

NSW
bike week

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How to Prepare a NSW Bike Week Event

A guide for NSW Bike Week event organisers

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A resource to help you organise a NSW Bike Week event

This document outlines what you will need in place to run your event and how to approach certain issues that may arise during the development of your event.

The *How to Prepare a NSW Bike Week Event* should be used in conjunction with the *NSW Bike Week Funding Guidelines* and *NSW Bike Week Style Guide* (available shortly) when organising your event.

1. NSW Bike Week checklist

The method of organising a NSW Bike Week event will differ from organisation to organisation. You should apply the method that best suits you and your organisation for staging an event.

This brief checklist is provided to help you to make your event run smoothly and successfully.

Pre event

- Define what you hope to achieve from your event
- Establish a venue
- Gain approval from your local council where required
- Check with your local council if further approval is required from other authorities such as the police
- Establish a budget
- Complete and submit *NSW Bike Week Funding Application* to your NSW Bike Week Roads and Maritime Services Regional Coordinator
- Work out a safe cycling route
- Arrange public liability insurance
- Seek local sponsorship
- Organise advertising and promotion
- Distribute entry forms

Running the event

- Organise traffic management personnel (if necessary)
- Organise personnel to staff the event
- Organise equipment such as marquees, tables, chairs
- Arrange event signage
- Organise first aid staff
- Arrange for bicycle ride supervisors to monitor the correct wearing of safety equipment amongst participants and the safety of bicycles
- Arrange communications with bicycle ride supervisors and base station (if necessary)
- Provide refreshments for participants (if necessary)
- Organise post ride entertainment (if necessary)
- Collect participant surveys

Post event

- Complete the *NSW Bike Week Evaluation Report* for each event held, including budget and expenses.
- Include copies of invoices with your final total expenditure invoice.
- Include copies of media articles, photos and other interesting event information.
- Return the completed *NSW Bike Week Evaluation Reports* to your NSW Bike Week Roads and Maritime Services Regional Coordinator.

Ideas for a NSW Bike Week event

- Incorporate the event with something different such as a ferry ride or a fun bike course.
- Run the event to involve visiting a historic precinct in your local area.
- Incorporate the event with the opening of a new cycleway. This will help raise awareness of cycling facilities in your area.
- Organise a celebrity or local personality to attend the ride.
- Partner with a local festival or event.
- Organise a *Ride to Work* or *Ride to School* day.
- Ride to a movie night or dinner event.

2. Stakeholder participation

NSW Bike Week events provide an opportunity to bring cycling stakeholders together in your local community. Local cycling stakeholders can also provide valuable assistance in running your event.

For instance, many NSW Bike Week events involve a bicycle safety session that may include a safety check of bikes, demonstrate the correct use of safety equipment and a talk on road rules for cyclists. To organise a bicycle safety session for your event, contact either of the following:

- An accredited cycling trainer
- Your local bike shop
- Your local police station.

Additionally, many NSW Bike Week event organisers involve their local bicycle user group (BUG) to assist with the organisation of a ride and to provide support staff. To check whether there is a BUG in your local area, contact your local council or Bicycle NSW.

Local councils are often a great source of local information and contacts. Local councils may have a Road Safety Officer who can help you develop activities to encourage safe cycling.

Involving cycling stakeholders including service clubs in your NSW Bike Week event provides an excellent opportunity to grow cycling in your area as well as presenting a platform for your stakeholders to engage with your community.

3. Sponsorship

Obtaining sponsorship for your event can help you meet costs and reduce the financial outlay for your organisation. Sponsorship can comprise both financial or in kind support. Following are examples of the types of sponsorship that you could consider arranging for your NSW Bike Week event:

Financial

- Direct financial support for your event from local businesses
- Grants from Local, State and Federal Government sources.

In kind

- Editorial and media sponsorship for the promotion of your event from your local newspaper, television or radio station. Local radio stations, in particular, have shown support for local events in the past
- Donation of refreshments and catering at the conclusion of your event
- Donation of volunteers to assist with the staging of your event. Contact your local service clubs (i.e. Rotary and Lions) and community groups (e.g. Bicycle User Group) to enquire whether their services can be provided
- Donation of equipment such as marquees, tables and chairs. Contact your local community clubs and community groups such as the Police Citizens Youth Club to check whether they can lend their equipment for your event
- Donation of prizes from local businesses. In keeping with the spirit of NSW Bike Week, try to source prizes from your local bike shop or bike related business.

Sponsorship also provides an opportunity to broaden the promotion of your event by involving local community businesses. This will build rapport between your event and the local community and help ensure the sustainability of your NSW Bike Week event.

4. Advertising and promotion

Advertising and promotion of your NSW Bike Week event is a key method of attracting participants and building community awareness of your event. There are many ways of advertising and promoting your event. These could include:

- Social and online media
- Media releases
- Radio interviews
- Event flyers
- Council or community websites
- School newsletters
- Community newsletters
- Promotional flyers
- Outdoor banners
- Promotional postcards
- Variable message signs (VMS)
- Editorial coverage in local radio newspapers, radio and television
- Placement of newspaper, and television advertising
- Promotional displays at community focal local points such as the community centre or Library
- Promotional posters displayed at businesses or shopping centres.

When deciding on the method to promote your NSW Bike Week event, think about what will provide the greatest reach in your community. For instance, advertising in a school newsletter may attract more young participants and families.

NSW Bike Week Style Guide

It is also a condition of funding for NSW Bike Week that the *NSW Bike Week Style Guide* is adhered to for advertising and promotional purposes. All promotional material is to be developed using the templates provided in the *NSW Bike Week Style Guide*. The templates are also available as *Microsoft Word* and *Adobe Illustrator* documents.

5. Evaluation

Event organiser evaluations provide an opportunity for us to measure the effectiveness of NSW Bike Week; it also helps us to build a bigger and better event in the future. Event organisers are required to complete and submit a *NSW Bike Week Event Organisers Evaluation Report* to their local NSW Bike Week Roads and Maritime Services Regional Coordinator. A template for this report is provided separately. You should include photographs, media clippings, and stories either electronic or hardcopy that capture the highlights of your event.

The following checklist provides an outline of the *NSW Bike Week Event Evaluation Report* requirements:

- a. Event organiser details (Organisation name and contact person)
- b. Details of the event (name, date, time, venue)
- c. Participant information (Number of participants, participant demographic)
- d. Copies of promotional materials used
- e. A summary of activities arranged
- f. Budget (including all invoices).

Participant Survey Questions

In addition to completing the *NSW Bike Week Event Organiser Evaluation Report*, you are encouraged to conduct your own evaluation of your NSW Bike Week event. Information from your participants will enable you to build on the success of your event and to plan future events or encourage greater cycling participation in your area.

We encourage you to assess demographics and how participants found out about the event. It is suggested that participants complete a survey form at registration

The information collected from your survey can be summarised and included in the final *NSW Bike Week Event Organiser Evaluation Report* for submission to your Roads and Maritime Services Regional Coordinator.

A standard participant survey form will be published online together with the *NSW Bike Week Style guide*. Event organisers are encouraged to download and use this form. The participant survey includes the following standard questions.

1. Age?

This question provides information about the average age of participants. If this is the demographic (group) that you want to attract, then you know your promotion is working and you can develop strategies to achieve more of the same. However, if you want to attract a different or broader age group then you know that your promotion strategies need to be tweaked.

2. Gender?

Different gender groups often have different preferences for cycling or reasons for not riding frequently. Knowing this information may help you increase the numbers of people riding in your community.

3. How often do you ride?

Finding out what is already happening is an important step in building strategies to make cycling more popular in your community. This can be useful to know if a council, school or community group is looking to develop their Bike Plan or other cycling strategies.

4. After participating in this event, how likely are you to ride in the future?

Very likely	Likely	Somewhat likely	Unlikely
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This question can help you understand how effective your event has been in encouraging more cycling in your community following the success of your event. You can learn how useful participants found it to become aware of local cycling infrastructure and their willingness to consider cycling as a transport options for short trips in the future.

5. What is your main reason for cycling?

People ride for lots of different reasons (recreation, commuting, fitness etc). Knowing these reasons may give your organisation, council, or other stakeholders, an idea about where to focus future efforts to encourage cycling in your community.

6. Where did you find out about this event?

This question is useful to learn what the most effective strategies are. If you have thrown a lot of money at radio but most people have seen advertising for your event in a council newsletter and local newspaper this will give you a better idea how to best spend your money to maximise your reach to your audience in the future.

7. What did you enjoy about the event?

By giving participants the opportunity to provide a personal response to their riding experience on the day you can learn about things you may never even considered before.

6. After participating in this event, how likely are you to attend similar events in the future?

Very likely	Likely	Somewhat likely	Unlikely
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This is a great place to start for next year's NSW Bike Week event!

6. Funding through Roads and Maritime Services

Funding of NSW Bike Week events can only be used for advertising and promotion. The following highlights what funding from Roads and Maritime Services can and can't be used for:-

What Roads and Maritime Services funding can be used for?

- ✓ Social and online media
- ✓ Radio advertising
- ✓ Website advertising
- ✓ Magazine advertising
- ✓ Newspaper advertising
- ✓ Television advertising
- ✓ Variable message sign (VMS) advertising
- ✓ Outdoor advertising, including banners, billboards and bus shelters
- ✓ Community and council newsletters
- ✓ Event posters, including printing and distribution
- ✓ Event flyers, including printing and distribution
- ✓ Promotional launches and displays
- ✓ Event signage
- ✓ Water bottles and slap bands
- ✓ Lanyards
- ✓ Registration forms

NOTE: It is a condition of funding that all promotional materials funded by Roads and Maritime Services must include the NSW Bike Week logo. Templates and samples of approved branding are available in the 2017 *NSW Bike Week Style Guide*. All advertising and promotional materials must be approved by your NSW Bike Week Roads and Maritime Regional Coordinator.

What can't Roads and Maritime Services funding be used for?

- ✗ Prizes and t-shirts for participants
- ✗ Catering e.g. barbeque, lunches etc
- ✗ Labour costs – This includes event management costs such as first aid and traffic management
- ✗ Event set up costs – This includes administration costs such as booking fees and marquee hire
- ✗ Entertainment
- ✗ Insurance
- ✗ Human resources/salaries etc.

7. Public liability insurance

Public liability insurance can be a challenge for some event organisers. This does not need to be the case as there are inexpensive options available to address this issue. If your organisation is a local council or school, you should already be covered. It is best to check with the appropriate contact at your organisation to ensure that you have an appropriate level of public liability insurance to cover your NSW Bike Week event.

If you are a non-government organisation, and do not have public liability coverage you may consider forming a partnership with your local council, or another organisation who may be able to support or underwrite public liability insurance for your event.

Consult within your own organisation or group, your local council or insurance broker for advice on what level of public liability insurance is required to stage a NSW Bike Week event.

Organisers must be prepared to provide a certificate of currency of their \$20M public liability insurance policy for the event.

8. NSW Bike Week Regional Coordinators

If you have any questions or would like support planning your NSW Bike Week event, please contact your local NSW Bike Week Roads and Maritime Services Regional Coordinator.

Northern Region Grafton	Chantal Ensbey Chantal.Ensbey@rms.nsw.gov.au	6640 1392
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