

YOUR GCC RIDE GUIDE

2025



Riding to

KICK CANCER'S BUTT!



CHILDREN'S
MEDICAL
RESEARCH
INSTITUTE



LET'S KICK CANCER'S BUTT!

WELCOME TO OUR MOVEMENT



Thank you for joining the 2025 Great Cycle Challenge and riding to fight kids' cancer!

By riding with us this October, you are creating your personal legacy to give kids with cancer the brighter futures they deserve.

Over the last 12 years, our GCC community has ridden a total of 33 million kilometres and raised over \$45 million to fund critical childhood cancer research that is saving little lives.

Because 700 Australian children are diagnosed with cancer each year and, sadly, 3 children die every week. When you ride and raise funds in Great Cycle Challenge, you are helping Children's Medical Research Institute tackle the greatest challenges in childhood cancer research – because kids deserve better, safer treatments and cures.

For the brave kids and their families across the country who are impacted by cancer, your efforts mean the world to them and give them hope of a cancer-free future.

In this guide, you will meet our brave new friend Audrey, learn about our research projects, discover challenge tips and tricks and more! I will also be here to support you every 'pedal' of the way, so please get in touch if you have any questions or need assistance.

With heartfelt thanks,

Maddie Walsh

MADDIE WALSH
GCC SUPPORT MANAGER



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ABOUT THE CHALLENGE

Since the first event in 2013, Great Cycle Challenge has grown to become one of the biggest cycling events across Australia. GCC Australia is a national Children's Medical Research Institute fundraising initiative.

Every year, our community of riders from across the country get on their bikes and pedal to fight kids' cancer. The funds raised support research into better treatments and cures for childhood cancers.

OUR STORY SO FAR:

33,304,674
KILOMETRES

\$45,617,335
RAISED

113,582
RIDERS

...and we won't stop until every child is free from cancer!

HOW IT WORKS



Sign up

1. Set your goals to raise and ride for kids with cancer.



Raise funds

2. Ask your family and friends to support your challenge.



Log your KMs

3. Log your kilometres via the GCC App, Strava, MapMyFitness or manually.



Track your progress

4. Monitor your progress via your fundraising page to achieve your goals.

WE'RE RIDING FOR KIDS LIKE AUDREY!



MEET AUDREY, A SMILEY AND CURIOUS TODDLER.

Sweet Audrey is currently fighting aggressive high-risk brain cancer.

Life with Audrey is full of joy and adventures. She is the most sociable and happy bub, always lighting up around people – most of all, around her big brother.

Just weeks after celebrating her first birthday in late March, Audrey's parents took her to a routine family health nurse check up.

Audrey seemed healthy and was developing as expected, but the nurse noticed that her head circumference had increased and ordered tests "just to be safe."

Not long after, her family received the heartbreaking news that changed everything...

Audrey was diagnosed with grade 4 medulloblastoma with metastatic spread through her central nervous system.

It is an aggressive high-risk brain cancer with a difficult treatment path that is made more complex by her age because it rules out the use of radiation.

Little Audrey started treatment immediately, and she's already endured more surgeries and treatments at age 1 than most people will experience in a lifetime.

She underwent 6 surgeries in 6 weeks, including a

12-hour brain surgery during which they removed the majority of her main 4.5cm tumour.

She also had two external ventricular drain insertions, two shunt surgeries, a Hickman line insertion, her entire blood volume replaced, and several blood transfusions.

Audrey experienced a complication from brain surgery known as posterior fossa syndrome (PFS) which meant that she has had to relearn how to swallow and blink.

She then developed an infection and her chemotherapy treatment was paused while she recovered.

Audrey has been an inpatient this whole time, being fed via nasogastric tube, and will remain in hospital for the majority of her remaining treatment.

There's still a long road ahead. Audrey restarted chemotherapy for the second time in June and she's due to complete a total of six rounds.

But with her parents, her brother and her extended village behind her, Audrey has got this.

Audrey, we're riding for YOU this October!

GO AUDREY! 



ELLIOTT + AUDREY = BESTIES



NOTHING BETTER THAN A FAMILY CAMPING TRIP!



NAPPING WITH HER BUNNY IN HOSPITAL



"It's deeply moving to know that GCC riders are pedalling for Audrey and kids like her. More awareness, more funding, and more research are desperately needed – because our babies deserve better outcomes. It feels like our village is growing, THANK YOU for being a part of it!"

– Madeline (Audrey's mum)

WE'RE RIDING TO FIGHT KIDS' CANCER, BECAUSE...

Every

2 MINUTES

a child is diagnosed with cancer around the world.

Over

700

Australian children are diagnosed every year.

Sadly

3 KIDS

in Australia die from cancer every week.

KIDS SHOULD BE LIVING LIFE, NOT FIGHTING FOR IT.

YOUR CHALLENGE. THEIR FIGHT. OUR IMPACT.

Cancer is the leading cause of death of children from disease in Australia. Over 700 Australian children are diagnosed with cancer every year.

In 2024, Great Cycle Challenge raised \$3,319,501 for Children's Medical Research Institute (CMRI) to fight childhood cancer and save little lives.

Your generous support plays a crucial role in pioneering research projects and achieving medical breakthroughs that bring hope and healing to kids with cancer, childhood cancer survivors, and their families.

Every dollar raised fuels innovative research that seeks to understand, treat, and ultimately cure childhood cancers, providing brighter futures and new possibilities for these brave kids.



Annabelle



Oliver



Audrey

FUNDS RAISED THROUGH GREAT CYCLE CHALLENGE ARE:

HELPING FINANCE A NEW RESEARCH LAB

Cancer biologist and data scientist Dr Rebecca Poulos has established the new Multi-omics in Childhood Cancer lab at CMRI. Her team studies the proteins in paediatric cancer samples to produce individualised reports that will help cancer clinicians to determine the most promising treatments for each child's cancer, and which should be avoided. When cells become cancerous, their protein composition can change, so recognising these changes can help to more accurately diagnose cancer and tailor treatments to each individual patient. Dr Poulos' initial focus will be hard-to-treat children's cancers, including neuroblastoma, metastatic Ewing sarcoma and rhabdomyosarcoma.

PROVIDING ADVANCED DATA FOR CANCER CLINICIANS

The ProCan® team at CMRI is developing precision methods for analysing the proteins in all types of cancer to provide data to help clinicians tailor treatment for each individual patient. The ProCan team took an early, high-stakes decision on the approach for obtaining high-quality proteomic data and have now proven the value of this approach. The studies are a major step towards realising ProCan's vision of using routinely processed cancer samples to make high-quality cancer tissue data available for all patients.

DISCOVERING HOW CELLS AVOID CANCER

Cancer researchers have discovered a mechanism that our cells use to avoid cancer, involving Telomeres – the protective caps at the ends of chromosomes. Over the course of a lifetime, telomere shortening instructs ageing cells to stop dividing, which is a critical barrier to stop cancer. Professor Tony Cesare and his team from CMRI's Genome Integrity Unit worked with researchers from the University of Kyoto to understand the "active" role that telomeres can play in avoiding healthy cells turning into cancer. This work could allow researchers to target telomeres to induce cell death in cancer treatment.

IMPROVING OUR UNDERSTANDING OF RADIOTHERAPY

Scientists at CMRI have solved a big mystery in cancer research – why cells die in different ways following radiotherapy. Professor Tony Cesare and his team discovered that DNA repair, a normal protective mechanism in healthy cells, determines how cancer cells die following radiotherapy. They showed that blocking a repair process called "homologous recombination" changed the way the cancer cells died in a manner that induced a strong immune response. Their findings will open new opportunities to improve cancer treatment by forcing cancer cells to die in a way that activates the immune system to recognise the cancer and increase cure rates.



WAYS TO PROMOTE THE CHALLENGE

Here are our top tips to promote the challenge in your local community and make a bigger impact to fight kids' cancer!

1. SHARE, SHARE, SHARE!

It's important to share your challenge far and wide. Share your fundraising page link and motivation for riding with your friends and networks over social media, email and in person.

Tip: There's a range of posters, social posts and email templates in your dashboard!

3. CREATE BUSINESS CARDS

Business cards are a great way to promote your challenge! Use our template or create your own and be sure to add your custom QR code to facilitate easy access to your fundraising page.

Tip: Take cards when you head out on a ride, to have them at the ready when asked about your challenge.

5. LOCAL MEDIA

Talk to your local media outlets (radio, newspaper, news website) and share the story of why you are taking part in the challenge... people LOVE an inspirational story.

Tip: Use the personalised press release and sponsorship letter in your dashboard to connect with local media!

2. START A TEAM

Create a team and ask your friends, family and colleagues to join you in the challenge. Last year, riders in teams raised 18% more on average than solo riders... it's a great way to supercharge your impact!

Tip: You can offer your GCC t-shirt to the first person who joins your team (as an incentive).

4. ENGAGE YOUR WORKPLACE

Rally your colleagues to create a company team and join the ride to fight kids' cancer. This is a great way to unite your workplace behind an important cause and give back to the community together.

Tip: Pitch GCC as a great employee engagement opportunity at your workplace!

6. HOST AN EVENT

Host a physical or virtual event to engage your community and encourage them to join the ride to fight kids' cancer. If organising a group ride, make sure the route is well-known and cycling-friendly.

Tip: Organise a group ride ending at a favorite local spot, such as a café or brewery!

WE'RE HERE TO HELP!

There's a wide variety of resources on the website to help you promote the challenge in your community. The GCC Team will also provide support and coaching to help you maximise your impact in the fight against kids' cancer.

If you need ANYTHING, contact the GCC Team at hello@greatcyclechallenge.com.au



SUPPORT AND RESOURCES

There are a variety of resources for you to connect with other riders, spread the word and make your personal impact to fight kids' cancer!



JOIN THE GCC FRIENDS OZ FACEBOOK GROUP

Our 'GCC Friends OZ' Facebook group will provide exclusive content, tips and resources, and you'll hear about new initiatives and features before anyone else.

Plus, you'll meet other GCC riders from across Australia to share ideas and connect with each other as we ride together to end childhood cancer.

YOUR CHAPTER PAGE

Check out your local Chapter Page to connect with other riders in your local community.

You'll be able to see who's riding in your area, how much you've raised as a community, messages in the discussion board and local group rides.



POSTERS + CERTIFICATES

On the site, you'll find a range of resources that you can print and share to promote your ride to fight kids' cancer. These include a personalised 'sponsor me' poster, team posters, a ride calendar, donor certificate and more!

There's also a business card template that you can use to create your own custom challenge business cards.

SOCIAL MEDIA RESOURCES

Use our variety of social pics and posts to share your challenge on social media, and keep things fun!

Under the 'resources' tab on our website we have social pics, personalised templates, story posts, milestone posts, Instagram stickers, filters and more. There's something for everyone!





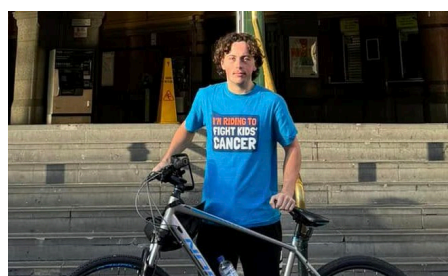
YOUR IMPACT LEVELS

Your fundraising efforts will unlock exclusive Impact Levels in the challenge!

 DEFENDER Raise \$100 to achieve DEFENDER level for kids across Australia	 WARRIOR Raise \$1,000 to achieve WARRIOR level for kids across Australia
 PROTECTOR Raise \$250 to achieve PROTECTOR level for kids across Australia	 LEGEND Raise \$2,000 to achieve LEGEND level for kids across Australia
 GUARDIAN Raise \$500 to achieve GUARDIAN level for kids across Australia	 SUPERHERO Raise \$2,500 to achieve SUPERHERO level for kids across Australia

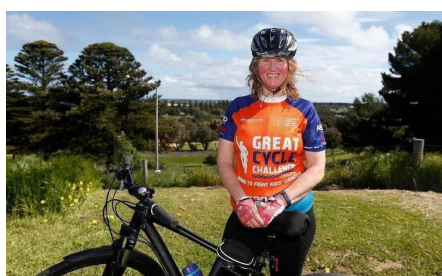
COMMUNITY TIPS

Here are some wheelie good tips from some of your fellow GCC'ers!



Matt set himself the ambitious goal of riding from Melbourne to Adelaide, and he got it done for the brave kids fighting cancer. In the process, he raised close to \$20,000!

Matt's Tip: Set yourself a bold goal to stand out and spark important conversations about the cause. When you share your challenge, make sure you lead with your personal 'why' – the reason you're riding to save little lives. People connect with real, honest stories.



Carolyn absolutely loves how flexible the challenge is. She's able to stay fit and healthy while being a part of finding a cure for cancer, and she can do it in the way that works best for her.

Carolyn's Tip: Make your challenge YOURS! It should fit with your life. YOU decide your distance goal: consider what's realistic for you on a weekly basis. YOU decide how you fundraise: talk to family, friends and colleagues. Utilise emails, text and/or social media.



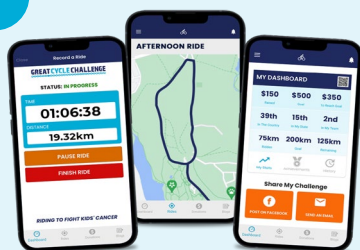
Skye tells everyone about her challenge, because you never know who cancer has touched and where support can be found. Think your hairdresser, real estate agent, bike shop guy... everyone!

Skye's Tip: Don't be afraid to share your challenge! To raise funds, you can also piggyback off other hobbies or parts of your life. I knit and crochet, so I had a stall and donation tin at a local café where I sold my makes.

HOW TO LOG KILOMETRES

Here's how you can log your kilometres and record your rides throughout October.

1



THE GCC OZ APP

The FREE Great Cycle Challenge OZ app allows you to record your kilometres and will automatically show completed rides on your fundraising page.

The app is available on both iPhone and Android.

2



STRAVA / MAPMYFITNESS

Connect Strava or MapMyFitness and use these apps to log your kilometres and automatically sync your rides to your fundraising page.

Go to 'Download/Connect Apps' in your GCC dashboard.

3

LOG KILOMETRES MANUALLY

If you don't want to connect an app for your challenge, you can simply enter your daily kilometres manually from your rider dashboard.

Go to the 'Add / Delete Rides' section of your dashboard.

CYCLING SAFETY & ROAD RULES

We want Great Cycle Challenge to be a fun, fit and enjoyable challenge for everyone, so it's important for all participants to ride safely throughout the event and obey the rules when riding on the road.

HERE ARE SOME TIPS TO HELP YOU HAVE A SAFE MONTH OF RIDING:

- Cyclists must obey all road rules in their respective state at all times, including – but not limited to – stopping at traffic signals, stop signs and yielding at intersections when appropriate.
- Keep to the left and ride at least a metre clear of the curb and parked cars.
- Keep an eye out for car doors which might be opened in front of you.
- Wear bright clothing to ensure you're visible to other road users.
- If riding at dawn/dusk or nighttime, ensure you use a white front light and red rear light placed in a visible location so other road users can see you.
- Never assume a driver has seen you and look closely for other vehicles at intersections.
- Avoid riding in an erratic manner – always follow a straight line.
- Use hand signals to show your intention to turn or change lanes.
- All riders must wear a helmet at all times.
- Do not – under any circumstance – hold on to another moving vehicle to be towed by it.
- Great Cycle Challenge is a personal challenge, not a race, so ensure you ride within your abilities – both physically and skill level.



FUNDRAISING REWARDS

Check out these great incentives to reward your fundraising efforts to fight kids' cancer!



**RAISE
\$500**



2025 GCC JERSEY

**RAISE \$500 AND YOU'LL
RECEIVE AN OFFICIAL
2025 GCC JERSEY.**

Wear this awesome jersey throughout your challenge in October to show everyone that you're riding to kick cancer's butt!

SUPERHERO JERSEY

**RAISE \$2,500 AND YOU'LL
RECEIVE AN EXCLUSIVE GCC
HERO JERSEY.**

Our kids helped design this SUPER SPECIAL jersey to acknowledge your superhero efforts to defeat our arch enemy... cancer!

This jersey is guaranteed to give you extra superpowers to climb those hills.



**RAISE
\$2,500**



Thank you for riding to fight kids' cancer...

YOU ROCK!



CHILDREN'S
MEDICAL
RESEARCH
INSTITUTE

