



EVENT PROPOSAL  
GOLD COAST / SEPTEMBER 2016



# WELCOME TO OCEANWAY RIDE



**Kate Riley**  
Managing Director  
Oceanway Ride

Gold Coast's biggest cycling lifestyle event.

Oceanway Ride is an all-ages cycling event that brings together the community, showcases our beautiful coast-line and raises money for Gold Coast Surf Life Saving Clubs.

Cycling is a healthy and sustainable way to get around the Gold Coast - and we're getting behind it.

In 2015, cycling participation in Australia grew to 19% of the population, that's an increase of 1.6m people since 2005.

This event captures the energy of kids learning to ride, families coming together for a day out and the cycling superstars of the Gold Coast showing their talents.

Oceanway Ride is about having fun, promoting health and fitness, boosting tourism and supporting Australia's most iconic volunteers, Surf Lifesavers.

I invite you to join the Oceanway Ride movement.

*Kate*



# OUR VISION

Cycling has the power to engage and inspire the Gold Coast community and set a new iconic beach culture.

Oceanway Ride will introduce kids to cycling, create a fun day out for families, connect young adults and give all athletic groups a chance to showcase their skills on bikes.

Our long-term vision is to create an annual Oceanway Ride.

We want to promote cycling, improve awareness of cyclists on the road, highlight the eco-friendly aspects of cycling over driving and showcase the health benefits associated to the sport.

We celebrate cycling with an unforgettable ride.  
We educate by showing people the benefits of cycling.  
We connect people with a full festival program of events.

Welcome to the wonderful world of cycling!

ENGAGE FAMILIES  
BUSINESSES  
ATHLETES  
LIFE-SAVERS  
COMMUNITY

FROM SOUTHPORT TO COOLANGATTA

THOUSANDS GETTING  ACTIVE SEPT  
2016

AN ADVENTURE BY THE SEA

1 MISSION   
TO INSPIRE THE COMMUNITY



# EVENT INFORMATION



## ESSENTIALS

Date: Saturday, 3rd September, 2016  
Location: Surfers Paradise Beach Esplanade  
Start/Finish Cycling Hub

## RIDING COURSES

1. LITTLE LEGS  
Designed for our little ones along Surfers Paradise Esplanade.
2. FAMILY / TOURIST RIDE  
Surfers Paradise to Narrowneck (Main Beach) and back.
3. ULTIMATE OCEAN RIDE  
Surfers Paradise to Coolangatta and back.

## ENTERTAINMENT

Oceanway Ride Surfers Paradise precinct includes an entertainment festival program that appeals to every age group. Free rides, face painting, cycling tradeshow, live commentary, on-stage performances and a dedicated Little Legs Kids Grand Prix Cycling Criterium.

## TRADESHOW

In its inaugural year the Oceanway Ride will host a Health and Wellbeing expo. We'll be pairing industry professionals, recreational riders, cycling enthusiasts and hardcore roadies with the latest products, consumer trends, organised rides, bicycling clubs, advocacy groups and cycling destinations.

The expo will also include fun and engaging activities for adults as well as kids



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*It's not a race,  
it's a journey. Enjoy  
the movement.*



Last year, Gold Coast Lifesavers undertook 721 actual life saving rescues and initiated 36,572 preventable actions—where a lifesaver issues a warning, moves people to a flagged area or stops them from entering into dangerous situations.



# CHARITY



Oceanway Ride coincides with the official start of the 2016 Gold Coast Surf Lifesaving beach patrol season.

This provides a perfect opportunity to form a partnership and help raise much needed funds for Gold Coast Surf Lifesavers—SLSQ South Coast (Southport - Burleigh) and SLSQ Point Danger (Tallebudgera - Rainbow Bay/Coolangatta). A great way to say 'Thank you' for protecting us and keeping our beaches safe.

For every cyclist participating in Oceanway Ride, the entry fee contributes to buying surf rescue equipment for Gold Coast Lifesaving Clubs.



**SURF CLUBS GOLD COAST:**  
21 FROM MAIN BEACH,  
SOUTHPORT TO RAINBOW  
BAY, COOLANGATTA.

**SURF CLUB MEMBERS:**  
1400+ VOLUNTEER SURF  
LIFESAVERS.

**SURF OFFICIALS**  
520+ SURF LIFESAVING  
MEMBERS.

**SURF CLUB SUPPORTER  
MEMBERSHIP:**  
140,000+ SURF CLUB  
ASSOCIATE MEMBERS  
ENGAGED IN  
RESTAURANT / BAR / GAMING  
/ HOSPITALITY SERVICES.

**SURF CLUB GOLD COAST  
BEACH VISITORS:**  
1.2 MILLION+ SWIM BETWEEN  
RED & YELLOW FLAGS.

# YOU'RE IN GOOD HANDS

Our expert team have spent months trialing different routes to create the best possible journey.

We will provide all the support and assistance that participants need so that they can forget any worries and just enjoy the ride. From the second they arrive at the starting point through to post ride festivities at the end of the ride, we organise every step. Whether it's providing technical and medical back up, or providing spare bike parts, pumps or the expertise of a mechanic – we will be on hand to help.

## KATE RILEY MANAGING DIRECTOR

Kate Riley created the Oceanway Ride as Event & Marketing Director for the successful Gold Coast Festival of Cycling.

Understanding how the community has embraced outdoor recreation and cycling, and strongly supporting the Gold Coast City Council's 'Active Travel' campaign, which encourages health & fitness was a key synergy in creating a family fun ride for all ages and abilities, and to create an adventure over 42 km by the sea from Southport to Coolangatta.

Kate Riley has worked in the hospitality industry for over 20 years, specialising in Hotel Management, Sales, Marketing and Events. Kate connected with HSM Group in 2012, to deliver major sporting properties and corporate clients with a creative edge across all event engagements in marketing and hospitality, her attention to detail and infectious personality has been most welcomed in our commercial environment.

## PETER HICKEY COMMERCIAL AND MARKETING DIRECTOR

Peter Hickey, Director of HSM Group with over 30 years of expertise in advertising, sales and marketing. HSM (Hickey Sports Marketing) today focuses on national sporting commercial partnerships, event marketing and management, and corporate brand management.

## SHANE HOWARD LOGISTICS AND OPERATIONS

Shane Howard has played an integral part in the planning and delivery of a wide and varied list of events and operations during his time as Event Operations Specialist. He has pulled together these skills working in the hospitality and event industry over the past 25 years. His time in the Australian Defence Force, gave him the building blocks to be a successful operational planner and manager.

## DEAN TREVORROW COURSE DIRECTOR

Dean Trevorrow, based in Victoria is one of Australia's leading cycling race promoters and with over 20 years experience in running events, such as the prestigious Jayco Bay Classic and he has become one of the country's most respected cycling Event Director.



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You can't buy happiness  
but you can buy a bike and  
that's pretty close.

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**OCEANWAY**  
— R I D E —

PLEASE CONTACT

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