



Come to Life Ballarat Cycle Classic 2010

Evaluation (April 2010)

This document provides the Come to Life Ballarat Cycle Classic (Cycle Classic) Committee with information so they can review all aspects of the 2010 event and use that information to plan the 2011 event so it is as successful as possible. We will also share relevant feedback with our valued sponsors and supporters.

Introduction

At Ballarat Cancer Research Centre (BCRC) we aspire to reach the highest standards of medical research and we foster innovation and creativity in cancer research. We also place great value on the generosity of our donors and supporters.

Events are an important way for BCRC to raise funds and increase our profile in the region and beyond.

BCRC is committed to ensuring our events are profitable for the Centre, are based on ethical concepts and are fun.

BCRC is also committed to ensuring that sponsors obtain the best possible value from their association with a BCRC event.

Cycle Classic

BCRC identified a community fundraising cycling event as an ethical and effective method of sourcing appropriate funding to support the work of BCRC and reflecting the Centre's vision.

BCRC is committed to ensuring the Cycle Classic is a premier community road ride and carnival-style community event and that sponsors obtain optimum value from their association with the event.

Background

The inspiration of three Ballarat business leaders, the Cycle Classic is now heading into its fourth year.

The original committee is still in place, bringing stability and continuity to what has become a significant event for both BCRC and the region.

The committee's original aim was to:

- raise as much money as possible for BCRC
- create a new tourism event with a cycling flavour for the Ballarat area
- provide an activity that catered for serious weekend cyclists, social cyclists, students and families

The committee believes these original aims have been achieved and is proud of how the event has developed. It is committed to the ongoing success of the event in 2011.

City of Ballarat Naming Rights and Administrative Support 2008, 2009, 2010

City of Ballarat's commitment to the inaugural Come to Life Ballarat Cycle Classic in 2008 showed faith in what was just an idea. Its renewed commitment in 2009 and 2010 secured the financial stability of the event going forward and supported the committee's capacity to seek sponsorship from corporate clients and organisations. The event is set to prosper even more with strong support already indicated by City of Ballarat in 2011.

City of Ballarat's financial commitment cannot be underestimated and needs to be acknowledged as vital to the ongoing success of the event. City of Ballarat's 'Come to Life' destination brand is an important part of the marketing of the event. The brand fits well with the event, the community and with the general marketing of BCRC. Further, the support from this branding is invaluable in building credibility of the event within Ballarat and the wider community.

The Cycle Classic committee would once again like to formally thank City of Ballarat for continuing to embrace an idea and for having faith in its community to deliver an event which has state and national appeal.

Come to Life Ballarat Cycle Classic 2010

The third annual Cycle Classic was held on Sunday 21 February 2010 and consisted of a variety of road ride options (100,80,65 or 50km) which started and finished at Lake Wendouree and incorporated the Australian Road Championship course at Mt Buninyong.

There was also a 2.5 hour team relay event around Lake Wendouree.

The 2010 event was an outstanding success overall.

Event Precinct

The start/finish area on the Lake Wendouree foreshore was developed as a precinct to promote a carnival-style atmosphere where:

- riders and their supporters could relax and enjoy time both during the event and after the event
- everyone could enjoy family entertainment and buy quality food and beverages
- sponsors had the opportunity to promote their product or service
- sponsors could enjoy the event

Recommendations for 2011:

- Continue to utilize this area and cement the location as the Cycle Classic precinct

Sponsors

Strong support from many major and minor sponsors contributed to the financial success of the Cycle Classic in 2010. We secured two additional jersey sponsors this year.

The committee would like to formally acknowledge once again the critical role all sponsors play. We believe acknowledging and thanking our sponsors is vital to the ongoing success of the event.

The following associated events allow the committee to thank sponsors and also provide valuable networking opportunities.

All sponsors:

- were invited to the event launch (hosted at Regent Cinema, Ballarat as part of the Herald Sun Tour event in October 2009)
- were invited to be part of a sponsors photo shoot that was used extensively in the media
- were invited to the VIP evening on 20 February 2010 (hosted by The Views)
- received a framed photo certificate and complimentary jerseys to commemorate their sponsorship

Major sponsors:

- were invited to join the committee at the start of the event for a light breakfast

The committee sincerely thanks all sponsors for their support, for embracing an idea and for having faith in a community to deliver what is now an annual cycling event for Ballarat and the region. We trust they have found the association with the Cycle Classic in 2010 rewarding.

Recommendations for 2011:

- Aim for a minimum of 2 more major cash sponsors in 2011 as well as minor cash sponsors
- Ensure sponsors and supporter relationships continue to be nurtured and developed to ensure their ongoing commitment to the event

Sponsors' Exposure (Signage)

Sponsors received a variety of benefits, depending on their level of contribution. These included:

- signage rights on the side of the start/finish banner
- logo on the jersey
- sponsorship opportunities at the VIP evening
- two sponsor boards at the start/finish area (signage relevant to the type of sponsorship)

Recommendations for 2011:

- Continue as per 2010

Sponsors' Exposure (Advertising)

This consisted of a comprehensive media package (including, but not limited to, television, radio, print and internet).

- Southern Cross Network donated airtime to the value of \$50,000 as well as the production of a 30 second commercial which was aired across regional Victoria (this had a major impact on reaching riders across the state as reflected in the statistics).
- 3BA and Power FM donated over \$20,000 worth of radio advertising. This air time was extremely effective and allowed mass saturation of the event across the Ballarat radio catchment area. Two radio advertisements read by Danny Frawley and Michael Roberts featured extensively in the lead up to the event.
- The Courier published a series of advertisements featuring sponsors. They also covered lead up events such as the launch of the Corporate Cup Challenge and the launch of the Community Cups.
- 5,000 flyers were distributed at the Amy Gillett Foundation Ride and through key cafes in Melbourne as well as through cycling and rowing clubs, bike shops and other targeted locations.
- Celebrities Danny Frawley and Michael Roberts, both keen cyclists, distributed the jersey to many celebrities in Melbourne and wore the jersey themselves when possible.

Recommendations for 2011:

- Continue as per 2010

The Jersey

Each rider received a fully sponsored cycling jersey (1,350 jerseys in total were distributed). The 2010 jersey featured a different colour scheme which proved very popular. It is highly recognisable due to the strong colors and the logos of sponsors, BCRC and City of Ballarat's Come to Life branding.

The high quality and design of the jersey will ensure it will continue to be worn, giving it lasting value (the 2008/09 jerseys are still seen regularly around Ballarat and beyond.) The 2010 jersey has been described by many as a huge success.

Recommendations for 2011:

- Continue as per 2010.
- Only print 1000 in 2011 to reduce cost and to add to exclusivity of the brand

Support from the event patron and 'celebrities'

'Celebrity' Danny Frawley was the event patron for the third year in 2010. TV personality Michael Roberts rode the event with Danny.

Rob Gaylard was our radio voice-over and MC on the Sunday.

Recommendations for 2011:

- Continue to maintain these very valuable relationships and look to extend the celebrity links in 2011 with additional media contacts in Melbourne.

Dedicated Website

In 2009 the committee recognised that the Cycle Classic needed its own website and this was set up. In 2010 this was fine-tuned to:

- allow greater fundraising opportunities leading up to the 2010 event
- give greater levels of communication
- provide an important medium for sponsors to promote their involvement in the event (all sponsor's logos were included on this website)
- allow ongoing communication with all riders, including current news on sponsorship and updates on donations and details of next year's event.

Recommendations for 2011:

- More social media opportunities for the organisers and sponsors to communicate with the riders and supporters.
- Increase the social media possibilities for all involved from riders to sponsors

The Results

Profit \$95,000

Riders 1,034 (12% increase)

Registrations

Following is an analysis of the registrations that shows a number of important factors that will assist us in planning for 2011 and beyond. This year saw an increase in the number of riders in the 50 km ride many of whom were on concessions ie teenagers and retired riders.

Summary

- The Cycle Classic is reaching far beyond Ballarat and surrounding areas. The committee expects this to continue to grow as recognition of the event develops.

- *Another key cycling event, a fundraiser for the Marysville Bushfire appeal organised by Cycling Australia, was held on 20 February 2010. This event attracted many Melbourne riders and this is reflected in our lower numbers from this area (in 2009 the event attracted 26% from this area, in 2010 only 17%). A major goal in 2011 is to increase the corporate participation rate from Melbourne-based businesses which will increase overall participation.
- The committee's public goal was 1,000 riders. The final number of registered riders was 1034
- 69% of riders participated in the longer rides.
- 31% of riders participated in the more 'social' ride option around Lake Wendouree (this was slightly more than 2009 – see table below). The committee is very pleasing as this will help to make this a great community event.
- The oldest rider was 80 and the youngest was 3.
- 72% of riders were male (73% in 2009) and 28% were female (27% 2009).

% of Riders	General Area	Town, Suburbs, Areas Represented
65%	Ballarat and surrounding areas	Ballan, Buninyong, Clunes, Creswick, Learmonth, Maryborough, Scarsdale
17%*	Melbourne	Ascot Vale, Brunswick, Hurstbridge, Kew, Mentone, Newport, Nunawading, Williamstown
18%	Regional Victoria	Aireys Inlet, Horsham, Minyip, Mornington Peninsula, Portland, Terang, Wangaratta

Choice of Course			Age of Riders			Marketing (how riders heard about the event)	
Distance	2010	2009	Age	2010	2009	Source	2010
100km	40%	46%	>18	10%	10%	Amy's Ride	4%
85km	8%	7%	18-34	15%	22%	Bike Shop	2.5%
65 km	9%	N/A	35-54	54%	53%	Family/Friends	37%
50 km	12%	17.5%	55 >	21%	15%	Radio/TV	13.5%
Lake	31%	29.5%				Rode previously	30%
						Work	13%

Recommendations for 2011:

- Rationalise the current printed brochures to reflect the trends shown in this data
- Use social media to increase the spread of the event to a wider cycle of contacts

Improvements made in 2010

The following changes and improvements were implemented.

On-Course

- increased on-course signage
- 4 course options
- more bananas
- 1 additional drink stop
- first aid and support vehicles on course
- restructured and expanded relay ride

- more shade at start/finish precinct
- toilets available at the Yacht Club
- better power source
- relay ride was completed before road riders finished to ensure safety of relay riders

Recommendations for 2011:

- further improve power source
- Increase food and water stations on course

Registrations

- The online registration system was further developed to allow better and more efficient processing, resulting in over 800 email registrations.
- Once again, the Ballarat Fly Fishers Club facility on the Lake Wendouree foreshore was invaluable in allowing efficient management of the registrations area. This is a perfect venue for the registrations and the committee would like to express its sincere appreciation.
- The event-day registration procedure developed in 2009 once again resulted in a very efficient work flow.

Recommendations for 2011:

Establish a frequently asked questions section to the web site

Online Communication

- Organisers could once again communicate updates to riders via email, including information about registration, weather and the course.
- This medium was also used to encourage online donations and the purchasing of raffle tickets.

Recommendations for 2011:

- Use social media to increase the spread of the event to a wider cycle of contacts
- Establish templates for bi weekly contact with all current and past riders as well as templates for social media updates

Start/Finish Area

- MC Rob Gaylard was very well received and added great value to the relay ride.
- Entertainment included school bands and a local cover band (9.45am-2pm).
- The improved stage area, shade and better placement of the services in the entertainment precinct promoted a much stronger carnival-style atmosphere.
- The Yacht Club area is a natural amphitheatre and proved to be a much better location than that used in 2008.

Recommendations for 2011:

- Continue to develop the opportunities within this precinct

Summary

General

The committee continues to aim for this event to be one of the premier recreational road rides in Australia. Based on feedback so far, the committee believes we are continuing to advance in achieving this goal.

Sponsors

There is an extremely strong level of commitment to the event with the original group of business leaders renewing their commitment in 2011. Planning for the 2010 event will consider changes and new ideas to make the event the best possible.

The committee acknowledges our current sponsors, many of whom have been with the event since its inception. They bring stability and legitimacy to the event. The committee trusts that the association is a valuable two-way relationship that will continue to bring mutual benefit to all parties.

[The committee would like to extend a warm invitation to all 2010 sponsors to join us again in 2011 for this exciting and successful event.](#)

The Cycle Classic Committee

- Gavin James, Rokk 66
- Peter Martin, Dennis Family Homes
- Robert McClure, PRD Jens Gaunt
- Peter Canny, Sovereign Park
- Andrew Howard, Pack & Send
- David Armstrong, Octopus Promotions
- Terry Collie, Cyclist
- Julie O'Donohue, Ballarat Cancer Research Centre
- Nicole Bartlett, Ballarat Cancer Research Centre

The committee would like to extend a heartfelt thanks once again to all our supporters, sponsors, volunteers, family, friends and participants.

Feedback from Riders

Hello Julie and the Cycling Classic team,
Just a quick thank you from the entire Bent Rider's team, who all had a fantastic time doing the Lake Wendouree Challenge. We couldn't have asked for better weather and everyone was very friendly indeed.

You can see just how much fun was being had from a YouTube video that one of our team has already put together. The end of the video is a quick lap of the lake (with most of the team) after the event, just to give you a recumbent bike's eye view.

Here's the video link: http://www.youtube.com/watch?v=OzNPJgigU_E

Thanks again, and we appreciate the work that was put into the safety (tram tracks, etc) and scoring this year. Bent Riders will be back next year if you'll have us!
Cheers, John

You and your team have done a great job.
Thanks, Ivan.

Hi, Julie

As a first time rider in the Ballarat Classic I really enjoyed the event ...it was well organised, the scenery was excellent, the weather perfect ...not to mention that it was for a good cause. I'm keen to do it again.

Thanks and regards, Paul

Hi Julie & Team,

Many thanks for a well organised and wonderful event. Entry cost was very reasonable and delighted to see that you made a good profit.

Regards, Tony

Hi Julie,

Just wanted to drop you a quick note to say congratulations to you and all those involved in the organising of this year's event. I did the 100Km ride up Mt Buninyong and I found the route we took this year was much better than the previous year.

Again, to you and all the team thanks for a great, well organised ride. Great to hear we also managed to raise so much money for such a good cause.

Look forward to next year.

Thanks and regards, Sally

Hi Julie

Congratulations on this year's cycling event. Tanya and Matt both said how good the day went. I am sure that you are very happy with the result of the day and all the events leading up to it.

Kind regards, Tracey

Hi Julie,

Just thought I would drop a line about the Cycle Classic. My husband had taken drinks for the ride and there were drinks at each stop, but this year there was no free water at the finish line, but last year there was, so maybe for the future the water at the end would be heaven so my husband does not dehydrate!!

Thankyou and hope for him to enter next year,
Julie

Will be back next year!!!!

Kind regards, David

Hi Julie

Thanks for organising such a good event. I did the 100km and it was well set-out, signed and marshalled. I do have one complaint about the lack of drink stations particularly given the heat...some people seemed a bit caught out anticipating that there would be more than there was. The one at Gordon had run out of water by the time I got there (which wasn't all that slow!).

Thanks again, Anthony

Congratulations again Julie and team on an event well coordinated and professionally run, it is a pleasure to be involved!!

Tanya

Thanks Julie,

We were a group of 10 from Geelong and had a great day; a well organised event over a good course. I am confident most of us will be back next year.

Cheers, Max

Julie, This is beautiful. Well done to you. You do a fantastic job.

Margie

Congratulations on a great day on Sunday.

Steve

Julie,

I would like to thank you for an excellent event again this year. I was a seven month pregnant participant with a 20 month old toddler and we had a ball. We participated in the relay event and had a great time with our team even though we only gave the team a total of 3 laps. Look forward to the event again next year.

Thanks, Melanie

Hi Julie,

A big thank you to the marshalls and volunteers. I would like to thank you on a bike course that was great to ride and looking to do it next year. Big thanks to you for putting such a Great Ride on! Well Done again!!! Next time can you turn the wind off though!!!! Eheheh

Regards, Brian

Congratulations to you on an excellently organised and very successful event. I'm sure you must be mightily relieved that it's all over (more or less) and went so well.

David

Hi Julie, Nikki & Team,

I am very pleased & thank-full, that you all can talk under water. I am thrilled the day has been a success. Well done Julie. Well done Nikki. Talk soon.

What a dedicated, hard working team you have Julie.

Regards, Dick & Loris

Thanks for a great ride. It was good how you managed to find so many downhills for not that much up!

I enjoyed it, Ivan.

Hi Julie,

Your statement says it all, but thank you and the organising team for such a great day.
You can count me in for next year. Boy, was I tired riding home!
Best regards, Peter

Thanks Julie

I have another \$500.00 to give to you in sponsorship I am away till next Thursday and I will drop the money in. Well Done

Regards, Rod

Wow that was beautifully written. Hopefully next year I can assist a bit more than I did this year.

Regards, Carmel Flynn