

PRESS RELEASE

Date: 15/10/2025

Aussies & Brits Unite to Bring Joy and Hope to Kids in Remote Kimberley Communities

Fifteen cyclists from the UK are embarking on a journey along the iconic Great Ocean Road this October—not for glory, but for the children of remote communities in Western Australia.

These riders, all volunteers from the UK charity Biking for Children in Care, over the past 20 years, have raised over £1 million (\$A 2,036,000) to support vulnerable children in the UK.

Now they are turning their support to children in the remote East Kimberly in Western Australia.

The Spark: One Teacher's Dream

The story began in 2023, when Chris Sellings, a teacher from Perth, moved with his wife to a remote school over 3,000km away. Amid the challenges of isolation, Chris saw a simple but powerful way to make a difference: bikes. In the school's wood workshop, he started a bike club, teaching children to fix and build their own bikes. The club became a go to place—kids wanted to learn, to create, to ride.

Chris didn't stop there. He salvaged bikes from the local rubbish dump, bought tools with his own money, and eventually paid for 50 bikes and tools to be driven up from Perth. Many kids learned to build, fix, and ride—activities that are positive, constructive and fun.

“The kids are happy, which makes the adults happier. They go to bed earlier because they're tired and want to get up and ride their bikes.” –

Benita, parent

The Community Comes Together



The impact was immediate and positive. Parents watched with some amazement as their children returned home with bikes they'd built themselves. The community came alive with the sight of children cycling everywhere—it was inspiring and bringing purpose and happiness to the kids.

Chris was invited into the community's men's circle, where fathers shared their surprise and happiness about the impact of the bikes. When one suggested bike lights for safety, Chris fundraised and sent 35 sets—small gestures, making a difference.

During NAIDOC celebrations, the project united local people, police, nurses, and service providers. Everyone pitched in, working side by side with children to fix bikes and build dreams.

“This is exactly what the children need—something practical that makes them happy. It gives them a purpose and a healthy way to move.”

— Jean, local paediatrician



One Man's Mission, Let's Take it Forward

Chris has funded this project from his own pocket, driven by the belief that every child deserves joy and opportunity. Now, he's building The Bike Creative to reach even more remote communities.

“At the end of each day, I'd sit and look out over the desert, thinking about the ripple effect of happiness spreading from the children. It made me cry for joy every day. That's how I know this is the right thing to do, and I need to keep doing it.”

— Chris Sellings

Brits & Aussies Ride Together to Raise Awareness

The British and Australian cyclists are raising funds and awareness to help Chris continue his mission. Their ride is more than a challenge—it's a call to action for businesses and organisations to join in, to accelerate this wave of hope.

“We want to raise awareness of what Chris is doing—bringing joy to kids in remote outback communities. Sponsorship would enormously accelerate his project.”

— Mike Herbert, Aussie cyclist in London, organiser of the ride

Ride Details

- - 400 km ride starts at 6:30 am, Thursday 23rd October, Southern Cross Station
- - Cyclists travel to Childers Cove, then pedal to Melbourne, finishing Sunday 26th October after joining the Around the Bay ride at Sorrento.

For More Information

About the UK group in Melbourne and the Great Ocean Road fundraiser, contact Mike Herbert:

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About the remote bike project contact Chris Sellings and The Bike Creative in Perth:

E: info@bikecreativefoundation.org | M: 0423 637159

Or to make a donation:

Australia fundraising page: <https://www.mycause.com.au/page/374902/remote-wa-bike-program>

Every dollar helps put a bike—and a smile—into the hands of a child who needs it most. Join us in changing lives, one bike at a time.