



OPPORTUNITY PARTICIPATION EQUITY

[www.cyclingdevelopment.org.au](http://www.cyclingdevelopment.org.au)

## ANNUAL REVIEW

# veris

@verisracing

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## OUR MISSION

The Cycling Development Foundation Inc (CDF) is a not-for-profit Incorporated Association created for promoting, supporting and providing for the development and increased participation rates of junior, female and male cyclists.

The CDF treats all its funded cyclists with respect for the pursuit of their cycling journey, whether recreational or racing on the national or international stage. The CDF owns and operates the Veris Racing program.

### Our Vision

- We believe in bringing gender equality to sport through providing opportunities for female cyclists that would otherwise not exist in cycling as sport.
- We believe junior athletes, male or female, need to be groomed for excellence both on and off the sporting arena, from a young age through to athletic maturity.
- Athletic maturity refers to 'building human capital' such that athletes are aware of the social and community structures that support them and give back to those that might not be as fortunate, with cycling the modality of engagement.

The CDF facilitates the above through partnerships involving [three tiers of engagement](#): sport; community; and health. This is activated through a corporate social responsibility mechanism that reflect our partners own values.

**Sport** - The CDF manages elite cycle racing teams that focus on female, male and Junior development.

Our elite cycling teams are heavily focused on women and junior sporting development and this is one of our highest priorities within a sporting context nationally. These teams race internationally and nationally, and provide a dedicated pathway for elite athlete programming.

There is a requirement for athletes to engage in community and health programs in exchange for access to resources.

**Community** - The CDF manages various community initiatives thanks to the support of our partners.

One such program is the Laverton Cycling Project, which assists in developing cycling resources for remote regions. These programs assist Indigenous youth and communities in accessing cycling as a form of skill development, mentoring, health and fitness, whilst allowing access to sporting opportunities through the cycling modality. Our youth and Indigenous cycling program is tied into school attendance and post-school opportunity.

**Health** - The CDF provides internal health and wellness programs for our corporate partner's staff and associates which educate individuals around sustainable exercise and health habits to fit into busy corporate lifestyles.

Our health programs demonstrate a 40-60% reduction in employee health risk profiles in one month of 15 mins of exercise a week.

The CDF use experts in health and wellbeing to deliver high quality workshops and education seminars involving exercise, psychology and sociology to improve wellbeing in and outside work environments. We measure the outcomes and benefits of each program so corporations have a real understanding of how these programs improve the wellbeing and even performance of their staff.

**Sport, Community and Health** - Taken together, a sport, community and health focus allow for the delivery of real tangible results on behalf of corporations who are actively seeking to engage their internal and external communities.

### **MEDIA METRICS FOR PERIOD 1 JANUARY - 29 NOVEMBER 2020**

Social and Web-based media traffic was most often from Australia, New Zealand and Europe.

**Facebook** <https://www.facebook.com/verisracing>

Engagement: 136,196 (518% increase in 2 years)

Organic Impressions: 433,316 (30% increase in 2 years)

Organic Reach: 1,796,696 (450% increase in 2 years)

Demographics: 67 % male, the majority, regardless of gender, being 45-54 years old.

**Instagram** <https://www.instagram.com/verisracing/>

Total followers: 4,195 Followers

Top Locations Cities: Perth 17%; Melbourne 4.4%; Sydney 3%; Brisbane 2.2%

Top Age Range: 35-44 years

Gender: 82% men and 18% women.

**LinkedIn** <https://www.linkedin.com/company/12899619/admin/>

Total Followers: 184 (64% increase in 2 years)

Impressions, from Posts: 6,761.

**Website** <https://www.cyclingdevelopment.org.au/>

Total Visits- 23,408.

### **2021 Media Strategy**

Content will be procured around sporting, community, and fundraising objectives throughout the year. The various social media streams will be used according to suitability to each audience, as per the above metrics. Additionally, media streams will be used to showcase suitable items on behalf of our partner and sponsorship group.

### **COMMUNITY METRICS 2020**

In 2020, the CDF have hosted several community events: Laverton Cycling Project; Perth to Laverton Classic; Funk for a Cause 1; Funk for a Cause 2, and the Red Sky Ride.

## **Laverton Cycling Project**

<https://www.cyclingdevelopment.org.au/laverton-cycling-project/>

Through the last calendar year, we have visited the remote Laverton community on three separate occasions. Each instance involved the meeting of stakeholder groups; delivery of a cycling related program for youths and/or the greater community.

The Program offerings are largely cycling centric and increase health and wellbeing metrics in this remote community.

### **Product Provision**

Through consultation with the Laverton Youth Services we have provided serviceable parts that make the available bikes (around 30 in total) more resilient to the demands of the environment, such as puncture proofing tyres, tubes and using puncture sealant to create a more resilient cycling product.

### **Service Provision**

The cycling programs implemented aim to increase fitness; improve skills; promote social facilitation around exercise for all ability levels, have been well received by the community as a whole. Veris Racing has a huge brand presence in this region owing to the outcomes facilitated with the various stakeholder groups.

### **Provision Outcomes**

The Program seeks to educate individuals around the benefits of cycling as a form of transportation, exercise, participation, and even sport. For instance, we have evidence of pre and post-exercise mood scores for participants improving on average by around 30%.

This Program is part of a longer-term strategy to facilitate cycling as a form of exercise through social facilitation in remote communities. The Program is now nearing its fourth year of operation and has the support of the Laverton Stakeholder group, Pakaanu Aboriginal Organisation, Laverton Cross Cultural Association, and the Laverton Shire/Youth Services.

Outcomes associated with this Program include: an increase in school attendance; improved youth health; and weekly training rides through youth services with access tied into school attendance.

In 2021 the CDF will make a capital acquisition of aqua bikes to promote exercise through the hotter months with the Laverton Aquatic Centre. This equipment will be made available to all members within the community.

Healthway and Government funding applications for smaller elements of the program have been submitted for the 2021 year.

Our strategy for sustainability now involves the continued funding for employment of local individuals to run year-round programs that promote health, participation, and sporting processes via cycling.

The CDF would like to acknowledge the incredible community-level support we have received toward making this venture the success it is today from the likes of Laverton Cross Cultural Association; Anglo Gold Ashanti; SMEC Australia; Pakaanu Aboriginal Corporation; Laverton Shire; Laverton Youth Services; Goldfields and the Laverton Stakeholder Group.

### **Perth Laverton Cycling Classic: Fundraising for Laverton Cycling Project**

<https://www.cyclingdevelopment.org.au/perth-laverton-cycling-classic/>

Participants- 12

Fundraising Total- \$28,000

Funds go to the continuation of our Indigenous youth, and community cycling program in the Laverton area in remote Western Australia.

### **Funk for a Cause 1**

This event consisted of a musical performance in support of Solaris Cancer Care.

Ticket Sales - 150

Fundraising Total - approximately \$3,500

### **Funk for a Cause 2**

This event consisted of a musical performance in support of the Laverton Cycling Project.

Ticket Sales - 130

Fundraising Total - approximately \$3,500

### **Red Sky Ride**

<https://www.redskyride.org.au/>

Participants - 30

Fundraising Total - approximately \$160,000 (through, private fundraising and additional Solaris Services).

Funds go to Solaris Cancer Care which supports individuals suffering from Cancer through aligned health services. The funds raised through the Red Sky Ride (\$160,000) may provide bereavement services to people suffering from cancer and their families, to the tune of 4,000 hours. Solaris is largely a self-funded organisation.

### **2021 Community Support Strategy**

These events will be promoted in 2021 to publicise and support the community programs the CDF delivers on behalf of its charter and partnership group. Our focus in 2021 will be the

Laverton Cycling Project as we seek to secure additional funding to have a dedicated cycling program employing a local individual to run this service year-round.

Through the Perth Laverton Cycling Classic and the Funk for a Cause events, the CDF will secure funding for the 2021 calendar year. At present, the funding for this program is heavily reliant on our corporate partnerships, providing around 70% of the total program funding.

### **RACING RESULTS 2020**

Elite Female Road Race Championships: 12<sup>th</sup>, Kirsty Deacon

Elite Female Time Trial Championships: 12<sup>th</sup>, Kirsty Deacon

U19 Female Australian Criterium Championship: 3<sup>rd</sup> Tahlia Dole

U19 Male Australian Time Trial Championship: 5<sup>th</sup> Matt Connan

U19 Male Australian Road Race Championship: 1<sup>st</sup> King of the Mountain Classification, Matt Connan

Women's Melbourne to Warnambool: 3<sup>rd</sup> Kirsty Deacon

NSW Elite Female Track Championships: 1<sup>st</sup> Tempo race, 2<sup>nd</sup> Scratch race, 2<sup>nd</sup> Points race, 2<sup>nd</sup> Individual Pursuit, Chloe Heffernan

Elite Women Australian Track Championships: 1<sup>st</sup> Team Pursuit, Chloe Heffernan & Lucie Fityus

NZ Cycling Classic UCI 2.2: KOM Jersey Winner, Boris Clark

Gravel and Tar UCI 1.2: 10<sup>th</sup> Boris Clark

Gravel and Tar UCI 1.2: 13<sup>th</sup> Kirsty Deacon

1 in 20 Hill Climb Championship: 1<sup>st</sup> Brendon Green

Waikato-Bay of Plenty 4km Individual Pursuit: 1<sup>st</sup> Boris Clark

### **2021 Racing Strategy**

The 2021 racing team has an increased rider footprint, with riders from Victoria, New South Wales, Queensland, South Australia, Canberra, Tasmania, and New Zealand. We are Australia's longest servicing male & female 'Nationally Registered Racing Team'.

This reflects well our strategy to increase opportunities for riders nationally alongside our corporate partner's national scope and interest. For 2021, we have several new equipment sponsors and we are expecting to demonstrate an increase in sales through the use of broader national networks. Announcements will be made shortly around the renewal and confirmation of new partners.

The CDF also welcomes the implementation of a [Junior Cycling Academy](#) which aims to provide institute level services for junior athletes wanting to engage in training services

central to high performance. Through the support of BOND Junior Cycling, funding has been raised to provide affordable resources for junior athletes across testing, training, and strength and conditioning. This Program will work alongside existing club and private coaching systems to ensure all stakeholder groups benefit from a collaborative process. Funding will also be made available for talent identification programs across the metropolitan area.

## **OUR HISTORY AND PARTNERSHIPS**

The CDF was established approximately 5 years ago flowing on from the private management of the OTOC-Vault Racing team. Incorporating the team into a not-for-profit Inc. enabled this entity to best engage with corporations through corporate-social responsibility mechanisms.

The CDF regards cycling as an opportunity to unite diverse community aspects from racing, participation, enjoyment, health, well-being and even welfare. To this end, cycling as a sport, can profit from community investment. Likewise, community can profit from cycling's investment. At its heart the CDF is focussed on building human capital, regardless of the modality.

We are proud to facilitate a national level women's cycling team, alongside a dedicated junior and male pathway for elite athletes. None of this would be possible without our corporate partners, some of which have been with us since inception, and others new to our journey.

Specifically, without the support of Veris Limited, formally OTOC Australia, the CDF would not have commenced on this journey and we would be unable to maintain our persistent continuation into sport and community.

### **2020 Partners**

[Veris Limited](#) - A market leader in town-planning, urban design, survey and 3D spatial solutions. Veris Limited have formed the backbone of CDF's progress since inception 5 years ago. Without their support our various programs may never have come to fruition.

BOND Junior Cycling - Lisa and Jim Bond are huge supporters of providing opportunities for youth development. Through the Bond family Trust, they generously provide access to resources previously unattainable to junior athletes.

[Exercise Institute](#) - Fuses scientific understanding and practical experience to offer specialist exercise testing and training.

[Pedal Mafia](#) - Born out of a need to be different, Pedal Mafia brings eye-catching, fashionable products to the cycling world.

[Euroz Securities](#) - Are focused on providing dynamic wealth solutions to Institutional, Corporate and Private Clients. Euroz Securities help WA businesses and families achieve their goals.

[Infocrank](#) - Believe in accurate, reliable and consistent data coming from your bicycle power meter day in, day out. This is the exact reason why Infocrank exists today. Infocrank are the preeminent providers of cycling data accuracy.

[Giant Bikes Australia](#) - The ultimate cycling experience for all riders, all around the world. The world's largest producer of high-quality bikes.

[Liv Cycling Australia](#) - Liv is the first brand with a comprehensive collection designed specifically for female cyclists, ranging from beautiful apparel to premium bicycles.

[SMEC Australia](#) - Are long term partners and supporters of the Laverton Cycling Project. In Australia, SMEC's core service offering covers the lifecycle of a project across urban renewal, transport design and energy sectors, providing specialist expertise and technology-driven solutions across road, rail, aviation, greenfield communities, hydropower and solar energy, geotechnics and tunnelling, environmental services and asset management.

[Pharmacy 777](#) - Pharmacy 777 Pharmacists believe in offering you professional, caring and exceptional service with a personalised approach to your healthcare, encouraging you towards positive changes for better health and wellbeing.

[Rinnai Australia](#) - Rinnai has grown to become one of Australia's leading industry suppliers and innovators for Hot Water, Heating, Cooling and Commercial equipment as well as a trusted household name synonymous with reliability and quality.

[Cashmanagement](#) - Are avid supporters of the Laverton Cycling Project and Perth Laverton Classic. Cashmanagement is a CPA accounting practice delivering professional and efficient results on a range of financial matters.

[Oral 7](#) - A range of healthy dental products for the whole family. Oral7® provides you with the right toothpaste and mouthwash for everyday use, without all the harmful ingredients found in regular dental products.

Booktech Solutions - Premium book keeping for small to medium size businesses.

[West Cycle](#) - Was created following the findings of the Department of Sport and Recreation commissioned report: *Developing a Community of Cycling in Western Australia*, and establish a model that integrates commuter, recreation and the competitive dimensions of cycling

## **2021 Partners**

In 2021, the CDF we would like to acknowledge the enormous contribution Matt Allen and his team at Giant Bicycles WA have made in supporting the program for 5 years. Giant bicycles have shared our journey and vision to promote cycling across its many forms.



The CDF would like to welcome Daniel Holmes and his team at [R&D Speedshop](#) as bicycle partners for 2021 with their generous provision of Trek Bicycles to around 18 cyclists Australia wide. Please read more about this exciting announcement [here](#).