



Media Release

Gold Coast Businesses Brighten Christmas for Underprivileged Children

An array of businesses have dug deep again this festive season to donate bikes to the children's charity Act for Kids on the Gold Coast.

The charity, in conjunction with the Gold Coast Convention and Exhibition Centre (GCCEC), hold an annual Build a Bike fundraiser with businesses donating a bike to abused or neglected children.

The idea of the fundraiser is that businesses are supplied the parts and then literally build the bike under the watchful eye of Miami business Mikes Bikes.

The GCCEC General Manager Adrienne Readings said this is the third year the event has been held with each year seeing more businesses involved and more bikes donated at Christmas.

"The first year we started with 8 bikes, that rose to an amazing 54 bikes and 30 businesses last year. This year, the business community has outdone itself again with 37 businesses donating 64 bikes to brighten the Christmas of so many children," she said.

"This year we saw team members from our own Facility Cleaning and Finance departments get together to raise enough money to buy a bike – a really generous group of people.

"To all of our business partners who signed up again this year, we truly thank you. To those who are new to this fundraiser we welcome you and also thank you for your selflessness.

"A special thank you also to Mikes Bikes for supplying the bikes and overseeing the builds."

Act for Kids' provides support for local Gold Coast children who have experienced significant trauma from child abuse and neglect.

The local team of psychologists, speech therapists and occupational therapists work together to help children develop the skills they need to overcome their challenges and developmental delays.

Act for Kids Regional Director Gary Poole says the organisation has supported over 3,300 kids and families on the Gold Coast since 2006.

"Sadly, the demand for our services on the Gold Coast continues to increase and we recently opened a new centre to support young families and new parents in Upper Coomera.

"Initiatives like the Build A Bike event really give our kids and families something to look forward to at Christmas, and for some children may be the only present they receive this year," Mr Poole said.



Act for Kids is an Australian charity working tirelessly to prevent and treat child abuse and neglect.

Act for Kids is one of the most prominent providers of free professional therapy for children who have suffered abuse and support for families at risk.

With 26 centres across Australia from the Cape York Peninsula in Queensland, to South Australia and New South Wales, Act for Kids has supported thousands of children and their families since establishing in 1988.

Did you know?

- In 2016–17 there were 45,714 children confirmed as abused or neglected in Australia.
- In 2016–17, there were 355,935 reports made to child protection services in Australia.
- The Australian Government and State and Territory governments announced in 2009 a national, long-term approach for protecting Australia's children. Act for Kids is part of a coalition working to ensure these reforms produce better protection for children.

Source: Australian Institute of Health and Welfare. *Child protection Australia 2016–17*. Child welfare series no. 68. Cat. No. CWS 57. Canberra: AIHW.

Businesses that donated bikes in 2018 include:

ATMS2GO	iProspect
Backdrops Fantastic Australia	Meads Mobile Mechanics
Border Security	Mitcomm Event Communications
Broadbeach Alliance	Moco Food Services
Clifton Productions	Moreton Hire
Contract Chefs	Nethome Pty Ltd
Destination Gold Coast	OmniRecruit
Dreamweavers	Powerzone – Gas Electrical
Eurovap Products Ltd	PriPark
Frank's Seafood	RACV Royal Pines
Gartner	Recon Solutions
GCCEC + GCCEC Cleaning Team + GCCEC Finance Team	Retired Police
Gingerbread Marty	Skyline Landscape
Gold Coast Airport	Smart Foods
Gold Coast Plumbing	Timetarget
Gold Coast Suns	Ungerboeck Software
Gotzinger Smallgoods	Unity Funding
HOTA	West Property Maintenance
Independent Dairy and Norco Milk	Zenith Hospitality Staffing Solutions

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