



city to surf  
for  activ 

# EVENT REPORT 2019









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## THE CAUSE

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### ABOUT ACTIV

**In 1951, a group of families decided their children living with intellectual disability deserved better. They came together and started what would become Activ Foundation.**

This passion for people still drives us today. We are Activ, and we believe in you. We believe in your abilities, your potential and your choices. Believing in you means supporting you to do what you love and live life to the fullest – whatever that may look like. We are privileged to support more than 2,000 individuals and their families across Western Australia. We provide services in over 100 locations across Western Australia. We provide services in:

**Accommodation | Employment | Community | Education and Training | Short-Term Accommodation**

We are also the major beneficiary of the City to Surf, WA's most loved community fun run. Over 65 years of supporting people living with intellectual and developmental disability means we love what we do.

### PURPOSE

Activ as an organisation is focused on our key purpose – supporting people living with disability to live the life they choose. Our customers are at the centre of everything that we do and every decision made by our organisation reflects this purpose.

### VISION

Our vision is *"Choice and freedom for all"*.

### VALUES



**Learn & Grow**



**Share a passion  
for people**



**Lead with  
Courage**



**Create Together**



**Are customer driven**



**Listen Loudly**

### A MESSAGE FROM ACTIV

"Thanks to the participation and amazing fundraising efforts from everyone who joined us for this year's Chevron City to Surf for Activ, we can continue to support people living with disability in WA to live the life they choose by providing the following services:

Accommodation | Employment | Education & Training | Community Engagement

From all our staff, customers and Activ community, we'd like to say THANK YOU for your invaluable support and commitment to our organisation. **We just couldn't do it with YOU!"**



# 2019 EVALUATION

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The Chevron City to Surf for Activ invites the Western Australian community each winter to join us in celebrating diversity and inclusion. We share inspirational stories, unique experiences and to celebrate the opportunity in our State for participants and their families to pursue the dream of Living the Life they Choose.

Starting with 500 participants in 1975 the Chevron City to Surf for Activ is firmly embedded in the landscape for mass participation events on the WA sporting calendar and recognised as one of the must-do' runs in Australia.

To continue the legacy as WA's most loved community event, we must improve our delivery. As major event producers, we must continue to check on our progress and strengthen our capacity to capture the spirit of our community. We aim to enhance social health, tourism appeal, economic growth, and increase our interstate and international reach while recognising the positive contribution of all stakeholders.

The heartbeat of this community-based Event is like no other of its kind in Australia. The Chevron City to Surf is Activ's most significant annual fun-raiser with funds raised supporting valuable programs and necessary services for thousands of people living with disability.

In 2019, fun-raising initiatives reached a record high with over 200 other non-profits and charitable organisations locally and across Australia benefiting from the events fun-raising platform raising over \$360,000 in much-needed funds, for the duration of the 2019 fun-raising campaign.

Our approach to measuring the quality and scope of the 2019 Chevron City to Surf for Activ's contribution to the Western Australia community and economy, we have established an Event impact assessment framework. Evaluation methods can be repeated each year, allowing us to consistently benchmark and track the Event's current and long-term development.

This report combines a program logic model that maps the Event's activities and outputs to a set of core outcomes. These outcomes have been measured

against standardised industry benchmarking platforms which we have used to understand the intrinsic impact of the Event. Benchmarking, in this way, provides intricate knowledge on how the Chevron City to Surf for Activ is placed within the Event and Festivals, Not for Profit and Health and Fitness Industries.

We are pleased to report the resulting dataset represents the most significant sample of participants, stakeholders, partners and volunteers' feedback, ever captured by Post-Event Surveys. This feedback has provided significant findings across the events in both Perth and Karratha.

Included in this report are key insights on the fundamental impact of the participant experience; the direct and indirect economic impact of the Chevron City to Surf in the Metropolitan and North-West regions and the instrumental social and cultural impact on the Western Australian community.

These findings reveal the positive impact the Event provides in offering a unique and inclusive experience to all stakeholders; however, identifies several opportunities for improvement. We want to celebrate the history of Chevron City to Surf for Activ and re-position the Event as the leading community-based sporting event in our State. We aim to showcase an irresistible and cherished experience to the people of Western Australia and increase participation from a national and international audience.

We have put a bold strategy in place to grow and shape the Chevron City to Surf for Activ to increase participation levels year on year, as we approach the 50th Anniversary in 2024. With the development of this report providing a new baseline by which we can measure future success, our mission remains consistent. We will continue to build on the legacy of one of the must-do events in Australian and increase inclusivity by enriching the lives of West Australian's to pursue the life they choose.



## REPORT BENCHMARKING

Each survey contained a core set of consistent questions asking each stakeholder about their experience of the Chevron City to Surf for Activ Event they attended. Survey respondents provided their feedback by scaling their experience to which they agreed or disagreed with the question or statement.

The findings provided in this report contain the data for all surveyed responses, showing the average score and the percentage in which people agreed or disagreed with the question or statement.

### Global Benchmark

A global benchmark has been applied to analyse the findings from this year's Event. Survey Monkey, Eventbrite and MailChimp are the sources used when attributing the Global Benchmark scores within this report. Averages from 127,477 organisations from October 2018 to September 2019 within the non-profit, health and wellness sectors against organisations of similar size, location and attendee numbers.

### Event Outcomes

The participation survey asked all respondents ten questions regarding their satisfaction levels covering various event elements and included a specific question about their favourite aspect of the Event.

### Net Promoter Score (NPS)

NPS is a standardised metric that measures the loyalty between an organisation and its audience, based on their likelihood to recommend to a friend or colleague. An NPS that is positive (above 0) is generally considered to be good, with an NPS of 50+ considered to be excellent.

### Project Logic Model

Using a program logic model allows us to present this with a mixture of information and visual representation demonstrating the relationship between the objectives, activities and the outcomes for the Chevron City to Surf campaign for 2019. This model will formulate the strategic plan for the Chevron City to Surf for Activ 2020-2025.

## EVENT HIGHLIGHTS

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In 2019, the Chevron City to Surf for Activ welcomed 20,361 participants across the Metropolitan event and the North-West, an increase of over 5% overall and a record number of 511 participants in Karratha.

This year there was a change to the regional series, primarily due to the decline in participation numbers, for these events in previous years along with the current challenges in the economic climate in WA. However, we welcomed the support from the City of Karratha with a significant partnership of \$25,000.

Support of this kind demonstrates the value the Event has in regional communities. With this, in mind, we have commenced initial and potential partnership discussions with local councils in the South-West to re-introduce an event within this Region.

The Chevron City to Surf for Activ continues to attract a loyal audience of returning participants. However, the Event is increasingly attracting new audiences and participants, with 58% attending for the first time in 2019.

Overall, participant experience scores ranged between 62% and 79% with the favourite aspect of the Event being the course. Post-event report feedback demonstrates, participants feel positive about the Event with an average 76% of survey respondents committed and likely to return in future years, which outweighs their overall experience for 2019. Research findings demonstrate that participants believe the Chevron City to Surf for Activ plays an essential role in uniting the local community in both the metropolitan and north-west regions.

Broad cross-sections of the community engaged in various Event Programs. The Chevron City to Surf for Activ Community Run Club welcomed over 1500 people

to training sessions, workshops and information nights in preparation for this year's Event. Over 800 people enjoyed the event atmosphere as Volunteers, donating thousands of hours of their time to support the runners, walkers and rollers this year.

Fun-Raising efforts outperformed the previous four years of activity exceeding \$360,000 raised benefiting over 200 charities and not-for-profits.

Remarkable and personal stories have been shared with over 50,000 people through our News and Media Activities with a total article reach of 150,000. A participant with a particularly inspirational story is Half-Marathon Henry Wanyoike. A world record holder and the fastest blind Marathon runner, Henry made the long journey from Kenya to join us for this year's Chevron City to Surf for Activ, finishing with a time of 1:19:40.

This year we welcomed two new Ambassadors to our program with Brant Garvey, Rayne Bryant and Junior Activ Ambassador Nathaniel Elikewela joining Damian Martin and Mia Rodriguez, familiar faces from 2018. The introduction of these Ambassadors expanded the reach in disseminating the Activ message and also increase the profile of the Event by encouraging new participation with the influence of our Ambassadors in general news and on social media platforms.

The following sections of this report provide a snapshot of participant and stakeholder perceptions in the role and contribution the Event makes to the social, cultural and economic value in Western Australia.

These results provide a new baseline against which future success will be measured. We will continue our mission and legacy as WA's most loved community event and strengthen its standing as one of the must-do' runs in Australia.

# AT A GLANCE

## ATTENDANCE DEMOGRAPHICS



Total Attendance

**20,361**

**5%**  
from 2018 attendance



**511**

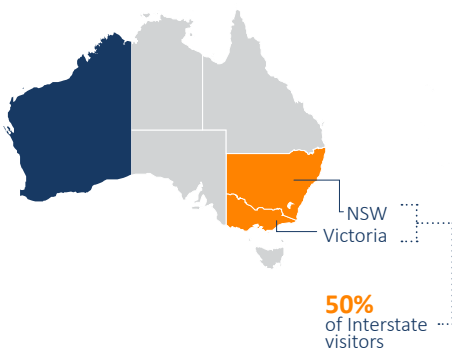
RECORD NUMBER OF PARTICIPANTS FOR CHEVRON CITY TO SURF | KARRATHA

**31%**

increase

### AUSTRALIA

**17%** Regional Increase  
**32%** Interstate Increase



### INTERNATIONAL

**42%** Increase In Visitation



#### International Visitor Locations

Canada  
China  
United Kingdom  
Hong Kong  
Indonesia  
Japan  
Thailand  
USA

## PARTICIPATION HIGHLIGHTS

**58%**

FIRST TIME  
PARTICIPATING

**87<sub>yo</sub>**

ELDEST  
PARTICIPANT  
**Roger McKeown**  
12KM Run

**369**

PARTICIPANTS  
OVER THE  
AGE OF 65

**1500+**

COMMUNITY  
RUNS AND INFO  
SESSIONS

**806**

VOLUNTEERS

### DELIVERABLE - FINANCIAL MEASURES

*To increase in the number of participants in the Perth event compared to previous year. Growth in participation numbers for 2019 equalled a 4.92% Increase in participation overall, which includes a 31% increase in participation numbers for Karratha, outperforming previous years participation numbers demonstrating growth, profitability and increasing the positive profile of the event.*











# AUDIENCE PROFILE

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**Celebrating 45 years this year the Chevron City to Surf for Activ is an established event with a loyal following, who believe the Event plays a significant role in uniting our local community.**

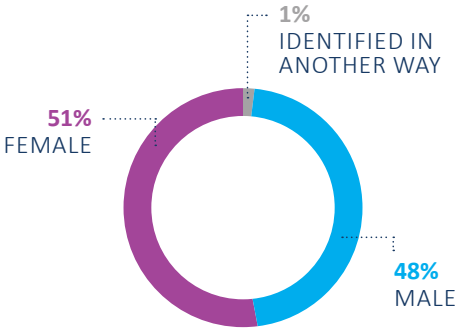
Historically, the Event welcomes returning participants year on year, challenging themselves to achieve a personal best or registering in the more ambitious distances being the Half Marathon or Marathon. Participation numbers showed a significant change, in 2019, with 58% of participants attending for the first time.

Attracting a broad demographic with a 2% female skew, the average age is 34 with a strong representation from audiences under the age of 29. The majority of participants live in the metropolitan area, work in professional occupations and have high levels of education.

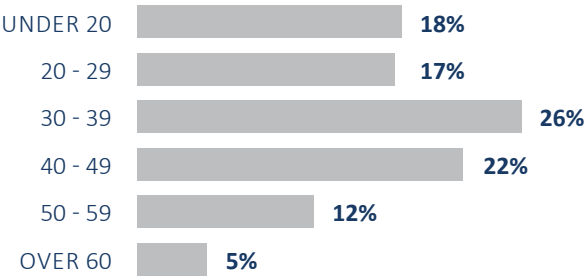


# PARTICIPANT DEMOGRAPHICS

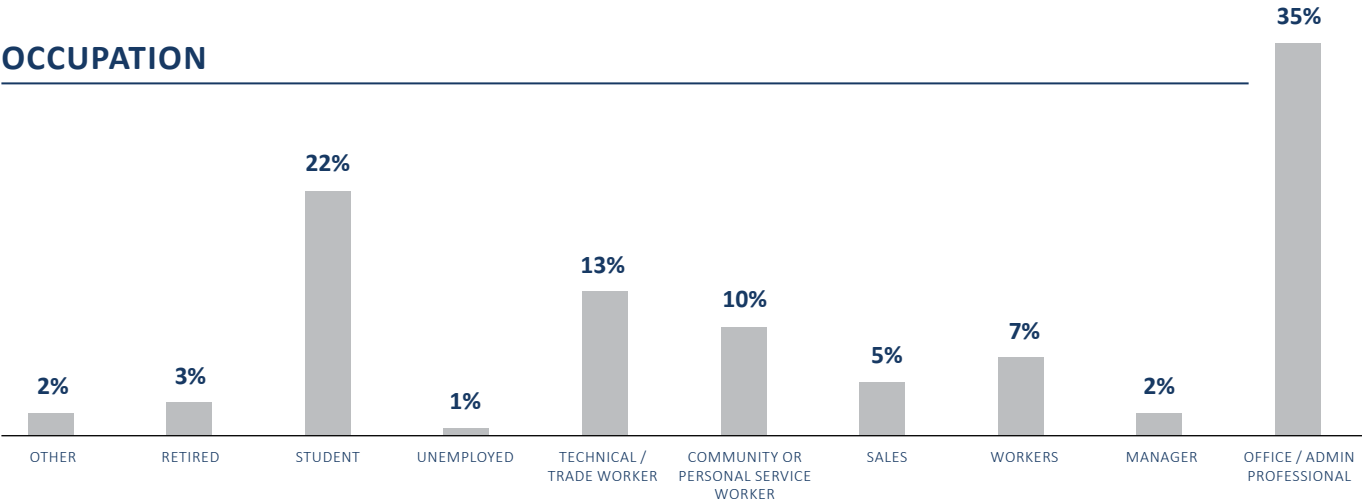
## GENDER



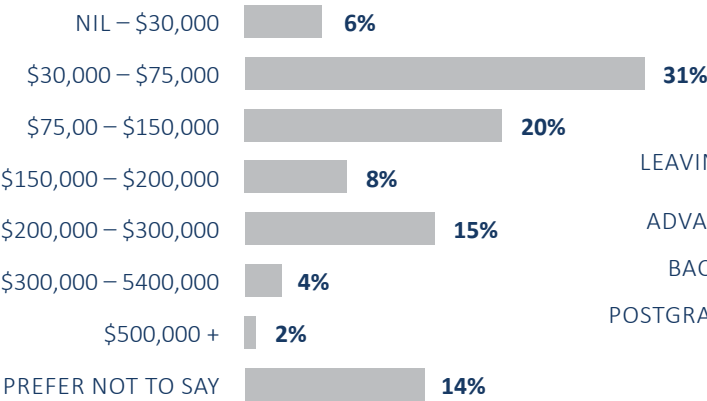
## AGE



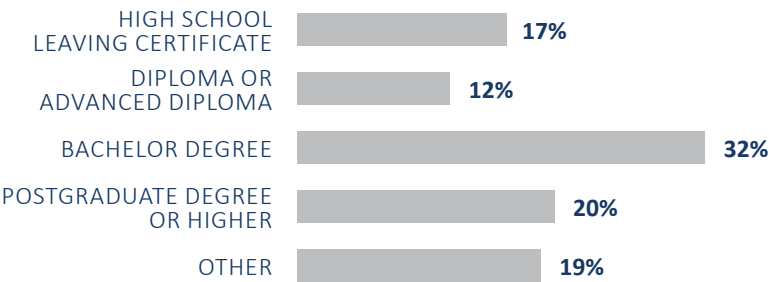
## OCCUPATION



## HOUSEHOLD INCOME



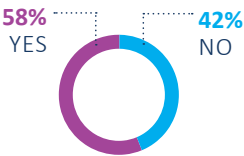
## EDUCATION



## INSIGHTS

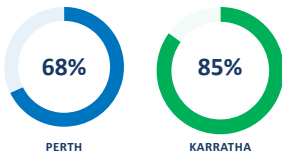
Overall participant numbers experienced a large increase with 58% or participating in the Chevron City to Surf for Activ 2019 for the first time.

### PARTICIPATED FOR THE FIRST TIME



### FUTURE ATTENDANCE

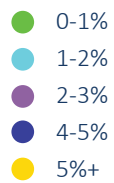
Surveyed Participants very likely to extremely likely to attend future events



## KARRATHA



## PARTICIPANT PLACE OF RESIDENCE



## PERTH METRO INSIGHTS

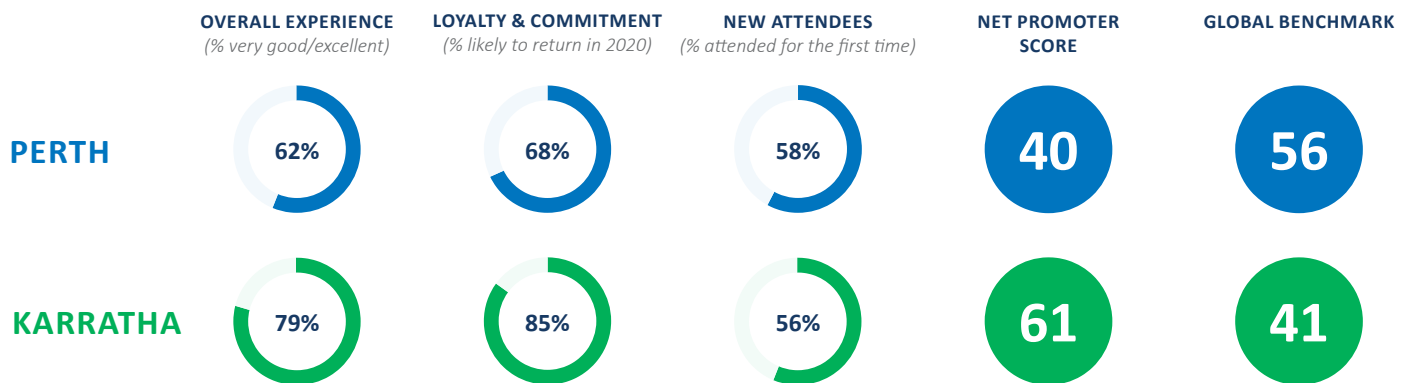
1. Floreat, Wembley (6014)
2. Canning Vale (6155)
3. Scarborough (6019)
4. East Perth (6004)
5. Subiaco (6008)
6. City Beach (6015)
7. Baldivis (6171)
8. South Perth (6151)
9. Bayswater (6053)
10. West Perth (6005)



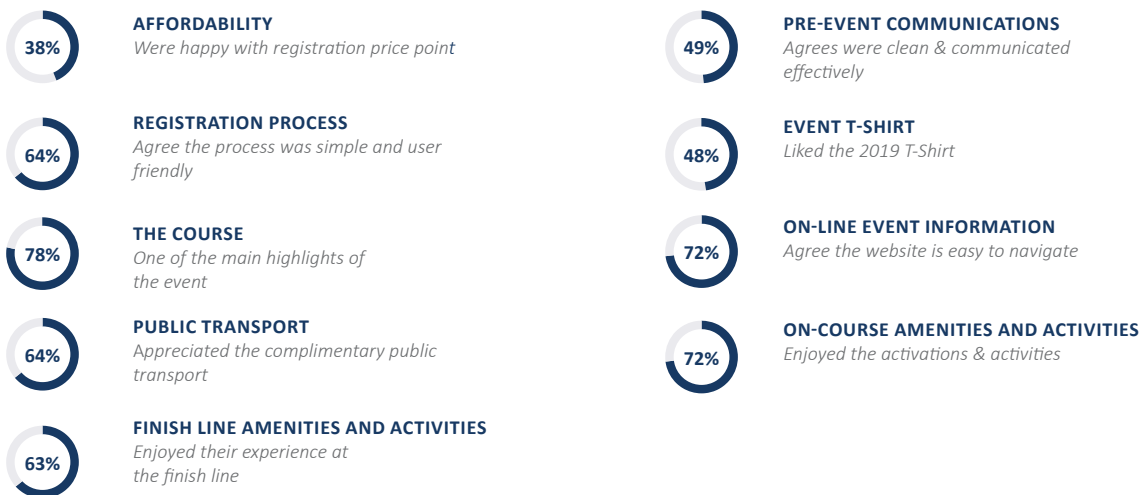
# PARTICIPANT EXPERIENCE & IMPACT

Sunday, 25 August marked the successful production of the most iconic event in Western Australia, the Chevron City to Surf for Activ. We are pleased to report the event was strongly supported by public and private enterprise, government and media outlets in both the metropolitan

and north-west regions. With the implementation of a three-year event management contract and designated a re-set year, the event was safely produced, despite the relatively short time frame with the majority of feedback being positive.



## OUTCOMES



## INSIGHT

With the Overall Experience score across both Perth and Karratha events being a (17%) difference in average, the Net Promoter Score (+21 points) was also higher demonstrating a strong level of advocacy for the regional event.



## SOCIAL IMPACT

The Chevron City to Surf for Activ being a significant event for Western Australia mobilises a large number of people. It has a positive impact on participants and stakeholders in a meaningful way. The findings of this report indicate an average of 70% of participants enjoyed the Event overall, with an average of 76% extremely likely to attend future events. The Event creates the opportunity for changes in people long-term behaviour, actively participate in community events; and creates a sense of belonging, evident by the 5%

increase in team participation for 2019. The structure of this year's post-event questions and statements have not measured the social impacts against fixed or numerical objectives for this year. However, utilising the project logic model, we have benchmarked the social impact assessment against findings from the 2018 Event. Using the information in this way and allow us to evaluate the overall social impact captured through a structured approach to impact measurement for future years.

## STATS

52

SCHOOLS AND  
UNIVERSITIES

113

COMMUNITY  
GROUPS

701

FAMILY TEAMS  
& GROUPS

117

SPORTS &  
SOCIAL CLUB

51

GYMS & FITNESS  
CLUBS

1034

TOTAL TEAMS PARTICIPATING IN 2019



15%

Increase in Teams from 2018

## OUTCOMES



### BEHAVIOURAL CHANGE

Agree the event encourages positive behavioural change in health and general activity



### DIVERSITY AND INCLUSION

Agree the event has a positive impact in building connections



### IDENTITY AND IMAGE

Agree the event has a positive identity and image within Western Australia



### COMMUNITY ENGAGEMENT

Agree the event unites the local community

*"Organisation is second to none. Maybe more information about the clubs etc. who support the event by providing water along the course would be good. Thank you for your work!"*

**Jane Doherty, Half Marathon Participant**



## CULTURAL IMPACT

Events such as the Chevron City to Surf for Activ have direct and indirect impacts on communities. They provide opportunities for participation, skills development, volunteering and social, cultural economic and environmental developments. The research confirms that participants value the opportunity to connect with

colleagues, friends and family and distinctive and felt that they had something to say about the world that we live within. Key elements of the program also have strong social impacts, including promoting a sense of place, appreciation for cultural diversity and community belonging.

## OUTCOMES



**CONNECTEDNESS**  
*Agree they felt connected by participating colleagues, family and friends*



**ENGAGEMENT**  
*Increase in participation and engagement across all platforms*



**SUSTAINABILITY**  
*Agree the Event has a strong history, and would be participate in future years*



**VALUES**  
*Agree the event aligned with participants own personal values*

*“It is such a great event and the atmosphere pre-race, during the race and afterwards was fantastic. Awesome to have free public transport included.”*  
**Jack Searson – 12KM Participant**

## INSIGHT

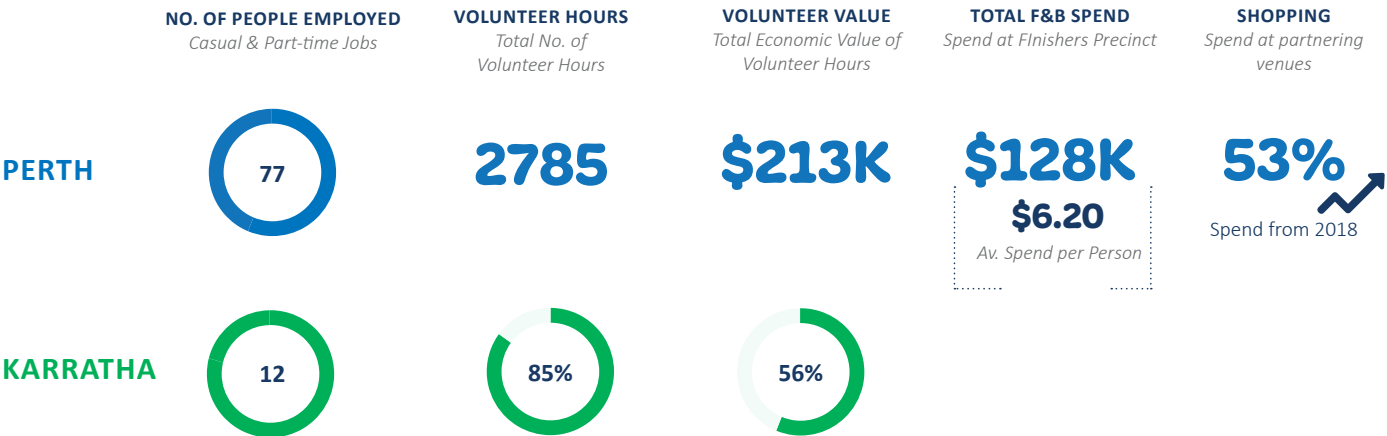
While the overall experience of the event benchmarks at an average of 76% post-event comments and feedback show participants felt there was a lack of atmosphere throughout the course and at the finisher’s precinct. To showcase the cultural significance and history of Western Australia and the ethnicity of participants, we will endeavour to include additional elements of music and entertainment on-course and at City Beach Oval and will look to add various cultures to inject diversity and inclusion into the program for future years.



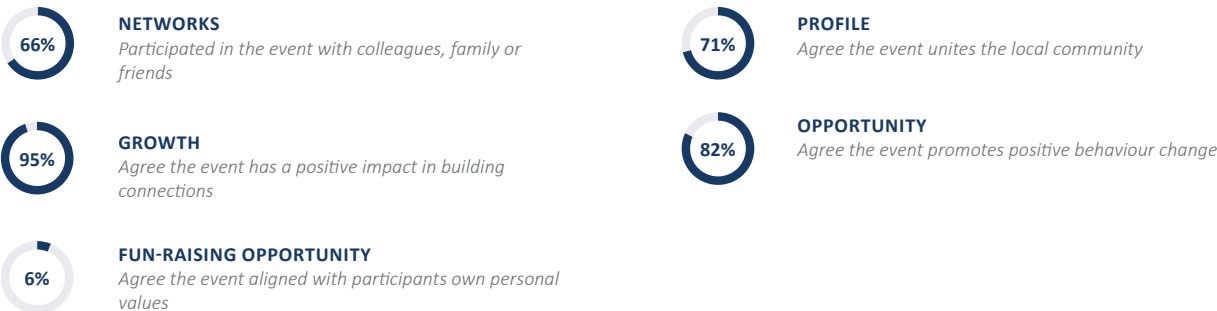
## ECONOMIC IMPACT

The Economic Impact of the Chevron City to Surf for Activ is generated not only through employment opportunities, payments to suppliers and contractors to produce and present the event across all venues including the Central Business District within the City of Perth, McLean Park in Floreat and the Finishing Precinct

at City Beach Oval in Town of Cambridge, but also through spending by participants and spectators before and after the event on items such as accommodation, food and drink shopping while also including the opportunities for stakeholder growth and development.



## OUTCOMES







# COMMUNITY ENGAGEMENT

A recent global study conducted by Eventbrite found that more than three quarters (83%) of Australian's agree that attending live events makes them feel more connected to other people and the community.

The Chevron City to Surf for Activ's impact is not only felt on-course but through a consistent ability to generate inspirational stories and connect the community

with 95% of people agreeing they felt a sense of belonging along with a 22% increase of participants having a greater understanding of Activ's activities.

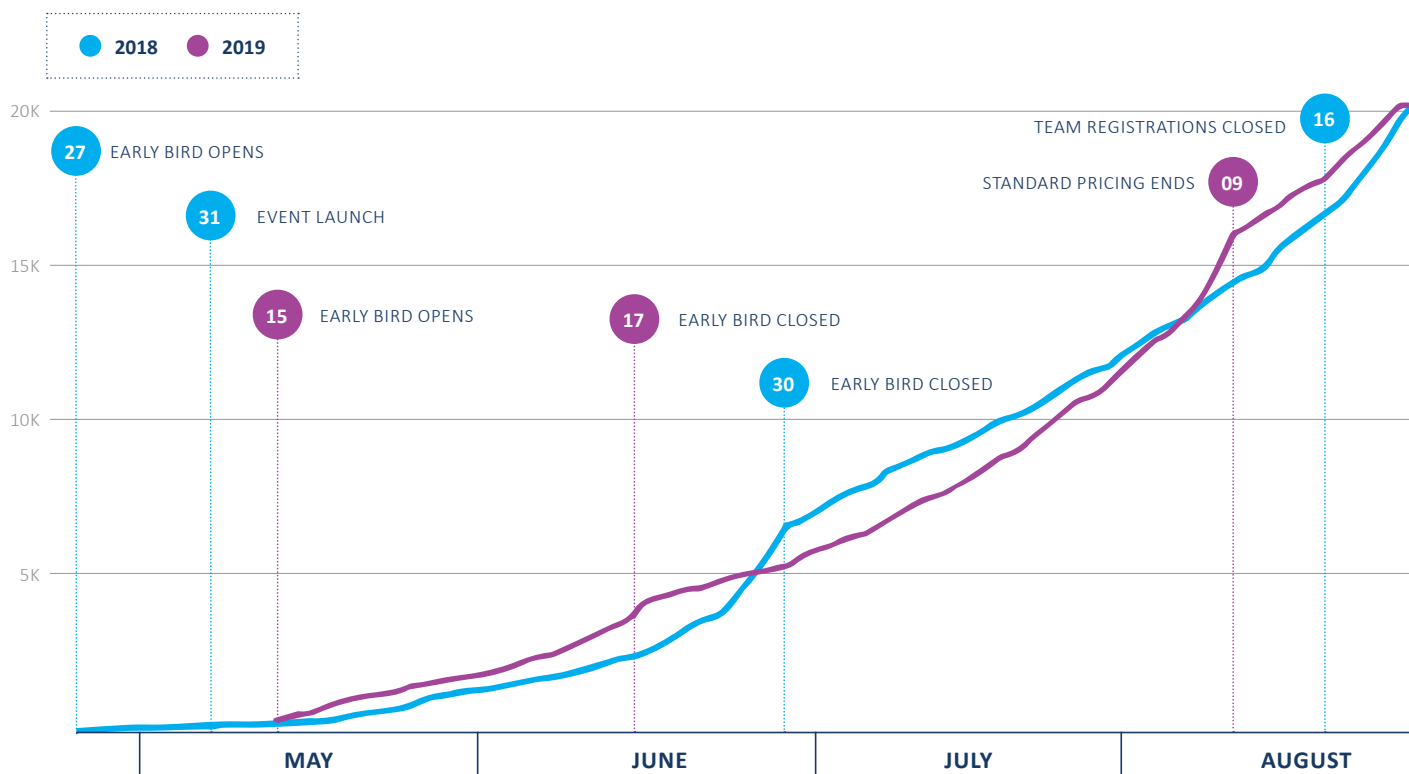
Another undeniable contribution of the Event is its role in charitable fundraising. Fun-Raising initiatives in 2019 exceeded expectation with an increase of 22% of funds raised throughout this year's campaign.

## REGISTRATION

Registrations opened on 15 May 2019 with early bird sales open until the 17 June trending considerably higher than 2018. Following the closing of early bird registrations until the end of June, a considerable dip was experienced in registrations falling below previous years. Perth saw the most energetic lift in registrations from Tuesday 5 August until Friday, 9 August with the

closing of standard pricing with a steady increase of participation until the day before the event.

Registrations for Karratha peaked in the two days preceding the event with unusually strong demand for in-person registration with over 100 people registering at Race Bib Collection on Saturday, 10 August the day before the Karratha event.



*"I loved the race and the energy on the day. It is great to see so many people out being healthy, active and supporting each other.*

*This was my first Chevron City to Surf for Activ - but I will be back!*

**Lucy Renyolds – Half Marathon Participant**

## INSIGHT

In 2018 participants created individual registration profiles with an average of 8 days to complete their transaction and make payment. This year participants committed earlier with an average of 4.08 days from profile creation to making final payment.

## PUBLIC AWARENESS

A myriad of events and initiatives were implemented in 2019 to promote the Activ brand and engage stakeholders demonstrating how the Event, directly supports Activ and their clients, through events and content delivery.

A welcome change to the format of this year's launch Event, with a Q&A Panel session with the 2019 Chevron City to Surf Ambassadors talking about their objectives and the reasons behind why they support the Event. A positive flow-on effect from the launch event was Chevron hosting the same Q&A panel session for their employees.

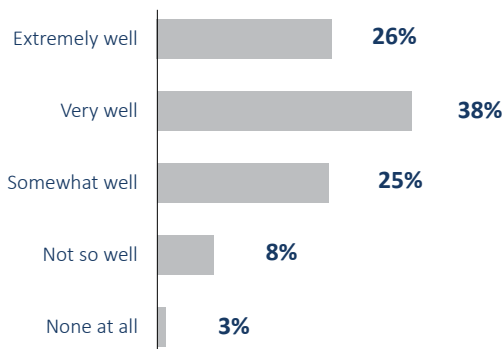
The Internal Team Chevron Event, hosted by Jake Spiering, General Manager of Finance and Compliance and Team Chevron Captain welcomed over 120 employees who attended the lunch-time presentation.

Junior ambassadors Mia Rodriguez and Nathaniel Elikewela along with their families, joined the internal Chevron Q&A session, providing a unique opportunity for employees. This session provided great insight as to why the Chevron City to Surf for Activ is of significant importance and how it positively impacts clients of Activ.

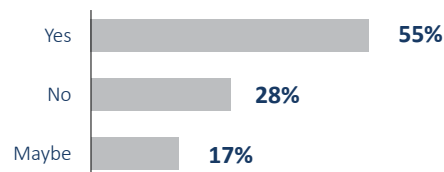
## OUTCOMES

As part of the Post-Event Survey, participants were asked two specific questions about their personal awareness and understanding of Activ's activities. These were included to benchmark overall engagement and findings from previous years.

**Question 1:** How well do you know that the Chevron City to Surf is a fundraising event that benefits Activ and many other Charities in Western Australia?



**Question 2:** As the event's naming rights charity, fundraising efforts from the event contribute to the hard work of the Activ Foundation – do you know what the Activ Foundation does for the WA community?



TOTAL INCREASE OF PARTICIPANT AWARENESS OF ACTIV ACTIVITIES

 **22%**  
Increase from 2018

### DELIVERABLE – ACTIV AWARENESS

*Event Management obligation to actively promote the Activ Brand via all channels of communication.* In 2019 post-event survey information captured an increase of 22% of participants are aware of Activ's activities and services. This increase in awareness was achieved by profiling Activ more effectively in news articles and throughout the Event's social media channels, demonstrating our proactive approach to delivering on this contract deliverable.

## INSIGHT

While the increase in news stories and highlights has improved the public's awareness of Activ Foundation's work and impact, more work is required to extend and entrench this understanding given the limited awareness of some of Activ's key development and learning initiatives.

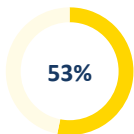


## VOLUNTEERS

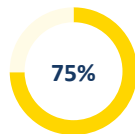
Participating in the Chevron City to Surf for Activ is not just about Running, Walking and Rolling each year. To support the thousands that participate requires enormous support from Volunteers, who be-

hind the scenes make the success of every event. In 2019, 806 volunteers supported both Perth and Karatha events, which is an increase of 11% from 2018.

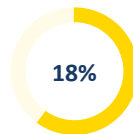
**OVERALL EXPERIENCE**  
(% very good/excellent)



**LOYALTY & COMMITMENT**  
(% likely to return in 2020)



**NEW VOLUNTEERS**  
(% attended for the first time)



**NET PROMOTER SCORE**



**GLOBAL BENCHMARK**



## OUTCOMES



### REGISTRATION PROCESS

Agree the process was simple and user friendly



### ON-LINE EVENT INFORMATION

Agree the website is easy to navigate



### PRE-EVENT COMMUNICATION

Agree were clear and communicated effectively



### VOLUNTEER T-SHIRT

Liked the 2019 Volunteer T-shirt



### POST-EVENT COMMUNICATION

Agree the post-event communication was from a high to very high standard



### VOLUNTEER DESCRIPTION & POSITION

Agree the information they received was informative and to a high standard



### FINISH LINE AMENITIES AND ACTIVITIES

Enjoyed their experience at the finish line

## COMMUNITY RUN CLUB

A new complimentary initiative for 2019 was the introduction of the Chevron City to Surf for Activ Community Run Club (CRC), in partnership with Perth Run Collective, Perth Urban Runners and parkrun.

CRC was designed to allow us the opportunity to further engage with participants and the local

community of runners with a direct touchpoint and to boost registration numbers leading up to this year's Event. Open to all runners regardless of skill, fitness and ability the CRC had an incredibly positive result with over 1500 people joining one of the sessions offered within the program.



**50**

CRC SESSIONS



**10**

WEEKS



**1500+**

PARTICIPANTS IN CRC

## INSIGHT

Perth Run Collective and Perth Urban Runners are two of the largest running communities in Western Australia, and parkrun which is the world's largest running community with 236,365 parkrunners worldwide.

*"Having the City to Surf for Activ Community Run Club engage with the Perth run community through a lead-up community based program enabled the event to be accessible by all and encouraged unsure participants and runners alike to feel supported with training info, access to run and race tips from other avid runners and develop friendships to keep each other accountable for race day."*

**Perth Run Collective.**



## FUN-RAISING PROGRAM

Fun-Raising outcomes for this year’s campaign, we are pleased to report reached a record total of \$361,817, benefiting over 200 charities. An objective for 2019 was to raise \$500,000; however, despite the reduced lead time to promote activities and fun-raising tools, we are pleased with the overall outcome.

To encourage participants to fun-raise for Activ, we introduced changes to the Activ Hero initiative with an incremental incentive scheme whereby participants were rewarded with a range of gifts and merchandise to encourage their fun-raising efforts.

### STATS



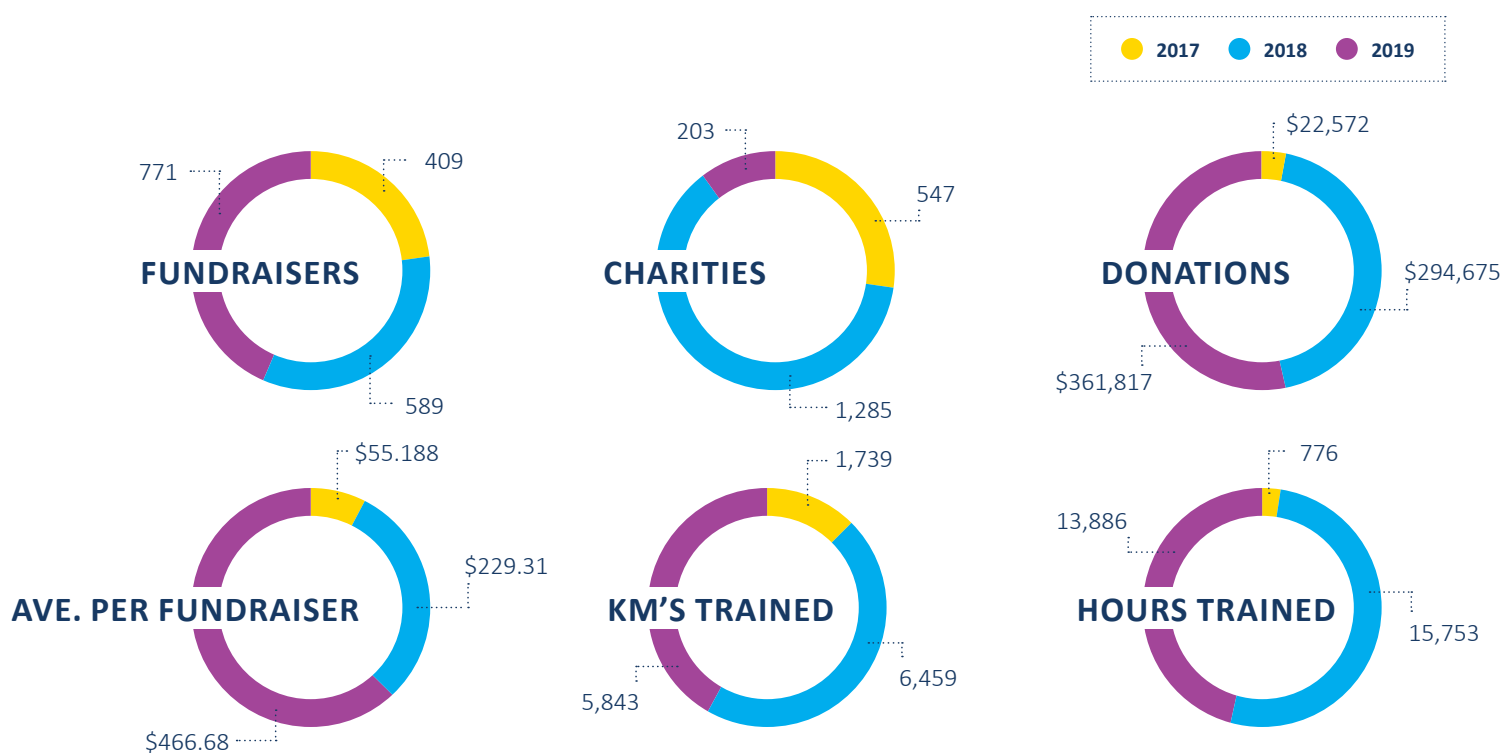
### DELIVERABLE – FINANCIAL MEASURES

To achieve a net fundraising of \$80,000 inclusive of any commissions payable. Fun-raising efforts increased by 18% overall from 2018 with a gross \$361,817 raised being a 22% increase in the expected contract deliverable, exceeding the contract deliverable by a significant margin demonstrating this KPI was above expectation.

## INSIGHT

The Event has significant participation from Corporate Teams that match employee fun-raising initiatives, with Team Chevron leading at the forefront. A primary objective for the fun-raising program for future years is to gain a better understanding of corporate teams that make a dollar for dollar contributions. By engaging these team leaders and corporate teams, we will increase the overall funds raised and encourage these teams to select Activ as their chosen charity.

## OUTCOMES



*"The City to Surf fundraising platform provided an opportunity for our supporters to not only fun-raise for Breast Cancer Care WA but to help spread awareness of the invaluable services we provide. We were so grateful to have had 14 supporters participating on our behalf in the 2019 Event."*

*We are incredibly proud of our Ambassador Enda Brady for his amazing effort and support of Breast Cancer Care WA. We were delighted to see him top of the fun-raising Leader board with over \$24,000 raised making a grand total of \$27,582 to help us continue to care for West Australians facing breast cancer with specialised nursing, counselling and financial support."*

**Tricia Neary, Operations Manager – Breast Cancer Care WA**

## INSIGHT

While fun-raising overall experienced an increase of 22% in 2019, funds raised for benefiting Activ total \$76,841, which despite our best efforts total an amount lower than expected.







# CORPORATE ENGAGEMENT

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The Chevron City to Surf for Activ continues to welcome a loyal following and participation from Corporate Groups who use the Event to support their health and well-being programs and for team building and camaraderie exercises, with almost 10,000 participants being part of a Corporate Team in 2019.

As a charitable fundraising event, the Chevron City to Surf or Activ would not be possible without the valued support of sponsored partnerships. A total of \$1.56M of sponsorships dollars and in-kind contributions were received, from media, public and private enterprise, and Local Government.

## PARTNERSHIPS & GRANTS

**The Chevron City to Surf for Activ would not be possible without the support of our valued partners.**

In 2019 the Event received \$1.56 million in sponsorship and in-kind contributions from media, public and private enterprises and \$83,000 in Local Government support. Local Government support in 2019 increased significantly with a new \$25,000 partnership with the City of Karratha.

Feedback from partners confirms that their relationship with the Chevron City to Surf for Activ demonstrates supporting the Event delivers positive brand associations and increases their opportunity to engage with the wider community in Western Australia.

### STATS



**\$973K**

Public and Private  
Supporter Relationships



**\$509K**

In-Kind Contributions



**\$83K**

Funding from State and  
Local Government



**\$1.56M**

Total Partnership  
Investment

### OUTCOMES



#### PARTNERSHIP EXPECTATIONS MET

Surveyed Partners thought the outcomes of their Partnership met their expectations



#### PARTNERSHIP EXPERIENCE

Percentage rating their experience of the Chevron City to Surf for Activ as very good or excellent



#### RECOGNITION

Our support of the Chevron City to Surf for Activ was well recognised across event promotional material



#### INTERACTION

My interactions with the team were authentic and productive



#### VALUE

The values of the Chevron City to Surf for Activ align with my own



#### INVESTMENT

Supporting the Chevron City to Surf for Activ assists our Organisation achieve our community investment goals



#### OBJECTIVES

Supporting the Chevron City to Surf for Activ assists our Organisation achieve our business objectives

*"We are delighted with the outcomes our centre has experienced through our partnership with Chevron City to Surf for Activ. We experienced a 43% increase on last year and one of our retailers had the best day, they have ever had."*

**Lynne Vawser, Marketing Manager; Floreat Forum**

## INSIGHT

While these scores meet the partnership deliverables, we need to gain a broader understanding of how we can better service our partnerships and encourage partners to engage with us proactively. Our aim is to share stories and insights on how we can better disseminate their message throughout campaigns.

## DELIVERABLE - CORPORATE ENGAGEMENT

*Post event partnership / sponsorship survey satisfaction greater than 80%. An average calculation has been applied to demonstrate partnership satisfaction. The average score for all surveyed questions equals a score of 86%, which is 6% higher than the required 80% to achieve this contract deliverable.*

# CORPORATE TEAMS

Chevron City to Surf for Activ is the perfect opportunity to promote positive internal and external organisational engagement while inspiring and motivating their workforce. Almost 10,000 participants were part of a Corporate Team in 2019, which demonstrates how the commitment organisations place on their involvement with the Event year on year.

We welcomed twenty-six Corporate Teams who were hosted in 0 nine-teen marquees to celebrate together at the City Beach Finisher’s Festival, where each of the Corporate Teams gathered post-race, to celebrate and share their experiences.



1027

Largest Corporate Team  
Team Chevron



327

Corporate Teams



19

Corporate Marquees



\$104k

Food & Beverage Spend







# MARKETING & COMMUNICATIONS

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A three-month marketing campaign was launched for the Chevron City to Surf for Activ 2019 commencing 15 May through until 24 August. With main objectives to; Increase participant awareness of Activ and its purpose; Increase the number of visits and engagement of primary audiences on online platforms and enhance user experience. Improve overall engagement with participants and increase fun-raising initiatives.

To continue the legacy of being WA's most loved community fun run, a complete suite of marketing

initiatives were executed that incorporated a mix of television, radio, print, electronic mail, digital advertising, social media, activations and in-person promotions.

To broaden our reach and connect with our broader demographics, we introduced three new Chevron City to Surf Ambassadors into our influencer program. Damian Martin and Mia Rodriguez were recognisable faces for this year's Event with the introduction of Brant Garvey, Rayne Bryant and Nathaniel Elikewela.





## MARKETING REACH



**586**

ARTICLE MENTIONS



**11.6M**

REACH



**236k**

SESSIONS

## EFFECTIVENESS

Over the past year did any of the following influence your decision to attend the Chevron City to Surf for Activ 2019?



**56%**

EVENT WEBSITE



**36%**

E-NEWSLETTER



**26%**

TELEVISION  
ADVERTISING



**18%**

FACEBOOK



**15%**

NEWSFEED /  
BLOG



**11%**

RADIO  
ADVERTISING



**10%**

NEWSPAPER  
ADVERTISING



**8%**

ONLINE ADVERTISING



**9%**

BANNER / STREET  
SIGNAGE



**3%**

INSTAGRAM



**2%**

TWITTER

## ELECTRONIC MAIL

With eNewsletters being by far the most economical method of communication, the 2019 Electronic Direct Mail (EDM) campaign included event updates, sponsor collaborations, tips and participant profiles. Between May and September, Twenty-Nine (29) comprehensive e-Newsletters were prepared and distributed with a mix of content relating to event logistics, sponsor content, runner/participant profiles and preparation tips.

A series of EDM posters were also issued promoting specific competitions and sponsors. EDMs, where appropriate, were sent to a database of 55,000 people comprising registered participants to date, previous participants from 2018, Activ database and also those who signed up to receive newsletters.



**29**

EDM'S CIRCULATED



**56,566**

NO. OF SUBSCRIBERS



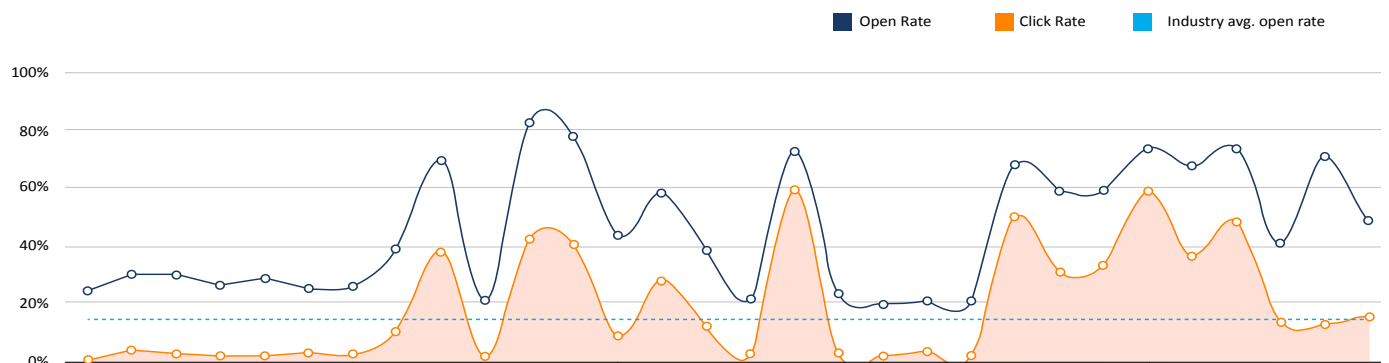
**6%**

OPEN RATE HIGHER THAN  
GLOBAL BENCHMARK



**15%**

INCREASE IN EDM'S CIRCULATED FROM 2018



## INSIGHT

The Chevron City to Surf for Activ use MailChimp as the preferred platform for sending Electronic Mail. With MailChimp sending billions of emails each month, the industry average open rate is 14.9%. This benchmark is set against other tracked campaigns that are sent to at least 1,000 subscribers within the industry of health and fitness.



ICYMI click on the image above  
to read up on any of our EDM's  
or repost

## DIGITAL

Incorporating digital advertising was an added promotional tool with Seven West Media to generate registrations and donations through targeting key audiences via Seven West Media's first- and second-party data suites using a combination of video, display, content & performance. Delivered from Thu, 1 August to Fri, 24 August.

The combination of Ripple performance and high impact display channels overall delivered 279k impressions and 4.8k clicks which achieved the campaign objective to 'Drive awareness and lift consideration for City to Surf, targeted website visitation to encourage registration while educating through engaging native content'.



### TRUSKIN ROADBLOCK

TOTAL IMPRESSIONS

**45,141**  
SPORT

**57,163**  
CUSTOM AUDIENCE

### DISPLAY

IMPRESSIONS DELIVERED

**42,963**  
SPORT

**42,431**  
CUSTOM AUDIENCE



### PRE ROLL

Impressions Delivered

**40,029**  
SPORT

**42,921**  
CUSTOM AUDIENCE

**33,331**  
SPORT | VIDEO VIEWS

**35,541**  
CUSTOM AUDIENCE  
VIDEO VIEWS



### NATIVE ARTICLE

**3,716**  
TOTAL PAGE VIEWS

**45,015**  
SOCIAL REACH

**3:17**  
Ave. TIME ON PAGE



### RIPPLE PERFORMANCE

Impressions Delivered

**2.43M**  
TOTAL IMPRESSIONS

**42,431**  
CUSTOM AUDIENCE

## INSIGHT

The combination of Ripple performance and high impact display & video channels was successful with 279k impressions and 4.8k click through's with the custom audience (Families, Health & Fitness Enthusiasts, Wellness) out performing sport audiences.



## PRINT

The Chevron City to Surf for Activ partnered with Seven West Media once again as our Print partner with print advertising placed in The West Australian, The Sunday Times and Pilbara News.



**14 JULY 2019**

GENERAL NEWS - THE SUNDAY TIMES



**20 JULY 2019**

SPORT - THE WEST AUSTRALIAN



**28 JULY 2019**

GENERAL NEWS - THE SUNDAY TIMES



**3 AUGUST 2019**

SPORT - THE WEST AUSTRALIAN



**17 AUGUST 2019**

SPORT - THE WEST AUSTRALIAN



**8 JULY - 9 AUGUST 2019**

GENERAL NEWS - PILBARA NEWS

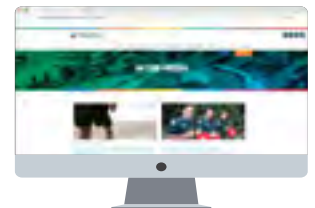
## MEDIA COVERAGE

The Marketing and Communication Strategies had several main objectives for 2019, one of which to identify and showcase inspirational stories and content to complete the narrative behind the Chevron City to Surf for Activ. This year we are pleased to report that we increased our engagement with participants and media outlets by highlighting a range of general news and inspirational stories, training and nutritional tips,

fundraising achievements volunteering experiences and with each article where possible relating and connecting back to the cause being Activ.

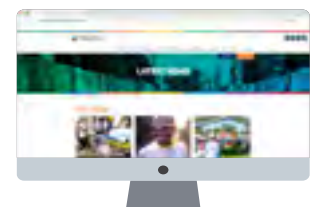
With an average of 2:15 minutes on average of the time spent reading latest news articles on the Event website, this demonstrates the content was effective in engaging.

### MEDIA ARTICLES



Click on the above image to read this years Media Coverage.

### LATEST NEWS ARTICLES



Click on the above image to read this years Latest News Articles



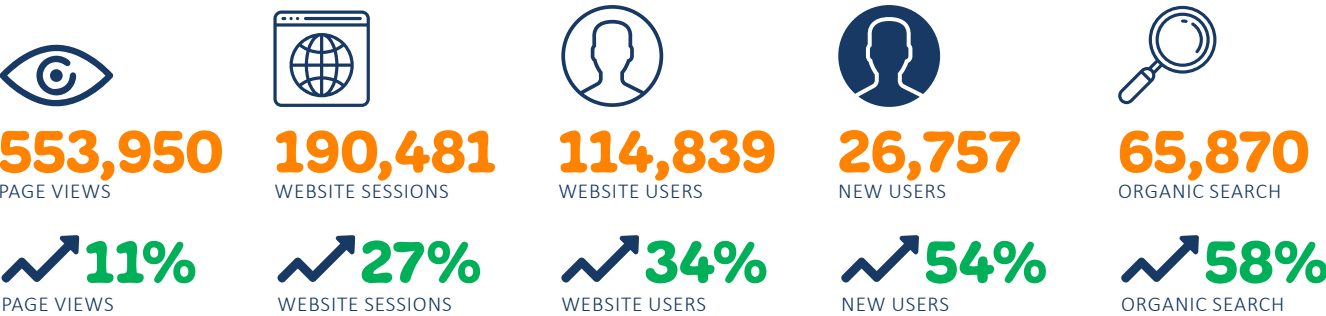
# WEBSITE

The Chevron City to Surf for Activ’s website is crucial in providing essential information and facilitating donations and registrations. Therefore a positive web experience is vital for the overall success of the event and this year’s digital strategy.

A new website was commissioned in 2017 and executed by Four Stripes, while the site was built

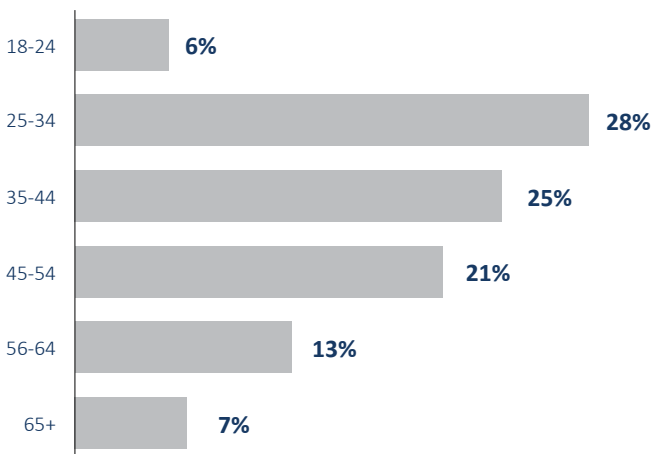
and delivered within a short timeframe several deliverables included in the contract such as Search Engine Optimisation were un-fulfilled. While the website experienced a significant increase in visitation, the website’s functionality and optimisation results will be a priority as part of the Marketing and Communications strategy for 2020.

## STATS



## OUTCOMES

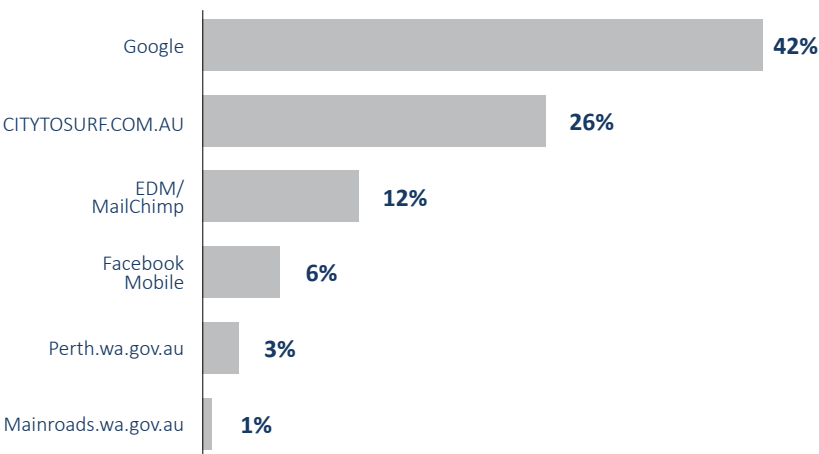
### USER DEMOGRAPHICS



33.77% of total users

### CHANNEL SOURCE

Top Five Channel Sources





## RADIO

We once again welcomed the opportunity for NOVA 93.7 to join us as our major radio partner again for 2019, as NOVA 93.7 is the leading station in Perth with 561,000 listeners tuning each week. Advertisements ran across all programs including Breakfast, Drive and Weekends with our campaign spanning across 15 weeks

commencing on Mon, 20 May. 469 (30 sec) advertisements aired until Sat, 24 August with a total of over 14,000 seconds of airtime promoting the event on 25 August. A regional radio campaign commissioned with Spirit FM running a total of 52 (30 sec) advertisement promoting the regional event in Karratha.



**523**

RADIO ADVERTISEMENTS  
*Spirit FM and NOVA 93.7*

**9**

INTERVIEWS

**26**

ORGANIC MENTIONS

**31%**

PAID ADVERTISING

**69%**

SPONSORED ADVERTISING

**24%**  
INCREASE INTERVIEWS

**18%**  
INCREASE MENTIONS



ICYMI click on the image above to listen to the Radio Advertisement

## TELEVISION

The Chevron City to Surf partnered with NINE Perth once again as the major television partner for Chevron City to Surf for Activ 2019. NINE Perth and the Event this year celebrated a 45-year partnership, making it the longest-serving partnership in the Event's history.

This year television Three television commercials were commissioned, running on all NINE platforms from Sunday, 2 June until Saturday 24 August, with alternative calls to action aligning with the registration options offered to participants.



**65**

TELEVISION ADVERTISEMENTS

**5**

INTERVIEWS

**17**

ORGANIC MENTIONS

**18%**

PAID ADVERTISING

**82%**

SPONSORED ADVERTISING



ICYMI click on the image to view the TVC

## SOCIAL MEDIA

The Social Media Strategy for the 2019 Chevron City to Surf for Activ was developed in line with the overarching objectives of increasing awareness of the Event. Leveraging prominent influencer personalities

and injecting attention-grabbing content to attract a higher level of participation and engagement amongst our target audiences with clear calls to action.



### ORGANIC RESULTS

	# Posts	👁️ Mentions	👤 Reach	👤 Engagers	🖱️ Post Clicks	👍 Likes	❤️ Reactions	💬 Comments	📺 Video News
<b>f</b>	163	668	9.8M	12,396	4,476	27,124	8,592	3,176	9,459
<b>o</b>	99	622	9.1M	6,424	1,846	6,022	2,830	402	3,715
<b>t</b>	30	247	9,524	864	319	480	1,028	183	1,621
<b>in</b>	20	311	3,987	1,534	102	119	-	119	629

### SOCIAL MEDIA | WEBSITE STATS



### GLOBAL SOCIAL MEDIA REACH



### INSIGHT

While fun-raising overall experienced an increase of 22% in 2019, funds raised for benefiting Activ total \$76,841, which despite our best efforts total an amount lower than expected.

# ACTIONABLE INSIGHTS

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## ENTERTAINMENT & ACTIVATIONS

Feedback received from stakeholders and participants demonstrates there was a significant change with the inclusion of entertainment and activations throughout the course and at the finishers precinct. The events team will incorporate additional entertainment and activations for the production of the 2020 Chevron City to Surf for Activ and future years.

## FUN-RAISING

A new approach to fun-raising initiatives is currently being explored. The Event team is presently developing the Charity Champion's program, whereby large Charities and or Non-Profit groups can become one of five major headlining fun-raising groups which will support their overall organisational fundraising objectives.

In addition, the Event having significant participation from Corporate Teams that match employee fun-raising initiatives, a primary objective for the fun-raising program for future years is to gain a better understanding of corporate teams that make a dollar for dollar contributions. By engaging these team leaders and corporate groups, we will increase the overall funds raised and encourage these teams to select Activ as their chosen charity.

## PARTNERSHIP ENGAGEMENT & SERVICING

Overall feedback from Partners in 2019 has been positive, however throughout the post-event de-briefing sessions with partners and information collected through survey results comments received from have highlighted areas for improvement, which include but are not limited to;

- The Events team to be more proactive by engaging partners to share stories, announcements and initiatives, so we can showcase them throughout the Event's communication channels.
- Quicker response and turnaround times for information and troubleshooting.
- Dissemination of event timeline to all partners, to allow partners and the events team to coordinate communications.
- Partnership renewals and new proposals to be completed and submitted by 30 December 2019.

## REGIONAL EVENT SERIES

The change to the regional event series this year, being primarily due to the decline in participation numbers, for these events in previous years along with the current challenges in the economic climate in WA, however, we welcomed the support from the City of Karratha with a significant partnership of \$25,000.

Support of this kind demonstrates the value the Event has in regional communities. With this, in mind, we have commenced initial and potential partnership discussions with local councils in the South-West to re-introduce an event within this Region.

## STRATEGIC PLAN

To continue the legacy and success of the Chevron City to Surf for Activ a Five-year strategic plan is to be developed in consultation with the events team and major stakeholders. With the main objective to grow and shape the Event by increasing participation levels year on year and to elevate the overall experience, as we approach the 50th Anniversary in 2024.

## TIMELINE

A structured and robust schedule is to be developed and disseminated to all stakeholders, by 30 December 2019, which will allow appropriate planning and mitigate reactive processes for all parties.



**Chevron City to Surf for Active**  
Celebrating 45 Years

[chevrontocitytosurf.com](http://chevrontocitytosurf.com)