

the **GRAB** CHALLENGE



Executive Summary

The Gibb Challenge is an annual, socially competitive, team relay mountain bike event raising community awareness and funds for charity. It is an extraordinary outback cycling adventure, tracing the iconic Kimberley stock route of the Gibb River Road from the deep port town of Derby, through the vast pastoral leases of the central and east Kimberley and on to the community celebrations of the *Argyle Diamonds Ord Valley Muster*.

Since our event's inception in 2007, our event has raised more than \$6M for charity, including over \$500,000 for the *Kyle Andrews Foundation* last year.

In 2016 the principal beneficiary will be *Sirens of Silence*.

Team places are strictly limited to enhance participant safety with 400 riders from every state and territory in Australia expected to enjoy a life defining Kimberley adventure next year.

The Gibb Challenge's tenth edition will be Sunday the 15th May – Thursday the 19th May, 2016 with overnight camping at Imintji Community, Mount Elizabeth Station, Ellenbrae Station, Home Valley Station and El Questro Wilderness Park.



Crossing Saddler Creek Mount House Station - Day Two



Principal Beneficiary

The Gibb Challenge is intent upon supporting charities with regional relevance and demonstrated integrity. In 2016, our event has selected *Sirens of Silence* to be our principal beneficiary.



Sirens of Silence was founded in early 2015 to support first responders and emergency service personnel exposed to continual, intense emotional contact with traumatic events. *Sirens of Silence* provides awareness, direction and support for post-traumatic stress disorder (PTSD) and suicide prevention for all our triple zero heroes throughout Australia.



Supporting Other Charities

In a unique approach, *The Gibb Challenge* encourages each of the participating teams to nominate a second registered charity to share their fund-raising efforts with our event's principal beneficiary. Hundreds of charities have benefitted across Australia providing both regional and deeply personal relevance to our event participants.

- Kyle Andrews Foundation [Principal 2015](#)
- Royal Flying Doctor Service [Principal 2013 & 2014](#)
- Ryan Marron Foundation [Principal 2012](#)
- WA Police Legacy Inc. [Principal 2007-2011](#)
- Autism West
- Environs Kimberley
- Kimberley School of the Air
- Broome Medical Services
- Matt Butcher Trust
- Kununurra Crisis Centre
- HYPE
- Princess Margaret Hospital
- Legacy
- PCYC
- Cancer Council (NT)
- Youth Focus
- Starlight Foundation
- Angel Flight
- Make a Difference Ride
- Malibu Special School
- Canteen
- Peel Palliative Care
- Miruwung Gajerrong Health
- Halls Creek District High School

The Event Format

The Gibb Challenge offers an opportunity to test the speed, skill and endurance of those competitively inclined. It also offers an equally rewarding though less ambitious participation goal that encourages and supports the recreational cyclist. The team relay format of between two and six riders, allows riders with even a modest level of fitness to actively participate and achieve immense personal satisfaction.

The Gibb Challenge is not a race, though social competitiveness is a valued component of the event. The continued emphasis remains on participation, personal goals and team spirit. Depending on team size, participants can elect to ride as few as 30 kilometres in a day or as many as 200 kilometres.



Matso's Mules carb loading after a big day in the saddle

The Date

The 10th annual *Gibb Challenge* is scheduled for Sunday the 15th – Thursday the 19th May, 2016 and will again feature in the calendar of events for the *Argyle Diamonds Ord Valley Muster*. Our event aligns with the *Kimberley Moon Experience*, providing an additional community celebration for our participants.

Further information about the Argyle Diamonds Ord Valley Muster can be found at www.ordvalleymuster.com.au



The Route



The Gibb River Road; 660 kilometres of rough, unforgiving and mostly unsealed road through an ancient and beautiful land. *The Gibb* was once the preferred route for cattle drovers moving stock from the interior of the Kimberley to the deep port facility at Derby. It remains revered by four-wheel drive enthusiasts as one of the last great Outback adventures.

The Gibb is attracting cycling adventurers too; whether part of an organised tour group or self-paced cycling tourists. It's certainly possible with some good planning, preparation and healthy doses of enthusiasm.

The Gibb Challenge offers a true modern day adventure set in the spectacular beauty of the Kimberley.

Bloody Heroic Volunteers

The Gibb Challenge is extraordinarily fortunate to draw upon the valued assistance of civilian volunteers from across Australia, keen to assist and experience their own life defining Kimberley adventure. Several of our '*Bloody Heroic Volunteers*' return year after year – a clear demonstration of their emotional and personal commitment to this unique experience.

Expert assistance is also drawn from personnel of WA Police, Department Fire and Emergency Services and the St. John's Ambulance Service with Operational Orders, Traffic Management, Risk Assessment, Participant Safety, Logistics and Emergency Medical Response.

These beneficial community partnerships will continue in 2016, ensuring *The Gibb Challenge* builds upon a proven strong foundation of responsible event coordination with participant safety a primary consideration.



High clearance 4WD ambulance kindly donated by Fortescue Metals Group.
Staffed with volunteer Paramedic personnel

The Exposure

The Gibb Challenge ignites intense media and community interest throughout the Kimberley and Pilbara Regions. Reports feature in *The Kimberley Echo*, *The Broome Advertiser*, *Broome Happenings* and *The West Australian*. There are also reports presented on *WIN* and *GWN Television News*, *GWN Community File* and extensive radio interviews with *ABC Radio*, *WAFM*, *6PR* and *Radio Goolarri*.

In 2015 a South Korean media team was embedded into the event and provided feature articles to Tourism Australia and Korean Tourism magazines. Their involvement will expand to include a video photographer and sound recorder in 2016.

Our registration with the *Argyle Diamonds Ord Valley Muster* sees The Gibb Challenge featured in their Program of Events and their Internet site. Promotion is further enhanced with our inclusion in the calendar of events for *Australian Mountain Bike*, *Mountain Biking Australia* and *Outer Edge*, all nationally syndicated magazines. *Outer Edge* and *Mountain Biking Australia* have each featured articles written by our participants.

Electronic promotion of the event is achieved with an e-mail distribution of the monthly newsletter, *Gravel Rush*. A regular feature of the newsletter is the recognition of financial and in-kind support in “**Heroic Contributions**” and recurring inclusion of our numerous benefactors’ corporate logos on the “**Heroes Page**.” The distribution for *Gravel Rush* is in excess of 2000 direct recipients with many more viewing the newsletters on the website.

The Gibb Challenge has a website, receives approximately 1500 unique visits each week and generates regular contact with people seeking to register their interest and involvement. The site is located at www.thegibbchallenge.com.au There are also links to Facebook and Twitter.

The Potential

Our event has become a genuinely iconic Kimberley experience and proven immensely popular with over 200 nominations received each year, far exceeding the availability of 70 team placements. Safety will always be a primary consideration and our growth is rigidly managed to enhance the safety and enjoyment of all our participants.

This proposal may assist you or your company in determining whether you can support our event. Karunjie Event Management are seeking significant corporate and community partnerships to assist the development and further promotion of this unique and exciting community initiative.

Here is a remarkable opportunity to join a proven successful event, destined to capture the attention of the Kimberley and fire the imagination of anyone with a sense of adventure. If you would like further information or can offer any support, please contact Simon Rimmer (Event Director) on 0439 063 441 or karunjie@westnet.com.au