

How to prepare a NSW Bike Week Event 2011

A guide for NSW Bike Week event organisers



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A resource to help you organise a NSW Bike Week event

The *How to prepare a NSW Bike Week Event* 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 Styleguide* and *NSW Bike Week Funding Guidelines* when organising your event.



I. 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 a NSW Bike Week event.

This brief checklist is provided to help 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
- Check with your local council if further approval is required from other authorities such as the police
- Establish a budget
- Work out a safe cycling route
- Arrange public liability insurance
- Seek local sponsorship
- Organise advertising and promotion
- Complete and submit *NSW Bike Week Funding Application* to your RTA Regional NSW Bike Week Coordinator
- 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)



Post event

- Complete the NSW Bike Week Evaluation Report for your event, including budget and expenses correctly.
- Include original tax invoices.
- Include copies of media articles, photos and other interesting event information.
- Return the completed NSW Bike Week Evaluation Report to your RTA Regional NSW Bike Week Coordinator by Friday 28 October 2011.

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 day.
- Movie nights.

2. Stakeholder participation

A NSW Bike Week event provides 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 events involve their local bicycle user group (BUG) in organising the ride and providing 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 (RSO) 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 it presents a platform for cycling 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. The 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 in local events.
- 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 (Rotary and Lions) and community groups (e.g. BUG) 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 PCYC 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 market and localise 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.



Sutherland 'Bike to the Beach' event – September 2010

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 include:

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

It is also a condition of RTA funding for NSW Bike Week that the *NSW Bike Week Style Guide* is adhered to for advertising and promotional purposes. All promotional material must 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.

Events which do not adhere to the *NSW Bike Week Style Guide* will be considered in breach of the RTA funding agreement and payment will be withheld.



Batemans Bay Public School Bicycle Ride – September 2010



5. Evaluation

Evaluating your NSW Bike Week event is crucial to building future strategies for your event and to plan or advocate cycling facilities in your area.

The RTA encourages you to assess demographics and how participants found out about the event. It is recommended that you get participants to complete an evaluation at registration.

The information provided in this evaluation can be summarised and included in the event evaluation report for final submission to the RTA.

Suggested Participant Evaluation Questions

- Age
This may provide information about the biggest participation market. If this is the demographic (group) that you want, then you know your promotion is working and you can develop your promotion to include more of the same. However, if you want to attract more of another age group then you know that your promotion strategies need to be tweaked.
- Gender
- How frequently do you ride?
This may give your organisation information about how frequent cycling is in the community. This may be useful to know if a council is looking to revise/upgrade its Bike Plan.
- What is your main reason for cycling?
This may give your organisation an outline of where the cycling interests are and what it may mean for council.)
- Do you use off-road shared paths?
This may provide your organisation with information about the cycling interest and what the implications may be for future bicycle infrastructure requirements. Obviously if you do not have off-road shared paths in your area this would not be the question to ask. It might be "If off-road shared paths were available would you likely use them?"
- Where did you find out about this event?
This question is useful to ascertain what the most effective strategies are. If you have thrown a lot of money at the radio but most people have seen advertising for your event in a council newsletter and local newspaper this give you a better idea how to maximise your reach to your audience.

Checklist for NSW Bike Week Event Evaluation Report

- Event organiser details
- Details of the event (name, date, time, venue)
- Participant information
- Promotional information
- Activities arranged (no entertainment activities please).
- Budget (including all invoices)

You must provide photographs, either electronic or hardcopy which captures the main highlights of your event.

You are also required to retain copies of all media and newspaper stories related to your event and submit these with your evaluation. This includes news grabs on radio and television.

It is a condition of RTA funding for NSW Bike Week events that this information is included in the *NSW Bike Week Evaluation Report* that must be submitted to your local RTA Regional NSW Bike Week Coordinator by Friday 28 October 2011.



Hawks Nest 'Ride on the Wild Side'

6. What RTA funding can and can't be used for

RTA funding of NSW Bike Week events can only be used for advertising and promotion.

The following highlights what RTA funding can and can't be used for.:

What RTA funding can be used for?

- ✓ Newspaper advertising.
- ✓ Radio advertising.
- ✓ Television advertising.
- ✓ Website advertising.
- ✓ Magazine advertising.
- ✓ Variable message sign (VMS) advertising.
- ✓ Outdoor advertising, including 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 – Must incorporate the NSW Bike Week logo.
- ✓ NSW Bike Week water bottles and slap bands.
- ✓ Lanyards – Must incorporate the NSW Bike Week logo
- ✓ Registration forms – Must incorporate the NSW Bike Week logo.

What can't RTA funding be used for?

- ✗ Prizes and t-shirts.
- ✗ Catering or refreshments e.g. breakfasts and barbeque lunches.
- ✗ 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.



Dubbo pirate-themed 'NSW Bike Week Treasure Hunt'



7. Public liability insurance

Public liability insurance can be a challenge for 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, you should already be covered. It is best to check with the appropriate contact at your council 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 who maybe able to support and 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. RTA Regional NSW Bike Week Coordinators

If you have any queries about NSW Bike Week, please contact your local RTA Regional NSW Bike Week Coordinator.

Northern Region, Grafton	Ross Maunder Ross_Maunder@rta.nsw.gov.au	6640 1044
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Southern Region, Wollongong	Rob Reynolds Robert_Reynolds@rta.nsw.gov.au	4221 2538
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