Success can be measured in many ways but after travelling for 125 days on his BMW F 800 GS, Hong Kong-based Australian, Morgan Parker was more satisfied than he had ever previously been. He had reached Brisbane, the city of his birth, after an adventure that took him through ten countries over an amazing variety of terrains and climatic conditions.

For a man whose life had revolved around Asian property development and investment banking this was a total and refreshing change. Gone was the comfortable lifestyle, to be replaced by the thrill of the unknown, the promise of adventure and the discovery of small communities living as they had for hundreds of years.
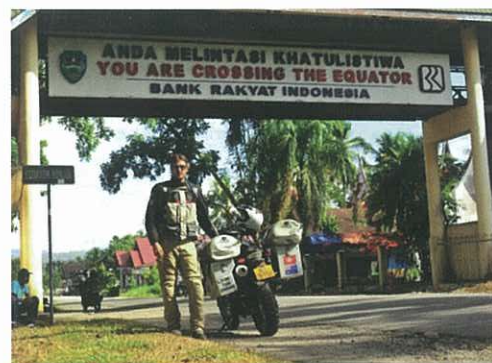
Morgan's journey was not a flight of fancy but a decision based on his humanity, and an inner drive and passion to make a lasting contribution to the lives of those less well off than him. Wheel2Wheel was born in 2009 after learning from grass-roots charities what they need most: awareness.

He did his research into big humanitarian issues facing each of the countries he was going to visit and then chose ten different charitable organisations that could benefit from not only a one-off donation but a commitment to raise awareness of the issues and the work being done by the charities to tackle them.

"The ten charitable organisations we selected came from a due diligence effort that saw us evaluate over 300 different organisations across Australasia. We then benchmarked our selections against the UN Millennium Development Goals. Issues we are supporting include environmental education in China, education for rural and impoverished children in Laos, HIV/Aids re-assimilation in Thailand, air pollution in Hong Kong, animal cruelty in Vietnam, protection of women from violence in Malaysia, vocational training for youth affected by conflict in Timor-Leste, indigenous land management in Australia, education for slum children in Cambodia, and protecting

carbon peat swamps in Indonesia," said Morgan.

Starting out in Hong Kong, Morgan crossed the border into the Peoples Republic of China and in doing so became the first motorcyclist, travelling solo, to do so. Keeping to the road less travelled Morgan came in contact with people who live traditional lives and have had little or no contact with outsiders, especially those riding a large motorcycle.

Morgan's BMW F800GS was the passport to engagement and conversation. "I would get off the bike and immediately it would create a gathering and friendly conversation. It transcended all cultural and even religious differences. If I had been on foot or in a car I would not have made the same impact, nor would I have been as effective in raising awareness of the work with the local charitable organisations," said Morgan.

Across China, Vietnam, Laos, Cambodia, Malaysia, Indonesia, Timor-Leste and finally arriving in Brisbane after crossing the Simpson Desert, Morgan successfully completed 25,000 km of tough riding. Rutted and twisting roads, sinuous mountain passes and mud so thick the front mudguard had to be removed just so the front wheel would turn… all this was part of Morgan's philanthropic adventure.

At the end of the journey in Brisbane, Morgan was met by a welcoming crowd of well wishers but for the 37-year-old it signalled the start of a new adventure. Now the pivotal work of delivering the key charitable objective of Wheel2Wheel begins. The aim is to produce ten documentary television episodes featuring each of the ten charitable organisations for regional broadcast by early 2012. Wheel2Wheel financed the filming of the journey itself, but is now looking for donor assistance to see this innovative philanthropic project through to completion. The broadcast will not only be great adventure television but will allow ten inspiring humanitarian stories from these remarkable organisations to be shared with the world.

For more information on Wheel2Wheel's exciting adventure, please visit www.wheel2wheel.tv or check out Wheel2Wheel's facebook page.