

Road Boss Rally be driven!



2023 RBR all Wrapped Up

No two Road Boss Rallies are ever the same and 2023 sure delivered on every level. Off the back of a massive Super year in 2022 the plan was to create a shorter compact event to be contained inside one week. That worked perfectly and the other challenge was to ensure we packed every element of a 'big RBR' inside a small one. Mission accomplished. Everyone went home with grins from ear to ear, covered in mud, dirt and dust with a million stories and adventures to tell and talk about for years to come.

Never say never whatever the weather. In the week leading in to the rally we could see a massive weather system approaching and where we could normally spin on a dime and make alternate plans around adverse weather, there was no where to hide from this one. It covered the length and breadth of the country so all we could do was soldier on, wait for it to meet with us and see what we had to work with.

The rain certainly played havoc but fortunately we were still able to get a great deal of the rally completed as well as add in some side tracks and added adventures to keep everyone busy and entertained all day every day.



One Big Fat Cheque for GIVIT

On par with every other year everyone dug deep and were incredibly generous raising a whopping One Hundred & Sixty Thousand dollars for our charity partner GIVIT.

Just like the rally itself the basic plan was to have a quieter year off the back of a big one. Whilst we never set ourselves a fundraising target as we prefer to let people do what they feel comfortable with, it is still mind blowing to witness the generosity and driven passion when it comes to fundraising.

Since knocking on GIVITs door eight years ago we have raised well in excess of two million dollars which is phenomenal from a small and humble group of 'ordinary people' who just love going bush, having fun with like minded people and humbly go about helping fellow Australians when in need.

Congratulations 2023 RBR participants, you should all be extremely proud of this achievement.

Road Boss Rally	
Pay: GIVIT	Date: 2023
Amount: <i>One hundred & sixty thousand</i>	\$ 160,867
<i>eight hundred & sixty seven dollars</i>	
be driven!	

Our winners & Grinners from 2023

Outright Wacko results:

1st:	58	Eliminator	Jumbo & Monica
2nd:	109	Mammary Masseurs	Marty, Row & Karen
3rd:	202	QWITCHYABITCHIN	Darryl & Tom

Highest Fundraising achievements:

1st:	28	\$26,500 ADE Crewmen	Matthew & Clive
2nd:	109	\$22,121 Mammary Masseurs	Marty, Row & Karen
3rd:	333	\$10,805 Will Dig All Day	Harley & Gary

Picture Perfect:

58	Eliminator	John 'Jumbo' Schefe
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RBR Spiriter

856	Jackaroo Boys	Josh Robinson & Damien McBride
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Never Say never:

528	Frequency of Love	Ian & Marray Quant
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Supreme GIVIT Everything:

202	Darryl O'Brien
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Class awards (Wacko results)

A:	58	Eliminator	Jumbo & Monica
B:	84	Old Fords Never Die	Steve & Rebecca
B1:	621	Spirit of Popeye II	Des & Carrot
C:	77	Holden On	Stewart & Sue
D:	236	Just in Time	Ian & Rick



Photos and albums

Every year we are fortunate to have dedicated volunteers out and about snapping and capturing the spirit and splendour of your RBR adventure. There sure was some amazing colour, cars, characters and country on this year's rally and we look forward to sharing all these amazing images and memories with you all.

As you would appreciate there a number of photographers scattered around the country that we need to get all of their images from then comes many, many hours of sorting, culling, editing, collating and preparing for end use. We have been working on these already and while we still have quite a way to go progress is well under way and will have them available for everyone as soon as we can. Once the initial digital and online steps are done we then begin work on the hard cover album which everyone on the rally will receive a copy of. First we will place a full set of low resolution images on the RBR website then also set up a Drop-Box album for each entrant to access all their high resolution images of which you are free to use. The final step is creating the album which get mailed directly to you.

2024 Road Boss Rally Events

With the next big Road Boss Rally set for 2025 no doubt there is a lot of curiosity as to what we might get up to next year. Whilst there is no major RBR event in 2024 we will most certainly still be keeping everyone busy with plenty to look forward to.

Exact dates and locations are yet to be set and announced, however you can look forward to and plan for at least two fantastic and significant 'Long Weekend' RBR events. We won't be using or piggy backing existing long weekends rather creating our own 'RB-RDO's'. The rallies will begin at lunch time Friday and finish around midday Sunday giving us two great nights out bush.

We will lock in and confirm dates and destinations as soon as possible but one will be late April in South East Queensland and another around September a little further south in to NSW.

We will also be building in Entry fee & fundraising incentives for anyone who has entered the 2025 Super.

Road Boss Commentating at Historic Leyburn Sprints

It has been a few years but RB will be once again travelling to the annual Leyburn Street Sprints this year as part of the commentary team at this historic event.

With over two hundred entries it is a huge weekend where cars of all shapes, makes and models race around the hay bales through the streets of Leyburn.

We will have a few Road Boss Rally cars on display over the course of the weekend and with RB on the microphone entertaining thousands of spectators on site as well as the live stream audience watching on around the world it will certainly be a terrific bit of exposure and awareness.

It is on the 19th & 20th August if you are in the area or you can watch it live via a link on the [Leyburn Sprints website](#)



2025 RBR

The new horizon is now set and our next big (HUGE) rally will be on in 2025. Dates for the rally will be announced in the not too distant future as will entry fees and other important details to help you with planning or deciding if this RBR is for you.

Like with all our remote, long distance events it comes with lots of challenging logistics which is what we love. Fuel, vehicle transport and storage options, catering, camping..... This is a big event which will take a lot of coordinating and careful planning for everyone. So while it seems like a long way off right now, it will sneak up rather quickly.

We will get as much information out as soon as we can once we have a few more critical details locked in and confirmed. We are currently exploring dates around late July into August 2025 and although more planning and mapping needs to be done, the aim is for the event to be roughly twelve to fourteen days in length, starting and finishing in Alice Springs.



RBR Flying at Finke

One of Australia's biggest (and craziest) motorsport events is the annual Finke Desert Race. Every June long weekend six hundred motorbikes and one hundred and fifty cars race 240km down the old Ghan Railway alignment to the Finke River community Apatula and back to Alice Springs the next day. There is nothing easy about this race. It is hard on every bone in your body and stresses every component on your vehicle beyond logical limits. But it is incredibly exciting and watched by tens of thousands of people around the world. Apart from the Baja 1000 in Mexico it is probably the last frontier of desert races and this year we had three cars flying the RBR flag down the track. Racing under the Team Cosgrove banner were Jamie (Road Boss) and his daughter Anna, RB's son Jordan with his partner Taylah and our poster boys Col Desbrow and Royce Hodge.

As expected it was a tough event with plenty of stories and tales of woe to be told with three very battled scared cars making it back to Alice Springs one way or another. Jamie & Anna got the 100% finisher's gong making it all the way there and back, Col & Royce came agonisingly close with just 13km to go when a wheel decided to go bush without them and Jordo and Tay defied all critics and odds making the return journey inside the 4hr cut-off time.

Huge effort from a humble little team but loads of fun and great exposure for our Road Boss Rally in front of a hearty adventure loving crowd. This was to be our last Finke, but..... 2024 here we come!

Images courtesy of Red Hot Shotz Sports Photography.



Thank you FleetCrew

We are very fortunate to have some incredible supporters of our Road Boss Rally as well as for all our charitable efforts and endeavours through out the year. One of those is FleetCrew and once again they were on board for the 2023 rally supplying two perfect vehicles for the rally for two very important roles. One was used for RB duties while the other was a sweep vehicle.

FleetCrew are an amazing company that pride themselves in supplying quality 4wd and commercial vehicles always providing personal friendly service. If ever you find yourself having to hire a 4wd or asked to recommend a company to a friend or colleague you will be in safe, professional hands with FleetCrew, guaranteed.



Why no rally in 2024 RB?

Recently I made a decision and announced that there would be no major RBR event in 2024. When I say major event, I am referring to our annual 7-10 day rally which we are all accustomed to. As mentioned there will still be plenty of RBR activities and smaller 2-3 days events during 2024 and beyond.

There are a number of contributing factors and timing has a lot to do with it. Breaking away from the ties of a traditional annual event is something that I have been considering and exploring for quite a while and the stars have aligned to do this now.



The areas, regions, towns and communities where we travel is a very different place from what it once was and the sheer work and worry load to organise, coordinate and conduct an event has increased dramatically. While the work and cost has increased which is OK from my end, the sad part is what we are getting in return has decreased substantially. Very disheartening and deflating. Not everywhere, there are still some cracking places (Hebel as an example) however most just want your money and for you to go on your way. To run a rally or event is actually pretty easy and as we can see from so many now scattered around the country, pretty much anyone can do it, or at least try. What sets me apart but also makes me my own worst enemy is that I won't buckle on quality or defer on the product that I aspire to deliver. If I can't put together and produce an event to the level of my expectations that ultimately motivate and excite me, then I would rather not do it at all. "Anyone can do easy" and there are plenty of car type events out there that do just that, 'easy'. While none are comparable to a *Road Boss* rally they do take up the market place and are much easier to do and prepare for. By easier I mean less vehicle preparation required as the course and terrain is much easier as well as motels and lattes at every stop. They just go where everyone else can go. A *Road Boss* rally will go where no one else tries and runs deep in to the bush through places that are hard to find and/or difficult to gain access to. This is fine and what we love and pride ourselves on, but the level of time, cost and difficulty of finding, accessing and obtaining permits and permission has increased exponentially over the years. It takes longer now to find a human to communicate with than it once took to organise the simplest of things. And even when you do eventually locate someone to work with (via email of course) the answer is so often "no, you can't possibly do that".

I love utilising private property and the majority of our most memorable moments, landscapes, features and challenges have all come from those amazing areas that we treasure so much. The time and effort required to find someone, gain access and permission compared to years ago is exhausting. So many properties are now big company owned, absentee owners, national park, aboriginal organisations with little ability to deal with the outside world, locked up for carbon credits, under mining or gas leases or just too big and too busy to deal with anything outside their main frame business operations. If I was smart I would just blow down the main back shire roads like everyone else does, but that's not my DNA and no challenge in that. I have been digging deep and battling all this for a long time now but sooner or later the pain outweighs the gain.

On saying all that I can live and operate with those increases in work load as that's just the way of the world as it all changes and evolves through modern times. These difficulties and increased pressures are bestowed upon everyone in every day life and industries so I'm not alone there. What

ultimately makes the decision is financial viability. If the work load and over all cost of everything increases, so does the cost of organising and running the Road Boss Rally which consumes the entire year. All outgoing operational costs have increased substantially and sadly our regular entry numbers are not enough to sustain an annual event. Simply increasing the entry fee is not fair or feasible so we rely on sufficient numbers to make ends meet and keep it affordable to our core customers. To be safe and secure, at least fifty entrants are required however our regular numbers that we have been able to average and achieve sits around 30 to 40 which is always a lot of fun, but just doesn't cut the mustard.

So, on saying all of that which sounds like a lot doom and gloom which I guess some of it is, there is always a positive view and way around a problem, which is another thing I pride myself on. Never give up and where ever there is a will there, there is a way.

What sets my events apart is the country and places we go. The events and challenges I love the most are the ones no one else will do because its simply too hard and too difficult. The long distance, remote events are alluring and therefore attract healthy entrant numbers which is why I have made the decision to make my next RBR a big one, way out into some very remote and inspirational country that few people venture through. Not on their own anyhow. It also takes a lot of planning over time so putting a big event on next year was not practical, this one requires more than a year to organise and for entrants to prepare which is why it was sensible to place this particular rally in 2025.

Another reason for spreading the Road Boss Rally work over a number of years is that it spreads the day to day, week to week work load pressure over more time allowing me to create an external income stream which is what we are working toward right now. More on this exciting 'Jamie & Michelle' business venture later when it all comes to fruition over the next few months.

So while all this news and change may seem a little extraordinary I hope and trust it is understandable. Please take comfort in the knowledge that it was in fact done to protect and secure the long term future of our *Road Boss* rally events for years to come. If we didn't change anything and continued on just doing the same, our expiration date was going to arrive sooner rather than later.

So while these changes were brought on by necessity I am genuinely excited by it all. Yes it is a calculated risk but one I have spent a great deal of time carefully working through and have complete confidence in. Often I make a decision that most people don't understand or maybe even think I've lost the plot. Take GIVIT for example, everyone (yes everyone) thought I was mad when I chose them as our number one charity partner back in 2016. That turned out pretty good I reckon.

So here we are again at an interesting cross roads where I have had to make a call and decision on everyone's behalf for the ultimate benefit and health of our Road Boss Rally. It will work, because I will make it work.

Thank you everyone for your continued support and I look forward to many years of exciting adventures all around Australia.

See you soon!

RB

