



Signature Rotary Event

**Part Amazing Race**

Discover secret locations

**Part Treasure Hunt**  
Supports local charities

FOR ALL AGES

**UNIQUE  
INNOVATIVE  
INCLUSIVE**

**Corporate**

**Families**

**Students**



Many Teams



In Colourful Costumes



Finding Checkpoints



Answering Questions

**26 March  
2017**



Supporting Local charities

## What is the Gold Coast Ramble?

**Gold Coast Rotary, Surfers Sunrise Rotary** and the **Griffith University Satellite Rotary Club**, in partnership with the **Gold Coast Community Fund** are staging a major community event for 2017

The proposed **Gold Coast Ramble for Charity** is a unique and innovative team event, currently not held anywhere on the east coast of Australia. It will be held on 26 March 2017 and is modelled on the highly successful Perth Ramble, which has over 5 years become a signature event in Perth. [www.perthramble.com](http://www.perthramble.com)

It will appeal to corporate, family and friendship teams. The Ramble is an event that aligns with the Gold Coast lifestyle, being **an outdoor event open to all levels of fitness** – primarily a fun community event but with an element of competition that enthuses and motivates teams to spend the entire 4 allocated hours, finding as many checkpoints as possible. Random draw and best costume prizes reward participation. For the more competitive, completion of all checkpoint challenges in the allotted time involves strategy and teamwork.

The Ramble can best be described as **a car rally / treasure hunt on foot or public transport**, with teams of costumed participants exploring the parks, malls and streets of the Gold Coast Villages, inaugurally Southport, Surfers Paradise and Broadbeach, following clues to locate 40 to 50 checkpoints.

At each checkpoint, the team use the Gold Coast Ramble App to receive a question to answer about the immediate area – this could relate to the heritage, the natural environment, street art or current infrastructure. What better way to discover and learn about the lesser-visited nooks and crannies of the City of the Gold Coast? Teams will be directed to places of historical interest, to cultural precincts and newer developments, highlighting local stories and the diversity of each of the communities explored.  
eg Southport Heritage Walk, China Town, historical signage along Surfers Paradise Promenade.

## Overall Benefit to the Gold Coast

The Gold Coast Ramble has the potential to become a signature event for the Gold Coast and will attract participants from Brisbane and the surrounding region, looking for something different to do. It provides an 'amazing race' atmosphere for everyone to enjoy.

Most importantly it is a fun and fully inclusive event that is not fitness based. The entry fees for teams are set to make it affordable to all, with generous student and family concessions. A 2-hour event caters for families and those less mobile.

The location of checkpoints and routes in between checkpoints will expose local businesses and raise awareness amongst participants. Sponsoring businesses will get even greater exposure. The 4-hour event will be staged in three main areas - at Southport, Surfers Paradise and Broadbeach along the G Link light rail. The 2-hour event will be limited to Southport.

Signage along established heritage walks will receive excellent exposure and encourage future expansion into other precincts. It provides a unique opportunity for locals and visitors to discover and learn about parts of the city they have not previously visited or noticed.

## **Many teams in colourful costumes having fun and raising funds for local charitable causes.**

### **Who will be the beneficiaries?**

In addition to the entrance fee, participating teams are encouraged to support one of six nominated charities through seeking sponsorship donations. The incentive being that each donation will earn additional event points – Perth Ramble teams donate in excess of \$20,000 each year.

Participating charities in 2017 will be:

1. Australian Anti-Ice Campaign (AAIC) - educating young people about drugs
2. Gold Coast Project for Homeless Youth - assisting young people with homes.
3. Beyond Blue - providing support for males with depression
4. Salvation Army - helping locals in need across many areas
5. Gold Coast PCYC - providing programs for local youth
6. Gold Coast Community Fund - providing emergency support to locals in need

### **Who participates?**

The Perth Ramble has drawn between 2,000 and 4,000 participants each year. The demographics indicate the majority of participants are in the 19 - 49 year old age group. We are aiming to attract **2,500 participants (approximately 600 teams)** for our inaugural event - 40% corporate, 40% student and 20% families.

### **Why support the Gold Coast Ramble?**

**THE GOLD COAST HAS A HOST OF CHARITY AND COMMUNITY EVENTS IN A CROWDED MARKETPLACE**

**WHY SUPPORT THE RAMBLE OVER A FUN RUN, CONCERT OR CYCLING EVENT?**

1. Unique community event with broad community appeal.
2. Promotes Council's goals of an accessible and inclusive city, active and healthy communities and provides an event for everyone to enjoy.
3. Event provides opportunity for local charities to raise funds
4. Colourful event - will be strongly marketed to media
5. Not one-off event - will grow annually so advantage in being associated with inaugural event

<https://www.gcramble.eventbrite.com.au>  
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