

the GRABER CHALLENGE



Executive Summary

The Gibb Challenge is an annual, socially competitive, team relay mountain bike event raising community awareness and funds for charity. It is a peerless outback cycling adventure, tracing the iconic Kimberley stock route of the Gibb River Road from the deep port town of Derby, through the vast pastoral leases of the central and east Kimberley and on to the community celebrations of the *Argyle Diamonds Ord Valley Muster*.

Since our event's inception in 2007, we have raised more than \$8M for our charity partners, including over \$2,500,000 for the Royal Flying Doctor Service.

Team places are strictly limited to enhance participant safety with 300 riders from every state and territory in Australia invited to enjoy a life defining Kimberley adventure.

The Gibb Challenge now includes an exciting prologue beach race, sanctioned by our sport's peak body, Mountain Bike Australia with the *MTBA Fat Bike National Championships* on Cable Beach in Broome, before overnight camping and fellowship at Imintji Community, Mount Elizabeth Station, Ellenbrae Station, Home Valley Station and El Questro Wilderness Park.



Crossing Saddler Creek Mount House Station - Day Two



Principal Beneficiary

The Gibb Challenge is intent upon supporting charities with regional relevance and demonstrated integrity. In 2021, we have once again selected *Royal Flying Doctor Service* to be our charity partner with an ambitious fundraising target of \$500,000 in support of their invaluable aero-medical services to Regional Australia.

The Royal Flying Doctor Service was founded in 1928 to become the largest and most comprehensive aeromedical services in the World, providing extensive primary care and 24-hour emergency medical services to people living, working and visiting throughout Regional Australia's 7.3 million square kilometres.

RFDS is a perfect 'fit' for our dusty peloton with unmatched regional relevance, proven organisational integrity and a solid connection to the country and people outside our major cities and metropolitan areas.

PROUDLY SUPPORTING



Royal Flying
Doctor Service



The Date

The 14th annual *Gibb Challenge* is scheduled for Friday the 14th – Friday the 21st May, 2021 and will feature in the community celebrations of the *Argyle Diamonds Ord Valley Muster*.

Our event will once again align with the *Kimberley Moon Experience*, providing an additional community celebration for our participants. Further information about the Argyle Diamonds Ord Valley Muster can be found at www.ordvalleymuster.com.au

ARGYLE DIAMONDS

ORD
VALLEY
Muster

The Event Format

The Gibb Challenge certainly offers an opportunity to test the speed, skill and endurance of competitively inclined adventure cyclists. It also offers an equally rewarding, though less ambitious participation goal that encourages and supports the recreational or aspirational cyclist.

With an informal relay format, teams are invited to compose themselves of between two and six riders. Stronger cyclists seeking an extraordinary physical challenge can nominate as a soloist or dualist, whereas more socially inclined participants will stack their team with mates to share the daily stages and social indulgences at camp.

The variable team format allows everyone to actively participate and achieve immense personal satisfaction. Depending on team size, participants can elect to ride as few as 30 kilometres in a day, or as many as 200 kilometres.

The Gibb Challenge is not a race, though social competitiveness is a valued component of the event. Our continued emphasis remains on participation, personal goals and team spirit.



Matso's Mules carb loading after a big day in the saddle

The Route



The Gibb River Road; 660 kilometres of rough, unforgiving and mostly unsealed road through an ancient and beautiful land. *The Gibb* was once the preferred route for cattle drovers moving stock from the interior of the Kimberley to the deep port facility at Derby. It remains revered by four-wheel drive enthusiasts as one of the last great Outback adventures.

The Gibb is attracting cycling adventurers too; whether part of an organised tour group or self-paced cycling tourists. It's certainly possible with some good planning, preparation and healthy doses of enthusiasm.

The Gibb Challenge offers a true modern day adventure set in the spectacular beauty of the Kimberley.

Bloody Heroic Volunteers

The Gibb Challenge is extraordinarily fortunate to draw upon the valued assistance of civilian volunteers from across Australia, keen to assist and experience their own life defining Kimberley adventure. Several of our '*Bloody Heroic Volunteers*' return year after year – a clear demonstration of their personal investment to this unique experience.

Expert assistance is also drawn from personnel of WA Police, Department Fire and Emergency Services and the St. John's Ambulance Service with Operational Orders, Traffic Management, Risk Assessment, Participant Safety, Logistics and Emergency Medical Response.

These beneficial community partnerships will continue in 2021, ensuring *The Gibb Challenge* builds upon a proven strong foundation of responsible event coordination with participant safety a primary consideration.



'The Gibbulance' a high clearance 4WD ambulance kindly donated by Fortescue Metals Group. Staffed with volunteer Paramedic personnel

Media & Awards

The Gibb Challenge ignites intense media and community interest throughout the Kimberley and Regional Western Australia. Reports feature in *The Kimberley Echo*, *The Broome Advertiser*, *Broome Happenings* and *The West Australian*. There are also reports presented on *WIN* and *GWN Television News*, *GWN Community File* and extensive radio interviews with *ABC Radio*, *WAFM*, *6PR* and *Radio Goolarri*.

The Gibb Challenge the a state winner of the 2019 Australian Event Awards – ‘Best Charity or Cause Related Event’ and in 2016, a national finalist Australian Event Awards ‘Australia’s Favourite Event’ and ‘Best Charity or Cause Related Event’. In 2013 our event was awarded the *Chevron RFDS Spirit of the West Award*.

The Gibb Challenge is a feature event within Tourism WA’s planned development of regional events to attract additional visitors, grow local economies and create local business opportunities and jobs. It is supported through the Royalties for Regions scheme and will be promoted heavily through their social media platforms.

Our registration with the *Argyle Diamonds Ord Valley Muster* sees The Gibb Challenge featured in their Program of Events and Internet site. Promotion is further enhanced with our inclusion in the calendar of events for *Australian Mountain Bike*, *Mountain Biking Australia* and *Outer Edge*, all nationally syndicated magazines. Outer Edge and Mountain Biking Australia featured articles written by our participants.

Electronic promotion of the event is achieved with an e-mail distribution of the monthly newsletter, *Gravel Rush*. A regular feature of the newsletter is the recognition of financial and in-kind support in “**Heroic Contributions**” and recurring inclusion of our numerous benefactors’ corporate logos on the “**Heroes Page**.” The distribution for *Gravel Rush* is in excess of 2000 direct recipients.

The Gibb Challenge has a website, receiving 2000 unique visits each week and generates regular contact with people seeking to register their interest and involvement. The site is located at www.thegibbchallenge.com.au with links to our FaceBook and Twitter accounts.

The Potential

Our event has become a genuinely iconic Kimberley experience and proven immensely popular with over 200 nominations received each year, far exceeding the availability of 80 team placements. Safety will always be a primary consideration and our growth is rigidly managed to enhance the safety and enjoyment of all our participants.

This proposal may assist you or your company in determining whether you can support our event. Karunjie Event Management are seeking significant corporate and community partnerships to assist the development and further promotion of this unique and exciting community initiative.

The Gibb Challenge is a proven and successful event that will continue to capture the attention of the Kimberley and fire the imagination of anyone with a sense of adventure. If you would like further information or can offer any support, please contact Simon Rimmer (Event Director) on 0436 856 034 or simon@karunjie.com.au