

Attachment 11.7.1



Event Sponsorship Application Form

PART 1

Please submit your application by the advertised due date – no applications will be considered after this time.

- Round 1; Submit before 31 March (for events held in or events conducted 1 July – 30 June)
- Round 2; Submit before 30 September (for events conducted 1 January – 30 June).

PART 2

Please indicate the focus for your event as this will inform the funding stream assessment criteria.

- Economic focused event; aims to bring visitation to the region and generate economic benefits as a result; provide significant media exposure and promotion of the Shire of Nannup and surrounding region.
- Community Focused event; aims to bring community together and provide free or low cost experiences and activities; strong social benefits; promotion of cultural diversity and inclusion.

Event Details

Event name

SEVEN GRAVEL RACE – UCI Gravel World Series

Event Date

May 10th and 11th 2024

Event venue

Nannup Recreation Centre (Event Village)

Event Address

Please send all written correspondence to:
Unit 1, 61 Clarke Street, South Bunbury WA 6230

Event Website / Social Media Address

<https://sevengravelrace.com>
<https://www.facebook.com/SEVENGravel>
<https://www.instagram.com/sevengravelrace/>

Event Type

Sports: Gravel Cycling

Brief event description

SEVEN Gravel Race – UCI Gravel World Series ('SEVEN') is one of the most complex routes ever contrived for a bike event in Australia. The nature and length of the route make for a significant logistical challenge to negotiate participants around safely. The course leaves Nannup and loops around the Nannup Balingup Road on a labyrinth of high-quality gravel roads before returning to Nannup 125km later.

SEVEN is a cross country gravel event for cyclists, launched from the township of Nannup and travelling through forests and plantation areas bordering the Balingup-Nannup Road. With a distance of 125km and around 3400 metres of climbing across seven geographical sectors, SEVEN is classified as an endurance event. Riders have 10 hours in which to complete the course, which is divided into seven sectors. Each sector will take riders through a specific area of natural forest or pine plantation along existing gravel roads. The Balingup-Nannup Road provides the "spine" for the event, with riders crossing the road at transition points between sectors.

For riders with less off-road endurance experience, three shorter courses are also offered:

- FIVE: an 85km course, traversing five sectors.
- THREE: a 47km course, traversing three sectors.
- ONE: a 27km course, traversing one sector.

SEVEN is a highly challenging event, and riders are not required to complete the entire course, on any distance. After the completion of any sector, a rider may decide to withdraw from the event. Moreover, a rider who does not arrive at a sector by the designated cut-off time will not be allowed to continue. In both cases, riders will return to the Event Village in Nannup on the shuttle service provided.

Riders may choose one of the following bike styles: gravel bike, mountain bike (MTB), superbike, e-bike or hand MTB. A superbike is a bicycle built especially for the course. E-biker riders will not be competing against other riders, and they will not be eligible for placings or awards.

SEVEN does not involve single-track riding, except for 2.3kms on a wide section of the Munda Bidli Trail on the approach back into Nannup. There is no reason for cyclists to enter the forests or plantation areas per se. All riding will be done on existing gravel roads. As such, the event will have a very low impact on the surrounding forests and plantation areas.

SEVEN is one of only two Australian qualifier events in the new TREK UCI Gravel World Series. There are now twenty-five events across the world in which the top 25% in each age and gender category qualify for the UCI Gravel World Championships in October, with the coveted rainbow jersey as the ultimate goal. (ucigravelworldseries.com)

Applicant Details

Business Name & ABN

Cycling Eventures Pty Ltd 15165891921

Contact Person, Position & contact details

Rebecca Cotton, Director

rebecca@cyclingeventures.com

0416049691

Postal Address

Unit 1, 61 Clarke Street

South Bunbury, WA 6230

Business Website address

Is your organization incorporated Yes – Registration No: No

Are you registered for GST Yes No

Is your organisation not-for-profit Yes No

Total Event Budget

Amount of Funding requested from the Shire (Cash)

\$10,000 GOLD level package

In-Kind support requested

N/A

Proposed use of Shire funding

Expansion of the race coverage (live feed) and production of race highlights video, which will showcase Nannup to the world, in preparation for hosting the UCI Gravel World Championships in 2026.

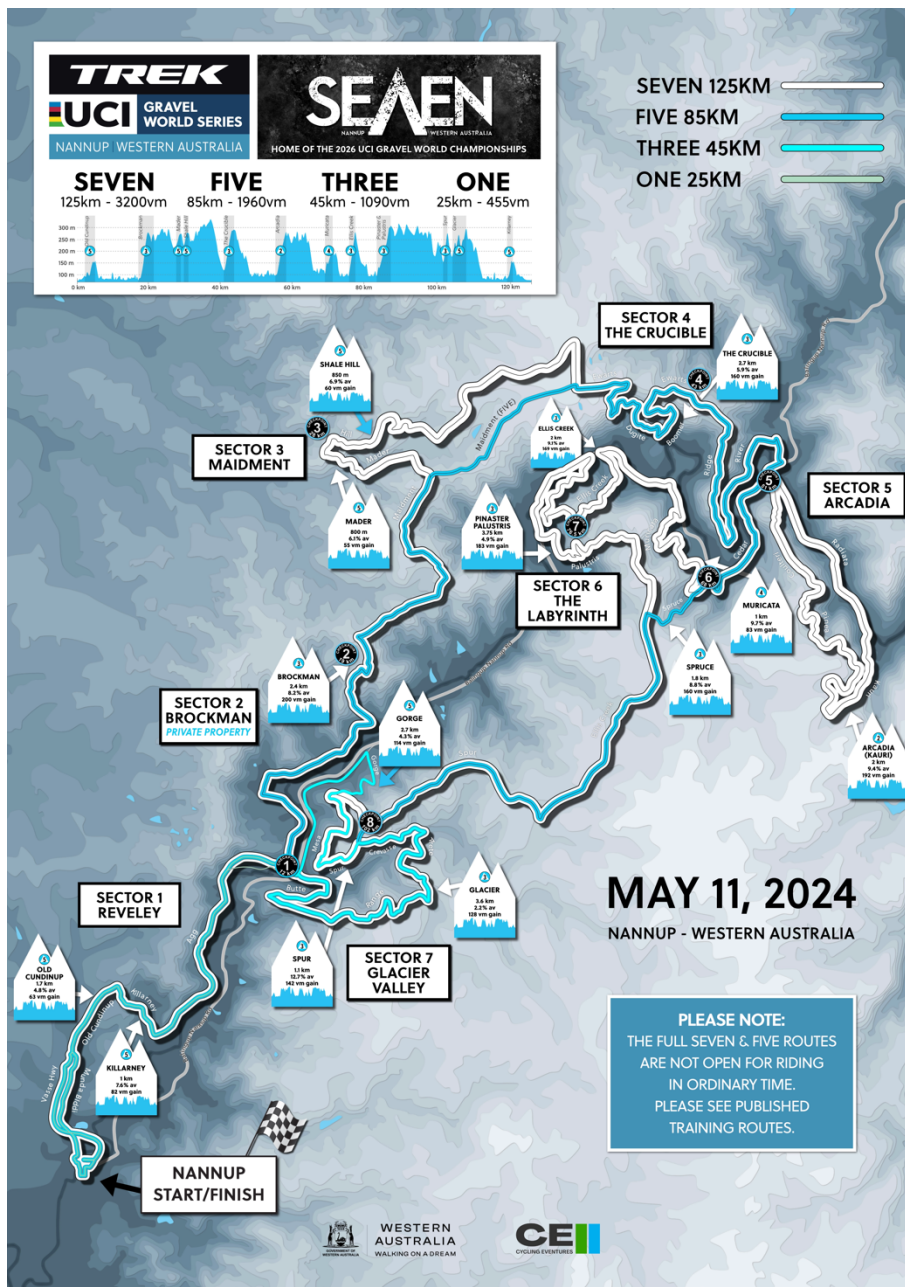
PART THREE - Event Assessment Criteria

1.Event Content, Location & Target Audience

1.1 Event program & components

Please see our Event Management Plan for comprehensive details of the event.

Course map



Maps can also be accessed online from the event website at <https://sevengravelrace.com/the-maps/>.

Event schedule

SCHEDULE

SEVEN GRAVEL RACE 2024

EVENT SCHEDULE

FRI MAY 10

- 11:00AM ▲ **Mt Folly Warm Up Ride & Strava KOM Challenge** & with Fumy & Nico
From Event Village - Nannup Rec Centre
- 11:00AM ▲ **Registration Opens**
Event Village - Nannup Rec Centre
- 05:00 PM ▲ **Rider Briefing (live streamed)**
Event Village - Commentary Stage
- 06:00 PM ▲ **Pasta Night at the Brewery**
Nannup Brewery - Please book table

SAT MAY 11

- 06:40 AM ▲ **Riders present to start line**
Event Village - Nannup Rec Centre - Oval
- 06:50 AM ▲ **Pre-Race Rider Briefing**
Event Village - Nannup Rec Centre - Oval
- 07:00 AM ▲ **Race Starts**
Event Village - Nannup Rec Centre - Oval
- 08:30 AM ▲ **FPC Kids Race & Family Ride**
Event Village - Nannup Rec Centre - Oval
- 09:00 AM ▲ **First riders of ONE & THREE return**
Event Village - Nannup Rec Centre - Oval
- 10:30 AM ▲ **First riders of FIVE at finish**
Event Village - Nannup Rec Centre - Oval
- 11:20 AM ▲ **First riders of SEVEN at finish**
Event Village - Nannup Rec Centre - Oval
- 04:30 PM ▲ **Official Presentations commence**
Event Village - Commentary Stage
- 05:30 PM ▲ **After Party Celebration**
Event Village

SUN MAY 12

- 09:00 AM ▲ **Recovery Ride**
Starts from The Stopping Place, Nannup

Entry process and fees

Participants register through the SEVEN Gravel Race [website](#), which links them to the Race Result registration platform. The entry fees are as presented below:

	Early Bird 1 (first 500)	Early Bird 2 (501-1000)	Standard
SEVEN (125km)	\$195	\$220	\$245
FIVE (85km)	\$155	\$175	\$195
THREE (45km)	\$125	\$140	\$155
ONE (25km)	\$60 adult/\$30 junior	\$60 adult/\$30 junior	\$60 adult/\$30 junior

For those riders without an AusCycling Race All Discipline or UCI license, an \$11 fee is applied, which purchases a temporary one-day race license through AusCycling's mass participation insurance.

Format of activities

Race registration and race pack pick-up

Riders must pick up their race packs from the registration desk at the Event Village in Nannup between 11am and 5pm on Friday May 10th. For those who cannot make it to Nannup on Friday, there is the opportunity to collect race packs on the morning of the event, between 5:30am and 6:30am, however, this is not advised or promoted.

Rider briefing

Riders must make every effort to attend the compulsory rider briefing at 5:00pm, Friday May 10th at the Event Village, Nannup Recreation Centre. This briefing will be livestreamed on Facebook.

Crew and Volunteer Briefings and De-Brief

Crew and Volunteers will be briefed from 5:30pm on Friday May 10th at the Event Village, Nannup Recreation Centre. The official Crew and Volunteer Debrief will be held at 10am on Sunday May 12th at the Nannup Recreation Centre.

Race launch

The race starts at 7am on Saturday May 11th. The launch process will be as per the UCI Regulations (wave starts for elite and age categories, with shorter distances launched at intervals).

Presentations

Presentations will be held at the Event Village from 4:30pm on Saturday May 11th, starting with the Age Category Presentations.

Key safety elements

- Pre-event Race Book, the "SEVEN Survival Guide", with all important information provided online two weeks prior to the event, emailed to all riders, and provided in hard copy at registration.
- Comprehensive safety briefing for riders and crew on the eve of the event.
- Accurate course maps (Rider Maps, Comprehensive Command Post Map and Race Medical Coverage Map).
- Accurate and comprehensive course marking, including highly visible 'Caution' signage at all technical sections, sharp corners, road crossings and 'dangerous' descents.
- Traffic Management Plan in place with Traffic Controllers holding traffic as riders cross Balingup-Nannup Road.
- Incident Control and Race Medical Support from Rescue Recovery 1 and our own Rapid Response Motos and First Aiders.
- Field Support Unit operational to assist with all non-medical issues in the field.
- Radios for all course crew and convoy riders/drivers, and satellite phones for the Incident Management Team.
- Forward vehicles, Motoscouts, SAG wagons and shuttle service.
- Hydration Stations at each checkpoint.
- Halfway checkpoint Rider Food Drop and Hydration Station.

1.2 Event history

2017 – the discovery

In 2017 we were searching the Blackwood Valley for a gravel sector for the Tour of Margaret River Pro Am road cycling race that would mimic the Paris-Roubaix experience. What we discovered was a labyrinth of gravel roads that resembled those of the earliest editions of the Tour de France. Over 12 months of discovering these roads, we linked them up to create a truly epic 125km course. At a time when gravel racing, the fastest growing sector of cycling internationally, was barely in its infancy in Australia, we created an unforgettable experience for gravel enthusiasts.

2018 – the inaugural event

Our inaugural event in 2018 was one of the most satisfying experiences we have had in ten years of running bike races. From the start, the event had a very special feel, as 235 pioneering riders gathered around the fire pit in the cold of dawn, anticipation brimming for the unknown and untested adventure that lay ahead. As we watched the race unfold, we knew we had something exceptional on our hands. And as riders crossed the finish line, the euphoric exhaustion on their faces said it all. We had achieved our goal.

2019 to 2021 – from strength to strength to the international stage

Throughout 2019-2021 we built on the success and excitement of 2018, with the event going from strength to strength. Our racing field doubled from 235 to 569 in 2019, then to grow to 780 in 2020, despite the Covid-19 pandemic closing the borders to all interstate and international competitors. In 2021 we grew to 1052 competitors.

During 2020 we applied to the Union Cycliste Internationale (the world governing body for cycling) for SEVEN to become part of the new UCI Gravel World Series. In early 2021 we were accepted into the series, with the full support of AusCycling, our national cycling federation. In March 2021 we began discussions with Tourism WA to have SEVEN funded through the Regional Events Program from 2023-2025. We were informed that this funding would depend on us securing the World Championship event in the near future. We set to work to achieve this.

2022 – the inaugural SEVEN UCI Gravel World Series event

In May of 2022, despite WA being in peak-Covid, we had a total of 1140 enter the event, 28 of whom travelled from the eastern states to participate in the hopes of qualifying for the World Championships. Without a major sponsor to assist us with the significant costs of running an international series event, we successfully took SEVEN to a new level as the first Australian event in the UCI Gravel World Series. We also received news that our application to secure the UCI Gravel World Championship was successful and that Nannup in the South West would be the first Australian host of the new Trek UCI Gravel World Series.

2023 onwards

In 2023 we were successful in securing a three-year grant from the Western Australian Government through the Regional Events Program. This funding helps us cover the significant fees associated with being part of the UCI Gravel World Series, and to meet our contractual obligations with the UCI. In 2023, 1348 riders participated across the 125km, 90km and 50km distances, as well as the Warm Up and Recovery rides. Another 20 riders participated in the FPC Kids Race & Family Ride. 36 riders joined us from overseas; 22 of whom were from Singapore.

We now know without a doubt that this event has what it takes to equal the best in the world. SEVEN Gravel Race is part of the Trek UCI Gravel World Series, and will host the World Championship in October 2026.

1.3 Why Nannup?

It's simple. The Blackwood Valley, and particularly the terrain that rises on either side of Balingup-Nannup Road, contains the highest quality gravel roads in Western Australia. Not only that, but the paved roads in the Blackwood Valley Region are the highest quality of road cycling, which is why we moved our entire operation to Nannup after the 2016 Tour of Margaret River. The area offers the best cycling experiences in the State.

1.4 Target audience and participants (age, demographics, visitor origins)

The target audience for SEVEN is broad, with both road cyclists and mountain bikers drawn to this style of endurance event for competitive and participative reasons. For an elite few, the chance of a podium is a reality, as is qualification for the fastest growing international world championships on the cycling calendar: the UCI Gravel World Championships. For most riders, simply finishing the race is reward enough, as it is one of the most challenging one-day events in the country.

The majority of our riders are from outside of the South West Region (Greater Perth and Mandurah). We also target interstate riders and riders from South East Asia, Japan, South Africa and New Zealand.

Gravel Racers

Our primary target market is gravel racers at the elite, masters and mid-levels. We provide them with an opportunity to compete on the gravel, against professional cyclists, in a UCI event. The typical competitor in SEVEN has historically been an upper-middle class 45-year-old white male with a reasonable disposable income. It is important to note, however, that the demographic profile of this target market is diversifying: 17% of our competitors in 2023 were women, which is significant for a cycling race. We want to deliberately advocate for and promote the participation of women in SEVEN.

Gravel Riders

Our secondary target market is gravel riding enthusiasts: cyclists who enjoy participation riding, but who are not necessarily interested in or able to race. Australia's cycling participation rates have skyrocketed in the past decade, with Western Australia having the highest rates of cycle participation in the country. This is a market that SEVEN can easily tap into, with the shorter ONE, THREE and FIVE courses promoted as a stepping stone to SEVEN, which is particularly compelling for women.

Professional Cyclists and Cycling Celebrities

Our tertiary target market is professional cyclists (current and retired) and cycling celebrities who are keen to add the UCI Gravel World Series Medal and jersey to their trophy cabinet.

1.5 Other comparable events

The only other Australian event in the UCI Gravel World Series is *Gravelista* in Beechworth, which is held immediately after the UCI Gravel World Championships in October, and thus presents no competition to SEVEN.

There is also the *Backroads Gravel: Fields of Gold* event in Nabawa, near Geraldton, which will be in its third year in August 2024.

1.6 Part of an international series

SEVEN Gravel Race is one of only two Australian events in the 27-event UCI Gravel World Series.

2. Event Objectives, Management & Growth

2.1 Event objectives

Vision

To make SEVEN the world's best gravel destination and the number one cycling event in Australia by 2026.

Goal

To create a WORLD CLASS CYCLING EVENT for WA that draws international riders to the heart of the South West.

Purpose

To develop SEVEN Gravel Race to become recognised as AUSTRALIA'S PREMIER ONE DAY CYCLING EVENT and the world's leading gravel event.

We want SEVEN to be regarded by gravel riders across the world as 'the one to win' because it is the most epic event on the World Series Calendar.

2024 Event Objectives

- To offer four spectacular routes that provide a thrilling challenge for riders at every level, from the beginner to elite international. (SEVEN: 125km, FIVE: 85km, THREE: 50km, ONE: 25km).
- To provide our riders with the highest quality event communications and relations experience possible, from the first online contact right through to the final evaluation.
- To offer highly attractive incentives for riders to return next year, to strive to improve their performance.
- To build audiences and markets in the eastern states, New Zealand, Japan, Singapore, Malaysia, Thailand, Indonesia and South Africa.
- To enhance the visibility of the South West of WA as the number 1 cycling destination in Australia.
- To create a dynamic and vibrant event village, once that delights and surprises our riders.
- To build mutually beneficial and lasting partnerships with bike businesses, media and marketing companies and sponsors at the international, national, state and local levels.
- To maintain excellent support and productive relationships with our local communities and businesses.
- To continually improve our event management systems and processes, particularly in regard to workforce development and risk management.

Our long-term vision and targets for future growth

Long-term, we aim to attract 4000 riders to SEVEN. In the medium term, we aim to attract around 2000 riders. Our primary strategic goal revolves around hosting the 2026 World Championship event of the series.

Expected quality

We intend to provide one of the top three rider- ranked events in the UCI Gravel World Series. Since SEVEN began in 2018 as an annual event, we have received very high ratings from our participants, on the following scales:

- Overall event experience
- Organisation of the event
- On-course support
- Course marking

- Scenic beauty experienced on course
- Distance and challenge level
- Social experience
- Likelihood of returning next year to SEVEN
- Likelihood of recommending SEVEN to friends

Our lowest threshold for quality rankings on a single scale is 85% (4.3 out of 5 stars). At this point, we start getting concerned and look for significant improvements. Our preferred quality ranking is 90% (4.5 stars) and above. We tend to average a 92% quality ranking overall each year.

Event functional areas and key milestones

Our most important outputs/results under each functional area are presented below:

A. Course

- Route maps endorsed and published by the end of December.
- Course signage plan, infrastructure plan and checkpoints plan completed, and all assets acquired by mid-April.
- Routes fully signed and cleared, reading for racing by 6am on race morning.
- All routes, checkpoints and infrastructure fully cleared within four days post-event.

B. Administration

- Event Management Plan and sub-plans developed, submitted to all necessary stakeholders and authorities by end January.
- All event permits, insurances, and approvals obtained by end March.
- All sponsor and stakeholder notification, assessment and reporting obligations met in a timely fashion.
- Event evaluation undertaken and results available within two months post-event.

C. Design, Production & Printing

- Event merchandise, souvenirs, awards and crew uniforms delivered one week prior to the event.
- Event pull up banners, posters and flyers displayed in selected Perth bike stores by end January.
- All event signage (signs, flags, banners) delivered one week prior to the event.
- Large course maps and race book delivered one week prior to the event.

D. Workforce

- Full workforce registered by end April.
- Workforce Matrix, Team Work Instructions and Operational Maps completed and distributed to workforce two weeks prior to the event.
- Radios delivered three days prior to the event.

E. Race Management

- Traffic Management Plan prepared and sanctioned by all necessary authorities by end April.
- Full Race Convoy team engaged.
- All traffic controls in place on race day, on time and to the expected quality.
- Race Results delivered with full integrity by race end.

F. Communications & Promotions

- Website fully updated and functional.
- SEVEN Gravel Travel Packages sold out.
- Monthly Electronic Direct Mail (EDM) maintained throughout the six months leading up to race day.
- Photography and videography objectives achieved, including live feed.

G. Venue Management (Event Village)

- All elements of the Village Management Plan achieved.
- Profit made from the SEVEN Beer Tent.

H. Sponsor & VIP Management

- Sponsorship Prospectus and distributed, with at least one new sponsor on board.

2.2 Plan for future growth

Long-term, we aim to attract 4000 riders to SEVEN. In the medium term, we aim to attract around 2000 riders. Our primary strategic goal revolves around hosting the 2026 UCI Gravel World Championships event of the series.

2.3 Event workforce structure



VERSION 2 AS AT JAN 12, 2024

SEVEN GRAVEL RACE 2024 EVENT WORKFORCE STRUCTURE

ACTIVE YEAR ROUND	EVENT DIRECTOR Brendon Morrison		
	RACE DIRECTOR Stephen Gallagher	OPERATIONS MGR Rob Marshall	EVENT COORDINATOR Rebecca Cotton
ACTIVE EVENT WEEK	COURSE Course Manager x 2 Course set up crew x 4 Course pack down crew x 2 CONVOY & MOTOS Convoy Manager/RR Moto1 x 1 (FSU) Rapid Response ATV x 1 (FSU) Motoscouts x 8 SAG Wagon x 2 Photo ATV x 1 Film ATV x 1 RACE NETWORK COMMS Coordinator x 1 RACE LAUNCH Launch Marshals x 4 COMMISSAIRES AusCycling Commissaires x 3 PHOTO & FILM Photographers x 3 Videographer x 1 E-bike cameras x 2	VILLAGE Village Manager x 1 Village set up crew x 6 (Fri) Village pack down crew x 4 (Sun) INFRASTRUCTURE Infrastructure Manager x 1 Infrastructure set up crew x 4 Infrastructure pack down crew x 4 VILLAGE CAMPGROUND Campground Manager x 1 VILLAGE BAR Bar Manager x 1 Bar staff x 2 CHECKPOINTS (8) Checkpoints Manager x 1 Lewana CP Site Manager x 1 Lewana CP Crew x 4 Checkpoints crew x 20 Course Marshals x 6 CREW CATERING Manager x 1 Assistant x 1	RESULTS Results Manager x 1 Results Assistant x 1 FIELD SUPPORT Field Support Coordinator x 1 Event Loggist x 1 First Aid Coordinator x 1 First Aider x 1 INCIDENT CONTROL & RACE MEDICAL Incident Controller x 1 Paramedic x 2 Advanced EMT x 2 REGISTRATION & AWARDS Registration Manager x 1 Registration crew x 6 COMMENTARY & CEREMONIES Commentators x 3 MERCHANDISE Merchandise crew x 3 SPONSOR & VIP Manager x 1

2.4 Organisation's management experience.

Cycling Eventures (CE), established in 2009 by Brendon Morrison and directed by Brendon, Rebecca Cotton and Stephen Gallagher, is Western Australia's most successful cycling events company. Over the last thirteen years, we have grown our reputation for delivering some of Australia's largest and most iconic cycling events, including the *Tour of Margaret River Pro AM*, and the *SEVEN Gravel Race – UCI Gravel World Series*, which is currently recognised as Australia's premier gravel race. Our dedicated team works with diligence and passion to make sure our events are safe, well organised, beautifully presented, inclusive and unforgettable. Whether on-road or off-road, for competition or leisure, we aim to show all cycling enthusiasts the most stunning locations, the most exhilarating routes, the highest quality big-event-experiences, and the most welcoming cycling communities.

CE has a proven track record of meeting and exceeding the expectations of Tourism bodies and major sponsors alike. We are also highly experienced at managing thousands of participants in single and multi-day events. We have strong connections to professional riders across the world, and have been successful in bringing some of the world's best riders to our events in Western Australia.

The CE design team of Brendon Morrison, Stephen Gallagher and Rebecca Cotton is known for its expertise in course curation...designing the highest quality riding experiences from the start line to the finish line. For every event, we spend many hours 'on country' on our bikes, riding the full network of routes in a region until we are fully satisfied that we have discovered the very best 'flow' for a course. For us, every route has a story to tell its riders.

Brendon Morrison

In 2009, Margaret River farmer and keen amateur cyclist, Brendon Morrison, decided to hold a little bike race, and he named it the Tour of Margaret River. Even though there were only 30 riders and five teams that first year, the format was a hit and word got around. Cycling Eventures was established, and the Tour became an annual event that grew from strength to strength, and is now the largest amateur road race in Australia, and the only road race for teams.

Brendon is a cycling visionary and the creative force behind all Cycling Eventure's initiatives. With a mind that never rests, Brendon is constantly inventing new ways to 'make our bike world bigger', dreaming up new racing formats and events. Past events such as Lighthouse to Lighthouse, the Delirium 24 Hour Race, DIRT and the Tour of WA, are great examples of Brendon's love of 'the game'. In recent years, we have begun to test his Grand Pursuit format, with the hope that it will encourage a resurgence in amateur road racing across the world.

Brendon has now taken Cycling Eventures into the international sphere, working closely with partners in Thailand and Vietnam, to bring some very special and unique cycling experiences to our cycling community.

Running cycling events is a complex endeavour, especially when it comes to managing all the people involved and balancing all their needs. Brendon is our harmoniser and peace-maker, finding the common ground that enables us to unite all the tribes of cycling and forge genuine partnerships and friendships within the communities and towns through which we ride our bikes.

Rebecca Cotton

Rebecca came to Cycling Eventures after a successful career in public health and organisational development. She brought across the skills she developed across twenty years as a consultant to state and local government, particularly in strategic development, project management and change management. Big bike events are the ultimate in project and change management, so Rebecca's experience has come in pretty handy.

Since 2016, Rebecca has been diligently applying herself to the continued development of best possible practices in event and risk management. She jokingly refers to herself as the 'Apparat-chik' of Cycling Eventures, taking responsibility for the generation and integration of all official documentation, including event and risk management plans, workforce plans, stakeholder management plans, schedules and budgets.

In contrast to this 'dancing with the devil in the details', Rebecca is also our self-taught in-house cartographer and graphic artist, developing all our maps, route profiles, posters, flyers and race books. This artistic side of her work with Cycling Eventures is something she greatly enjoys as it

gives her an outlet for her creative urges (that, and taking charge of the music playlists for each event).

Rebecca also leads the course design team for our SEVEN Gravel Race and absolutely loves the thrill of driving the ATV at the front of the race, with our videography team on board.

Stephen Gallagher

Stephen is a former professional road cyclist who represented Ireland at World and European Championships and the Commonwealth Games. Stephen won and completed races across Europe, Asia, South America and Australia during his career. After his cycling career Stephen started a coaching company, Dig Deep Coaching, which has become a global leader in athlete performance, working with some of the world's leading cyclists. Stephen has gone on to work with the largest organisations in the cycling industry to deliver athlete performance optimisation. This includes working with Zwift to deliver the worlds largest talent identification project: Zwift Academy, and working as a performance analyst for media organisation Velon. Stephen is also the head of performance for the CanyonSram Women's World Tour team, directly coaching and developing one of the world's largest cycling teams.

Since 2013, Stephen has been in the cycling events industry having worked as technical director for the Grande Partenza of the 2014 Giro d'Italia. Stephen worked closely with event owners, RCS, along with national and regional authorities to deliver what has been the biggest ever event in the history of Northern Ireland. Stephen was the Event Director for the Giro d'Italia Grand Fondo Northern Ireland between 2015-2017. This was the largest mass participant event in Northern Ireland which had over 6000 entrants and was considered one of the UK and Ireland's largest cycling events during this time. Stephen has also worked as an event consultant for the West Australian Tourist Board to deliver the World Gran Fondo Championships in 2016 in Perth, Western Australia. Stephen has worked the Race Director for Cycling Eventures (CE) in some of Australia's largest cycling events in both gravel and road. Since March 2022, Stephen has been working exclusively with CE to develop and deliver world class events.

3. Visitor/Attendee Numbers

3.1 Estimated number of attendee types:

- a) Participants: 1600
- b) Spectators: 1650+
- c) Officials: 20
- d) Volunteers: 80
- e) Other: food vendors and industry exhibitors – approximately 40

4. Economic Impact

4.1 Local spend

We have a Local First Policy. This means that, in every instance and for every functional area, we source locally first. This begins with food vendors and extends to large plant hire. Our Operations Manager, Rob Marshall, is a Nannup local with a long history of assisting with Nannup's largest events, including the Nannup Music Festival and Flower and Garden Festival. Rob always offers local clubs, groups, and business the first opportunity to make money and raise funds from the event.

4.2 Estimated economic impact of the event

a) Total anticipated number of visitors

- 1600 competitors
- 1650+ spectators
- 80 event crew
- 20 officials

Total 3350+ (estimated on race day, with a similar approximately half that number on the day before, at registration and warm up rides)

b) Estimated length of stay

The average length of stay is 2.5 days per participant. Approximately 50% of riders stay in the Nannup area, which is high considering the limited accommodation available.

c) Estimated daily expenditure

2023 economic impact:

Final event attendee numbers:

- Riders 1368
- Spectators ≈1400
- Officials/VIPs 5
- Crew/volunteers 85

TOTAL: 2858

	Locals	Intrastate visitors (non-local area)	Interstate visitors	International visitors	Totals
Visiting specifically	(136+136+30) 302	(1130 +1264+52+4) 2450	(67+3) 70	(35+1) 36	2858
Average daily spend (accommodation, food, activities costs)	n/a	200	200	200	n/a
Average length of stay (number of days)	n/a	2	3	4	n/a
Totals	n/a	980,000	42,000	28,800	n/a
Grand total		\$1,050,800			n/a

The above figures were obtained through the RaceResult registration platform and our SurveyMonkey Rider Evaluation Survey.

5. Tourism impact

5.1 Shoulder/off peak tourism time (May – October)

The event is held in mid-May every year.

5.2 School holidays/public holiday(s)/long weekend?

No

5.3 Other events in region at the time

The Busselton Festival of Triathlon and the Margaret River Ultra Marathon are both held in May. The Forest Rally is also held in Nannup in May, but we are unsure of the status of the 2024 event.

5.4 If yes to the above question, please list the event(s) and any potential impacts positive or negative) that may result.

The main issue with any large event being held in the Busselton-Margaret River Region on the same weekend as SEVEN is competition for accommodation.

6. Environmental Strategy

6.1 Environmental impact of event (+ve/-ve)

As this is a gravel cycling event, the impact on the environment is minimal. We only use gravel roads that are already established, so there is no degradation of any forested area. We clear every course as soon as possible after the race to remove all rubbish and signage. We do not use individual plastic water bottles: all event water is provided via large trailers and containers.

6.2 -ve impact requiring restoration?

No

6.3 Environmentally or ecologically sensitive area?

Some of the course runs nearby identified Disease Risk Areas in the state forest. However, we work closely with DBCA to ensure that our bikes and event vehicles pose no threat to the spread of disease.

7. Media and Marketing Strategy

Overview

SEVEN Gravel Race ('SEVEN') is one of the world's toughest and most beautiful one-day bike races. Conceived in the forests of the Blackwood Valley in 2018 while we were looking for a Paris-Roubaix experience for our road riders, SEVEN is 125 continuous kilometres of incredibly beautiful but seriously challenging gravel riding. The course winds, climbs, switches back and descends through magnificent pine plantations, native forests and verdant farmlands, with high quality gravel surfaces including clay, mica and quartz. Seven sectors offer their own unique features and challenges, and give the race its name. With thirteen categorised climbs on course, SEVEN has the most climbing of any of the major gravel races around the world. In 2022 we joined the TREK UCI Gravel World Series, and in 2026 we will host the UCI Gravel World Championships. We want people to believe the hype, because it's true: SEVEN really is one of the most beautiful but most challenging one-day bike races in the country.

Marketing vision

To create a WORLD CLASS CYCLING EVENT for WA that draws international riders to the heart of the South West.

Event purpose

To develop SEVEN to become recognised as AUSTRALIA'S PREMIER ONE DAY CYCLING EVENT and the world's leading gravel event.

Marketing communications plan objectives

Our communications and marketing goal: to be 'the one to win'

We want SEVEN to be regarded by gravel riders across the world as 'the one to win' because it is the most impressive event on the Gravel World Series Calendar.

Gravel racing is booming across the globe, with more and more events being offered in more and more countries. The TREK UCI Gravel World Series will offer 27 events in the 2024 competition, and SEVEN is the only Australian event on offer in 2024. So, while we have the chance, we are gunning for a place on the "Top of Mind Awareness Podium": we want to achieve top of mind awareness for SEVEN, so that any gravel cyclist asked to name the top three exceptional gravel racing events in the series will name SEVEN as one.

Our strategic communications and marketing objectives...at a glance

1. Astound the eyes

To capture and transmit beautiful, exciting, and highly engaging images that convey the stories and portray the highlights of SEVEN, and that can be used to great effect, not only by us, but by our sponsors and other target audiences.

2. Inspire and grow our event community

To engage, inform and communicate with our current and potential SEVEN riders, racers and spectators in ways that capture their attention, make them feel welcomed and valued, and keep them fully informed at all stages before, during and after the event.

3. Network our news

To ensure that our SEVEN audiences can easily access up-to-date, consistent information by integrating and aligning all our social media, website-based and email-based event communications.

4. Increase global awareness of SEVEN and of WA as a great gravel cycling destination

To increase awareness of SEVEN across Australia and South East Asia, Japan South Africa and New Zealand, position WA and the South West as great gravel cycling destinations and drive visitation by gravel cycling enthusiasts outside WA.

6. Influence through our influencers, share the headlines from our headliners

To manage our professional riders and cycling personalities to greatest effect, engaging them to create appealing social media content that increases people's desire to come and ride SEVEN.

7. Delight our sponsors and peak bodies

To delight our sponsors at every turn, continue to grow corporate and industry investment in SEVEN and gain the strong support of the cycling's peak bodies.

8. Monitor, Measure and Report

To monitor, measure and report on our event progress, lessons learned, and successes.

Messages To Communicate

Tailored messages for our priority audiences in 2024

Racers

Make your bike world bigger.

Take on the world.

The only chance to qualify in Australia in 2024 for the 2024 UCI Gravel World Championships.

Home of the 2026 UCI Gravel World Championships.

Riders (those not interested in racing to win but who are participating for other reasons)

Race or ride...it's up to you. Redefine your limits.

Corporate and Industry Sponsors

SEVEN connects you to the booming international market of gravel racing.

Peak Bodies

SEVEN is helping to put WA on the international cycling map, and we're going to be a major force in keeping it there for years to come.

Media

Be there to cover the biggest gravel cycling event in the country. SEVEN is a goldmine of newsworthy stories, compelling characters and stunning imagery. Cycling legends, international pros, Australia's up-and-coming stars, the best riders in the country...we've got them all at SEVEN.

Local Government Authorities

When you host the biggest gravel cycling event in the country, you put yourself on the cyclo-tourism map and your community reaps the economic benefits.

Practical messages to help with participants with planning

- Registration fees and registration closing date.
- How to get here and where to stay.

- Professional and celebrity riders in the event.
- Full event schedule.
- Awards (UCI medals and SEVEN buckles).
- Rules of racing.
- Rider insurance.
- Bike and tyre types.

Target Demographics

Gravel Racers

Our primary target market is gravel racers at the elite, masters and mid-levels. We provide them with an opportunity to compete on the gravel, against professional cyclists, in a UCI event. No other cycling event in Australia provides such an opportunity. The typical competitor in SEVEN has historically been an upper-middle class 45-year-old white male with a reasonable disposable income. It is important to note, however, that the demographic profile of this target market is diversifying: 17% of our competitors in 2023 were women, which is significant for a cycling race. We want to deliberately advocate for and promote the participation of women in SEVEN.

Gravel Riders

Our secondary target market is gravel riding enthusiasts: cyclists who enjoy participation riding, but who are not necessarily interested in or able to race. Australia's cycling participation rates have skyrocketed in the past decade, with Western Australia having the highest rates of cycle participation in the country. This is a market that SEVEN can easily tap into, with the shorter THREE and FIVE courses promoted as a stepping stone to SEVEN, which is particularly compelling for women.

Professional Cyclists and Cycling Celebrities

Our tertiary target market is professional cyclists (current and retired) and cycling celebrities who are keen to add the UCI Gravel World Series Medal and jersey to their trophy cabinet.

Sensitive Issues

Managing our biggest threats to our values and good communications

Over the last eight years, Cycling Eventures has carefully built an inclusive, open, welcoming culture around all our events, especially the Tour of Margaret River, the Delirium 24 Hour Cycle Race and SEVEN. We are determined to steward our culture into the future, and not allow it to become commodified as "content" for profit in commercial media. This is a philosophical position that guides the way we communicate with all our target audiences. Our culture is built upon our values and principles, which are outlined below.

Our values

The rider at the centre

- The rider and their positive experience are paramount, and drive everything we do. We treat every individual rider with respect and ensure their wellbeing while they are with us, because we value their custom and want them to return to our events, year after year.

Inspiration to improve

- We want to inspire every rider in our events to become the best rider they can be. We help to create achievable competitive experiences for our riders.

Everyone matters

- We strive to take care of our people, from our riders and their support teams, to our staff and volunteers. Everyone's contribution is appreciated, and everyone matters to us.

Our professional principles

Best quality events

- Our events are the ultimate in project management. To ensure we achieve our event goals, we have developed the Cycling Eventures Event Project Management System, which will enable us to apply and uphold the international standard for project management.

Making racing as safe as possible

- The safety and wellbeing of our riders, support teams, spectators, volunteers and staff are critically important. We ensure that every Cycling Eventures event complies with and exceeds Cycling Australia's Risk Management Guidelines for Category 5 and 6 events, and the ISO 31000:2018 Standard for Risk Management.

Support for rider development

- We actively support the development of all riders in regional WA, including juniors. We work to ensure our events are safe and welcoming for developing riders.

Threats to our values and good communications

Being able to effectively and swiftly manage existing and emerging threats to our values and communications is critically important. A large proportion of our effort is invested into managing communications. We see the following threats as significant.

Managing negative commentary on social media

We rely on Facebook quite heavily for our online communications. We like it because it is a great form of participative communication, which fits well with our culture, but we are also very aware that it comes with its own set of risks, particularly in the form of reputation-damaging posts by detractors. To manage those risks we have developed our own guideline for managing negative comments, which is outlined briefly below.

Our guideline for managing negative comments on our social media:

- In the first instance, we will leave the negative comment on our page and provide a public response that is positive and offers clarity, an alternative or a solution.
- If, however, we are receiving widespread criticism, we will post a general response in the same tone as above.
- If the comment is not truthful and could lead to the dissemination of damaging misinformation about SEVEN, we will delete it (after careful consideration, because deleting people's posts can lead to an escalation in subsequent negative posts).
- We will contact the commenter privately to discuss the matter and, if successful in resolving it, ask them to consider removing the post.
- If they will not agree to remove the post and the negativity continues, we will try again to resolve the matter and, if successful, ask them again to consider removing the post.
- If the negativity continues, we will ban or block the commenter.
- We will continue to post positive, informative, education, and inspirational posts.

Managing media coverage of an accident or incident on course

We need to ensure positive and transparent relationships with our embedded reporters and media, even in (especially in) the event of a serious accident or incident on course. Our embedded reporters have a job to do – we know they need to find the stories within the event, and this includes stories

about accidents. However, we believe that, to demonstrate absolute respect for our riders, and to manage threats to our reputation as being one of the safest cycling events in the country, we need to proactively manage our media relations in this matter. To this end, we have developed a guideline for managing media coverage of a major accident or incident.

Our guideline for managing media coverage of an accident or incident on course

- Brief all our embedded journalists and photographers about our dual commitment to transparency and respecting our riders and request that no images of seriously injured riders be distributed (especially if the rider is unconscious). As a rule, in the event of a serious accident, the rider should be up and walking and talking before any images are captured and/or transmitted.
- Always have a media statement 'model text' pre-prepared and readily accessible so we can quickly explain the details as far as possible to the traditional media.
- Post an information update immediately on Facebook and Instagram, providing accurate details of the accident or incident.
- If spectators post any contravening images of injured or unconscious riders to our Facebook or Instagram accounts, we will delete them.

Managing sponsor approval times

Providing value to our sponsors is one of our company's strategic goals. We have several major and minor sponsors, and it is very important to us that we keep them satisfied and well informed. Included in this goal is adhering to any contractual or otherwise prescribed approval times, especially for our major sponsors TWA and FPC. However, we are aware that sometimes there are holdups with sponsor approval times due to unforeseen circumstances. We want to be proactive here and work to mitigate any risks to delays in approvals for our media statements, publications and promotional materials (including jersey approvals). To this end, we will endeavour to maintain a two-week forward time buffer for all approvals on all media statements, publications and promotional materials.

OUR AUDIENCES & MESSAGES FRAMEWORK

<p>Mission</p> <p>Taglines What makes us special</p> <p>Elevator speech Pick one two-sentence speech</p>	<p>To create a WORLD CLASS CYCLING EVENT for WA that draws international riders to the heart of the South West.</p> <ul style="list-style-type: none"> Make your bike world bigger. Take on the world. Believe the hype. Believe the hype: SEVEN is one of the world's toughest and most beautiful one-day bike races. With 125 continuous kilometres of hard packed clay, mica and quartz roads that wind, climb, switch back and descend through plantations, native forests and sweeping green farmland, this is an otherworldly experience. It's your only chance to qualify in Australasia for the 2023 UCI Gravel World Championships in Veneto, Italy, where you will be racing on the same course as the pros. This is your chance to win that coveted rainbow medal. Redefine your limits at SEVEN. The only chance to qualify in Australasia for the 2023 UCI Gravel World Championships. Home of the 2026 UCI Gravel World Championships. 							
<p>Audiences What interests them, considering their circumstances</p>	<p>Racers</p> <p>This is arguably Australia's toughest one-day race. And it's your only chance to qualify in Australasia for the 2023 UCI Gravel World Championships. Come and race alongside pros and cycling legends on one of the most beautiful gravel courses in the country and measure yourself against some of the best riders in Australasia.</p>	<p>Pros & Celebrity Riders</p> <p>This is Australia showing the world how to 'do gravel right'. In 2026, SEVEN will host the UCI Gravel World Championships. Join us in 2023, with your eyes on 2026 when the whole cycling world will be watching. This is Australian cycling history in the making. We invite you to be part of it.</p>	<p>Riders</p> <p>If you're not up for racing or just love to ride on the gravel to feel the freedom and immerse yourself in the beauty of nature, SEVEN has it all. With three distances on offer, and full support on course, there is something for everyone. Join us for a weekend of adventure and cycling camaraderie in one of Australia's most spectacular cycling destinations.</p>	<p>Corporate & Industry Sponsors</p> <p>SEVEN Gravel Race connects you to the booming international market of gravel racing and riding. Connect your company to an iconic, respected, high quality, healthy Western Australian event that gives you brand exposure across Australasia and the world.</p>	<p>Peak Bodies</p> <p>SEVEN is Australia's premier gravel race. It is helping to put WA on the international cycling map, and we're going to be a major force in keeping it there for years to come.</p>	<p>Spectators</p> <p>SEVEN is set in a spectacular location. Every spectator checkpoint provides an opportunity to cheer the riders on, breathe in the clean country air and take in the magnificent view. You can even have a picnic with your riding buddies at our halfway checkpoint!</p>	<p>Media</p> <p>Be there to cover the biggest gravel cycling event in the country. SEVEN is a goldmine of newsworthy stories, compelling characters and stunning imagery. Cycling legends, international pros, Australia's up-and-coming stars, the best riders in the country...we've got them all at SEVEN.</p>	<p>Local Gov. Authorities</p> <p>Safe and scenic cycling courses continue to bring cycling enthusiasts to rural communities throughout the year, providing consistent revenue streams to small businesses. When you host the biggest gravel cycling event in the country, you put yourself on the cyclo-tourism map and your community reaps the economic benefits.</p>
<p>Benefits, attributes, features Key messages about what we offer them</p>	<ul style="list-style-type: none"> Mount Folly KOM Strava Challenge on Friday. Three race distances. 5-year age categories with UCI medals to win. Finishers buckles for completion of SEVEN. \$20 SEVEN coin to spend in the merch shop. Full support on course. Camping right on the start/finish line or shuttles to and from Busselton. An inclusive, welcoming, safe, very well organised, fun and scenically spectacular event. Grab yourself a place at the UCI Gravel World Championships by winning one of the toughest events in the TREK UCI Gravel World Series. Have a mini break in the Margaret River Region: excellent boutique wineries, pristine white beaches, gourmet food, very friendly locals and wide open spaces. Mount Folly Warm Up Ride on Friday. Three ride distances. Finishers buckles for completion of SEVEN. \$20 SEVEN coin to spend in the merch shop. Full support on course. Camping right on the start/finish line or shuttles to and from Busselton. An inclusive, welcoming, safe, very well organised, fun and scenically spectacular event. Cycling is the new golf for professional networking, awareness promotion and fundraising. You can promote your business, educate and further relationships, all while promoting a healthy lifestyle. Our attention to detail, commitment to rider safety, and drive to deliver a top - quality rider experience gives us robust event sustainability. We are committed to providing cyclists of all abilities the opportunity to compete against others of similar ability. And we are committed to advancing women's cycling and providing juniors with opportunities to develop their racing experience. Getting out and watching a gravel cycle race is an inspirational and totally immersive experience. Bring your friends and meet fellow cycling enthusiasts from across the country. We have international cycling legends, we have professionals from the pro tour, and we have Australia's future cycling stars all at the one event. Up close access to international cycling legends, professionals from the pro tour, and Australia's future cycling stars. This is the biggest gravel race in the country. The visuals are stunning and the stories are compelling. The economic benefit to the town extends way beyond event weekend, as cyclists visit throughout the year to train. International exposure as the event is part of the UCI Gravel World Series. 							

OUR PRODUCTS

PRODUCT	PRICE	PROMOTION	PROCESS
MT FOLLY KOM/QOM STRAVA CHALLENGE & WARM UP RIDE Fri 10 th May	Free (entry by registration)	<ul style="list-style-type: none"> Facebook, website, email, registration. Included on event posters and flyers in bike shops in Perth metro and South West. Our Ambassadors/VIP riders to throw down the challenge and invite riders through video posted on Facebook, Instagram and website 	<ul style="list-style-type: none"> Participants register online Participants meet and greet the SEVEN Ambassadors at Event Village Friday 10th at 10am Mount Folly Warm Up Ride leaves at 10:30am Mount Folly Challenge continues through the day Presentation of winners at Rider Briefing 5pm
SEVEN 125km Race or Ride Sat May 11 th	\$195 pp Early Bird 1 \$220 Early Bird 2 \$245 Standard	<ul style="list-style-type: none"> Facebook, website, email, registration. Advertising campaign conducted by Social Motive targeted Eastern States and South East Asia. Posters and flyers in bike shops in Perth metro and South West. Official Media Release announcing State Government Sponsorship of 2026 UCI Gravel World Championships Event Media release announcing pro and celebrity riders. Newspaper articles and radio interviews in month leading up. Pro and celebrity riders promoting in lead up through their social media. 	<ul style="list-style-type: none"> Participants register online Rider Briefing 5pm Friday 10th at Event Village Riders muster for race start from 6:40am on Saturday 11th at Event Village (oval) Presentations commence at 4:30pm Saturday 11th at Event Village.
FIVE 85km Race or Ride Sat May 11 th	\$155 pp Early Bird 1 \$175 Early Bird 2 \$195 Standard	<ul style="list-style-type: none"> As above 	<ul style="list-style-type: none"> As above
THREE 47km Ride Sat May 11 th	\$125 pp Early Bird 1 \$140 Early Bird 2 \$155 Standard	<ul style="list-style-type: none"> As above Targeted PR with women's cycling groups in Perth to encourage first timers to participate in THREE. 	<ul style="list-style-type: none"> As above
ONE 27km Ride Sat May 11 th	\$60 adults \$30 Juniors	<ul style="list-style-type: none"> As above Discount entries for family groups and partners of THREE, FIVE and SEVEN 	<ul style="list-style-type: none"> As above
FPC KIDS' RACE & FAMILY RIDE Sat May 11 th	Free (entry by registration)	<ul style="list-style-type: none"> As above Special poster in Nannup and Busselton 	<ul style="list-style-type: none"> Participants register online Ride and race start at 8:30am in Event Village
MUNDA BIDDI / TIMBERLINE TRAIL RECOVERY RIDE Sun May 12 th	Free (entry by registration)	<ul style="list-style-type: none"> As above 	<ul style="list-style-type: none"> Participants register online Ride leaves from The Stopping Place at 8am

MARCOM ACTIVITY SCHEDULE & BUDGET* (based on 6-month lead up time)

VEHICLE	DEC '22	JAN '23	FEB '23	MAR '23	APR '23	MAY '23	FREQ.	COST
Digital Marketing (Website, FB, Instagram, Email, YouTube)								
Website: Build and maintain SEVEN Gravel Race website							Ongoing	\$500
FB & Insta: Posting on SEVEN Facebook & Instagram							Every 2nd day	\$3000 (photo)
YouTube: Posting and hosting SEVEN videos (link website)							Ongoing	In house
Email: Monthly newsletter							Monthly	\$400
Video: Noeko Film produce lead up and event-day videos.							Monthly & event	\$10,000
TASA Travel Packages: Our official travel agent							Ongoing	\$7,645
							SUB-TOTAL	\$21,545
Advertising								
FB & Insta: In-house advertising strategy (Brendon Morrison)							Ongoing	\$10,000
							SUB-TOTAL	\$10,000
Direct Marketing								
Merchandise: SEVEN Merchandise (Souvenir Jersey & Cap)							April/May	\$20,000
Event Posters & Banners : bike shops in Perth metro							March/April	\$1,400
							SUB-TOTAL	\$21,400
Personal Selling								
Perth SEVEN Info Evening: Q&A with the Race Director							Once	\$500
							SUB-TOTAL	\$5,000
Public Relations								
Embedded Journo: Claire Tyrrell journo – 3 pieces							X	\$500
SEVEN Ambassadors: Posts and promotions							X	\$5,000
Pro & Celebrity Riders: Posts and promotions							-	\$20,000
Media Release: Official Minister & 2 weeks prior to event							March & April	In house
							SUB-TOTAL	\$25,500
Sales Promotion								
Camelbak STEEL PODIUM promotion							March	\$1000
EKOI customised helmets and sunglasses promotion							March	\$1000
							SUB-TOTAL	\$2000
							TOTAL	\$85,445

7.3 Media reach

SEVEN Gravel Race – UCI Gravel World Series has active and growing Facebook and Instagram communities (4.8K FB followers and 2843 Insta followers). Most of our promotions, marketing and advertising for the event is conducted through FB and Insta. We also send out SEVEN Gravel Race Newsletters to our 5000+ email subscribers in the lead up to the event.

In 2023, our Facebook and Instagram advertising and promotions campaign started in earnest just before Christmas 2022. Please see our insights for the 6-month period between December 9th to May 26th (two weeks after the event). Data is presented below:

FACEBOOK REACH: 570,173	INSTAGRAM REACH: 163,335
PAID REACH: 619,666	PAID IMPRESSIONS: 2,031,376
FACEBOOK VISITS: 47,711	INSTAGRAM VISITS: 11,454
NEW FB FOLLOWERS: 749	NEW INSTAGRAM FOLLOWERS: 1002

Marketing to be undertaken:	Local	State	National	International
Other:	2m high banners displayed in selected bike shops in Greater Perth and the South West. 100 event posters displayed in main streets of Nannup and in bike shops in Perth. 4m x 2m "SEVEN Gravel Race" outdoor banner installed at entrance to Nannup township			
Online: Event website, online banner advertising, search engine optimization/marketing and online event listings.	Facebook and Instagram Advertising continually from December 2023 SEVEN Gravel Race event website TASA (Travel & Sports Australia) Premium Gravel Travel Packages Website AusCycling Event Calendar UCI Gravel World Series Event Calendar Gran Fondo Guide Calendar The Press Room Podcast Instagram Twitter and YouTube (TPR) episodes, interviewing Peta Mullens, Brendan 'Trekky' Johnston and Cassia Boglio. ▫ TPR Short Video on YouTube: SEVEN GRAVEL RACE 2023			
Social media: Facebook, Twitter, YouTube etc.	SEVEN Gravel Race FB & Insta advertising and promotions (\$9K) SEVEN Ambassador Promotions: Fumiyyuki Beppu, Nicolas Roche, Peta Mullens, Brendan 'Trekky' Johnston all promoting the event through their social media platforms			
Public Relations:	Information Evening with our Race Director to be held in Perth in March 2023 Media Release by Tourism WA			

Planned media impact (unpaid media coverage):	Local	State	National	International
Online News Articles				6 x UCI Gravel World Series Website, FB and Instagram news articles. 6 x Cycling News articles
Radio	ABC Radio interview in the lead up			
Other	The Press Room Podcast 2024 SEVEN GRAVEL RACE HIGHLIGHTS UCI GRAVEL WORLD SERIES COMMENTARY			

7.4 Event prestige

Level of competition

SEVEN Gravel Race is one of only two Australian events in the prestigious UCI Gravel World Series.

Naming rights and other major sponsors

Tourism WA is our major event sponsor, through the Regional Events Program.

Involvement of renowned national and/or international competitors

Every year we invite several elite and professional riders and celebrities to participate in SEVEN Gravel Race. In 2024 we have already secured:

- Fumiyuki Beppu, Japanese professional cyclist and Japan's most celebrated cycling celebrity
- Nicolas Roche, Irish former professional cyclist and multiple time Irish National Champion and Grand Tour stage winner.
- Peta Mullens, 12 times Australian National Champion.

Number of patrons/ attendees

SEVEN Gravel Race is the largest gravel race in Australia, and one of the largest in the UCI Gravel World Series.

7.5 Promoting and showcasing the Shire of Nannup

The Shire of Nannup is front and centre of SEVEN Gravel Race, as we promote the event based on the strength of our magnificent images and videos, taken out on course and within the town. Through all our events and initiatives, we have been promoting Nannup as 'Cycling Central' since 2016.

8. Promotional Opportunities

8.1 For Shire of Nannup

We promote the Shire of Nannup and the Experience Nannup app throughout the year via our website and social media posts/tags.

The Shire of Nannup is invited to participate in and have a strong visual presence at the event, including through the positing and use of the Experience Nannup marquees, flags and banners, and through the formal presentations, with the Shire President invited to present awards to winners on the podium.

During the race, the Shire of Nannup will be mentioned many times as a major partner of the event. We will also produce a Highlights Video that the Shire of Nannup can use freely in promotions.

9. Social Benefit

9.1 Community involvement

We have invited several community groups and local businesses to be part of the event and take the opportunity to raise funds and make a profit. The following list is growing each week:

- Nannup MTB Club will raise funds by running a bike washdown service at the event village
- Nannup Bowling Club will run a burger stall at the event village.
- Loose Goose Chalets will run a rider shuttle service between Nannup, Perth and Busselton.
- Blackwood Pizzas will run a pizza stall.
- Merrifield Lamb will run a burger stall.
- Petit Bleu will run a coffee van.
- Nannup Golf Club will receive a payment for parking cars.
- Nannup Mens Shed install their stretch tent for a fee.
- Lewis Horne DJ service and stretch tent hire.
- More to come (Rob Marshall organising).

Building capacity in regional communities

We are building a highly capable volunteer crew from within the South West region. We offer positions in Infrastructure, Incident and Communications Management, Community Liaison, Registration, Results Management, Marshalling, Convoy Driving, and Event Village Management. Our volunteer workforce management system provides our volunteers with very clear and integrated work instructions and supports. We look for every opportunity to extend the skills of our volunteers by offering them positions that challenge them, but always with the support they need to feel confident and in control. All our crew members are rewarded for their services (cash and in-kind). We also offer local businesses the opportunity to be part of our event village and offer special services to our competitors.

Benefits retained in the community.

In 2017 we moved our TOMR headquarters to Nannup. We established the RideWA and RideNannup cycle-tourism hubs online (Facebook communities) and started promoting the area. Our goal in 2017 was to see 250 riders coming through Nannup every week, stopping and eating at the cafes and staying in local accommodation. We believe we have already achieved that goal. SEVEN is the event that showcases to the world the superior gravel riding that can be experienced in The Blackwood Bike Park. We know that during the SEVEN weekend, accommodation in Nannup and along the Balingup-Nannup Road is booked out, and the camping ground is full. This is at a time when accommodation and camping is usually at a low. The local cafes, shops, hotel and fuel stations run a very brisk trade during SEVEN, some reporting that this weekend is one of their most profitable.

10. Community and Corporate Support

10.1 Financial and in-kind support provided

a) Local businesses/organisations

Nannup Community Shed Assets \$2000 in-kind value

b) Local authorities

To be confirmed

c) State/National Government bodies

The event is supported by the Western Australian Government through the Regional Events Program (funding amount is strictly confidential).

d) Corporate/private sector

Camelbak	\$8000
EKOI	\$8000

11. Budget and Insurance

11.1 Detailed budget

(Please see attached confidential budget)

11.2 Public liability insurance

The event is covered by \$20 million of Public Liability Insurance through AusCycling

12. Evaluation

SEVEN Gravel Race 2024 will be evaluated to determine if it was carried out successfully, made the intended impacts, and met all partner and sponsor requirements. By gathering significant insights for the event through the evaluation process, we can make improvements to future events, as we build towards hosting the UCI Gravel World Championships in 2026.

The Final Event Report contains the following information:

Attendance

- Total (number, gender and region/country of origin)
- Competitors
- Spectators
- Crew & Officials

Economic Impact

- Calculated using Tourism WA's formula

Marketing & Media Impact

- Increase in EDM audience reported.
- Facebook and Instagram advertising and promotions campaign reach, impressions, visits and new followers reported.

Meeting Royalties for Regions Objectives

- How the event contributed to economic growth in the region.
- How the event contributed to building capability of people in the region.

Rider feedback about event success - measures

- Overall rider experience
- Organisation of the event
- Quality of on-course support
- Quality of course marking
- Scenic beauty of the course
- Ride routes distance and challenge
- Quality of the social experience
- Likelihood of returning
- Likelihood of recommending to friends

Staging Experience: From the Crew and Stakeholders

- Crew and Stakeholders participate in a debrief workshop using the Keep-Fix-Start methodology.

Event issues to be addressed – summary

- The evaluation is completed with a list of issues to be addressed in the coming year to improve the overall quality of the event.

The Final Event Report is submitted to Tourism WA and all sponsors and partners, including the Shire of Nannup. Rider Survey results are presented through social media to our online community.

Declaration

I, the undersigned, certify that I have read and understood the Event Sponsorship Program Guidelines, that I have been authorised to submit this application and that the information contained herein and attached is, to the best of my knowledge, true and correct.

Name: Rebecca Cotton

Position: Company Director & Events Producer

Signed:

Date: 4th February 2024