



# COASTREK MEDIA KIT

# THE COASTREK STORY

# WELCOME TO COASTREK!

A big wild welcome to Coastrek, Australia's most iconic hiking challenge!

Since the first event in 2009, Coastrek has transformed millions of lives globally. Over 70,000 trekkers have trained and completed Coastrek with friends, improving their own health and wellbeing and raising over \$49 million for our charity partners - previously, The Fred Hollows Foundation and Beyond Blue - and from 2023, the Heart Foundation.

Coastrek is hiking for healthy hearts and raising funds to support research, education, and programs to combat heart disease - Australia's leading cause of death.

To date, over 2 million kilometres have been trekked by Coastrekkers who have completed a Coastrek challenge - that's 40 times around the world!

*" We had such an amazing time last week and we're so proud of everything we were able to achieve. I still can't talk about it without crying, it honestly meant so, so much to me. Thanks again for all you do, I can see that together we are changing lives. I look forward to doing it all again next year.*

*Michelle, Margaret River 2022*



# IT STARTED WITH A DREAM..

A love of hiking, getting out with friends and enjoying the freedom that walking in nature provides is deeply engrained in the Coastrek DNA – this originates from the original Wild Woman herself, Di Westaway OAM.

As Di was approaching her 40th birthday, she was fatigued, fed up and seriously unfit. As a way of getting out of her funk, a friend invited her on a hiking expedition. It wasn't just any old hike... it was climbing Mt Aconcagua, the highest mountain in the Southern Hemisphere. Impulsively, surprising even herself, she said yes. She was a former athlete after all, how hard could it be?

The mountain climb was a big, fat, fail. They didn't get to the top - but the experience transformed Di's life. She realised there was more to fitness than sweaty, soul-destroying gyms or pounding the pavement.

Di discovered that training and mental toughness allows you to get to places most people can't go, so she skilled up and started 'Trek Training' for women in her local national park – formally registering Wild Women on Top as a business in 2004 – and together they travelled the world hiking iconic trails including Mt Kilimanjaro and Machu Picchu.

The personal high was matched with the satisfaction of giving back to a worthy cause with each Wild Woman on Top trip raising funds to support Catherine Hamlin Fistula Foundation.

Di knew she had found something magical, but not everyone can jet off overseas to climb mountains. She wanted the exhilaration she felt to be accessible by all women, so she took the best bits of her adventures – fun, friendship, fitness and fundraising – to create one epic hike along the Sydney coastline...

**In 2009 Coastrek was born!**



# HOW DID WE GET HERE?

## **2009: The First Sydney Coastrek**

Starting at La Perouse at twilight, 40 wild women armed with photocopied maps and track notes, veggie wraps, chocolate and vaseline, attempted to trek 126km. They survived midnight storms, blisters and exhaustion to arrive at Palm Beach 30 hours later, raising \$200 for the Fred Hollows Foundation as a way to give back to the communities in the iconic destinations that they hiked.

## **2012: Coastrek raises first \$1million**

Now in its fourth year, Coastrek formalised the partnership with the Fred Hollows Foundation and high profile Ambassadors, media personalities Julie McCrossin and Adam Spencer helped spread the word. Participation grew to 1,300 Coastrekkers - including Olympic Swimmer Susie O'Neill - who walked 50km or 100km from Palm Beach to Balmoral or Coogee, together raising over \$1 million to restore sight.

## **2015: Coastrek heads to the Mornington Peninsula**

With the Sydney event now firmly entrenched on the harbour city's calendar, Coastrek heads interstate. Melbourne comedian and radio presenter, Libbi Gorr, comes on board as Coastrek Ambassador and over 1,600 trekkers hike 30km or 60km from Cape Schanck to Point Nepean.

## **2017: \$20 million raised and Coastrek heads to the Sunshine Coast**

Swimmer Libby Trickett begins what will become a long-time association with Coastrek, and with Di Westaway, announces the inaugural Sunshine Coast event which sees over 1,500 trekkers hiking from Caloundra to Noosa. Coastrek celebrates their 25,000 trekker milestone and an impressive \$20 million raised for charity to date.

## **2018: Coastrek joins forces with Beyond Blue**

After a successful 9 year partnership with Fred Hollows comes to a close, Coastrek joins forces with Beyond Blue to promote the mental health benefits of walking in nature. Former Prime Minister and Beyond Blue Chair, Julia Gillard, launches the first event under the new partnership which sees over 1,300 trekkers take part on the Fleurieu Peninsula, south of Adelaide.

## **2021: Coastrek forges through the pandemic**

After a challenging year of postponed events and lockdowns, Coastrek events go ahead in Sydney, the Mornington Peninsula, the Sunshine Coast and Fleurieu Peninsula, raising \$5.5million for Beyond Blue for the year - an epic effort as Australia emerges from the Covid-19 pandemic.

## **2022: Coastrek heads west**

The inaugural Coastrek Margaret River takes place in October and is wholeheartedly embraced by the local community and across WA. Over 1,300 participants trek 35km along the iconic Cape to Cape Track from Hamelin Bay to Prevelly, smashing the original fundraising target of \$700k and raising over \$1 million for Beyond Blue. It's also a record year for Coastrek with the highest number of trekkers (11,000) and largest amount of fundraising in one year (almost \$8 million for the year).

## **2023: Hiking for Healthy Hearts**

Coastrek announces a new charity partnership with the Heart Foundation, hiking for healthy hearts and promoting the physical and mental health benefits of walking in nature. Now five events strong, the national Coastrek series can proudly claim its position as Australia's most iconic hiking challenge.





# HOW IS COASTREK DIFFERENT?

# HOW IS COASTREK DIFFERENT?

## ***It's a TEAM challenge:***

Teams of four, training, fundraising, supporting each other, and trekking together on Event Day. Community and connection are key factors in mental health prevention, particularly as we emerge from the pandemic, making it an important part of our health and wellbeing. Workplace wellbeing has emerged as a focus post-pandemic and Coastrek continues to be recognised as the ideal corporate program and event to bring people together. Corporate team participation increased to 15% in 2022, surpassing pre-pandemic levels.

## ***It's more than a charity walk:***

Registration for Coastrek events close 12 weeks out for 60km and 6 weeks out for 45km and 30km distances (no signing up the day before the event!). This mandatory 6-12 week window reflects Coastrek's commitment to the training program, developed by Di Westaway and provided to every participant, ensuring trekkers are well prepared when they hit the start line having formed healthy, active habits that will benefit them way beyond the finish line. Fundraising is, of course, an important component, but the

love of hiking, fitness and the outdoors that originated with Wild Women underpins the Coastrek experience.

## ***It's getting women into the outdoors:***

In 2009, when the first Coastrek event was held, there was a lack of female representation in outdoor adventure and endurance events. Di Westaway set out to change this and unapologetically focused on female participation. Everyone is welcome to take part in Coastrek – but there will always be a commitment to getting more women moving in nature and falling in love with fitness.

## ***It's fun fitness.***

Coastrek is NOT a race, it's a challenge – yes, there might be a lot of sand, but trekkers are also greeted with music, cheering, support from volunteers along the route, regular 'LUV stops' for a quick massage and refuel, and a spectacular 'Woohoo' tent at the finish line for celebrations.

Another reason Coastrek tends to attract more women is because it's naturally the way they tend to exercise – gathering in groups and enjoying the journey rather than racing to the finish line!

**“** *The event crew was absolutely AMAZING!!! You guys should be so so proud of how you facilitated the event and made every walker feel special and taken care of.*

*Nicky, Margaret River 2022*



# LOCATION, LOCATION, LOCATION

The five Coastrek events take place on some of Australia's most spectacular coastlines and iconic walking trails. No pounding pavements – instead it's scenic tracks, challenging sand, natural landscapes, water crossings and views, views, views! It is a true active getaway in vibrant destinations where options for post-event celebrations are plentiful.

## **Coastrek Sydney Northern Beaches, NSW:**

Friday, 24 March 2023 - stunning coastal trails from Palm Beach through Newport and North Narrabeen to Balgowlah.

## **Coastrek Mornington Peninsula, VIC:**

Friday, 26 May 2023 – sunrise at Cape Schanck Lighthouse, panoramic views and quaint seaside villages of Sorrento and Portsea.

## **Coastrek Sunshine Coast, QLD:**

Friday, 21 July 2023 – from Currimundi Beach or Mudjimba Beach to Noosa Woods. Sand and sunshine is certainly a feature!

## **Coastrek Fleurieu Peninsula, SA:**

Friday, 1 September 2023 - historic townships of Victor Harbor and Goolwa, and the iconic and spectacular Heysen Trail.

## **Coastrek Margaret River, WA:**

Friday, 27 October 2023 - our wildest route incorporates 35km of the spectacular Cape to Cape track - white sand, sparkling water and rugged coast.

“All our Coastrek routes are meticulously crafted to take you on the most awe inspiring trails, accessing the most spectacular and beautiful natural coastlines in the world.” Di Westaway OAM





# OUR IMPACT

# OUR MISSION

At Coastrek, we are passionate about getting more women (and men!) walking in the outdoors for their physical and mental health - and we measure our impact this way. Since the first Coastrek event in 2009, over 70,000 trekkers, overwhelmingly women, have trained and participated in Coastrek.

According to the [Australian Government Department of Health Physical Activity and Exercise Guidelines](#), adults should do 2.5 to 5 hours of moderate intensity physical activity each week. The Coastrek **12-week training program** aligns with these recommendations, ensuring all trekkers are well prepared for event day, having created healthy exercise routines they will benefit from well beyond the finish line.

For adults, being active regularly can:

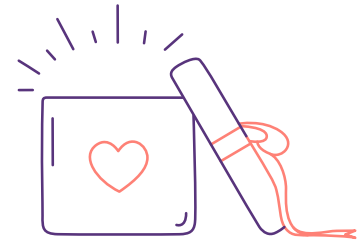
- reduce the risk of, or help manage, type 2 diabetes and cardiovascular disease
- maintain or improve blood pressure, cholesterol and blood sugar levels
- reduce the risk of some cancers
- prevent unhealthy weight gain and help with weight loss
- maintain strong muscles and bones
- create opportunities for socialising and meeting new people
- help develop and maintain physical and mental wellbeing.

*According to the [World Health Organisation](#) over 500 million people will develop heart disease, obesity, diabetes or other noncommunicable diseases (NCDs) attributable to physical inactivity, between 2020 and 2030, costing US\$ 27 billion annually, if governments don't take urgent action to encourage more physical activity among their populations.*

Coastrek encourages people to make movement an enjoyable part of their daily lives



# OUR FUNDRAISING HISTORY



Giving back to the community (local, national and global) is an essential part of the Coastrek experience. Fundraising started informally among the Wild Women On Top Trek Training group, raising funds for Catherine Hamlin Fistula Foundation. Many of the Wild Women were mothers so the efforts to eradicate a preventable condition during childbirth resonated.

*" Prior to the event I was terrified to fundraise. I have since discovered how profoundly rewarding it is contributing to humanity.*

## **Fred Hollows Foundation – 2009-2018**

Once Coastrek was established in 2009, a formal charity partnership was formed with The Fred Hollows Foundation. The people living around some of the world's most iconic hiking destinations urgently needed help, so as a way to give back to these communities, fundraising from Coastrek supported the valuable work being undertaken by Fred Hollows.

### **Key achievements:**

- Over \$27 million in fundraising.
- Sight restored for over 1.1 million people globally.
- Over 37,000 trekkers trained and completed a Coastrek event, improving their fitness and wellbeing.

## **Beyond Blue – 2018-2022**

After a successful nine-year partnership with The Fred Hollows Foundation, Coastrek entered a new charity partnership that focused on the benefits of walking in nature for improved mental health, supporting Beyond Blue and raising funds for the 24/7 support service. The five-year partnership helped build awareness about the prevention and management of mental health issues and encouraged even more people to get moving in nature.

### **Key achievements:**

- Over \$17 million fundraised by trekkers - helping over 190,000 people access mental health support through the Beyond Blue Support Service.
- Over 26,000 trekkers trained and completed a Coastrek event, improving their fitness and wellbeing.



# THE HEART FOUNDATION

In 2023, Coastrek entered a new charity partnership with the Heart Foundation. This move will allow Coastrek funding to maximise impact even further in the preventative health space and combat heart disease – Australia's leading cause of death.

## ***Women's Heart Health:***

Cardiovascular disease is the leading cause of death for women in Australia. Despite this, evidence shows women are less likely to speak to their GP about heart disease or have a heart health check than men. Funding from Coastrek will support programs that educate, promote and deliver improved heart health care for Australian women and encourage more regular heart health checks to help identify and manage risk factors.

## ***Supporting female leaders to succeed in cardiovascular research:***

One Australian has a heart attack or stroke every four minutes and 45 people lose their lives to coronary heart disease every day, while coronary heart disease accounts for 1 in 10 deaths. It costs just \$2,800 – just over the Coastrek team fundraising target - to support an aspiring Future Leader Fellow for one week to continue critical heart disease research.

## ***Supporting the National Fight to end Rheumatic Heart Disease in Australia:***

The rate of rheumatic heart disease in First Nations Peoples is among the highest in the world. Rates increase with remoteness and are most prevalent in females and young people between 5-14 years. Acute rheumatic fever and rheumatic heart disease are nearly entirely preventable with adequate preventative measures, early diagnosis and appropriate treatment. Coastrek fundraising will support measures to eliminate rheumatic heart disease from Australia.

*"I know it's a cliché but this trek was life changing. I cannot tell people enough to just take action and participate."*



# OUR PEOPLE

# ABOUT DI WESTAWAY OAM

## COASTREK FOUNDER AND CEO

In 2020, Coastrek Founder & CEO of Wild Women On Top, Di Westaway, was awarded an OAM for services to women's health, fitness and charity services after dedicating a lifetime to these causes.

In addition to being an award-winning businesswoman and global leader in adventure travel, she is a journalist and authority on women's health and wellbeing currently completing her Masters in Lifestyle Medicine.

Di has written two books *Natural Exhilaration* and *How to Prepare for World Class Treks* and countless articles for magazines and newspapers, including mainstream press.

As a proud sexagenarian, Di defies both age and gravity.

She holds the world record for the highest handstand at 6,982m above sea level on Mt Ama Dablam, Nepal and has lead teams to the summit of many of the world's iconic trekking peaks.

The Wild Women on Top community started by Di in 2004 continues to thrive – coaching, connecting and championing women in the outdoors by providing powerful resources and education for women who want to lead healthier, happier lives.

Di is an inspirational speaker who can get any crowd enthused about adventure, goal setting, health and wellbeing and creating a motivated team - either outdoors or in the workplace.

“My lifelong dream has been to inspire and motivate women to experience the joy of moving their bodies and I’m still doing cartwheels over what we’ve achieved: over 60,000 women hiking and over \$45 million for charity makes me very proud.”



# ABOUT ANNA-LOUISE BOUVIER

## COASTREK PATRON

Anna-Louise is a physiotherapist, Adjunct Fellow in the School of Medicine and Allied Health at Macquarie University, media personality and an award-winning corporate wellbeing app developer. She is also a Mentor in health tech with the international Founders Institute.

Her lifelong passion has been to create engaging, delightful programs and strategies that help people develop and sustain long term positive health behaviours.

She has founded and sold two highly successful start-ups. The first was the groundbreaking movement-is-medicine program called Physiocise which has taught over 100,000 classes for people with tricky backs and wobbly bodies since 1995.

The second a multi-award-winning joint venture with the ABC called the Happy Body At Work which rolled out to over 100,000 people in many of Australia's top 100 private and public sector organisations.

She has consulted, developed and delivered global wellbeing programs across the financial services and consulting sector, and worked with the ASX, Westpac, Optus, CBA as well as The University of Sydney, UTS and Macquarie University. She is in high demand as a media commentator appearing regularly on ABC Radio with Richard Glover and James Valentine, TODAY Show (9) and House of Wellness (7). She has also published three best-selling books and was an expert on the ABC TV series Making Australia Happy and Making Couples Happy.



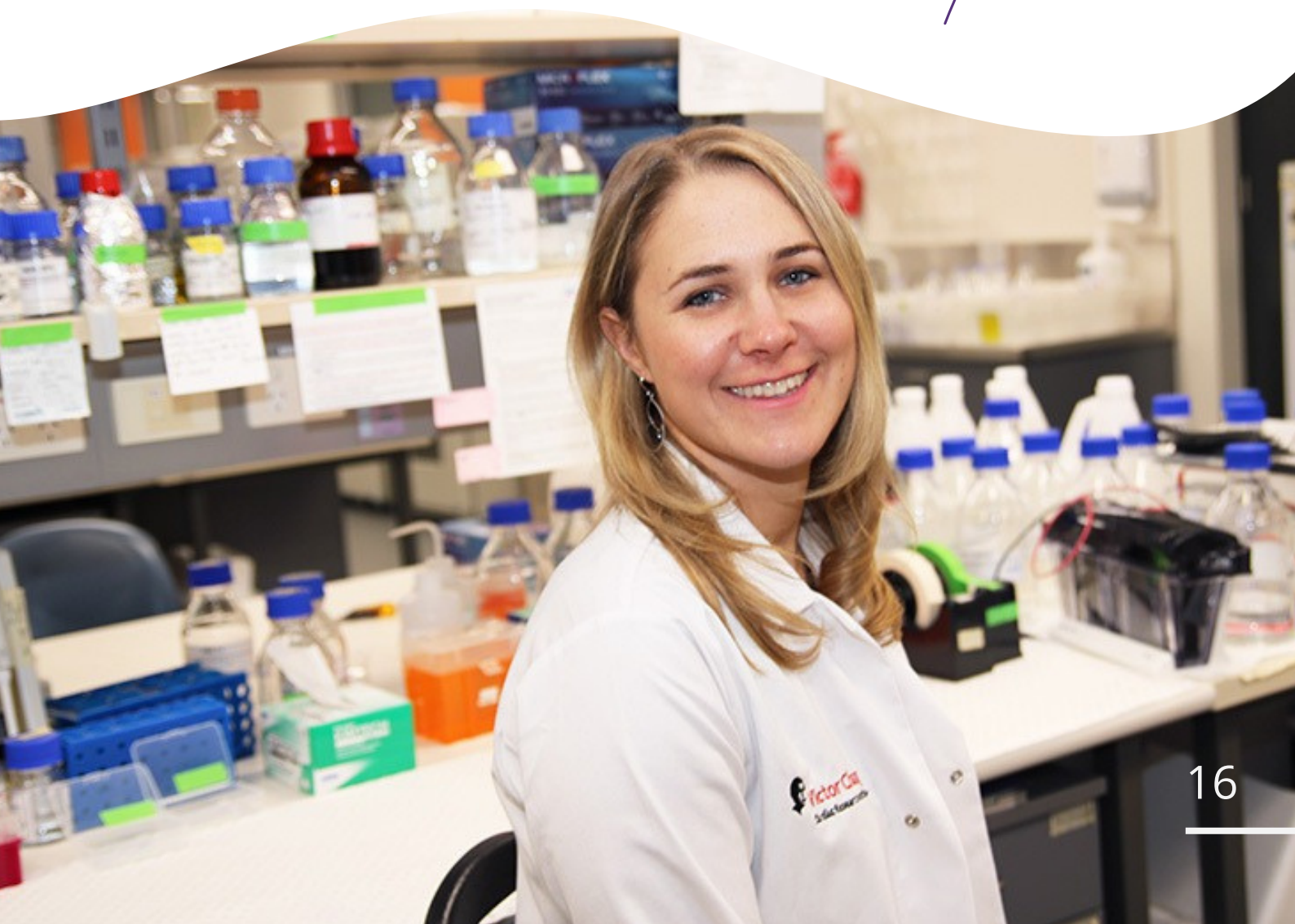
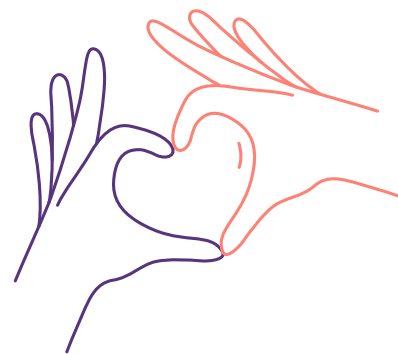
# ABOUT DR NIKKI BART

## NATIONAL COASTREK AMBASSADOR

Dr Nikki Bart is a Staff Specialist Cardiologist in Heart Transplant and Heart Failure at St Vincent's Hospital and a Clinical Faculty member at the Victor Chang Cardiac Research Institute.

Dr Bart has a particular interest in heart failure and cardiac genetics. She completed a PhD at Oxford University as a Sir John Monash Scholar and then returned to Australia to complete her medical training in cardiology.

Dr Bart has also been awarded a Fulbright scholarship and is an enthusiastic mountain climber! In 2008, Nikki alongside her mother Cheryl Bart, became the first mother-daughter duo to not only climb Mt Everest, but also complete the Seven Summits – reaching the highest peaks on each of the seven continents around the world.





# ABOUT LIBBY TRICKETT

## NATIONAL COASTREK AMBASSADOR

Exercise has always been important to four-time Olympic Gold Medalist and Coastrek Ambassador Libby Trickett OAM. She made a career out of it.

The legendary Australian swimmer was a show-stopper in the pool. Her extraordinary success and her infectious personality captured the hearts of Australians across the nation.

Libby retired from swimming in 2013, but exercise and movement has continued to play a key role in her life. She moves her body not just for her physical health, but for her mental health too.

Libby has taken part in an astonishing five Coastrek events across Australia.

*"I'm not an endurance athlete by any stretch of the imagination. When I was racing, I was a sprinter. Coastrek's taught me about endurance and how strong my mindset can be. I think that's what keeps bringing me back - event day teaches you so much about yourself and your friends. It's an awesome opportunity to get out, see amazing locations and get exercising and chatting and supporting each other."*



# ABOUT ANN JENKINS

## COASTREK COMMUNITY AMBASSADOR

Ann Jenkins is a Coastrek veteran and a treasured Coastrek Community Ambassador. But Ann wasn't always a hiker. In fact, she only started hiking in her 40s after her daughter came back from a Duke of Edinburgh trek in New Zealand.

Ann thought, "If I could do something like that in my lifetime, I would feel like I could achieve anything". And so it began.

In 2023 Ann will complete her 20th Coastrek in her home town on Sydney's Northern Beaches, becoming our 'most frequent trekker' to date, raising over \$55,000 for charity together with her team mates. She's also trekked in locations all around the world, including the GR20 in Corsica and Nepal.

*"Coastrek has taught me to be gutsy when I'm uncertain, it's taught me that I can do things I never dreamed I could do. It's taught me that I'm not a middle-aged, average woman, but that I'm strong and that I can make a difference to so many people.*

Coastrek has had many wonderful, supportive ambassadors who have been part of the journey – read about them here.

All our featured ambassadors are available for interview.



# COASTREK FAST FACTS

- Since the first Coastrek event in 2009, over 70,000 trekkers, overwhelmingly women, have trained and participated in Coastrek.
- To date over 2 million kilometres have been trekked by Coastrekkers who have completed a Coastrek challenge – that’s 40 times around the world!
- More than \$49 million has been raised for charity to date:
  - Over \$27 million for the Fred Hollows Foundation (2009-2018) - restoring the sight of over 1.1 million people globally.
  - Over \$17 million for Beyond Blue - helping over 190,000 people access mental health support through the Beyond Blue Support Service.
  - Over \$4 million was raised for the Heart Foundation in 2023 - the inaugural year for the charity partnership, supporting heart research and initiatives to help end heart disease.
- The ‘most frequent trekker’ is Ann Jenkins who completed her 20th Coastrek event in Sydney in March 2023. Ann has raised over \$55,000 (with team mates) and trekked over 900kms in total – the equivalent of Sydney to Brisbane!



# COASTREK KEY STATS

## ***Coastrek Sydney: 2009- 2023***

Over 8,000 teams have trekked  
Over 32,000 trekkers  
Over \$23.5 million raised for charity

## ***Coastrek Mornington Peninsula: 2015-2023***

Over 5,500 teams have trekked  
Over 22,200 trekkers  
Over \$14.6 million raised for charity

## ***Coastrek Sunshine Coast: 2017 – 2023***

Over 2,500 teams have trekked  
Over 10,000 trekkers  
Over \$6 million raised for charity

## ***Coastrek Fleurieu Peninsula: 2018-2023***

Over 1,300 teams have trekked  
Over 5,200 trekkers  
Over \$3.5 million raised for charity

## ***Coastrek Margaret River: 2022 - 2023***

Over 600 teams have trekked  
Over 2000 trekkers  
Over \$1.6 million raised for charity

## ***Coastrek Canberra: 2024 inaugural event***

Over 100 teams trekked  
Over 400 trekkers  
Over \$140,000 raised for charity



# CONTACT US

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## **SOCIAL MEDIA**

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