



OCEAN ROAD - FRI 22 NOV - SUN 1 DEC 2019 - SOUTH AUSTRALIA TO THE GREAT

**OUR
GREATEST
GREAT VIC
EVER**



GREAT VIC BIKE RIDE

22 NOV - 1 DEC 2019

SOUTH AUSTRALIA TO
THE GREAT OCEAN ROAD

GREATVIC.COM.AU



About Bicycle Network

Rider Services and Membership

We offer premium bike rider insurance, and with over 40,000 members we are Australia's largest membership based cycling organisation.

Public Affairs

Government externals department that predominately are all about improving the bike riding infrastructure environment.

Behaviour Change



Ride2Work



Ride2School



Parkiteer

Events



Great Victorian
Bike Ride



Around the Bay



Peaks Challenge



Newcrest
Orange Challenge

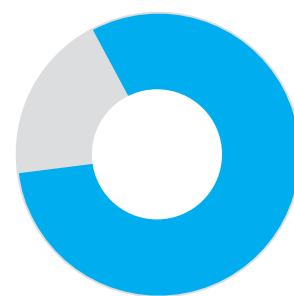


The Great Victorian Bike Ride

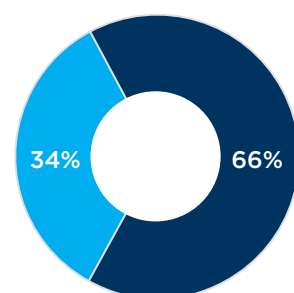
The Great Victorian Bike Ride is a fun, friendly and challenging camping holiday. It's the opportunity for riders to spend a week in another world, where they can join a canvas community while exploring the beautiful Victorian countryside by bike.

The Great Victorian Bike Ride is the largest fully supported cycling event of its kind and is now in its 36th year. With 10 days and more than 600 kilometres of riding, 2019 is going to be the longest Great Vic ever, as well as one of the most fun. Riders will pedal through some first-rate highlights along the Limestone Coast, the Great Ocean Road and through the Great Otway National Park.

The Great Victorian Bike Ride has become a tradition and 'must do' for thousands of people with a focus on students and families. In 2018 the Great Victorian Bike Ride had 3,200 participants taking part in the ride and is the largest multi-day ride in the Southern Hemisphere.



81% of non-school riders aged between 40-70



■ Female
■ Male



80% of riders are from Victoria

Who are the riders?

We currently expect 5,000 riders to register for the Great Victorian Bike Ride in 2019, including almost 1500 school kids. The Great Victorian Bike Riders are from all walks of life, all ages, cycling abilities, sizes, shapes and types, we're a travelling town, and our population is as diverse as yours.

In addition to our riders, there will be approximately 400 support team on the road, including approximately 350 Volunteers, the Bicycle Network team and contractors



The route and ride options

Day 1	Robe	Fri 22 Nov
Day 2	Robe–Millicent	Sat 23 Nov
Day 3	Millicent–Mount Gambier	Sun 24 Nov
Day 4	Mount Gambier–Portland	Mon 25 Nov
Day 5	Portland–Port Fairy	Tues 26 Nov
Day 6	Port Fairy	Wed 27 Nov
Day 7	Port Fairy–Peterborough	Thu 28 Nov
Day 8	Peterborough–Beech Forest	Fri 29 Nov
Day 9	Beech Forest–Deans Marsh	Sat 30 Nov
Day 10	Deans Marsh–Torquay	Sun 1 Dec

5 DAY RIDE

5 DAY RIDE

10 DAY RIDE



Community Groups

Riders spend on average \$35 dollars across each day of the event. In the 2018 post event rider survey, 72% of riders said they were likely to return to one of the towns they had visited, with 95% of them saying they are likely to bring 1-4 people along with them.

72% of riders would return to towns they visited.

95% of those riders would bring one to four people with them.

In previous rider surveys the riders voted the following community engagement activities the best:

- + Street parties
- + Banners and welcome signs displayed in the town
- + A children's welcome parade
- + Free shuttle buses
- + Reasonable prices from the local traders in the town shops
- + Great community spirit
- + Local tourism attractions



Fundraising

As a way of giving back to the generous communities that offer their towns to support the ride, the Great Victorian Bike Ride provides the opportunity for community groups to fundraise. Fundraising opportunities are available at nominated rest and lunch stops or at the campsites along the route.



Want to get involved?

Want to get involved with the Great Vic Bike Ride as part of the community group?

- + Engage with your local community group contact
 - + Come along to the community meeting that has been scheduled to take place in July
- + Submit an expression of interest form if you are wanting to fundraise on the campsite or on route.