



The Great Vic 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 Vic Bike Ride is the largest fully supported cycling event of its kind and is now in its 39th year.

With 9 days and more than 500 kilometres of riding, 2023 is going to be a Great Vic to remember.

Featuring crowd favourites and hidden gems, the 2023 route will take riders to all the best parts of Gippsland! Riders will start pedaling alongside the Snowy River before heading west on-route to Wonthaggi.

The Great Vic Bike Ride has become a tradition and 'must do' for thousands of people. Our event has a big focus on students and families getting physically active together. In 2019 the Great Vic Bike Ride had over 3,000 participants take part. The Great Vic Bike Ride is proudly the largest multi-day ride in the Southern Hemisphere.

WHO ARE THE RIDERS?

We expect close to 3,000 riders to register for the Great Vic Bike Ride in 2023, including 1,500 school kids. Our Great Vic bike riders are from all walks of life, varying ages, cycling abilities, shapes and sizes. 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 members on the road. This includes a combination of 350 loyal and new Volunteers, Bicycle Network staff and other event partners.

COMMUNITY GROUPS

Post event rider surveys show that over 68% of riders are likely to return to one of the towns they visit, with 95% of them saying they are likely to bring one to four people with them..

Historically, riders have rated these activities the best:

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

FUNDRAISING

The Great Vic Bike Ride provides the opportunity for community groups to fundraise. This is a way that Bicycle Network tries to give back to your generous community. Along this 540km journey there are ample opportunities to partake in fundraising. We have nominated lunch and rest stops, or simply enquire about getting involved at one of our campsites too.

WANTING TO GET INVOLVED WITH AS PART OF THE COMMUNITY GROUP?

- + Engage with your local community group contact
- + Come along to a local community meeting
- + Submit the expression of interest survey on our website if you are wanting to fundraise on the campsite or on route.



**GREAT VIC
BIKE RIDE**

**SAT 25 NOV –
SUN 3 DEC 2023**