



## Fact Sheet

### A global tourism event...

- IAAF Gold Label Road Race (highest qualification for marathons)
- 27,000+ participants \*
- \$28.9 million economic impact \*
- 104,000+ visitor nights \*
- 60,000+ attendance (participants & spectators) \*
- 24,000+ visitors to Queensland \*
- Television audience reach of 1 billion homes across 100 countries \*
- Live webcast audience of over 135,000 on Facebook and YouTube
- 153,000+ social media fan base

\* Based on figures from the 2018 Gold Coast Marathon

### 41 facts for 41 years of the Gold Coast Marathon...

Updated 14 June 2019

**#1: An impressive history** – 2019 will be the 41<sup>st</sup> edition of the annual Gold Coast Marathon.

**#2: July is marathon time** – The Gold Coast Marathon is held on the first Sunday of July. This year the race weekend is Saturday 6 and Sunday 7 July.

**#3: Started in 1979** – The inaugural Gold Coast Marathon was held on 2 September 1979. It was initiated by the Rotary Club of Surfers Paradise Central as a health awareness campaign for the Gold Coast and attracted 691 participants. The start and finish line was located outside the Evandale Civic Centre, what is today the Gold Coast Cultural Precinct.

**#4: Event organiser** – The annual Gold Coast Marathon is organised by Events Management Queensland, a major event management company wholly owned by the Queensland Government as part of the Tourism and Events Queensland Group.

**#5: Run for the good times** – The event is marketed for people to 'run for the good times'. It highlights the opportunity that visitors can have good times on the beautiful Gold Coast as well as run good times on Australia's fastest marathon course.

**#6: Variety of distances** – The 2019 race program (*from longest to shortest distance*) features the 42.195km Gold Coast Marathon, Wheelchair Marathon, ASICS Half Marathon, Wheelchair 15km, Southern Cross University 10km Run, Gold Coast Airport Fun Run, Garmin 4km Junior Dash and Garmin 2km Junior Dash.

**#7: Highest marathon qualification** – In 2014, the Gold Coast Marathon became the first Australian

marathon race to be awarded an IAAF (International Association of Athletics Federations) Gold Label Road Race. The gold label is the highest qualification awarded by the IAAF and it elevated the Gold Coast Marathon to be one of the most prestigious marathons in the world, alongside races such as the New York City Marathon, Boston Marathon, Tokyo Marathon, Berlin Marathon, London Marathon and Chicago Marathon.

**#8: Flat, fast and scenic** – The Gold Coast Marathon has a global reputation for its fast, flat and scenic course. ideal winter running conditions featuring low humidity, little wind and mild temperatures result in 60% of participants achieving personal best times each year.

**#9: 28,199 is the record** – The record number of participants across all races at the Gold Coast Marathon was 28,199 set in 2012. The largest number of participants in the marathon race was 6,712 set last year.

**#10: Number of countries** – Entrants from 54 different countries have entered so far this year highlighting the global appeal of this event.

**#11: Boost for Queensland** – Last year's Gold Coast Marathon generated an economic impact of \$28.9 million and over 104,000 visitor nights for Queensland (*Tourism & Events Queensland, 2018*).

**#12: Global television reach** – Last year the Gold Coast Marathon was telecast in 100 countries with a potential audience of 1 billion households (*Sports TV Media Distribution, 2018*).

**#13: Social media fan base** – The Gold Coast Marathon has strong fan base on social media with more than 153,000 followers on Facebook (125,800), Twitter (8,700), Instagram (18,100) and Youtube (900).

**#14: Engagement on social media** – There have been more than 45000 photos on Instagram tagged with #GCM19 in 2019.

**#15: Live web coverage** – This year the Gold Coast Marathon live webcast on Facebook and YouTube is estimated to reach an audience of over 135,000 people.

**#16: Marathon record holders** – The marathon race records at the Gold Coast Marathon are: (men) 2:08:42 – Kenneth Mungara (Kenya) – 2015; (women) 2:24:49 – Ruth Chebitok (Kenya) – 2018.

**#17: 2018 marathon winners** – The reigning champions of the Gold Coast Marathon are Kenya's Kenneth Mungara (men), Kenya's Ruth Chebitok (women), USA's Josh George (wheelchair men) and Australia's Madison de Rozario (wheelchair women).

**#18: Prize money on offer** – There is a placegetter prize money pool of close to \$100,000 for elite athletes at this year's Gold Coast Marathon including \$20,000 for the winners of the men's and women's marathon. In addition, there is time bonus money available in the marathon, wheelchair marathon, half marathon and 10km run; a special \$40,000 incentive pool for Australian athletes to break 2:10 (men) and 2:25 (women) at the Gold Coast Marathon; and, a separate placegetter prize pool and time incentive money for the IAAF Oceania Area Marathon Championships.

**#19: Championship status** – The Gold Coast Marathon will host a number of championships in 2019 including the IAAF Oceania Area Marathon and Half Marathon Championships; Australian Defence Marathon Championships; Queensland Marathon and 10km Road Running Championships; Australian Masters Athletics Marathon Championships; Queensland Masters Athletics Marathon Championships; and, Australian Open Running Club Championships.

**#20: World rankings boost for Oceania athletes** - The IAAF Oceania Area Championships, as part of the Gold Coast Marathon, are an opportunity for elite athletes based in this region to boost their performance score in the new IAAF world rankings system. This competition will enhance their chances of a place at future major events including the Tokyo 2020 Olympic Games.



**#21: Popular ambassadors** – Four legends of Australian marathon running and two passionate advocates for healthy and active lifestyles are the ambassadors for the Gold Coast Marathon in 2019. Sub 2:10 marathon runners Rob de Castella, Steve Moneghetti and Pat Carroll, along with Australian women's marathon record holder Benita Willis continue their long association with one of their favourite events. While television identity Andrew 'Reidy' Reid of *Bondi Rescue* and social media influencer Danielle Byrnes, both passionate runners, join as ambassadors this year.

**#22: Bonza the bearded dragon** – The official mascot for the Gold Coast Marathon is Bonza the bearded dragon. Like all bearded dragons, he loves to run. One July he was kicking back on his favourite rock at Miami and was inspired by the thousands of runners taking part in the marathon, he knew he had to be a part of it.

**#23: More than running** – There are a number of support events and functions over the weekend that all add to the experience of the Gold Coast Marathon. These include the ASICS Sport & Leisure Expo, Elite Athlete Media Conference, Marathon Gala Dinner and Race Weekend Corporate Hospitality.

**#24: A showcase of industry** – The ASICS Sport & Leisure Expo is a major support event of the Gold Coast Marathon. Staged at the Gold Coast Convention & Exhibition Centre from Thursday 4 July to Saturday 6 July, it is expected to attract over 50 exhibitors and 28,000 visitors.

**#25: Huge volunteer force** – Close to 1,400 people of all ages will volunteer their time to work on the Gold Coast Marathon this year. Volunteers perform vital duties over the event at the start and finish areas, right around the course and at the registration centre and expo.

**#26: Huge community support** – Close to 1,000 of the volunteers at the Gold Coast Marathon are part of 44 local community groups who use this opportunity to fundraise for their group or a cause. These groups provide important group roles at the event such as managing aid stations on course.

**#27: Race Precinct** – The race precinct for the Gold Coast Marathon where the start and finish lines are located is the beautiful Broadwater Parklands in Southport.

**#28: Spectators line the course** – There are over 42km of great spectator locations on course with the hot spot being the Broadwater Parklands in Southport. It is estimated that over 100,000 people will line the course over the weekend to provide support to the participants.

**#29: Pace running support** – Pat Carroll Online & Onland Pacers are provided in the Gold Coast Marathon, ASICS Half Marathon and Southern Cross University 10km Run races to help runners achieve their goal times.

**#30: Safety first marathon** – In addition to meeting strict industry safety standards, IAAF Gold Label Road Race criteria and AIMS membership guidelines, the Gold Coast Marathon goes above and beyond in ensuring safety for all involved. From advanced medical scanning technology and GPS tracking to forward-thinking traffic management and detailed aid station assistance, the event continually aims to employ innovative and ground-breaking safety measures.

**#31: Running as a team** – There are 424 teams entered in this year's Gold Coast Marathon which surpasses the previous record of 414 teams set last year. Teams can be entered in one of the corporate, fitness, school or social team categories.

**#32: Suite of sponsors** – The Gold Coast Marathon is supported by a suite of local to global brands, many long-time sponsors of this event. None more so than ASICS which has been a partner for 21 years and Gold Coast Airport which has been a sponsor for 17 years.

**#33: 14<sup>th</sup> year for official charity** – This is the 14<sup>th</sup> consecutive year that the Cancer Council Queensland



has been the Official Charity of the Gold Coast Marathon.

**#34: Fundraising for a charity** – More than \$290,000 was raised for charity by participants in the 2018 Gold Coast Marathon via the Everyday Hero fundraising platform. The goal is \$300,000 this year!

**#35: Training tips** – Preparation is vital for any runner embarking on a race especially for the gruelling distance of a marathon. The ‘training’ section of the Gold Coast Marathon website provides a central resource for runners to help prepare for race day.

**#36: Making a debut** – This year close to 31 percent of the marathon entrants will make their debut over the 42.195km distance.

**#37: Oldest participants** – Victor Williams from Townsville is currently the oldest entered participant this year at 92 years of age. Victor is entered in Southern Cross University 10km Run on the Saturday, three days before his 93<sup>rd</sup> birthday, and will participate with his two granddaughters. The oldest entrant in the 42.195km Gold Coast Marathon is Charles Harcoan from Rosanna in Melbourne. Charles will be 79 when he lines up for the marathon on the Sunday.

**#38: Youngest participant** – The age of eligibility for kids in the Garmin Junior Dash races is five. There is an entrant in the girl’s Garmin 2km Junior Dash from Victoria Point in Brisbane who be five years one day on race day.

**#39: Longest travel to the start line** – The runner who currently will be travelling the farthest distance to race at this year’s Gold Coast Marathon is 51-year-old marathon runner Peter Hansson from Portugal who will be travelling close to 18,000km from his home in Tavira.

**#40: Most years of participation** – 77-year-old Graeme McLennan from South Grafton in NSW has completed a race at 38 Gold Coast Marathon events to hold the record for the most years of participation. He has finished 37 marathons and a single half marathon over this time, with a best marathon time of 3:28:58 in 1988, while last year finishing in 5:44:33.

**#41: Race day birthdays** – There are currently 74 people entered who will be celebrating their birthday on their race day. Christina McCormack will celebrate her 50<sup>th</sup> birthday by running the Gold Coast Marathon, while Alan Scott will mark the same personal milestone in the Southern Cross University 10km Run. Marina Woodward will run the 42.2km of the marathon for her 42<sup>nd</sup> birthday, while Olivia Wicks will run 21.1km in the ASICS Half Marathon for her 21<sup>st</sup> birthday.

