



2021 MACA CANCER 200 RIDE FOR RESEARCH CELEBRATING 10 YEARS



HARRY PERKINS INSTITUTE
OF MEDICAL RESEARCH

CELEBRATING 10 YEARS OF THE RIDE

RIDERS, SPONSORS, VOLUNTEERS AND SUPPORTERS



The MACA Cancer 200 Ride for Research is celebrating its tenth birthday and you're all invited to the party. The Ride benefits life-saving cancer research happening right here in WA at the Harry Perkins Institute of Medical Research.

As Director of the Perkins, I've witnessed firsthand the generosity, loyalty and kindness of the people of WA. Even if you're yet to participate in this two-day 200km ride, tens of thousands of you have donated to riders in the past or volunteered to make this event a success.

The MACA Cancer 200 is the most successful charity bike ride in Australia raising over \$40M for research, and counting. Each year, corporate WA unites with the big-hearted WA community to ride with one purpose – to end cancer for good.

Riding alongside us for those ten years is an incredible partner: MACA Ltd has backed the Ride from the beginning and has been its naming rights partner since 2013. Not only has this remarkable company made the Ride part of its culture, but collectively, MACA has raised over \$17M.

Marvellous MACA along with wonderful Woodside are our honoured partners in the Ride and we're grateful for their commitment and support. I'd also like to acknowledge our newest partners. Joining us this year are WesTrac, Austin Engineering, WA Mack Muster and Mineral Resources.

This booklet is a celebration of corporate and community WA uniting in the fight to conquer cancer.

To the riders, teams, partners, suppliers, volunteers and supporters, on behalf of the researchers and those who so desperately need cancer answers – thank you, thank you, thank you!

See you on the roads on October 16 & 17!

PROFESSOR PETER LEEDMAN AO

Director, Harry Perkins Institute of Medical Research

IMPACT

Since 1998, the Perkins has made significant discoveries into the diseases that most affect our families, in particular cancer, as well as cardiovascular disease, diabetes, and rare genetic diseases.

But none of this would be possible without the generosity of loyal supporters. With over 250 researchers, scientists and doctors housed in world-class research facilities, the Perkins creates a culture of innovation and collaboration with research teams dedicated to finding answers to defeat cancers. These incredible researchers and their teams are just some who benefit from the generosity of ride participants and their donors, with funds raised enabling them to focus on addressing the mounting cases globally of this terrible disease.



LIVER CANCER AND HONOUR ROLL FELLOW

DR LOUISE WINTERINGHAM

Liver cancer is one of the fastest growing cancers on the planet. Along with her role as head of the Translational Cancer Research Program that focuses on testing and advancing the latest cancer discoveries in the lab, Louise manages a consortium of over 50 liver cancer researchers from across Australia.



CANCER DRUG DELIVERY PROJECT

ASSOCIATE PROFESSOR JULIANA HAMZAH

Juliana researches new modes of cancer drug delivery to treat cancer cells more quickly. Her team is developing an agent that breaks down tough scar tissue that forms around liver, pancreatic and some breast cancers to allow patients' immune cells to access the tumour and kill the cancer cells more effectively.



SINGLE-CELL SEQUENCING PROJECT

DEPUTY DIRECTOR, PROFESSOR ALISTAIR FORREST

Alistair researches the genomics of cancer tumours using a single-cell sequencer that identifies the individual part of the hardest to treat cancer tumours – including liver, brain, lung, melanoma and pancreatic. In less than a day, this groundbreaking process reveals every individual part of the tumour in microscopic details.



WOMEN'S CANCER AND BRAIN CANCER

ASSOCIATE PROFESSOR PILAR BLANCAFORT

Pilar holds the co-patent for the discovery that honeybee venom can kill breast cancer cells in the lab. She continues to refine this research. She is also working on a brain cancer project focused on turning off genes designed to repair cancer cells and is lead organiser of the Ovarian Cancer Research Group.



MELANOMA RESEARCH TEAM

PROFESSOR JONAS NILSSON

Jonas and his team focus on altering immune cells outside a patient's body so the enhanced cells can be reintroduced in large numbers to help fight the cancer cells.



MACA - PERKINS PARTNERSHIP

For ten years the Perkins Director, Professor Peter Leedman, and MACA's founder (now Chair), Geoff Baker, have been making memories and gathering stories through the partnership that is the Ride.

Why did you get involved?

GB: When we started the business as shareholders, we decided that we owed it to the community to give back and add value. Personally, I believe that it's the right thing to do.

PL: MACA's a company that's based on family and community values like honesty, integrity, and hard work – with a 'look after your mates' kind of approach to life. This is a company that truly wants to give back and from the very get-go, that's what it was based on. And it's everything I believe in, and what the Perkins stands for.

How do you define the impact of your involvement with the Ride?

GB: It's allowed us to bring all our stakeholders together, including our employees, clients, and suppliers. And it's given everyone a focus and connection outside of work, and something that adds value personally to their health and wellbeing.

PL: We're working on the hardest to treat cancers, and we want to collaboratively make cancer non-lethal. The MACA-Perkins partnership for the Ride is a meeting of the minds that supports this goal.

What do you want to see as an outcome each year?

GB: Sustainability for each year – life's about that. You need to be able to start something and continue it if it's worthwhile. The Ride is building a legacy and ensuring that our support within the community can continue for many years to come.

PL: MACA's been unquestionably the guiding light throughout the years; they are absolutely superb and easy to work with, and maybe that's because we have shared values sets. We're the conduit for making a difference that they want to make to the community.

Greatest challenge in regard to the Ride?

GB: Keeping people focused, and enthusiastic, reinventing the ride each year, and ensuring everyone gets something out of it, so they continue each year.

PL: It was pretty challenging when we first presented the new name 'Cancer 200' and when, in 2018, we decided to take the Ride event management in-house. But we got through it because we had belief and trust in each other.

Most memorable moments?

GB: Going from a structure where the ride was run by others, to the Perkins taking the event in-house has allowed us as a business to get further involved. There are plenty of memories throughout the ride, some fun times and some sad times, but we're all together and the conversations we have are pretty special.

PL: Sitting around the Board table to talk us through the name change and bring the event in house may have been the biggest challenge, but also one of the most memorable moments. But definitely, heaps of memorable moments from all the fun on the rides! It's just a hoot – a joy to be with these people. Great jokes.

Where to next?

PL: We'd like to build on this wonderful relationship, which is built out of trust and compassion and commitment. Together, we want to make a difference and make cancer non-lethal. We have an opportunity to build on our shared values, and to make the Ride the best cycling event in the southern hemisphere!





SPONSORS

Alongside title sponsor, MACA Ltd, the Ride is lucky to be supported by an incredible group of generous sponsors in the mining and construction industries.



Woodside

EVENT PARTNER

Our wonderful event partner, Woodside, generously sponsors one of the event's three famous 'Dollar Match Days' bringing instrumental funds to the total raised, and helping many riders reach the fundraising minimums or smash their personal fundraising targets. Woodside also field an incredible team of committed riders.

OFFICIAL MAJOR SPONSORS

The Ride boasts three incredible official sponsors: Austin Engineering, WesTrac, and WA Mack Muster.

Austin Engineering is the Ride's official Volunteer and Wellness sponsor.

WesTrac is a sponsor of 'The WesTrac Welcome Back' - the official end of Ride after party. WesTrac is also part of the inaugural Perkins Alliance.

WA Mack Muster is the Ride's Saturday Night Celebration sponsor - bringing riders together to celebrate the halfway mark of their journey.



The Perkins Alliance is a unique initiative uniting mining sector companies MACA Ltd, WesTrac Pty Ltd and Mineral Resources Ltd. Through their like-minded commitment to corporate social responsibility and passion for giving back to the WA community, Perkins Alliance members are committed to providing in-kind support to maximise the amount of funds going back into cancer research.



10 YEAR RIDERS

2021 officially marks ten years of the MACA Cancer 200 Ride. Meet each of the 39 ten-year returning riders and learn why the Ride is so important to them:

"For me the ride is about both looking back to remember those we've lost, while also looking forward in hope that far fewer of us will be affected by cancer in the future." - **BEN CAVE**

"The Ride allows me to provide hope to replace the hurt caused by cancer." - **CRAIG LEWINGTON**



ADAM STRUTHERS • ADRIAN CAMPBELL • BEN CAVE • BRETT BAKER
BRETT GIBSON • CATHERINE AINSWORTH • CHAD MATHESON
CRAIG WELLS • CRAIG LEWINGTON • DANIEL HANSEN • DAVE HARWOOD
DAVID EDWARDS • DAVID THORNE • EUAN WILLIAMSON • FELICITY SEARL
GAVAN JACOB • GEOFF BAKER • GRANT MENHENNETT • HOOI EE



"This event has changed my life and its impact has changed life for so many others. With Pride I Ride - So proud to be part of the wonderful Perkins family."

- **DAVID THORNE**

"We ride because we want to see cancer research thrive in WA for a brighter future."

- **HOOI EE**

"Supporting Daniel in remembering his Mum, my wife in a very special and personal way TOGETHER. It is the ONE thing that we do together each and every year."

- PETER (HANS) HANSEN

"Cancer has taken away some of my loved ones, friends and family. Doing this ride is my way to help a dream of others not losing their loved ones."

- KYLE BYRNE



HOWARD FINN • KEVAN GOODALL • KYLE BYRNE • LAURENCE IFFLA
 LYNN WOLFE • MICHAEL WATTERS • PAUL MAGIATIS • PETER LEEDMAN
 PETER GILFORD • PETER (HANS) HANSEN • PHIL FINN • PHILLIP ADAMSON
 ROD QUINN • RUTH GANSS • RYAN DUNHAM • SARAH MAHONY
 TIM NIELSEN • TIM GOOCH • TULLY YOUNG • IN MEMORY OF VICTOR HUGO



"An opportunity to contribute and a time for reflection."

- HOWARD FINN

"Time to stand up and make a difference and the ride gave me that chance."

- TIM GOOCH



HONOUR ROLL

Honour Roll

The Ride's Honour Roll is an exclusive group of riders who pledge to raise \$4,000 or more as a part of their Ride journey. And in 2021, 382 Riders pledged to join this esteemed group.

Increasing by more than 100 riders since 2019, the Honour Roll is estimated to contribute an astounding \$2.4M worth of funds to the overall Ride fundraising total!

Funds raised by the 2021 Ride Honour Roll will support Perkins researcher, and inaugural Honour Roll fellow, Dr Louise Winteringham and her incredible work with the Translational Cancer Research Program. These funds will assist Louise and the team who are looking at the mutations in DNA that cause cancer, and how those mutations can be treated.



"I ride for research which is essential, so that we may have better outcomes to keep our families, friends and community together longer. The ride is immeasurable and incredible for the challenge, stories, camaraderie and fun supporting those who are supporting others."

JENNY WILLIAMS
HONOUR ROLL FOUNDING MEMBER



Volunteers

Ride weekend volunteers keep our riders hydrated, fed and safe, and most importantly, provide an unmatched level of enthusiasm to different sections of the route.

Road traffic marshalls, start and finish line cheerleaders and fancy-dressed squads on motorbikes line the route from end to end, and the famous group of Mini Moke cheerleaders have even become a legacy of the Ride alone! The Mini Mokes have been a staple of the Ride for some years. Dressed in onesies, they are a dedicated group of volunteers that follow the entire route in Mini Mokes. And the riders love them.

In 2020, when long-term Rider Victor Hugo could no longer ride due to advances in his cancer, he made a promise to the Mini Mokes that he'd don a onesie and walk across the finish line to honour them. Before he passed away, he fulfilled that promise.



YELLOW FLAGGERS

If you watch the Ride, look out for Riders with yellow flags attached to their bikes. The Yellow Flaggers sport these flags to indicate they have battled with cancer – sometimes on more than one occasion. In 2021 there are nearly 40 Riders riding with a yellow flag.

Kane Blackburn

Kane signed up to do the Ride in October 2015 and then things took a turn when Kane was diagnosed with a rare type of blood cancer.

“I couldn’t do the Ride in 2015. That was a confronting experience at my age to know I was too sick to participate,” Kane says.

Completing the 2016 Ride became an enormous goal following six weeks of isolation in a hospital room with nothing but a bed and an exercise bike. Kane says that his journey gives him a real appreciation of the value of research.

“The drugs I was on were new. They only came about because of medical research. They are a big part of why I am here today.”

Kane rides with his family and friends beside him. They ride for loved ones living with cancer and to remember those no longer with them because of the disease.

One of the highlights of the 2019 Ride was Peter Blackburn, Kane’s father – who is going through his own cancer journey – committing to riding the first 20km with his team. He reached that milestone and committed to the next 20km, and the next. 100km later, Peter rode into Mandurah with Kane and the rest of Team Global and Civil Mining.

“This Ride symbolises the kindness of people. The kindness of my family and friends who have helped me in those two years, and ever since.”

KANE BLACKBURN
YELLOW FLAGGER

WHY WE RIDE

No matter why YOU ride or why you support this event and medical research, we're all fighting for a cancer-free future together. For many, camaraderie is what brings you back to the saddle each year. Read why two community teams have embraced the Ride:



MAMILS

Acronym for 'Middle Aged Men In Lycra', the MAMILS have been riding strong since the Ride's inaugural year. Founded by team captain and 10-year rider, Craig Wells, the MAMILS were born after Craig's best mate, Franko, was diagnosed with throat cancer. Franko has since recovered and is now a nine-year rider himself.

The MAMILS have raised hundreds of thousands of dollars to help fight cancer and give those suffering from this terrible disease a better life. Some members of the MAMILS have previously started their journey a few days earlier – and 600km further away – in Kalgoorlie. They time this trek so they ride into Optus Stadium ready for the Official Ride Opening Ceremony.

This team continues to not only push their own physical boundaries, but raise incredible amounts of money and promote an unmatched level of awareness for the Perkins and the importance of medical research.

FiTi50

Team FiTi50 was formed in 2017 by Kathy Bunce with the support of Victor Hugo. Both were passionate about giving back to the community and raising awareness and funds for cancer research.

In 2017, Kathy was devastatingly diagnosed with a rare blood cancer, but this didn't prevent her from training for the Ride. Kathy took the opportunity and cycled 5km each day on the hospital ward exercise bike.

During this time, Kathy radiated positivity and rallied together a team to ride beside her. Her aim was to assemble a total of 50 riders.

Sadly, Kathy passed away in September of that year and team FiTi50 rode in her honour and proudly raised more than \$134,000 for cancer research.

Team FiTi50 continued under the captaincy of Victor Hugo, who each year would encourage new riders to participate. Unfortunately, Victor was diagnosed with esophageal cancer in 2020. Like Kathy, Victor focused on the Ride to maintain strength and positivity during his treatment. Sadly, Victor passed away in December 2020.

Doubling Kathy's wish, Victor also set the challenge for the team to reach 50 riders for the 10-year anniversary of the Ride and to reach an accumulative fundraising total – since the team was formed in 2017 – of \$500,000.

FiTi50 has exceeded both goals thanks to the generosity of their sponsors and supporters.

Team FiTi50 continues to ride in both Kathy and Victor's memory, as well as in memory of other loved ones who have unfortunately not been able to win their battles.

RIDE TRADITIONS

The Ride has some long-standing traditions that set it apart. Check them out.

The 2021 route will include:

- Start and finish at Optus Stadium
- Mandurah overnight camp celebrations
- Pit stops every 20km
- Medical support along the route
- Cheer squads cheering you on throughout



YELLOW FLAGS

Many people ride with yellow flags. They sport these flags to indicate that they have battled cancer - sometimes on more than one occasion. Our Yellow Flaggers are the first to kick off the ride. We are proud to have them by our sides and honour their fight.



LUNCH, DINNER, SNACKS ARE ON US

We supply snacks and lunch along the route. In fact, there are pit stops every 20km where riders can relax, rest and refuel.



OPENING CEREMONY

We always start proceedings with a speech from our Ride Ambassador and a moment's silence for those we have loved and lost.



HONOUR ROLL

All Honour Roll riders are gifted a section of the Ride. If you are following the route, be sure to look out for these markers along the way.



SURPRISE AND DELIGHT

This year's event brings back the Perkins Potty of Power, a VIP private loo for one lucky winner, and the Happy Camper prize boasting a private butler for the night! There's also the new Float and Gloat prize with a rider winning their own private spa experience.



SATURDAY NIGHT CELEBRATION

Saturday night Celebration is a night of memories, mates and merriment. It includes stories, acknowledgements of long-term riders and prizes. This year's Celebration is sponsored by WA Mack Muster.

NOT A RACE

This event is not timed. There are no awards for coming in first. We believe it's about the journey not the destination.

Take your time and get to know your amazing fellow Riders.



Each Rider receives a commemorative medal for their efforts. This year also celebrates our 10th Anniversary Ride.

How can we get involved?

Support Riders, make cancer non-lethal and a thing of the past, and look up your friends or Team Perkins to donate at cancer200.org.au and follow Ride socials.

Join in on the fun next year and register your interest for the 2022 MACA Cancer 200 Ride on the Ride website.

More ways to get involved

The Ride is all about strong corporate partnerships and community support – united behind a cause that affects us all.

VOLUNTEER FOR THE RIDE

SPONSOR THE RIDE

LOOK OUT FOR RIDERS OVER THE WEEKEND AND CHEER THEM ON!

For more information email Steve at ride@perkins.org.au

Harry Perkins Institute of Medical Research investigates the diseases that are most likely to affect you and your family. The Perkins has a world-class team of researchers right here in WA, progressing medical research on diseases such as cancer, as well as cardiovascular disease, diabetes, and rare genetic diseases.

With the support of the WA Community – people like you – this research is having a global impact. Your gift could be the next big breakthrough!

Help deliver hope. Visit our website at perkins.org.au and follow our socials



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