NSW Bike Week 2019 – Funding Guidelines

# What is NSW Bike Week?

NSW Bike Week is a NSW Government initiative that raises the profile of cycling as a healthy, fun, easy, low cost and environmentally friendly transport option for short trips.

NSW Bike Week provides an opportunity for your local community to participate in organised bicycle events in a safe and supported environment.

The key objectives of NSW Bike Week are to:

* Reach a diverse (age, ethnicity, location) range of people throughout our NSW communities with positive messages about the benefits of cycling.
* Encourage new riders to try cycling; and encourage existing riders to participate more regularly.
* Increase the use of local cycling infrastructure for transport and recreation.
* Enable new and less confident cyclists to improve their cycling skills through local community events.
* Promote cycling as a convenient, fun and safe mode of transport for short trips.
* Educate the community about the relevant road rules and the importance of road safety to protect vulnerable road users.

# When does NSW Bike Week take place?

# NSW Bike Week will run from Saturday, 21 September to Sunday 29 September 2019.

# Who can apply for event funding?

We encourage local government Road Safety Officers, Local Health Districts, bicycle and sports groups, schools and community based organisations to apply for NSW Bike Week funding.

Smaller community organisations are encouraged to partner with your local council or larger community group to ensure you have the resources to successfully stage your event.

Please note that all events must be covered by adequate public liability insurance.

# What does funding cover?

NSW Bike Week funding can be used to fund advertising and promotion of your event. Funding cannot be used for other expenses, such as equipment hire or catering.

Funding can be used for:

* Social and online media
* Newspaper advertising
* Radio advertising
* Online advertising
* Magazine advertising
* Outdoor advertising (banners,billboards,bus shelters)
* Newsletters
* Flyers
* Posters
* Promotional launches and displays
* Event signage
* Registration forms
* Merchandise.

Funding cannot be used for:

* Prizes and t-shirts for participants
* Catering
* Labour costs – including traffic management
and first aid
* Event set up costs – including administration costs and marquee hire
* Entertainment
* Insurance
* Human resources/salaries etc.

It is a condition of funding that the *NSW Bike Week Style Guide* is adhered to for all advertising and promotional activities. The style guide will provide templates for a number of advertising and promotional formats, including the items listed above, allowing you to focus on running your event.
All advertising and promotional materials must be sent to your NSW Bike Week Roads and Maritime Services Regional Coordinator for approval prior to publishing. Please note that advertising and promotional material which does not comply with the *NSW Bike Week Style Guide* will result in funding being withheld.

It is also a condition of funding that the *NSW Bike Week Event Organiser Evaluation Report* for each
event is completed and returned to your NSW Bike Week Roads and Maritime Services Regional Coordinator. Grants will not be paid until your evaluation report is received.

# How do I apply?

The *NSW Bike Week Funding Application* is available on the Transport for NSW website for completion online*.* Please note that every event requires Public Liability Insurance coverage. Transport for NSW and Roads and Maritime Services will not provide insurance. If your organisation does not have Public Liability Insurance, you may want to partner with an organisation that does.

# How will I know if my application has been successful?

Once applications have closed, we will review all applications against our criteria and available funds. All applicants will be informed of the outcome of their application in writing by their NSW Bike Week Roads and Maritime Services Regional Coordinator.

# Who is my NSW Bike Week Roads and Maritime Services Regional Coordinator?

There are six RMS regions, each of which is supported by a NSW Bike Week Regional Coordinator. They will be your first point of contact for any issues or questions you may have.

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