



Cycling Development Foundation Inc

The Cycling Development Foundation Inc., trading as Veris Racing, (**CDF**) is a not for profit incorporated Association. Its objectives are to:

1. promote and develop participation in cycling, equally among female and male athletes from junior to masters; and
2. promote access to cycling throughout urban, rural and remote areas with particular focus on Indigenous communities.

CDF owns and operates Veris Racing, which has both a female and male Australian National Registered Racing Team. Veris Racing acts as a vehicle to achieve CDF's objectives. One initiative to achieve our stated objectives is the Aboriginal Cycling Program via the Laverton Cycling Project (the **LCP**).

Laverton Cycling Project (LCP)

We are seeking sponsorship partners for the LCP. The LCP seeks to establish a long-term, sustainable, community governed cycling program for all community members in the Laverton area, particularly at risk & indigenous youths. It will provide access to education, fitness and well-being testing, training and participation events relevant to cycling as a form of social exercise. Over the last two years CDF have implemented multiple successful cycling initiatives in the Laverton area. Importantly, the initiative participants and local stakeholders¹ are very supportive and keen for the CDF's LCP to both continue and expand.

By way of expansion, among other things, the CDF seeks to employ and train one or more local mentors/coaches² to deliver LCP programs in their own community, thereby achieving long-term sustainability³.

Project Outline

It is envisaged that the LCP will run continuously over a year-long period (and hopefully beyond) once adequate funding with sponsorship partners is secured. Funding will be sought from the Laverton Cycling Classic Perth-Laverton cycling event⁴ (the **Charity Ride**), sponsorship partnerships, government grants and private enterprise.

Introduction Phase

CDF will employ a local person to run a weekly training session in (or around) Laverton. This would involve an initial induction to cycling safety, maintenance and coaching delivery with the goal of having a social network of people who want to exercise via cycling in a fun and supportive atmosphere.

¹ Local stakeholders include the Laverton Shire, Laverton Shire Youth Centre, Laverton Community School, Laverton Cross Cultural Association, and Pakanuu Aboriginal Corp Laverton.

² Local mentors/coaches would be local persons residing in the Laverton area engaged by CDF in consultation with local stakeholders as outlined at Footnote 1 above.

³ CDF personnel from Perth would be present in Laverton in the Introduction Phase and would visit once every two months to provide ongoing support, together with review but, given the presence of local mentors/coaches would not otherwise require to be present for the LCP to operate.

⁴ The Charity Ride is a CDF organized and supported cycling event for 10 riders (who will be required to fund raise) between 6th to 16th September 2020 from Perth to Laverton - Ocean to Outback (comprising 1,060 kms) over the course of seven days followed by two days mentoring/ working with participants in Laverton providing education, fitness and well-being testing and training relevant to cycling as a form of social exercise.



Weekly Sessions

Training sessions would be delivered once a week either early morning or afternoon after school/work hours and be promoted to both adult and youth populations. The aim is to increase fitness, exercise in a fun and social setting and improve fitness metrics measured on and off the bike (blood pressure recordings, pre/post mood scores). The sessions would involve progressive exercises that teach individuals about maintenance and exercise suitable to ability levels. 1-2 local staff members would be present depending on group size/ability levels.

Two-monthly Visits

Approximately every two months a member of the CDF's Veris Racing Team would visit Laverton to ensure the local staff member/s are adequately supported and adequate resources are available to assist the delivery of the LCP. These visits also provide an opportunity to ensure that LCP delivery is in line with funding grants and partnership expectations. In between visits Perth based CDF personnel will liaise with local staff via email or telephone to ensure that adequate support and resources are maintained.

Review and refocus

An annual review of operations would be compiled and would involve all stakeholders, CDF Board Members and staff, which would form a basis for evaluating the LCP and making any requisite changes.

Sponsorship Partners

Accordingly, we are seeking sponsorship partners with whom we can work to achieve the LCP objectives and with that in mind propose the following sponsorship packages:

- Title Partner - \$15,000, for the Charity Ride with LCP as beneficiary;
- Major Partner - \$10,000, for the Charity Ride with LCP as beneficiary;
- Event Partner - \$5,000, for the Charity Ride with LCP as beneficiary;
- Equipment/Logistics/Training Partner - \$1,500, for the Charity Ride with LCP as beneficiary;
- Sponsor – up to \$1,499, for the Charity Ride with LCP as beneficiary.

The anticipated cost of running the LCP is \$40,000 per annum and at this stage secured funding totals \$10,000 with the forthcoming scheduled Charity Ride providing a significant fundraising opportunity. Sponsorship partners will be kept up to date with the LCP's progress and achievements and may benefit from the following:

- Social media recognition;
- Name on Charity Ride event jersey;
- Fulfillment of significant social responsibility initiative;
- Potential to access health and wellbeing programs on site at their own premises

Please do not hesitate to contact any of the following CDF Board Members if you require any additional information or clarification. Brad Hall: bh@exerciseinstitute.com.au; Mary Tennant: marytennant@me.com; Wendy Meggison: W.S.Meggison@bigpond.com. In addition please refer to the CDF website at www.cyclingdevelopment.org.au or Veris Racing @verisracing. We look forward to hearing from you and hope that you are as excited as we are about this exciting initiative such that you (and/or your company) commit to become a sponsorship partner.