter of the Victorian Steam Locomotive Company P/L

## The **V 499** Project

To build and operate a Victorian Railways, Vauclain compound cylinder, V class 2-8-0 for tourist line use



**VSLC**  
The Victorian Steam  
Locomotive Company

For more information visit  
[www.vicsteam.com](http://www.vicsteam.com)

### Promotion! Promotion! Promotion!

That's what it's all about, and over the past month and during October this year a whole lot more of it is taking place all over the world!

If you are reading this before the 6/7th October 2012, we are displaying the V499 Project at the Healesville Railway Heritage Festival. Along with a collection of all our video testimonials, photographs, drawings and information, we have also produced a pull-out advertising banner (*pictured left*). If you're visiting the event, come past and say hello.

At the tail end of September our media department was approached by one of the foundation members of WATTRAIN (*The World Association of Tourist Trams and Trains*) and asked to produce several videos for their conference that is being held in York (UK) during the first week of October this year. In doing so, WATTRAIN have offered to promote the V499 Project publicly at their conference - introducing us to an international gathering of management personnel in railway preservation, from all over the world. Being Australia's very 1st new-build project, our profile is being raised even more. We are extremely grateful to WATTRAIN for their continued support for the V499 project, and we look forward to working closely with their Australian based foundation member.

Another of our supporters, SteamTube, shall also be attending the WATTRAIN conference, and included in their presentation they shall also be talking about the V499 Project: Our successful use of modern media advertising via social media outlets, awareness strategies and how by twinning our project with the UK based Claud Hamilton Locomotive Group a strong international bond is being formed that will no doubt strengthen as the years go by. We would also like to express our gratitude to Peter Lewis from SteamTube for all of his assistance - as well as for sharing all of our facebook/twitter news on the SteamTube facebook and twitter pages. Promotion is what it is all about, and we are getting lots of it!



## V499 Engineering

After a series of meetings conducting investigations and research on engineering and work practises, the VSLC have almost concluded their assessment on engineering standards that the project must adhere to in order to see the project through to a successful completion.

The process now begins of producing templates for these procedures and practises that we will be employing with the remaining details to be finalised over the next twelve months.

An ongoing list of tooling and equipment has been collected and these items shall be purchased as and when required over the coming year.

## Water for V499

In a past edition of this newsletter we informed you that the VSLC would be producing V499 water. Five hundred 600ml bottles we produced and delivered to us and have been an immediate success. The feedback and comments about the product have been brilliant and within only 10 days we had sold an entire three boxes!



We will be taking this product where ever we go to display the V499 Project. Bottles are \$3ea or two for \$5. Come and grab a few when you see them.

As simple a product as it may be, they will become an on-going part of our merchandise that we sell for many years which will create an great source of steady income for V499.

## \$1000 Business Sponsorship: Advertising Program

It was decided to investigate the many ways that funds can be accumulated for the V499 Project. One such way is by selling advertising. As the VSLC is a P/L company, we can offer advertising (*through our media department*) to businesses, where they can claim the expense at the end of the financial year.

To assist in the construction of V499, we have added a Sponsorship option for businesses who wish to raise a 'Pound of Steam' for the V499 Project.

For those businesses who are wanting to support us we are offering them the following for \$1,000:

- Advertising for 10-15 years in the form of your logo in albums in the VSLC social media pages along with status updates that promote your business.
- A link on the VSLC web page to your website, along with your logo and contact details.
- Your Logo and business information to be included in official VSLC documentation, books, bi-monthly newsletter (The Compound Chronicle), flyers, and displayed at public events, media and launch days.
- An invitation to come and look at how the V499 Project is progressing for a day with a family member/friend once every 6 months.
- Invitations to significant launches and events. – Coming events will be provided to you with at least one month notification.
- A reproduction 30 x 10inch black and white print of an original 1900's V class photograph. (Unframed).
- Your inclusion in the official sponsor's group photo when the locomotive tender, and entire locomotive build is completed.
- A certificate thanking you for supporting the VSLC's unique V499 project.



Businesses that are interested in supporting the V499 Project in return for 10-15 years of advertising can contact us at: [info@vicsteam.com](mailto:info@vicsteam.com) We will then provide you with more information on this sponsorship program along with detailed information about the V499 project itself.

This advertising program is tax deductible to all businesses, as well as to individuals that have an ABN and wish to sponsor us.

## Our Sponsors

Please show your support to the companies listed, who are supporting the V499 Project. Their contact information can be found on the Sponsor Links page on our website. [www.vicsteam.com](http://www.vicsteam.com)

If you would like to become a sponsor of the V499 Project, please email us at [info@vicsteam.com](mailto:info@vicsteam.com)



# The V499 Project

# VSLC

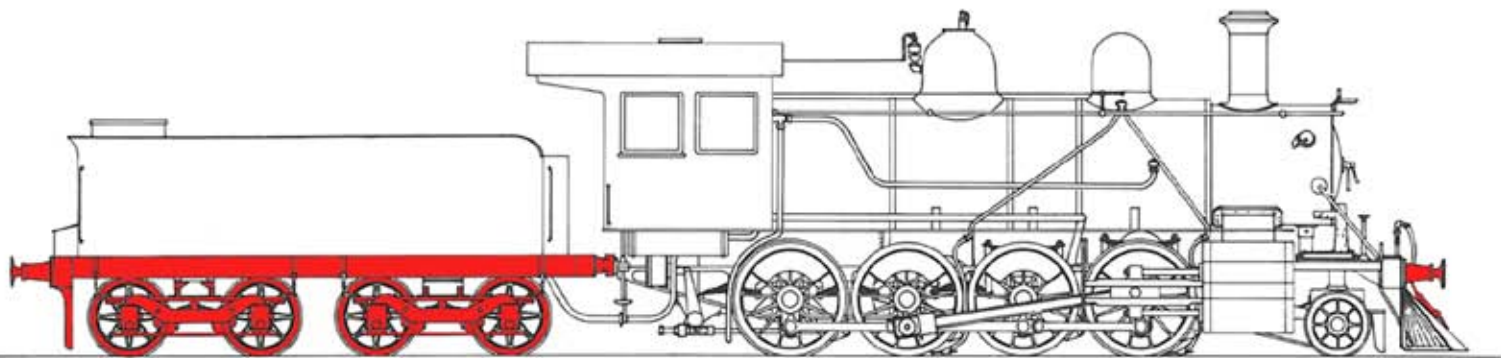
The Victorian Steam  
Locomotive Company

ACN: 153 969 736



## Australia's 1st New-Build Steam Locomotive Project!

The Victorian Steam Locomotive Company Pty/Ltd was formed with a view to building and operating, an extinct class of locomotive of the VR system; a Victorian Railways, Vauclain Compound, V class 2-8-0.



**You can help build V499 for only \$5.00 a week!**

The items in red are currently in possession of the VSLC for V499.  
With your assistance we can progress even further!

To donate your weekly \$5, simply visit

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and click on the PayPal 'Subscribe' button

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