

GEARS + BEERS

FESTIVAL 2019

MEDIA BACKGROUNDER

EVENT STORY

Where it all started.

Like the conception of many great event ideas Phil and his son, Nathan McIntosh were kicking back on the verandah enjoying a lazy beer one afternoon. They were pretty pumped, having just watched the culmination of the Strade Bianche road cycling event in Italy.

At the time Phil was President of the Rotary Club of Wollundry Wagga Wagga, so they were throwing around a few fundraising event concepts. Cycling was obviously high on the agenda and if you've ever been to Wagga Wagga you would know that local bike culture is fierce, front of mind and often ventures to Northern Victoria to

make the most of the Bright Brewery post ride! Cheers to that.

So cycling was top of mind, as was the idea of being able to enjoy a nice, cold brew after the event - not just packing up the treads and heading home... Another thing that they had seen in the Strade was this incredible "gravel" element - literally taking the road racing off-road!

"It was the beginning of spring. The beer was great and the barbeque was cooking on the verandah. It was here that the Dirty 130 and the Gears and Beers Festival were born.

The ride would take in quiet country lanes and be segmented by four gravel sectors, and **the festival would be the joyful finale – worthy of previous hardships on the bike**".



RECIPE FOR SUCCESS

Why it's a winner.

The event has now become a cultural event for cyclists around the country. It's locked into annual calendars, and has become a social event that provides a reason to invite large groups of like-minded friends to Wagga Wagga for the long weekend. Some of the key reasons are below:

Reward the challenge.

We think we have the right balance of mental and physical challenge but at a pace and vibe that is social and enjoyable. Mini rewards of home-baked anzac biscuits and slice on route, mental breaks of gravel or water crossings, the sound of a cow bell, the sight of coloured smoke. Then the big clincher – the reward of the craft beer festival at the finish line that motivates the pedalling!

Community at the core.

First of all all rider registration money goes to Wollundry Rotary club who distribute it to local charities in need. This is why the event exists, and also a key contributor to its success. The organisation and logistics are predominantly provided by volunteers from Rotary, with support from other community organisations such as Lions Clubs, fire brigades and enthusiastic locals in the community.

Authenticity and integrity.

The event enjoys support from many financial contributors but will always stay true to placing rider enjoyment first over any commercial arrangements. Rider enjoyment is the events key growth strategy as it brings more riders back in subsequent years. It's a simple equation – more rider satisfaction, equals more riders, equals more money for charities in need.

Fan love.

This one just blows us away every year. The stories we hear of participants riding their bikes thousands of kilometres to commute to the festival, individuals having a great time and bringing back twenty friends the next year, groups that have attended every year of the events existence, and too many others to mention.



"We will definitely be back next year"

– Paul Parrotte (Goulburn)

"Great time loved the sense of community. Would definitely do it again"

– Linda Anning

"Fantastic day, great ride & festival, ... look forward to doing it again next year"

– Sue Heard (Sydney)

"What a great event. can't wait until next year"

– Chris Littlewood (Perth)

"As good a gran fondo as you will find anywhere"

– Robert J Wilson



FACTS + STATS

Data from previous years.

Event growth.

Rider numbers have grown at a rapid rate since the inaugural event in 2014. A large factor in the event growth in recent years has been the utilisation of **social media marketing and advertising**. The event continues to attract really engaged fans who love talking about the event.

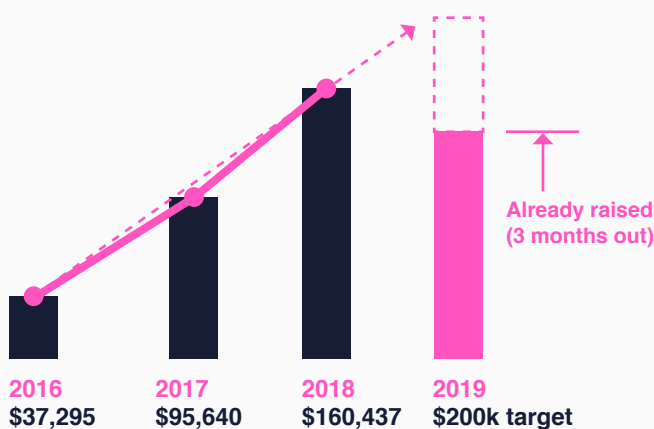
2018 numbers

- **2331** registered riders
- **5000** est. festival attendees

Event reach.

We have seen a strong correlation with social and email marketing engagement, and increased registrations. The event organisers will continue to invest in social media as a key driving platform to engage new and previous participants. It not only boosts registrations but has a pivotal impact in fostering the cultural value of the brand before and after each annual event.

See right-side for some statistics for 2018 social reach.



Funds raised for charity through rider registration growth

Event influencer

Charli Hoffmann (Manly NSW)

43,352 followers

charlih

Love gravel? check out @wagga_gearsandbeers and join me ... for an epic weekend of riding in Wagga



\$160,437

Raised for local charities in 2018.

2018 Social media insights

Facebook

3,338
followers

10sec+ video views

6,077
unique views

Instagram

3,060
followers

Most popular post

6,085
organic reach

Email marketing

3,303
subscribers

Typical post reach

1.5 - 4k
organic views

Paid social reach

42,149
unique views

GREAT FOR BUSINESS

Increased visitation and a boost to the local economy.

Bringing tourists.

In 2018, Gears and Beers attracted over 2000 visitors from outside the region. The vast majority of these riders and festival attendees required accommodation, food, fuel and other expenses during their stay. Our event is conveniently situated on the NSW Sep/Oct long weekend, and with activities occurring across the entire weekend, most visitors will spend 3 days in the region.

The combination of all direct, industrial and consumption effects is estimated to result in a total estimated rise in output of \$1,383,119 in the Wagga Wagga City economy.

Source: Destination Riverina Murray (via ID Event Impact Calculator)

“Excellent well organised event! Loved every minute! Great way to bring friends together!”

– Ginnie Goode (Tumut)

“Well organised and great atmosphere. Will be back next year for sure”

– Charlotte Buchannan (Sydney)

“I had an absolute BALL!! This was my first, but it certainly won’t be my last!!”

– Brett Wheeler (Canberra)

\$1,383,119

Injected into the Wagga Wagga economy in 2018.

Source: Destination Riverina Murray (via ID Event Impact Calculator)

“...Wagga Wagga takes it to another level with the return of Gears and Beers, a cycling event with a craft beer and cider festival at the finish line.”

AU/NZ Cyclist Magazine



CYCLING MECCA

Where are all these riders coming from?

In 2018, our feature ride (Rapha Dirty 130) **attracted 750 riders (sold out)**.

96% of these riders were **from outside the Riverina region**, with the bulk coming from Canberra, Sydney, Melbourne and surrounds.

2514

registered riders in 2018.

2019 target is 3000 riders!

96%

of Rapha Dirty 130 riders travelled to the event from outside the Riverina region.



Pilgrimage

We are seeing a growing trend of people taking a few days off to ride 500km+ to the festival.



@beardmcbeardy

SAY HI

GIVE US A SHOUT OUT USING THE
HANDLES AND TAGS BELOW

INSTAGRAM

#GEARSANDBEERS #DIRTY130
@WAGGA_GEARSANDBEERS

FACEBOOK

@GEARSANDBEERSFESTIVAL

WEBSITE

WWW.GEARSANDBEERS.ORG.AU

MEDIA QUESTIONS?

Contact us – we'd love to help you with some great cycling
content and work with you to generate awareness of our
charity event

INFO@GEARSANDBEERS.ORG.AU

PHIL MCINTOSH | EVENT FOUNDER

MOB 0429 200 310

GEARS + BEERS = CHARITY