

2026

PIPELINE CHALLENGE MEDIA KIT

Over a decade of Riding to End Youth Homelessness

#### Dates:

29 April - 3 May 2026

#### Route:

Kalgoorlie to Perth

## **Beneficiary:**

Youth Futures' Nest Program

# **Presented by Principal Sponsor:**

Big Yellow Mining

#### **Contact:**

Claire Gerber claireg@youthfutures.com.au 0492 137 992

www.pipelinechallenge.com.au www.youthfutures.com.au





What 2026 Big Yellow Pipeline Challenge

When 29 April - 3 May 2026

**Where** Kalgoorlie to Perth (600+ km)

Why To raise vital funds for Youth Futures' Nest program, supporting young parents and their children facing homelessness. With WA's housing crisis worsening and no government funding for the program, the need has never been greater

**Who** Solo riders, teams, CEOs, Youth Futures Community School students and educators

**Principal** Big Yellow Mining <u>www.bigyellow.au</u> **Sponsor** Email: pipelinechallenge@bigyellow.au

Hashtag #PipelineChallenge2026 #YouthFuturesWA

# **About the Pipeline Challenge**

The Pipeline Challenge is a five-day mountain bike adventure that traces the iconic Golden Pipeline from Kalgoorlie to Perth. Riders take on more than 600 km of rugged terrain, camp under the stars and share in a powerful journey of purpose and endurance, all to raise vital funds for Youth Futures' Nest program. Every dollar raised goes back to the Nest program.

Since its launch in 2015, the event has grown into a celebrated initiative that combines adventure, community and meaningful impact.

With **Big Yellow Mining** at the helm as Principal Sponsor and official ride champions, their generous, ongoing support will make the 2026 Pipeline Challenge bigger, bolder and more impactful, helping even more young Western Australians build brighter futures.

## **About Youth Futures**

**Youth Futures** is a leading Western Australian not-for-profit organisation dedicated to supporting young people experiencing crisis, disadvantage and disconnection. For over 40 years, we've worked alongside vulnerable young people to help them overcome homelessness, barriers to education, mental health and addiction challenges, and a lack of family support.

Our holistic approach combines crisis accommodation, long-term housing, outreach support, alternative education programs and specialised services such as the Nest for young parents.

Each year, Youth Futures supports thousands of young West Australians, helping them build the skills, confidence and connections they need to thrive.

**Our belief is simple**: every young person deserves a safe place to call home, access to education and the opportunity to shape their own future.



# About the Nest Program

Set up in 2008, the **Nest** is Youth Futures' two-part program supporting young parents aged 16–25 who are experiencing, or at risk of, homelessness. In the face of WA's deepening **housing crisis**, many young families are left without safe or stable places to live, and limited access to the support they need.

Importantly, the Nest is **fully donor funded** and receives **no government funding**, making community support essential to its continued operation and impact.

#### The Nest responds with two complementary programs:

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# Outreach Support Services Droviding mobile case managen

Providing mobile case management, parenting guidance, and crisis support to young parents living in unstable or temporary situations.



Supported Accommodation
Offering safe, long-term
housing for young mums and
their children, alongside
intensive wraparound support.

Together, these services give young families a chance to stabilise their lives, build independence, and create a brighter future, not just for themselves, but for the next generation.

#### **Key Features:**

- Parenting support and life skills development
- Pathways to education and employment
- Ongoing therapeutic care and case management
- Access to safe, stable housing

#### Impact:

In 2024, the Nest supported 63 young parents and children, helping to break the cycle of poverty and intergenerational disadvantage.

"The Nest gave me a second chance, a safe place to grow with my baby and start again."

— young mother, participant in the Nest program



# **Available for Interview**

Name	Title	Quote
Michelle Jenkins	CEO, Youth Futures	"With the support of Big Yellow Mining and our community, the Pipeline Challenge continues to change lives."
Mitch Wallace	CEO, Big Yellow Mining	"We're proud to mark 10 years of making a difference, one ride at a time."
Rachael Nudds	Head of Homelessness, Youth Futures	"Every young parent and their baby deserve a safe and stable home and real support. In a housing crisis, it's not just shelter, it's survival."

# **Media Opportunities**

#### **Before the Ride:**

- Interviews with riders, organisers, Youth
   Futures staff and Nest participants
- Behind-the-scenes planning
- Profiles on past impact





### **During the Ride:**

- Kalgoorlie Start Line (29 April)
- The final evening of the ride is celebrated with live music and festivities (Saturday 2 May)
- Home Stretch Riders join the event, and Parkerville Finish Line (Sunday 3 May) celebration & presentation

#### **After the Ride:**

- Final fundraising results
- Stories from the Nest
- Impact features and sponsor recognition

# Over a Decade of Impact

- \$1.5 million raised in the last decade
- Over 600 riders and support crew from across WA and beyond in the last decade
- Countless kilometres cycled for a cause
- Major partners and sponsors have helped fund safe housing, education, and support

# **How to Get Involved**

- Register to Ride: www.pipelinechallenge.com.au
- **Partner with Us**: For sponsorship enquiries, contact pipelinechallenge@bigyellow.au
- Volunteer: www.pipelinechallenge.com.au/volunteers

# **Media Assets**

- <u>www.pipelinechallenge.com.au/fundrasing/media-downloads</u>
- <u>www.pipelinechallenge.com.au/fundraising/event-videos</u>

# **Contact Information**

**Media Contact** 

Claire Gerber
Partnerships Manager
claireg@youthfutures.com.au
0492 137 992

