



BUSSELTON FESTIVAL OF TRIATHLON

EVENT EXPO INFORMATION

2025

AN ACTION-PACKED
WEEKEND OF SWIM
BIKE RUN FUN



artwork by @unleashedart



WA TRIATHLON

BUSSELTONFESTIVALOFTRIATHLON.COM.AU



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BUSSELTON FESTIVAL OF TRIATHLON



The Busselton Festival of Triathlon, now entering its 24th year, has become a beloved event within the triathlon community, with its reach expanding globally.

Starting in Collie and journeying through Rottnest Island and Margaret River before settling in Busselton in 2002, the festival has grown into a cherished tradition. It now spans an entire weekend, attracting over 2,100 participants.

Celebrating the spirit of multisport, the festival offers exciting events, including:

- Busselton 100
- Busselton AquaBike
- Busselton Foreshore Triathlon
- Busselton Kids Triathlon

These events draw people of all ages and abilities to get active, try the sport, and achieve their personal goals.

The Busselton Festival of Triathlon is well supported by the City of Busselton, DLGSC, Tourism Western Australia, and the Margaret River Tourism Association.

“The City is once again proud to support and host the 2024 Busselton Festival of Triathlon, one of Busselton’s major triathlon events. We have had the pleasure of watching this popular event grow, taking place alongside and within some of the City’s most iconic landmarks, including the Busselton Jetty and Ludlow Tuart Forest. Congratulations to event organisers on this long-standing, successful WA based event. I also extend my sincere appreciation to the sporting community for their continued support of this wonderful triathlon.”

MAYOR OF BUSSELTON, PHILL CRONIN





ABOUT THE BUSSELTON FESTIVAL OF TRIATHLON

From its scenic location and strong community support to its iconic course and exceptional athlete experience, the Busselton Festival of Triathlon is uniquely West Australian. With a swim, bike and run course that takes athletes on a journey through some of the Southwest region's most beautiful landscapes, our event is a standout on the National calendar and attracts athletes from across the globe.

What truly distinguishes this event from others in Australia is its ownership and management by Triathlon Western Australia, the State Sporting Association for Triathlon in WA. As a non-profit member organisation dedicated to celebrating the sport and the Western Australian community, Triathlon WA is at the heart of the sporting community. Driven by a commitment to its members and passion to see growth in the sport, Triathlon WA proudly collaborates with local charities, clubs, community groups and suppliers to deliver an exceptional event experience to anyone willing to give triathlon a try.

SATURDAY, 3RD MAY 2025

Saturday morning kicks the festival off with a bang as 300+ kids take on the Busselton Kids Triathlon. These safe and short distances are perfect for young participants eager to experience the thrill of crossing the finish line. Once the kids have completed their race, the Busselton Foreshore Triathlon begins. This short course format race includes team options ideal for beginners and those wanting to enjoy a light-hearted introduction to the sport.

SUNDAY, 4TH MAY 2025

On Sunday morning, athletes take on the Busselton 100. This is the main event of the festival, and includes a 2km swim alongside the iconic Busselton Jetty, an 80km ride through the Tuart Forest, and an 18km run along the Busselton Foreshore, passing through the event village filled with hundreds of enthusiastic spectators. This event is the Triathlon WA State Long Course Championships, adding an extra layer of competitive spirit for members. Alongside the Busselton 100, there is also the Busselton Aquabike running on the same course. This includes the option to complete only a 2km swim and an 80km bike ride – no run. There are also teams options, and a Corporate Cup.

FUNCTIONS

To complement the racing action, a VIP function and post-race award ceremony are held. The post-race Busselton 100 awards provide a valuable social opportunity for athletes and their supporters from across the state to come together, share experiences, celebrate their fellow athletes, wrap up the season, and further foster the community spirit.

THE VENUE

Located in the scenic Event Capital of WA, the festival proudly calls Busselton home. Nestled on the southwest tip of Western Australia, Busselton is renowned for its stunning, sheltered beaches and the iconic Jetty, extending 2km out into turquoise waters. Athletes start their race journey on the white sand beach alongside the Jetty, before heading into transition on Barnard Park oval.



The majestic Ludlow Tuart Forest sets a picturesque scene for the cycling leg of the race, and athletes culminate their race with a coastal run along the Geographe Bay foreshore. Busselton offers a premier race destination where natural beauty and exhilarating triathlon competition come together seamlessly.

Our expo area lies at the very heart of the event, alongside transition and the finish line.

PRICING FOR RETAIL & COMMUNITY EXPO VENDORS

We offer a variety of prebuilt, or BYO marquee site options tailored to your needs and budget, ensuring your brand is prominently featured at the Busselton Festival of Triathlon expo. The values listed below are exclusive of GST.

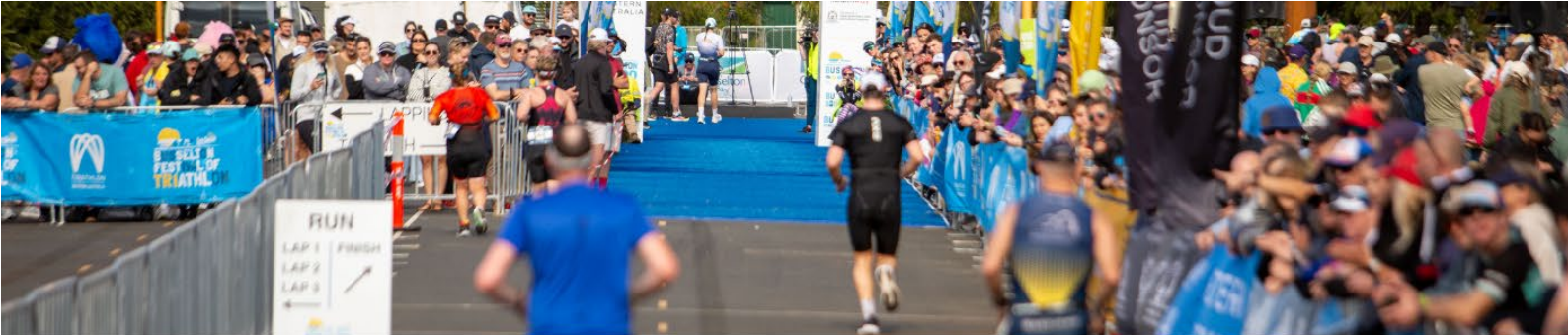
STANDARD PREBUILT MARQUEE INCLUSIONS

- Corflute business name on front of pre-built marquees (front signage)
- Trestle tables and chairs (as outlined below, differs by size of marquee)
- Power – strictly no use of high-power drawing equipment such as heaters and kettles, adequate power for laptop, tills, EFT machines only
- Overhead strip lighting
- Promotion - included in list of retailers online & at event
- Business logo included on big screen in event village - exhibitor to supply

Marquee Size	Inclusions	Total Cost (ex. GST)
Vendor providing own marquee and furniture, with no power access.	Site only. This is suitable for community groups and activations. Promotion and big screen inclusion will be at the discretion of event organisers.	FREE
Vendor providing own marquee, but needs access to power	Power access Promotion and logo on big screen	\$200
3m x 3m Prebuilt	1 trestle table, 2 chairs	\$500
6m deep x 3m long Prebuilt	2 trestle table, 4 chairs	\$900
3m deep x 6m long Prebuilt	2 trestle table, 4 chairs (additional signage)	\$1000
6m x 6m Prebuilt	3 trestle table, 4 chairs	\$1800
6m deep x 12m long Prebuilt	3 trestle table, 4 chairs	\$2500

To register your interest, please complete the expression of interest form [HERE](#).

If none of these options are suitable, please contact us to discuss your needs. We can accommodate different configurations for retailers, e.g. L-shaped booths, fencing to hang products, or clear walls.



Note: If providing your own marquee, please make sure you have weights. Marquees must be weighed down by water or sand weights with a minimum of 15kg weight secured to each pole, and where allowable and able, pegs should be used to secure the marquee to the ground.

PRICING FOR FOOD VENDORS

To ensure consistency, maximise exposure, and streamline logistics, we strongly encourage food vendors to remain on-site for the entire duration of the event. Our pricing structure has been designed to incentivise this commitment, benefiting both vendors and attendees.

- Single day: \$300 + GST (Saturday or Sunday only)
- Whole weekend: \$400 + GST (Both days)

To register your interest, please complete the expression of interest form [HERE](#).

EXPO OPENING TIMES AND OTHER INFO

The Expo area will be open at the following dates/times:

- Saturday 3rd May 2025, 7am – 7pm
- Sunday 4th May 2025, 6am – 4pm

There may also be opportunities on Friday 2nd May 2025. We will advise vendors closer to the event.

INSURANCE

Although the exhibition tents and structures are insured, we need to ensure that all temporary structures/ fittings/ products brought into the event precinct are insured independently. Triathlon WA requires all exhibitors to provide TWA with a valid Certificate of Currency prior to the event.

SECURITY

During exhibition hours exhibitors are responsible for their own security. Triathlon WA and Event Matrix take no responsibility for booths left unattended during opening hours. Please secure/remove all valuable goods and cash registers etc. when not in attendance. Security guards will be roaming the event site overnight only.

VENDOR SIGNAGE

We encourage exhibitors to enhance their expo sites with signage for greater visibility. Approved signage includes pull-up banners, A-frame pop-ups, and feather banners. Please ensure that no signage or structures extend more than one meter beyond the entrance of your site.

PARTICIPATION STATISTICS

On top of the 2105 registered attendees, there were an estimated 5300 spectators and supporters in 2024.

REGISTERED PARTICIPANTS BY EVENT AND ORIGIN

Event	Busselton Residents	Other WA Residents	Interstate	International	Totals
Busselton 100 and Aquabike	70	1245	22	5	1342
Busselton Foreshore Triathlon	31	458	5	0	494
Busselton Kids Triathlon	70	195	3	1	269
Totals	171	1898	30	6	2105
Percentage	8.12%	90.17%	1.43%	0.29%	

REGISTERED PARTICIPANTS BY EVENT AND AGE GROUP

Age Group	Busselton 100 and Aquabike	Busselton Foreshore Triathlon	Kids Triathlon	Totals	Percentage
Under 12	NA	NA	231	231	10.97%
12-15	NA	51	38	89	4.23%
16-19	7	32	NA	39	1.85%
20-29	318	109	NA	427	20.29%
30-39	353	150	NA	503	23.90%
40-49	332	93	NA	425	20.19%
50-59	242	43	NA	285	13.54%
60-69	80	14	NA	94	4.47%
70-79	10	2	NA	12	0.57%
Totals	1342	494	269	2105	

REGISTERED PARTICIPANTS BY EVENT AND GENDER

Gender	Busselton 100 and Aquabike	Busselton Foreshore Triathlon	Kids Triathlon	Totals	Percentage
Male	855	200	126	1181	56.10%
Female	487	294	143	924	43.90%
Totals	1342	494	269	2105	



VOLUNTEER PARTICIPATION BY GENDER AND AGE

Category	Total Number	Percentage
Male	134	44.37%
Female	168	55.63%
Total	302	
Adult	186	61.59%
Youth (<u18)	116	38.41%
Total	302	

ONLINE PARTICIPATION

The event is livestreamed each year and free to access on Facebook (reach: 3,099) and YouTube (Impressions: 10.5K) for those who wish to spectate but cannot travel to the event.

TESTIMONIALS FROM 2024 EVENT

FROM SOCIAL MEDIA COMMENTS

“This was one of the best events I've done in terms of awesome organisers and super happy supportive volunteers, thanks for making it a great place to race.”

“My first event and did it with my team. Also, the first time that I have run more than 14kms in my life. I can't wait to come back next year. I've been bitten by the bug!”

“Fantastic event for athletes, spectators, the organizers and the community as a whole. Just a great time for everyone involved!”

“The best event yet. Had such a great time. Thank you. Special thanks to the fantastic volunteers. Check in is always so friendly and helpful. The bike leg so enthusiastic and excellent cheering. Run leg always so kind and encouraging. Finish and transition organised and patient. Appreciate every one's amazing time and effort.”

“Brilliant Event, Perfectly Run. Thank you to everyone and all of the Volunteers.”

“Thank you for putting on another excellent event. Can't wait for next year.”

FROM THE POST-EVENT SURVEY

“Support people are a great crowd. Organisers are very helpful. Motorcycle team were constantly there. Roads were nicely maintained/clear. Loved the water bottle. My medal is amazing- AquaBike- not a generic medal- that's lovely”



“My favourite part of the event was the finish! Honestly, I enjoyed all of it but probably enjoyed the run most as it is my favourite leg. I then enjoyed watching friends finish the event”

“It was the little attention to detail things that made it special for me. The plants at the finish line, that they called my name as I crossed the finish line, the medal that is also a keychain, so I'll actually keep it, the friendliness of all the staff and volunteers”

“I really like the atmosphere of the event - it's really vibrant from registration to finish - it's just brilliantly done”

“Safe, well organised, good atmosphere, great venue, great host location, and strong competition”

“Very well organised, great atmosphere. Beautiful location and great conditions”

“The atmosphere is excellent it feels like the event is made for the athletes unlike other similar distance and other branded events”

“I really enjoyed the friendly atmosphere. I am a complete newbie to triathlons and really enjoyed the ease I found my way around the event from start to finish. I have spoken very highly of it since the weekend”

“The finish line was very lively after having done the triathlon. Volunteering for the Busselton 100 was definitely a highlight”

“The whole weekend was incredible; it was an absolute pleasure to be there”

“The Recovery Area was brilliant. Such an awesome range and supply of food and drink to refuel, chairs undercover to rest and chat, nice towels to warm up with. The swim in a super flat ocean was pretty cool too. As was the bike without much wind. And the run course had plenty of atmosphere and a beautiful view of the bay”

“It was a seamless experience from arrival to departure”

AWARDS

COMMUNITY SPORTING EVENT OF THE YEAR - 2023

The 2023 SunSmart Busselton Festival of Triathlon won the inaugural Community Sporting Event of the Year award at the WA Sport Awards hosted by Sport West on Thursday 29 February 2024. The Community Sporting Event of the Year award recognises an outstanding sporting festival, event or exhibition that has been delivered successfully in WA, with benefits to the athletes, the sport, and the local community. The 2023 event brought an estimated 7,300 visitors and an estimated \$3.3 million positive economic impact to the Southwest region.



PROFESSIONAL EVENT OF THE YEAR – 2017

The 2016/17 Busselton Festival of Triathlon won Professional Event of the Year Western Australia at the Sport and Recreation Industry Awards.

WHY GET INVOLVED?

Showcase your business at the Busselton Festival of Triathlon and align your brand with one of Western Australia's most unique sporting events. Your contribution will not only support a beloved community event, but also position your brand at the heart of a vibrant, active, and dedicated audience. Join us in creating unforgettable experiences and making a lasting impact.

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