



16 - 19 OCT 2025

GOOD TIMES ROLLING

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Date

Economic and Community Development Coordinator
 Shire of Nannup
 PO Box 11 / 15 Adam Street Nannup WA 6275

Dear Nicole,

Due to the success of including Nannup into the 2024 Cape to Cape MTB (C2C) we are well into planning to return again in 2025. The route that included the now famous Tank 7 trails will again be used to showcase this area and promote the Shire of Nannup. The 2025 C2C will run from Thursday October 16 to Sunday October 19 with a return to Nannup on Friday October 17, 2025. The event includes access to stunning WA landscapes, private trails, vineyard visits, brewery finishes and some of the warmest hospitality the region has to offer.

EventMatrix again seeks support and funding from the Shire of Nannup for 2025. Event costs continue to increase and support is always needed to help us invest in maximising visitor experience while creating local socioeconomic value for the South West. We will achieve this through engaging with local community, participants, spectators, and supporters about their priorities; business development leading to increased international and interstate participation, and continuous improvement, innovation, and creativity.

Western Australian owned and operated

C2C is solely owned and managed by WA based company EventMatrix Pty Ltd. EventMatrix are event management specialists with experience in planning and executing some of WA's largest events, with a particular specialisation in delivering excellence in sporting events.

Sporting events that EventMatrix have delivered include the 2024 Chevron City to Surf for Activ, Busselton Festival of Triathlon since 2021, Dams Challenge, Northbridge Criterium and Goldfields Cycclassic. Most recently EventMatrix were engaged by AusCycling to manage all operational aspects of the 2025 Australian Road Cycling Championships and this contract has now been extended until 2027. Located in Perth Metro area and with staff based in the South West, EventMatrix has a strong network of local suppliers and are building relationships with organisations such as Margaret River Busselton Tourism Association (MRBTA) and Australia's South West. EventMatrix is committed to growing its footprint in the South West region in a way that creates local value.

Economic impact

The 2024 Cape to Cape attracted 716 riders from Western Australia, interstate, and overseas, along with an estimated 768 spectators, bringing total visitation to the South West region to approximately 1,484 people. Of these, 494 riders were local to WA, including 71 from the South West itself. A further 140 riders travelled from interstate and 82 from overseas, many accompanied by non-riding supporters.

Survey data revealed that interstate visitors typically stayed between 6–10 nights in WA, with the majority of that time spent in the South West. International visitors also stayed extensively, with 50% reporting 6–10 nights and 39% staying 11–15 nights in WA. Almost half of both interstate and international participants spent 5–7 nights in the South West, highlighting the event's draw to the region.

Spending associated with the event was significant. Riders and their companions averaged \$183 per night on accommodation and \$99 per person per day on food, souvenirs, and activities. This equated to an estimated \$264,951 in daily visitor expenditure, with a combined 4,084 visitor nights spent in the South West.

Overall, the event generated an estimated \$1.378 million in tourism-related spending, plus \$434,854 in rider registration fees, bringing the total direct economic impact of the 2024 Cape to Cape MTB to approximately **\$1.813 million**.

With 2025 due to bring a larger number of riders with an additional Wednesday afternoon activation, 2025 is sure to bring an even larger economic impact to the shire.

media impact

C2C holds strong digital assets that present valuable opportunities for audience growth and engagement. The event's email database includes approximately 4,500 subscribers, 11% of whom are overseas, while its social media channels reach around 21,500 followers across Facebook and Instagram, with a significant international audience (17.2% of Facebook and 30.4% of Instagram followers). Organic posts consistently achieve high engagement rates.

EventMatrix has committed to producing a one-hour C2C documentary, to be streamed on SBS On Demand, YouTube, and distributed internationally across more than 10 countries, reaching a potential audience of 500 million.

In addition, paid social media campaigns have targeted both domestic and international markets, with particular focus on Singapore, New Zealand, and the UK—regions with strong historic participation.

The event has also secured extensive media exposure, including national and international coverage, and prominent features in *Australian Mountain Bike (AMB)* and *Flow MTB* across both print and digital platforms.

Funding request

To assist with the delivery of the 2025 C2C, EventMatrix are seeking funding from the Shire of Nannup for a total of \$7,500 cash and \$7,500 contra / in-kind support (ex GST) for the 2025 event.

In exchange for this support, the Shire of Nannup would receive significant partnership benefits including; inclusion in all event communication and promotions, inclusion in the C2C documentary, feature in the rider guide, branding and signage opportunities and much more.

We possess significant expertise and experience in our field, and a firm commitment to the success and growth of C2C, as well as developing a robust and mutually beneficial partnership in the South West, specifically in Nannup.

As we are a small, locally owned business, the Shire of Nannup's support will be instrumental in enabling us to fully unlock the significant potential of C2C, for the best possible participant and visitor experience. We anticipate further growth of the event's reputation while finding opportunities to pursue excellence through creativity, strategic innovation and local and international stakeholder engagement. We will deliver the best possible event to increase visitation, while ensuring visitors are delighted with their experience and with many returning in future years. We are committed to proactively involving community stakeholders; maximising returns for the WA tourism economy, local businesses and people; and delivering a fantastic event that boosts the Shire of Nannup on a local and global stage.

We would welcome the opportunity to further detail the benefits C2C can extend to the Shire of Nannup for support to deliver the 2025 event – especially the opportunity for community involvement and attendance during Day 2 of the C2C in Nannup on Friday October 17, 2025.

Kind Regards,

Director, EventMatrix Pty Ltd
Cape to Cape MTB