

27 June 2024

Nicole Botica
Economic and Community Development Coordinator
Shire of Nannup
PO Box 11 / 15 Adam Street Nannup WA 6275



Dear Nicole,

Cape to Cape MTB (C2C) is Australia's largest and most popular four-day MTB (mountain bike) stage race, recently named by **Red Bull as one of the best MTB events in Australia.** Launched in 2008, this popular annual event has gone from strength to strength, becoming a world-stage event on the International MTB racing calendar. Based in the South West WA region, this iconic riding experience is traditionally hosted in the third week of October, and in 2024 will take place from Thursday 17th to Sunday 20th. The event includes access to stunning WA landscapes, private trails, vineyard visits, brewery finishes and some of the warmest hospitality the region has to offer.

An exciting new development for 2024 C2C is the introduction of Nannup and the incredible mountain bike network as the event location for Stage Two. This will be the first time that a C2C stage has been hosted in Nannup, showcasing the unique assets of this region, and boosting local tourism.

EventMatrix seeks funding from the Shire of Nannup for 2024, enabling us to invest in maximising visitor experience while creating local socioeconomic value for the South West. We will achieve this through engaging with local community, participants, spectators, and supporters about their priorities; business development leading to increased international and interstate participation, and continuous improvement, innovation, and creativity.

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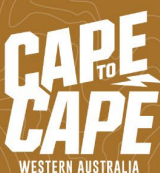
C2C has entered an exciting new era from November 2023, coming under fully local ownership and management by WA based company EventMatrix Pty Ltd. EventMatrix are event management specialists with experience in planning and executing some of WA's largest events, with a particular specialisation in delivering excellence in sporting events.

Sporting events which EventMatrix have delivered include the 2023 Chevron City to Surf for Activ, Busselton Festival of Triathlon, Dams Challenge, Northbridge Criterium and Goldfields Cyclic. Located in Perth Metro area and with staff based in the South West, EventMatrix has a strong network of local suppliers and are building relationships with organisations such as Margaret River Busselton Tourism Association (MRBTA) and Australia's South West. EventMatrix is committed to growing its footprint in the South West region in a way that creates local value.



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ECONOMIC IMPACT

According to a comprehensive economic impact analysis of 2022 C2C conducted by Metrix Consulting, the event attracted over 500 visitors from outside of Western Australia (48% participants, 50% accompanying spectators), with similar participant-spectator ratios for visitors from outside of the South West, suggesting a roughly equal ratio of participants to accompanying spectators can be expected.

In 2023, C2C attracted a total of 935 participants, of which 147 (16%) were international participants (largely from Singapore, South Africa, New Zealand, UK and the Philippines). Metrix Consulting's C2C Economic Impact Report found that in 2022, 2,236 visitors attended from outside the South West region (75% intrastate, 14% interstate, 11% international); 41% of visitors from outside of WA were participants and 57% were accompanying spectators. This suggests that for every participant attracted from outside the South West, 1.4 accompanying visitors can be expected.

Among visitors from outside of WA, the event generated 4,739 total visitor nights, with an average length of stay of 8.6 days and average spend of \$251 daily - significantly higher than the average trip length and daily spend in the Margaret River region for interstate and international visitors, according to most recent Tourism WA data. For visitors from outside the South West (intrastate, interstate, and international), a total of 12,338 visitor nights were generated, with an average length of state of 5.5 days and average expenditure of \$211. Direct spend as a result of C2C totalled \$920 thousand (outside of WA), and \$2.8 million (outside of South West).

C2C has a strong precedent of many years standing of bringing new tourists to the South West region from WA, interstate and international; in terms of both "heads on beds" and economically, it is one of the biggest events in the South West region. C2C is a 4-day race, designed with the intention that all participants complete each day within 5 hours, providing for significant downtime for participants and accompanying spectators to explore and spend in the South West.

MEDIA IMPACT

C2C has the following digital assets, which provide a significant opportunity to drive interest and engagement among a qualified database:

- **email subscriber database** – approximately 4,500 subscribers, over 500 subscribers overseas (11%)
- **social media channels** – approx. 21.5k across Facebook and Instagram, 17.2% overseas Facebook followers, 30.4% overseas Instagram followers. High engagement among organic posts.

EventMatrix have committed to the production of a one-hour documentary of C2C, which will be streamed on SBS on Demand, YouTube and distributed internationally to over 10 countries with a potential audience of approximately 500 million.

Paid social media marketing has also targeted both domestic (local and interstate) and international markets – particularly, Singapore, New Zealand, and the UK, which have previously attracted significant participation.

C2C has received significant recent media coverage previously, including interstate and international coverage, as well as features in Australian Mountain Bike (AMB) and Flow MTB, both in print and digitally.

FUNDING REQUEST

To assist with the deliver of the 2024 C2C, EventMatrix are seeking funding from the Shire of Nannup for a total of \$5,000 cash and \$5,000 contra / in-kind support (ex GST) for the 2024 event.

In exchange for this support, the Shire of Nannup would receive significant partnership benefits including; inclusion in all event communication and promotions, inclusion in the C2C documentary, feature in the rider guide, branding and signage opportunities and much more.

We possess significant expertise and experience in our field, and a firm commitment to the success and growth of C2C, as well as developing a robust and mutually beneficial partnership in the South West, specifically in Nannup.

As we are a small, locally owned business, the Shire of Nannup's support will be instrumental in enabling us to fully unlock the significant potential of C2C, for the best possible participant and visitor experience. We anticipate further growth of the event's reputation while finding opportunities to pursue excellence through creativity, strategic innovation and local and international stakeholder engagement. We will deliver the best possible event to increase visitation, while ensuring visitors are delighted with their experience and with many returning in future years. We are committed to proactively involving community stakeholders; maximising returns for the WA tourism economy, local businesses and people; and delivering a fantastic event that boosts the Shire of Nannup on a local and global stage.

We would welcome the opportunity to further detail the benefits C2C can extend to the Shire of Nannup for support to deliver the 2024 event – especially the brand new Stage Two in exquisite Nannup. We can be contacted via the details provided below.

Kind Regards,



Bill Hayes

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Cape to Cape MTB

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