

# Breaking the Cycle Across Australia

## Executive Summary

Dr. Kate Leeming



**E**xplorer and expedition cyclist, Dr. Kate Leeming will pedal the breadth of Australia, crossing the tracks of several intrepid explorers while coming face to face with the cultures and nature that survive in some of the world's most remote deserts.

Beginning at Cape Byron, (NSW) Australia's most easterly point, Kate's 6400km fat-bike journey will take her across the continent's sunburnt interior to its most westerly tip, Steep Point, (WA).



# The Journey

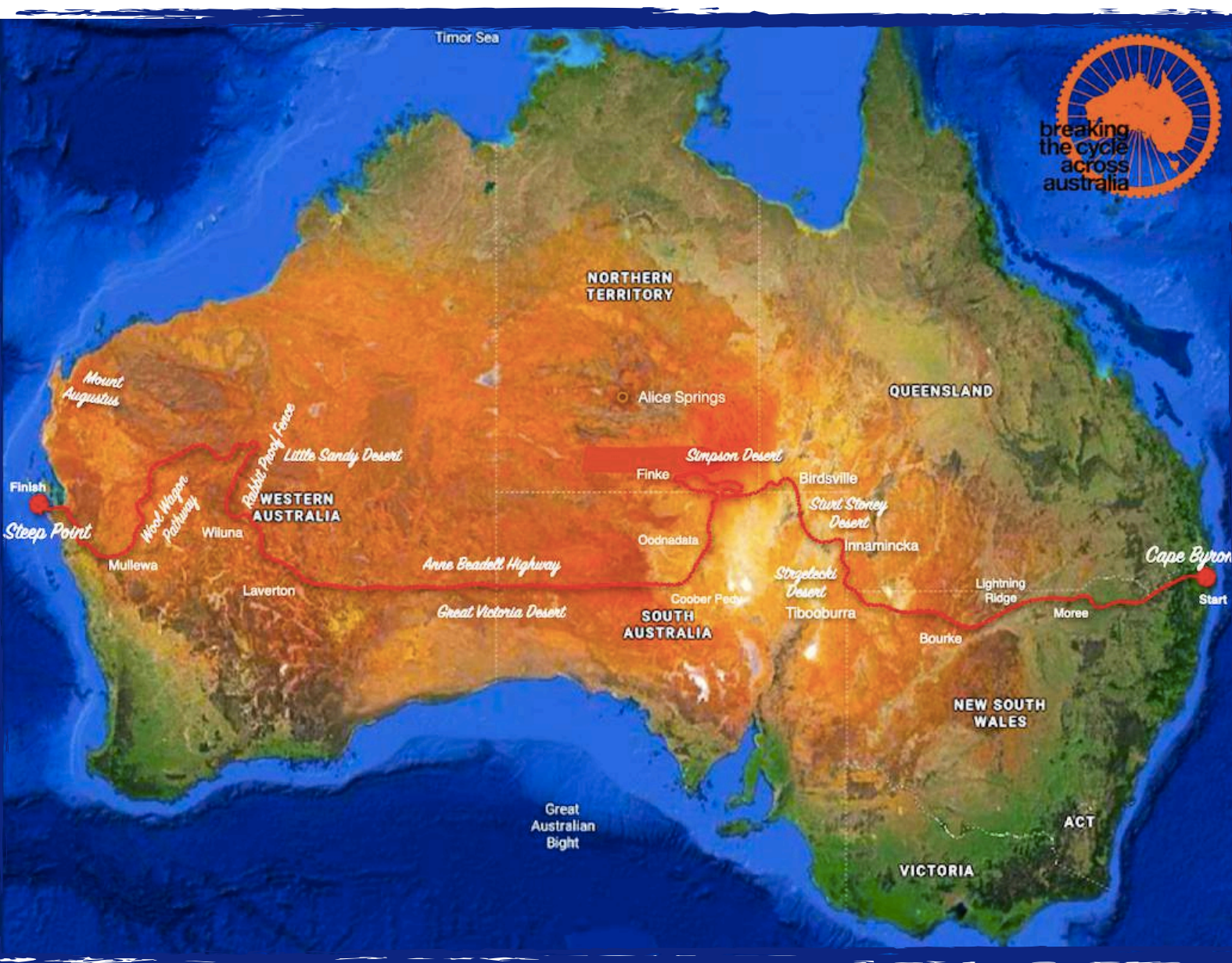
Start: 1st May 2021

Time: 13 weeks (approximately)

Distance/week: 500km

Conditions: Dusty desert tracks, sand dunes, gibber plains, corrugations, gravel and rarely bitumen roads.

\* The proposed route below may be adapted



**K**ate has already pedalled a distance greater than twice the world's circumference and achieved four world firsts on her major journeys; through Europe, across Russia, 25,000km through Australia (including the Canning Stock Route) and 22,000km west to east across Africa (from Senegal to Somalia).

Since 2013, Kate has been working towards making the first bicycle crossing of the Antarctic continent via the South Pole. She's completed four polar training sessions and preparatory expeditions on every continent except Antarctica, in polar conditions, on sand and at altitude.

In 2016, Kate was awarded an Honorary Doctor of Education degree by The University of Western Australia.





# Production

To ensure quality filming, stills photography and communications, Kate will travel with a film/support crew. Filming and editing videos on expedition will be experienced adventure filmmakers Michael Matthews and Morgan Cardiff. The post-production team, A-OK Media House, and the global distributor, Boulder Creek International, has a proven track record. They have already collaborated with Kate to edit, produce and distribute globally a 4-part TV series, *Diamonds in the Sand* about Kate's 2019 Breaking the Cycle Skeleton Coast expedition. <https://vimeo.com/462048683>

AOK Media House, a UK production company specialising in factual television, will be producing a documentary series. AOK's critically acclaimed TV series have been watched by millions and aired at prime time by leading international broadcasters.

[www.aokmediahouse.com](http://www.aokmediahouse.com)



# Global Distribution

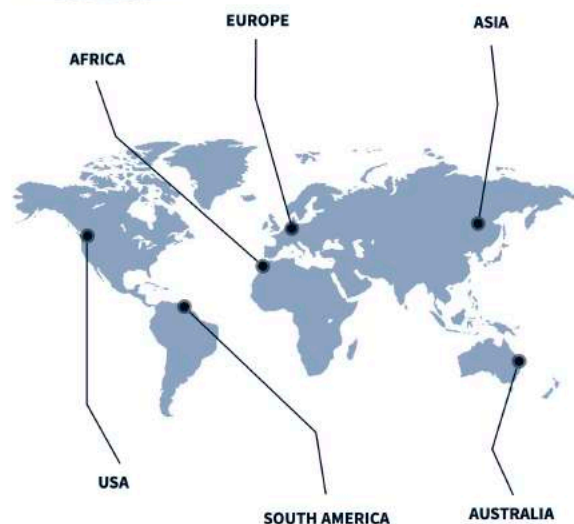
Boulder Creek International is a well-established and innovative boutique Distribution company based in central London. Through strategic relationships with international broadcasters in the areas of expertise; travel and sports, BCI has been delivering high-end programmes to networks worldwide as well as helping tourism bodies, specialised TV production companies, and sports presentation companies to deliver their stories to millions of viewers.

BCI was instrumental in establishing Cape to Cape MTB International, injecting around \$10M annually into WA and the Margaret River region.

[www.bouldercreekinternational.com](http://www.bouldercreekinternational.com)



# PLATFORM



**Sky Sports**  
- 9,000,000 Households  
- United Kingdom



**Foxtel Australia**  
- 2,300,000 Households  
- Australia



**Bein Sports**  
- 60,000,000 Households  
- US



**Amazon**  
- 80,000,000 Households  
- Germany, Japan  
US & UK



**Sky New Zealand**  
- 2,300,000 Households  
- New Zealand



**TV Asahi**  
- 19,000,000 Households  
- Japan



**Netflix**  
- 150,000,000 Subscribers  
- 190 countries



**TSN Canada**  
- 31,000,000 Households  
- Canada



**ESPN Brazil**  
- 10,000,000 Households  
- Brazil



**Eclat**  
- 9,000,000 Households  
- Korea



**ESPN Latin America**  
- 39,500,000 Households  
- Latin America, 19 countries  
and territories



**CNBC**  
- 93,623,000 Households  
- Europe, Middle East,  
North Africa, Asia Pacific  
& Latin America



**COMCAST**  
- 27,600,000 Households  
- North America



**Globosat Brazil**  
- 15,000,000 Households  
- Brasil



**Nova Sports Greece**  
- 350,000 Households  
- Greece



**Orbit Showtime Network**  
- 272,000,000 Households  
- 14 Different Countries



**Inflight**  
- Airlines  
- Trapped audiences



**Outdoor Channel Asia**  
- 5,000,000 Households  
- 16 Different Countries



**Eleven sports**  
- 70,000,000 Households  
- 6 Different Countries



**Bloomberg**  
- 200,000,000 Households  
- 100 Different Countries

**Sports TV Turkey**  
- 25,000,000 Households  
- Turkey



**Sportklub Eastern Europe**  
- 4,000,000 Households  
- 7 Different Countries



**Sportsmax**  
- 25,000,000 Households  
- 21 Different Countries



**Fox Channels**  
- 500,000,000 Households  
- Worldwide



**Sport 5 Israel**  
- 5,000,000 Households  
- Israel



**Teleclub Switzerland**  
- 2,300,000 Households  
- Switzerland



**Telered Argentina**  
- 20,000,000 Households  
- Argentina



**AB Groupe**  
- 100,000,000 Households  
- 12 Different Countries



**NENT Scandinavia**  
- 6,400,000 Households  
- 170 Different Countries



**Extreme channels**  
- 100,000,000 video views  
- 60 countries



**Sky Sports Germany**  
- 400,000 Households  
- Germany



**PCTV Mexico**  
- 5,000,000 Households  
- Mexico



**Melita Cable Malta**  
- 290,000 Households  
- Malta



**PBS Washington**  
- 700,000 Households  
- Washington



**DTH Italy**  
- 2,230,000 Households  
- Italy



**BT Sport**  
- 4,500,00 Households  
- 4 Different Countries



**Eurosport**  
- 104,000,000 Households  
- 54 countries



**SPI International**  
- 36 channels on 6 continents



**Flow Sports**  
- 400,000 Households  
- Caribbean



**Channel 82 Bermuda**  
- 2,300,000 Households  
- Australia





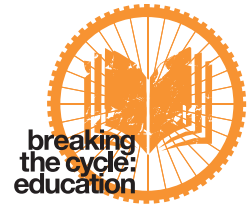
Ocre cliffs, Lalgira Yards  
Day 11  
Finke River Expedition, 2018

# Production Outcomes

The team will produce a TV series with many story angles; from a personal perspective, geographic, environmental, indigenous, historic, agricultural and ... a journey action-packed with adventure.

During the journey the team will also produce weekly videos, snippets and photographs for social media and to complement the education programme. We aim to develop a following to both promote Australia and build interest in this and future projects. Kate will publish her popular regular blogs as on her previous expeditions.

# Breaking the Cycle Education



Kate has partnered with Belouga, an exciting new interactive learning platform present in over 110 countries, and The Duke of Edinburgh's International Award. Regular videos and blogs will complement the new Duke of Ed 'Virtual Exploration' curriculum and learning materials presented on Kate's [Breaking the Cycle Education Belouga Channel](#).



Kate plans to visit several schools and meet local experts such as indigenous leaders, park rangers, primary producers and community characters to add to the story and learning content.





A Gould's goanna  
Canning Stock Route  
GRACE Expedition, 2004

## Supporting **Biodiversity**

Kate plans to work with Carbon Positive Australia to add a focus on the importance of supporting biodiversity and carbon sequestration in one of the world's biodiversity hotspots.





Australian Financial Review photoshoot  
2020

# Further Details

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Tanami Road  
GRACE Expedition, 2004



Uluru  
GRACE Expedition, 2004