

Media Release

Steve Dimopoulos MP
Minister for Environment
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OLYMPIAN GRACE BROWN NAMED ROAD RACE AMBASSADOR

As the 2025 Cadel Evans Great Ocean Road Race gears up, a new ambassador to be the face of the event has been revealed thanks to the Allan Labor Government.

Member for Geelong Christine Couzens, representing the Minister for Tourism, Sport and Major Events, today joined *Tour de France* winner Cadel Evans to announce Paris Olympic Gold Medallist and proud Victorian Grace Brown as the newest ambassador for the road race around Geelong, Barwon Heads and Torquay.

Brown, who hails from Camperdown in regional Victoria, will take part in the People's Ride on 1 February – which will give more than 3,000 cyclists of all ages and abilities the opportunity to ride on the same course as their elite cycling heroes.

Brown's involvement is set to generate even more excitement about the five-day festival of cycling, which is supported by Visit Victoria and the Regional and Major Events Funds.

The Cadel Evans Great Ocean Road Race will reach a significant milestone in 2025, celebrating 10 years as a key highlight on Australia's major events calendar.

Since its launch, the race has brought together the world's best cyclists and is now broadcast into more than 100 countries – promoting the beauty of Geelong, the Bellarine and the Surf Coast to the world.

In 2024, the event drew an impressive crowd of more than 140,000, delivering a substantial economic boost and creating valuable local job opportunities.

The Cadel Evans Great Ocean Road Race, the Matildas friendly at Kardinia Park and Geelong's Festival of Sails are just some of the many blockbuster events taking place in Geelong in the coming months, alongside the Yayoi Kusama Exhibition at the NGV, the Australian Open and the Formula 1® Australian Grand Prix.

The 2025 event runs from 29 January to 2 February and for more information or to register for the People's Ride, head to the [event website](#).

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

“This event 's the first one day classic on the world tour calendar, attracting plenty of fans but also provides a major boost for the local economy.”

“It's fantastic to have two home-grown cycling legends like Grace and Cadel promoting one of the best sporting festivals in Australia – and I'm sure there will be plenty of fans keen to go for a ride alongside them.”

Quote attributable to Member for Geelong Christine Couzens

“The professional races are beamed live into the lounge rooms of people all over the world, showcasing the incredible natural beauty of this region – and that kind of exposure is invaluable.”

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Quote attributable to Visit Victoria CEO Brendan McClements

“There are so many fantastic things to see and do in Geelong, the Bellarine and Surf Coast over the coming months. From this event to the Festival of Sails and the Matildas at Kardinia Park, there will be plenty to entertain visitors.”

Quote attributable to Olympic Gold Medallist and race ambassador Grace Brown

“I am incredibly excited to be named as an ambassador for the Cadel Evans Great Ocean Road Race. This is one of Australia’s premier cycling events and I can’t wait to see the region flooded with fans.”

Quote attributable to race founder and Tour de France winner Cadel Evans

“Grace inspired the nation earlier this year at the Paris Olympics and having her on the start line for the People’s Ride is an incredible opportunity for cycling fans to ride alongside an Australian champion.”