

Gravel Rush Campaign NEWSLETTER # 5 (2024)

VISIT WEBSITE



G'day Gibbsters,

Shit. Got. Real.

Registrations are going gang busters and we're in for a bumper crop of Gibb Virgins and Gibb Veterans in next year's dusty (or muddy.....or windy.....or hot.....or hot/dusty/windy/muddy) peloton.

Early bird registrations have been snapped up by about 40 teams already, representing every state and territory in Australia.....and even an international team!

It's going to be epic - maybe our bestest best yet!

Only one (1) member of your team needs to register and pay to lock in your team's spot in the dusty peloton. Once your team's secure, the rest of your scaly mates can fill up the riding roster at their leisure.....well, kind of.

Watch out for the dastardly price hikes once the EARLY BIRD REGISTRATIONS close on the 31st December.

Registrations include all meals (breakfast, lunch & dinner), camping and wilderness park fees, plus a complimentary rider's jersey or supporter's tee. There's also a personalised race bib (not that it's a race), adventure passports with amazing prize offerings and support vehicle stickers.....plus the little matter of an extraordinary Kimberley adventure!

EARLY BIRD \$700 (includes GST, booking fee and bloody bank fees) 14th November, 2022 - 31st December, 2023

STANDARD REGISTRATION \$750 (incl GST, booking fee and bank fees) 1st January, 2024 - 31st March, 2024

LATE REGISTRATION \$800 (incl GST, booking fee and bloody bank fees) 1st April, 2022 - 15th May, 2024



What...Where...When...?

CABLE BEACH SUNDOWNER - Friday 10th May Cable Beach, BROOME SAFETY BRIEFING - Saturday 11th May '*The Spini*' DERBY DAY 1 - Sunday 12th May DERBY to IMINTJI CAMPGROUNDS DAY 2 - Monday 13th May IMINTJI to Mt ELIZABETH STATION DAY 3 - Tuesday 14th May Mt ELIZABETH to ELLENBRAE STATION DAY 4 - Wednesday 15th May ELLENBRAE to HOME VALLEY STATION DAY 5 - Thursday 16th May HOME VALLEY STATION to EL QUESTRO DAY of REST and EXPLORATION - Friday 17th May EL QUESTRO KIMBERLEY MOON EXPERIENCE*- Saturday 18th May KUNUNURRA



NEXUS AIRLINES KIMBERLEY MOON EXPERIENCE

Registrations OPEN.....Now!

REGISTRATIONS OPENED for *The Gibb Challenge* at o800 hours (WST) on **Tuesday the 31st of October**, **2023**......yeah that was Halloween and yeah, that's ages ago now!

There's none of those bullshit ballots this year - just straight through to team registrations. So get done with herding those cats and mustering them seagull mates of yours. Build your team as quickly or steadily as you like - just watch out for the bastard price increases that'll cut into the *beers 'n' cheers* budget.

EARLY BIRD GIBBSTER (31 October - 31 December 2023) **\$700** includes all meals; camping and wilderness park fees; customised race bib, complimentary rider's jersey or supporter's tee and a 'Manky Map'.

ROCK STEADY GIBBSTER (1 January - 31 March 2024) - **\$750** includes all meals; camping and wilderness park fees; customised race bib, complimentary rider's jersey or supporter's tee.

TARDY TO THE PARTY GIBBSTER (1 April - 11 May, 2023) - **\$800** includes all meals; camping and wilderness park fees.

REGISTRATION PORTAL



Gibb 101 - REGISTER

Adam Taia from MyCause has been working like a Trojan to wrinkle out the creases in the registration suite. We're quietly confident it'll be a smooth registration experience for 2024 Gibbsters.

1. Choose a Team Captain - one registration secures a team placement

https://fundraise.thegibbchallenge.com.au

Select - REGISTER from the top tool line

Select - Create or join a TEAM (see below)

Complete the registration process including payment. You'll receive email confirmation and an invitation to complete a Participant's Waiver and select your complimentary rider's jersey or supporter's tee.

Now invite your scaly mates to join your team.

| | Create or join a TEAM 🕼 |
|----------------------------------|-------------------------|
| Participant email and name | |
| email | |
| first name | last name |
| Phone | |
| Phone number (10 digits no space | |

I have read and I agree to the Terms and Conditions.

Bloody Heroic Cause



The Kyle Andrews Foundation Inc was established as a legacy to a brave young Broome boy, Kyle Andrews, who lost his battle with cancer at the age of 11.

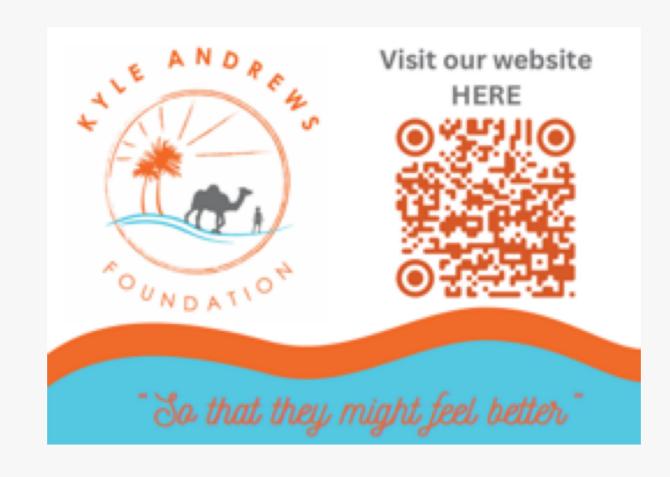
In early 1998 Kyle was undergoing treatment for leukaemia in Perth's Princess Margaret Hospital (PMH), when he had a dream to bring some of his young friends from Ward 3B to Cable Beach so that in his words; "They might feel better".

Thanks to the generosity of the people and businesses of Broome, "Kyle's Camp 98" was inaugurated. It was a stellar success with the kids, their families and carers enjoying a great time, living life big as Kyle had done before his fight with leukaemia; fishing, boating, swimming and utterly enjoying Broome's iconic Cable Beach and relaxed vibe.

Sadly Kyle passed away in July 1998.....not long after that first camp.

His memory burns bright however, through the annual *Kyle's Camp and Kyle's Walk, Kyle's Cottage* (Broome), *Gibb Retreat* (West Perth) and *Kyle's Getaway* (Busselton).

2024 Gibbsters will be encouraged and supported to raise **\$1000** each to benefit the Kyle Andrews Foundation. I reckon we can crack a half million buckeroonies that'll put the finishing touches to their incredible camp development in Busso's Holy Mile - *Kyle's Getaway*.



DAY 1: Derby to Imintji Campgrounds



The Gibb Challenge stumbled upon the warm hospitality of Imintji Community several years ago when a late wet season threw our planned overnight camp at Bell's Gorge into disarray.

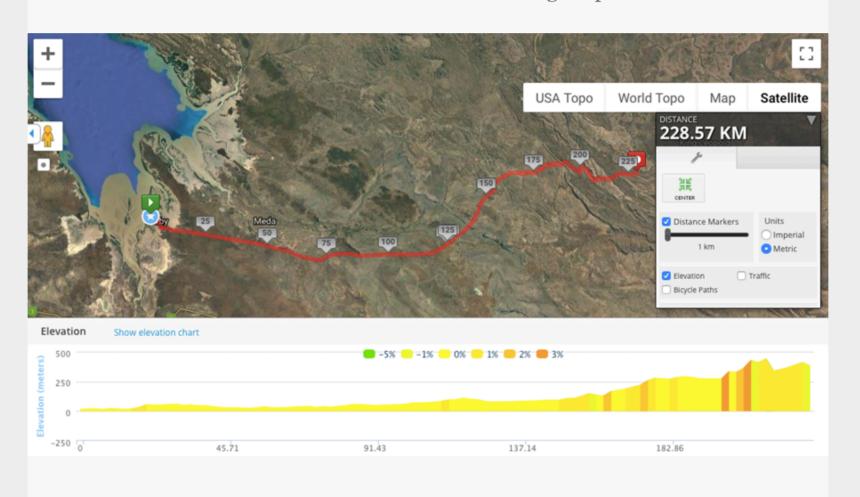
We found ourselves camped in the forecourt of their community store, up driveways, on bush tracks, along fence lines, under the fuel storage tanks and just about every other spare inch of ground available!

Since then and under the steady stewardship of tall Texan John Bennett, the community have developed a purpose-built campground that not only serves as our perfect respite on DAY ONE, it provides the community with a valuable tourist asset that creates valuable skills and generational employment. It also allows Imintji Mob to showcase their vibrant Ngarinyin culture through art, dance, story telling and tours.

Imintji Campgrounds are dominated by the Wunaamin Miliwundi Ranges, forming a stunning backdrop, but also feature some welcome amenities like hot showers, fresh water and even flushing toilets.

We'll still set up a few of the 'Jimmy's Thunderboxes' so Gibb Virgins can appreciate the upgrades and Gibb Veterans can hone their rodeo skills.....

If you're wandering what the first day's ride entails - yeah you read that right on the topographical map. It's 228 kilometres on the first day! Small consolation that half that distance is bitumen.....right up until the hills start.



Get Your People To Talk To My People.....

Sponsors receive both direct and indirect benefits including; 1. *Develop new markets for your products & services in the Kimberley*; 2. *Increase community awareness of your corporate profile & image*; 3. *Maximise advertising & marketing scope through association with an award winning charity platform*; 4. *Attract local, state & national media attention*; 5. *Mingle with motivating community members......*freakin' amazing Gibbsters.

FOUNDATION PARTNERS; Tropicool Refrigeration, Broome Cycles, Hertz Kimberley and Tourism WA - Royalties for Regions

PRINCIPAL SPONSOR; One Opportunity

DIAMOND SPONSOR; None Remaining

PEARL SPONSOR: Four Opportunities Remaining

SPONSOR'S BENEFITS

Major Sponsor



The State Government is a proud sponsor of The Gibb Challenge through its Regional Events Scheme.

RES was established to support smaller and emerging events in regional Western Australia to boost tourism, increase community vibrancy and participation, and develop regional areas.

The scheme plays an important role in positioning Western Australia as an exciting destination to visit and a great place to live by showcasing and promoting the host region's unique and diverse attractions.

Sixty-eight regional events across WA have been funded through the 2023-24 Regional Events Scheme, which also includes the Regional Aboriginal Events Scheme, which contains a funding pool of \$150,000 exclusively allocated to events delivering Aboriginal activities and experiences.

We are pleased to sponsor all RES events, which help to revitalise regional economies and communities as we reconnect and welcome back visitors from around the world.

Tourism is a key part of the State Government's plan to energise the economy, create jobs and develop business opportunities, especially in regional Western Australia.

Events also play an important role in this plan, with the State Government sponsoring a range of sporting, cultural, arts and culinary events across Western Australia, through Tourism Western Australia, to attract visitors and encourage them to stay longer, disperse further and do more while they are here.

We hope everyone enjoys this event and takes the time to explore the Kimberley region.

Foundation Partners



The Gibb Challenge has been extraordinarily fortunate to have enjoyed amazing community and local business support each and every year - right back in 2007 when we started this craziness. *Tropicool*, *Broome Cycles* and *Hertz Kimberley* have been there since the get go. While the owners and operators have changed hands - not so the commitment to *The Gibb Challenge*.

THANK YOU

A LIFE DEFINING ADVENTURE



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