

MOUNTAINS
TO MURRAY



24 NOV — 2 DEC 2018



**GREAT VIC
BIKE RIDE**

Visit greatvic.com.au or call 1800 639 634





About Bicycle Network

Rider Services and Membership

We offer premium bike rider insurance, and with over 52,000 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

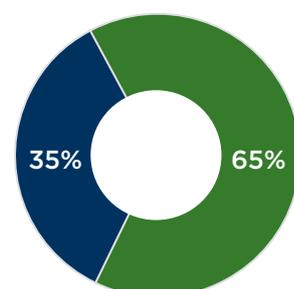
The Great Victorian Bike Ride is a fun, friendly and challenging camping holiday. It's the opportunity for riders to spend a week in another world, where they can join a canvas community while exploring the beautiful Victorian countryside by bike.

The Great Victorian Bike Ride is the largest fully supported cycling event of its kind and is now in its 35th year. This year we will be taking in two of Victoria's most iconic regions, the High Country and the Murray River. We will journey through an array of landscapes taking in views of natural bushland, grand mountain ranges, stunning vineyards, long stretching rivers and everything in between. This year's ride really captures the beauty of Victoria's North East region.

Great Victorian Bike Ride has become a tradition and 'must do' for thousands of people with a focus on students and families. In 2017 the Great Victorian Bike Ride had over 3,200 participants taking part in the ride and is the largest multi-day ride in the Southern Hemisphere.



79% of non-school riders aged between 40-70



■ Female
■ Male



Who are the riders?

We currently expect 3,500 riders to register for the Great Victorian Bike Ride, including almost 1500 school kids. 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 staff on the road, including approximately 350 volunteers, the Bicycle Network team and contractors.



The route and ride options

Day 1	Bright	Sat 24 Nov
Day 2	Bright-Beechworth	Sun 25 Nov
Day 3	Beechworth-Milawa-Beechworth	Mon 26 Nov
Day 4	Beechworth-Tallangatta	Tues 27 Nov
Day 5	Tallangatta-Rutherglen	Wed 28 Nov
Day 6	Rutherglen	Thurs 29 Nov
Day 7	Rutherglen-Yarrawonga	Fri 30 Nov
Day 8	Yarrawonga-Glenrowan	Sat 1 Dec
Day 9	Glenrowan-Benalla	Sun 2 Dec

5 DAY RIDE

3 DAY RIDE

9 DAY RIDE



Community Groups

Riders spend on average \$35 dollars across each day of the event. In the 2017 post event rider survey, 66% of riders said they were likely to return to one of the towns they had visited, with 96% of them saying they are likely to bring 1-4 people along with them.

66% of riders would return to towns they visited.

96% 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
- ✦ Reasonable prices from the local traders in the town shops
- ✦ Banners and welcome signs displayed in the town
- ✦ Great community spirit
- ✦ A children’s welcome parade
- ✦ Local tourism attractions
- ✦ Free shuttle buses





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 Victorian 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.

