



**HIGH
COUNTRY
WOMENS
CYCLING
FESTIVAL**

WHERE
ARE
WE?



WE ARE HERE



- **3 MAJOR SKI RESORTS**
- **HIKING AND THE OUTDOORS**
- **HISTORIC GOLD RUSH TOWNS**
- **MOUNTAINS**
- **FOOD AND WINE**
- **CYCLING**
- **COWS**





FUN
FITNESS
FRIENDSHIP
ADVENTURE





Two women with a passion for sharing their cycling experiences and bringing cyclists together to ride.

A celebration of women's cycling

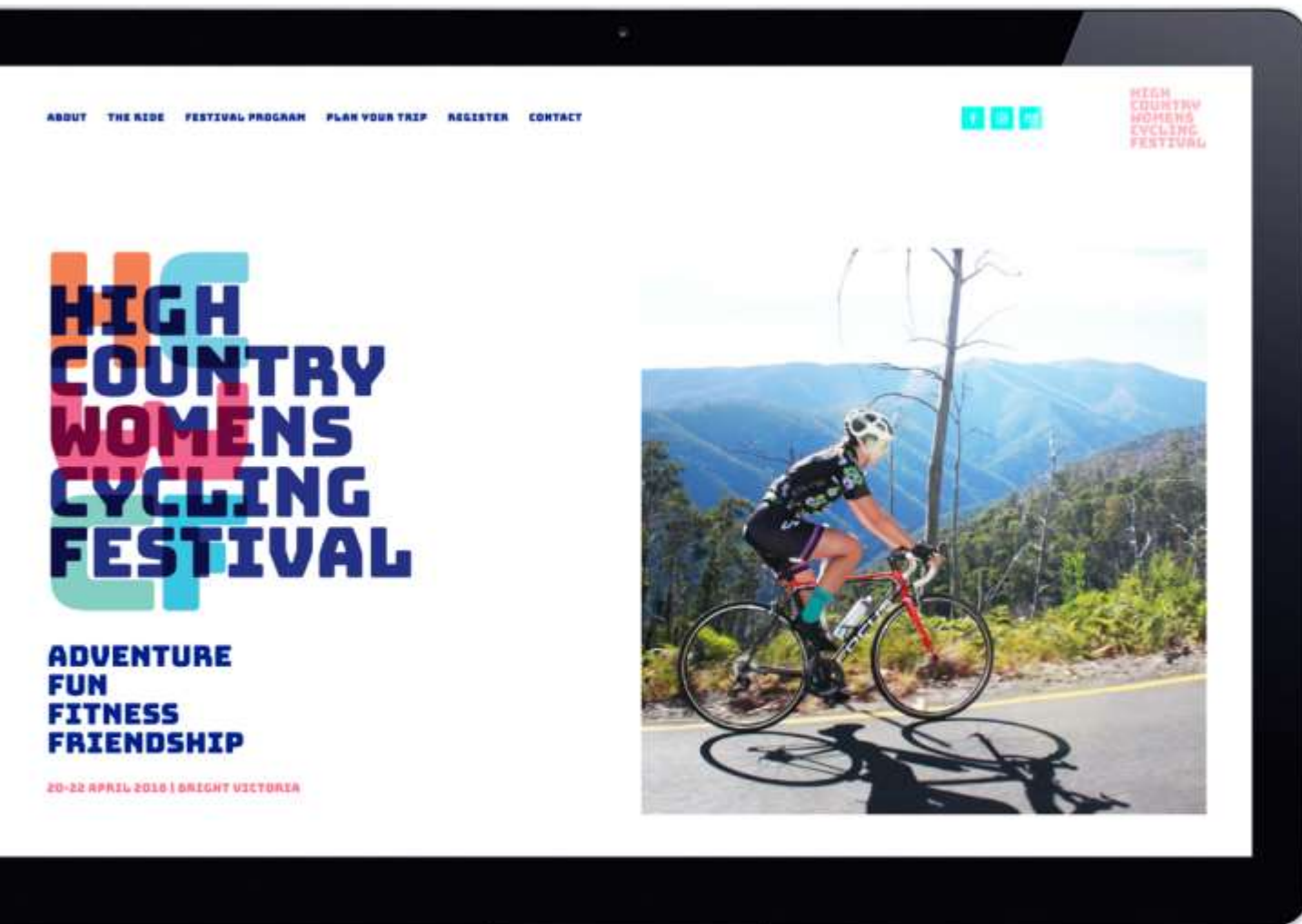


**SHARE KNOWLEDGE.
BUILD CONFIDENCE.
PUSH BOUNDARIES
AND HELP WOMEN
DISCOVER NEW RIDE
DESTINATIONS WITH
NEW FRIENDS.**





GATHERING THE TRIBE



Building the Brand



- **BRANDING**
- **MERCHANDISE**
- **MARKETING**



SOCIAL MEDIA

High audience engagement

Compelling narrative

Brand ambassadors



MEDIA/COMMS

Story pitches

Media releases

Editorial/imagery




ALIGNMENT WITH MAJOR PLAYERS IN THE BICYCLE TOURISM INDUSTRY



regional roads
victoria



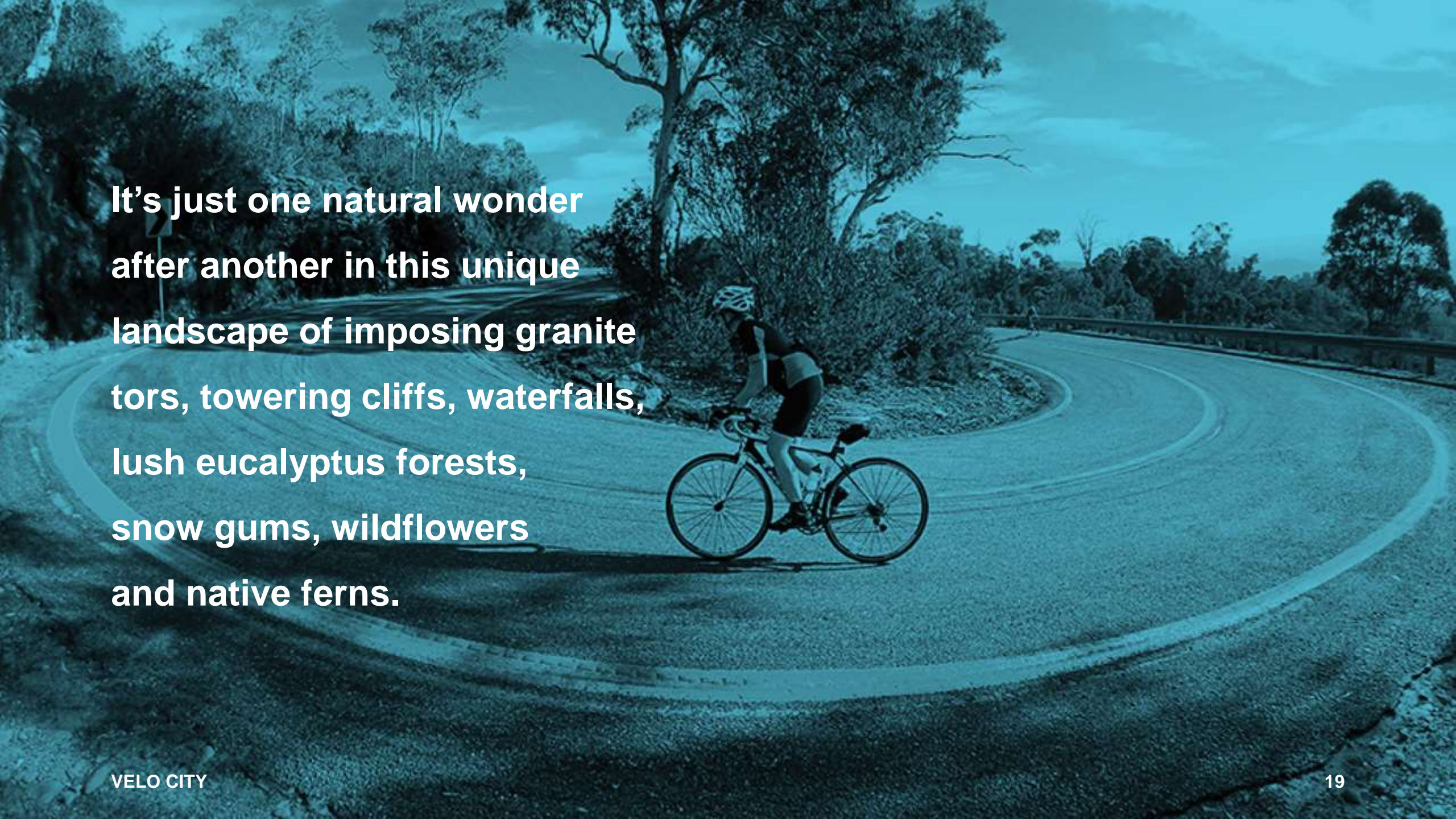
A woman in cycling gear is riding a road bike against a sunset background. The image is overlaid with white text.

**150 women cyclists, are ready to push
to the peak together, on the inaugural
Buffalo Women's Ride.**

**70km ride includes
a 20km 6% AV climb to the summit
of Mt Buffalo.**



TOGETHER WE RIDE

A cyclist wearing a helmet and dark clothing is riding a road bike on a paved road that curves through a natural landscape. The road is surrounded by trees and vegetation. The scene is captured in a monochromatic blue-green color scheme. The text is overlaid on the left side of the image.

**It's just one natural wonder
after another in this unique
landscape of imposing granite
tors, towering cliffs, waterfalls,
lush eucalyptus forests,
snow gums, wildflowers
and native ferns.**

PASS
CYCLISTS
SAFELY

6%
MT BUFFALO

HIGH
COUNTRY
WOMENS
CYCLING
FESTIVAL

pass
cyclists
safely



FUN FITNESS FRIENDSHIP



**THIS SUPER
FUN WEEKEND
PEDALLING
ADVENTURE,
IS NOT JUST
ABOUT CYCLING.**



**Plenty of foodie goodness plus
post-ride pleasures of great
coffee, wine, beer & hot yoga**





FASHIONISTAS LOVED THE LYCRA POP UPS

No more 'pink it and shrink it'
Women's cycling fashion
is a thing!



WE GOT TECHNICAL WITH BIKE MECHANICS WORKSHOPS



**We couldn't have done
it without the Boys!**



**Our amazing volunteers
dug deep and the girls felt
supported, safe and some very
happy to take a ride down!**

A scenic view of a rocky mountain peak. The foreground is dominated by large, grey, jagged rock formations with some green vegetation growing between them. In the background, a valley with green fields and a winding road is visible, followed by rolling blue mountains under a clear sky.

POST EVENT SURVEY RESULTS

**2 NIGHT
IN THE REGION**

**2/3 ASSOCIATED BENEFITS
OF THE TOURIST DOLLAR**

144 PAID PARTICIPANTS

**47 ACCOMPANIED BY
FRIENDS AND FAMILY**

**Over 25% from interstate and
a few from New Zealand**





**Next Gen, cheering their
Aunty Anna, as she summited
her first mountain!**



WHERE TO FROM HERE?





**THANK
YOU**