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Mother's Day Classic

LOCAL HOST PROGRAM

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Acknowledgement of Traditional Owners

The Mother's Day Classic Foundation respectfully acknowledges the Traditional Owners of the various lands on which each Mother's Day Classic event is located.

We pay respect to Elders past, present and emerging and celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands on which all of our Mother's Day Classic events are held.

WELCOME

The Mother's Day Classic (MDC) is an annual tradition for tens of thousands of Australians who come together every year to start their Mother's Day with purpose.
Over the past 29 years, the MDC has grown from a walk in the park to an iconic, national event with up to 100 events across the country on Mother's Day.
Since 1998, over 1.7 million Australians have participated, donating $54.3 million to fund life-saving breast and ovarian cancer research. Over this time, the 5-year survival for those diagnosed with breast cancer has risen from 84% to 92% - but there's still more to be done.
Together we can accelerate progress towards a day where every woman diagnosed with either breast or ovarian cancer will be given the assurance that they can survive.

Let's get your event on the map!



MDC Timeline

29 YEARS OF MDC

1994
Five-year survival rate for breast cancer is 76%

1998
NBCF introduces Australia's first ever National Action Plan for breast cancer research

National Breast Cancer Foundation

2004
Brisbane, Adelaide and Hobart events added

2006
Collaborative grants introduced to drive national and international research partnerships

Women in Super Mother's Day Classic

Women in Super MDC established with events in Melbourne and Sydney

2007
$2.1 million raised, 100,000 people, 10 cities, 23 local events

NBCF-funded research finds sentinel node biopsy can save women from invasive surgery

2008
Darwin event added, regional events hit 63. $4 Million donated

MDC celebrates 10 years. Western Sydney, Canberra and Perth events added

2010
Five-year survival rate reaches 90%

Online resource Register 4 launched. Community can track research

2012
$1.75 Million donated

Professor Christine Clark receives an MDC grant and establishes the Australian Breast Cancer Tissue Bank

2015
2020 MDC is the first national event to launch a virtual offering – over 50,000 participants

105 MDC events held across Australia

2016
Breast cancer five-year survival rate reaches 91.5%

Five-year survival rate reaches 91%

Assistant Professor Jennifer Stone finds that breast density is a predictor of cancer risk in Aboriginal women

2018
Back to 65k+ participants, $2.55m donated and 1st Matched Giving Day raised over $400K

MDC launches MDC LOCAL, an innovative new event format, providing a fun, flexible, scalable and safe community event $2 Million donated.

2019
OVARIAN CANCER RESEARCH FOUNDATION

MDC expands its reach and impact to include both breast and ovarian cancer research

Mother's Day Classic 25 years EST. 1998

Ovarian cancer five-year survival rate is 49%

2020
MDC reaches over $50M in donations and over 1.8 Million Participants since 1998

2021

2022

2023

2024

2025

2026

Local Event Hosting

Being a Local Host means you are the event organiser that brings MDC to your community. You're responsible for coordinating the logistics such as securing a venue, planning the course, organising volunteers, and ensuring health and safety requirements are met. On the day, you are the one who brings everything together, creating a smooth and memorable event experience for participants. Just as importantly, you play a key role in encouraging local fundraising and rallying your community to support breast and ovarian cancer research. While the National Office provides resources, guidance and insurance, it's your leadership and commitment that makes MDC a part of your community.

Venue/Course

Your choice of location, distance, and terrain (flat, hilly, roadside, etc.) will impact who shows up for your event. Below are a few things to ask yourself before choosing the location:

Event Venue:

- Who is the community you're targeting?
- How are participants going to get to your event, is there sufficient parking, public transport, bike parking etc.?
- Does the venue already have bathrooms, or do you need to hire in Portaloos?

Event Course:

- Do you have a local park or trail already available that you can utilise for your course?
- Do you have a local park or trail already available that you can utilise for your course?
- Do you need to close and footpaths or roads to make your route safe for participants?
- Is your route disability friendly, can someone on crutches, wheelchairs or other mobility aids use the course
- Do you have space along your course route for spectators/supporters, e.g., family, friends, and volunteers who will cheer on racers, snap pictures, and hand out refreshments?
- What distances do you want your walk and/or run to be?

Once you have decided on a venue and course you will want to consider if you want to set participants off in waves on event day to reduce congestion on course or if you want to split the runners and walkers in separate waves.

Local events traditionally do not offer timing services to runners. If you would like to offer timing, there are some fantastic digital and manual solutions available. When deciding on a solution check the cost, if the supplier meets our privacy policy and what would be required of any OTD volunteers to make it happen.

OTD Event

When organising your event, consider what you might like to have on event day. Below is a list of activities and equipment you may want to consider for event day:



Fundraising initiatives

- Bake Sale
- BBQ
- Flowers
- Raffles

OTD Activities

- Food trucks & Coffee carts
- Entertainment & Music
- Kids Activities
- Face painting
- Spot prizes

Infrastructure/Signage/Stations

- Infrastructure: Gazbeos, Trestle Tables, Bins, seating, Cones
- Registration Tent
- Water stations on course
- Bag/Coat check
- Signage: Teardrop signs, corflute signs, traffic cones

Marketing

You are supported with lots of marketing resources to promote your event. To supplement as our National Marketing Campaign, we encourage you to use these resources to run some local marketing.

Key resources:

- Brand guidelines
- Marketing posters/flyers/social tiles
- Custom artwork request



Marketing locally

- Local FB page
- Putting up posters
- Doing flyer drops
- Local Billboards
- Radio/Newspaper
- Businesses sharing your content
- Local influencers
- Local Council Event pages
- Event listing pages

National Marketing

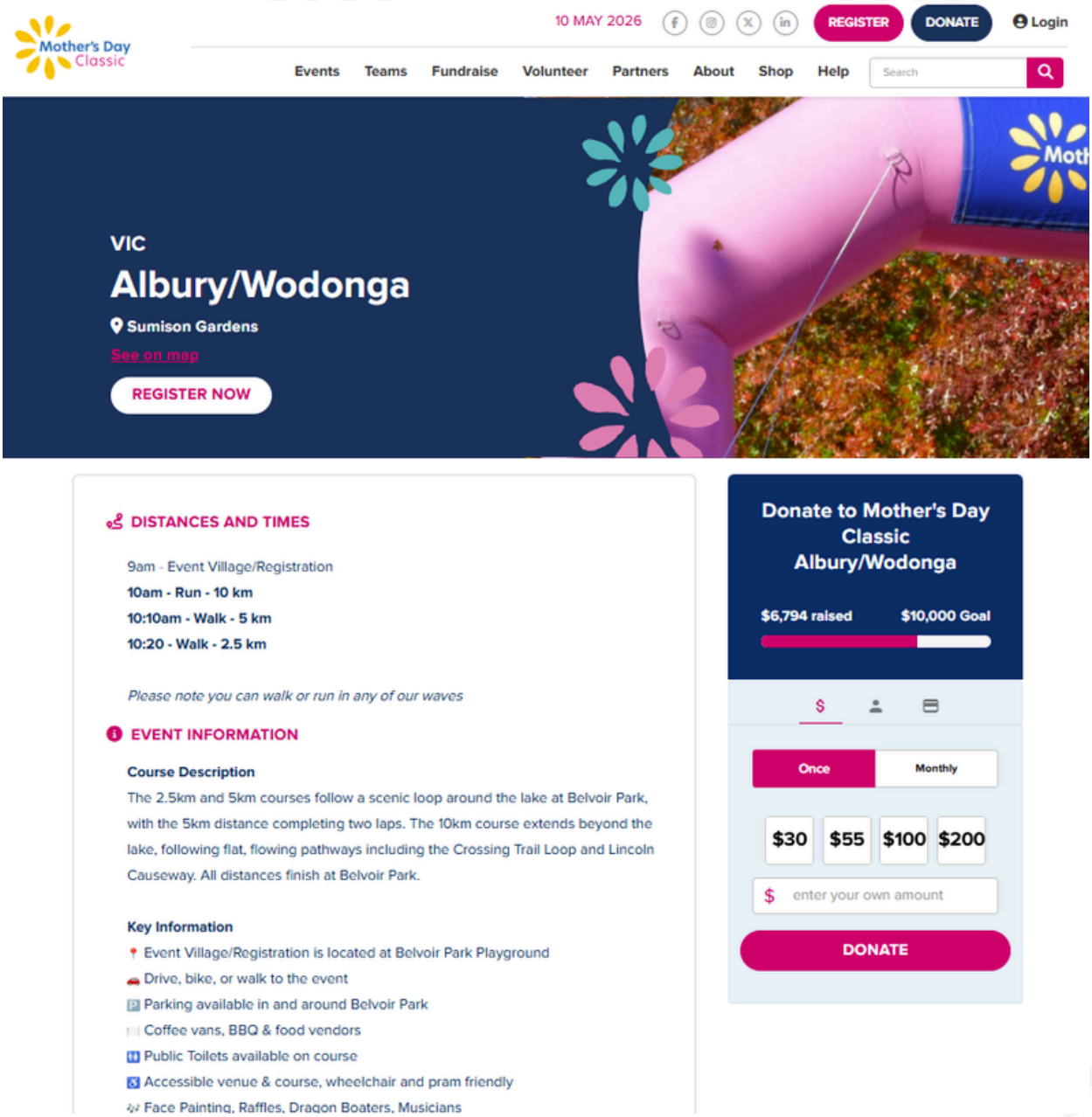
- Reshare social posts

Participants

Each local event has their own page on the MDC website, where participants can access information and register for your event. We manage the back end registration system for all events.
When you register your event with us you will provide some of the necessary information for your event webpage, if you need to make changes or update the information submit your change request using the form on your dashboard.

All participants are supplied a bib for event day by MDC, either mailed if they sign up before the mailing cut off date or they can collect OTD from you for later sign ups.

During campaign if you receive queries from your participants we will have a customer service team available to support you.



Finances

Each local event can raise sponsorship and will be able to spend that sponsorship money on event expenses, e.g. P.A system etc. National office provided base level signage, but all other expenses need to be covered through locally sourced Sponsorship.
We manage the invoicing of your sponsors and the payment of your event invoices and reimbursements throughout the campaign.
There is a list of sponsor categories you cannot approach due to our national sponsors category exclusivity or that they do not align with MDC and this will be provided to you before you start approaching local sponsors.

MDC Support

MDC offers support in multiple ways, from event planning guidance, participant registration platform, volunteer registration platform, national marketing campaigns, OTD stock, base signage and more. Based on your participant numbers each year MDC will assign financial support for your event. The financial support will be funded from your participant registrations fees.

- **Tier 1 (**0-499 participants & first time hosts): **$50** for any admin/basic costs
- **Tier 2 (**500-999 participants): **$50** for any admin/basic costs plus additional funding to cover qualified first aiders/**paramedic cover**.
- **Tier 3 - LOCAL PLUS (**1000-1499 participants): *up to* **$5** per registered participant for any admin, qualified first aiders, infrastructure & equipment, OTD activities & entertainment, signage and bump in & out staffing.
- **Tier 4 - LOCAL PLUS** (1500-1999 participants): *up to* **$7.5** per registered participant for any admin, qualified first aiders, infrastructure & equipment, OTD activities & entertainment, signage and bump in & out staffing.

Once your event is over 2000+ MDC will work with you on further support and developing your event.

Volunteers/OTD Support

Volunteers are your most valuable resource on event day. They fufill roles like registrations, course marshalling, raffles, and making the OTD event atmosphere special. MDC has a national volunteer recruitment campaign that launches in January and we manage the volunteer registration portal. All local hosts are encouraged to also advertise locally and reach out through their networks.
You may also have some key volunteers that may want to be part of your planning committee year round. MDC can support any specific recruitment for your local planning committee too.

Key information

- MDC Foundation has Public Liability Insurance for your OTD venue
- MDC pays for a One Music license to cover any music you play on event day
- MDC covers Volunteer workers insurance to cover all your event volunteers
- We provide you scripts, briefs & letter templates for approaching businesses and OTD MCs, photographers
- You will be provided volunteer packs, race medallions, race ribbons each year.
- First time hosts recieve a starter pack of collateral including; donation tins, a tribute wall, a event banner, and a couple corflute signs. As well as paperwork for OTD regos and other helpful docs
- Local events are priced differently than our major events, we will advise you prior what the prices are and pricing periods are.
- You will be provided an Authority to Fundraise after you are registered to be able to fundraise on behalf of MDCF

Guides & Policies

When hosting an event on behalf of the Mothers Day Classic Foundation you will need to follow our policities and guidelines.
These are key documents to use and refer to throughout the hosting program.

- MarketingGuidelines
- Local Host Guide
- Fundraising Guidelines
- Risk Management Guide
- Minor Expense Reimbursement Policy
- Code of Conduct Policy
- Whistleblower Policy
- OTD Cash Management Handling
- Extreme Weather Management Plan
- Incident and emergency Management Procedure
- Regional Cancellation & Date Change Policy