



OPPORTUNITY PARTICIPATION EQUITY

[www.cyclingdevelopment.org.au](http://www.cyclingdevelopment.org.au)

## ANNUAL REVIEW



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## OUR MISSION

The Cycling Development Foundation (CDF) houses an elite female, junior and mens racing teams that embody and showcase our partner's '*corporate social responsibility charters*'. Meaning we aim to facilitate corporations engagement of community on their behalf.

## OUR VISION

- We believe in bringing gender equality to sport through providing opportunity for female cyclists that would otherwise not exist in cycling as sport.
- We also believe junior athletes, male or female, need to be groomed for excellence both on and off the sporting arena, from a young age through to athletic maturity. This is completed via several pathways:

1. Community Engagement- the CDF runs community events for 'at-need' groups that deliver on legitimate community outcomes. Historically we have: worked at Clontarf College, providing fitness programs for students; raised funding for youth outreach programs in rural and urban areas such as mentoring and practical skill acquisition programs, both with documented adaptive outcomes; we have also hosted charity events and ride to work days that promote exercise as a healthy alternative to traditional means.

2. Athlete Engagement- the CDF assists athletes with community engagement programs in exchange for access to funding for their sporting endeavours. This means the athletes involved in our racing programs are expected to attend and assist in project managing community events held throughout the year. We recognise sport as a system that facilitates opportunity for those that can afford it and thereby expect our athletes to assist those that cannot traditionally access this field.

## Media Metrics for period 1<sup>st</sup> January - 29<sup>th</sup> November

Social and Web based media traffic was most often from Australia, New Zealand and Europe.

### FACEBOOK

Engagement: 22,443

Organic Impressions: 333,468

Organic Reach: 325,772

Demographics: 72 % male, the majority being 18-24 years old, followed by an equal distribution across 25-54 years age groups.

Of the 27% female followers, the largest percentage sits in 45-54 years, closely followed by 35-44, and 25-34.

### INSTAGRAM

Total followers: 4,588

Top Locations Cities: Perth, then other state capitals

Top Age Range: 25-44 years  
Gender: 83% men and 17% women

#### **TWITTER**

Impressions 20,600  
Top tweet reaching 900 impressions (Information based tweet)

#### **LINKEDIN**

Total Followers 112  
Impressions, from Posts 16,345

#### **WEBSITE**

Total Visits- 16,960

#### **2019 STRATEGY CHANGES**

Across the average week we yielded around 3 posts per week, with similar content utilised across all 3 social media platforms. Excluding LinkedIn where business relevant media was produced separate to the other platforms.

Further analysis of demographics between the 3 social media platforms has warranted a review of the current media strategy, meaning in 2019 content will be tailored to each platform more specifically, with appropriate information from each of our partners to do so. Effectively we would like to do more to present your brand and aligned products and services to a sporting and community minded demographic.

Central to the Foundation's strategy, and a core value, is to build opportunity for increased participation for women in cycling as a sport and recreation. A healthy growth in the reach of our media to date demonstrates this, along with the dedicated development teams that include publicly recognised role models who will be vehicles to boost messaging and brand alignment opportunities.

## **Fundraising Metrics 2018**

In 2018 we have hosted 4 community events: Red Sky Ride; Hope2Day Ride; Jazz for a Cause 1; Jazz for a Cause 2.

#### **RED SKY RIDE**

Participants- 30  
Fundraising total- approximately \$250,000 (Through, private fundraising and additional Solaris Services)  
Funds go to Solaris Cancer Care which supports individuals suffering from Cancer through aligned health services. \$250,000 may provide bereavement services to the tune of 5000 hours for people who suffer from cancer and their families. Solaris is largely a self-funded organisation.

## **RIDE FOR HOPE2DAY**

Participants- 25

Fundraising Total- \$16,000

Funds go to Hope2Day youth mentoring program for at-risk youths in the Laverton area in Western Australia. \$16,000 enables 16 youths to participate in a one week mentoring program. The mentoring program teaches life-skills, fine motor-skills and builds rapport with others within their own communities and with external mentors. These skills are learned through the medium of deconstructing and rebuilding a bicycle which they can in-turn keep for themselves. The bicycle is seen as a form of transportation, autonomy, health and wellness, among other things. Outcomes observed with this program include 35% increase in school attendance rates; improved behaviour and performance within class settings; 30% of attendee's are willing to go onto other youth programs developed for improving well-being and health.

## **JAZZ FOR A CAUSE 1**

This inaugural event was purely a musical performance for people to attend in support of the named charity – Solaris Cancer Care. Funds raise via ticket sale only.

Ticket Sales- 280

Fundraising Total- Approximately \$5500

Funds go toward Solaris Cancer Care

## **JAZZ FOR A CAUSE 2**

Ticket Sales- 230

Fundraising Total- Approximately \$3500

Funds go toward Solaris Cancer Care

## **2019 STRATEGY CHANGES**

In 2019 we are looking to expand on the above events in the follow fashion

Red Sky Ride- increase participation to 45 participants (for the 2019-2020 campaign)

Hope2Day Ride- maintain the one day event, possible scheduling to closer to the Christmas NY break period (absence of events at this time appears to be of benefit to this events cause), increase participation to 40-50 participants

Jazz for a Cause- expand the event to 4 events in total. Including events in Brisbane and Melbourne. The Perth based events will also be hosted in private venues with liquor licensing and alcohol provision being facilitated through the CDF. This has projected revenue budgeting of around 3 fold that of the current model. All net profits go to Solaris Cancer Care, meaning a 3 to 4 fold increase in funds raised.

# **Community Metrics 2018**

## **LIV RIDE**

Womens only ride first Friday of each month, free ride and complimentary coffee provided  
11 events held across the year (weather dependant)

330 women engaged with the events, with around \$1500 worth of coffee provided for through our partners' contributions

#### **RIDE2WORK DAY**

First Friday of each month, open to any level of cyclist, complimentary coffee provided.

11 events held across the year (weather dependant)

800+ people engaged with the events, with around \$2500 worth of coffee provided for through our partners' contributions, with the aim of enticing people to adhere to alternative transport solutions.

#### **HOPE2DAY PROGRAM**

Held in July of 2018, this program was held over 2 weeks in Laverton, WA. The bike-building mentoring program was held alongside an exercise program.

The mentoring program allows children to dismantle and rebuild a bike with new components to keep for themselves and learn fine motor skills, rapport, and work through challenging circumstances in a team environment. The exercise program was cycling specific and again educated the individuals around the benefits of cycling on health and well-being. A 5% improvement in fitness with a 15% improvement in mood score pre and post exercise was observed over the term.

The results to date have shown that these programs improve school attendance by around 35% and engagement in the class room. Attendees are also twice as likely to engage in other youth based programs, such as building a bike for another person.

#### **REDSKY RIDE**

Along with project managing and assisting in the delivery of the ride, the Red Sky Ride also see's riders complete over 600kms of cycling in 4 days. Many of the riders are completely new to cycling, thus riding the event is a huge milestone for them. Solaris Cancer Care runs events year round that enable individuals to fundraise to the tune of \$250,000 in 2018.

#### **2019 STRATEGY**

The aim for 2019 is to increase participation across all these events to improve visibility and increase funds raised for the causes. These events offer a real community impact and benefit which is owing to the partnerships with our like-minded corporations.

## **Membership Card Program**

The membership card (MC) entitles bearers to a discount on services and products at our partner's retail or associated stores. The MC will work with point of sale software systems in extracting the client sales and sending this to a private secure server so the total sales amount can be reviewed, and the flow of sales across different vendors (partners) can be privately observed.

This system will enable partners to better understand where members choose to spend and where they end up spending on products and services. Thus, the tracing of sales can occur

across multiple vendors so a return on partnership investment can be demonstrated. This system is due to be completed and active in 2019.

## **Racing Results 2018**

Young Rider Award Tour of Tasmania NRS Stage 1- JP Van de Merwe

Mens Open State Road Race Champion- Tom McCracken 1<sup>st</sup>

Mens Open State Criterium Champion- JP Van de Merwe 1<sup>st</sup>

Mens U17 Criterium Champion- Matt Connan 3<sup>rd</sup>

World 24hr Cycling Champion- Sabine Bird 1<sup>st</sup>

Belgium Racing Women U19- Emily Mascaro 3<sup>rd</sup>

Most aggressive Rider Jersey Sam Miranda Tour Stage 3- Stefanie Van Amerongen

Womens U19 State Road Race Champion- Emily Mascaro 1<sup>st</sup>

Womens U19 State Time Trial Champion- Emily Mascaro 1<sup>st</sup>

Womens Open State Criterium Champion- Sarah Duffield 3<sup>rd</sup>

### **2019 STRATEGY**

This year the team has an increased rider footprint, with riders from Victoria, Tasmania, and New Zealand. This reflects well our strategy to increase opportunities for riders nationally alongside our corporate partner's national scope and interest. This year we have several new equipment sponsors and with this we are hoping to demonstrate an increase in sales through the use of broader national networks. Announcements will be made shortly around the renewal and confirmation of new partners.

## **Our History and Partnerships**

The Cycling Development Foundation achieved incorporation approximately 3 years ago flowing on from the private management of the OTOC-Vault Racing team. Incorporating the team into a not for profit Inc. enabled this entity to best engage with corporations through corporate social responsibility mechanisms. The CDF sees cycling as an opportunity to unite diverse community aspects from racing, participation, enjoyment, health, well-being and even welfare. To this end cycling can profit from community investment, likewise community can profit from cycling's investment. At its heart the CDF is about build human capital, regardless of the modality.

We are proud to facilitate a national level womens cycling team, alongside a dedicated junior and male pathway for elite athletes, whilst also extending resources to some triathletes. None of this would be possible without our corporate partners, some of which have been with us since inception, and others new to our journey.

Specifically, without the support of Veris Limited, formally OTOC Australia, we would not have commenced this journey and would not have been able to maintain our persistent continuation into sport and community.

## **OUR PARTNERS**

[Veris-](#) A market leader in town planning, urban design, survey and 3D spatial solutions

**BOND Junior Cycling-** Lisa and Jim Bond are huge supporters of providing opportunity for youths. Through the Bond family trust they generously provide access to resources previously unattainable to junior athletes

[Exercise Institute-](#) Fuses scientific understanding and practical experience to offer specialist exercise testing and training

[Pedal Mafia-](#) Born out of a need to be different, Pedal Mafia brings eye-catching, fashionable products to the cycling world

[Euroz Securities-](#) Are focused on providing dynamic wealth solutions to Institutional, Corporate & Private Clients. We help WA businesses and families achieve their goals.

[Infocrank-](#) believe in accurate, reliable and consistent data coming from your bicycle power meter day in, day out. This is the exact reason why Infocrank exists today. Infocrank are the preeminent providers of cycling data accuracy.

[Giant Bikes Australia-](#) The ultimate cycling experience for all riders, all around the world. The world's largest producer of high-quality bikes

[Liv Cycling Australia-](#) Liv is the first brand with a comprehensive collection designed specifically for female cyclists, ranging from beautiful apparel to premium bicycles

[Pharmacy 777-](#) Pharmacy 777 Pharmacists believe in offering you professional, caring and exceptional service with a personalised approach to your healthcare, encouraging you towards positive changes for better health and wellbeing

[Vault Cycle Services-](#) is a centrally located Perth and surrounds bicycle servicing, maintenance and repair shop, aiming to provide a convenient seamless experience for our customers, achieving this by streamlining the process and catering for your requirements, from online booking to returning the bike to your home or office

[Oral 7-](#) A range of Healthy dental products for the whole family. Oral7® provides you with the right toothpaste and mouthwash for everyday use, without all the harmful ingredients found in regular dental products

**Booktech Solutions-** Premium book keeping for small to medium size businesses

[West Cycle-](#) was created following the findings of the Department of Sport and Recreation commissioned report: Developing a Community of Cycling in Western Australia, and establish a model that integrates commuter, recreation and the competitive dimensions of cycling

[Bicycling WA-](#) is an independent, membership-based organisation focused on representing 4,500 members and improving riding conditions

[Red Sky Ride-](#) brings together ordinary people supporting families living with cancer. It is a major fundraising mechanism for the [Solaris Cancer Care](#) organisation and its centres, which provide support for all persons effected by cancer. It is WA's ultimate cycling experience

[Hope2Day-](#) linking young people with opportunities through mentoring programs in disadvantaged areas. In 2018, with the help of the [Laverton Leonora Cross Cultural Assn](#) we were able to implement a youth mentoring and exercise program for the Laverton community