



NSW Bike Week Funding Guidelines 2011

What is NSW Bike Week?

NSW Bike Week is a NSW Government initiative that raises the profile of cycling as a healthy, easy, low cost and environmentally friendly transport alternative to driving 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.

NSW Bike Week also promotes bicycle safety through safe cycling, proper bicycle maintenance and the correct wearing of helmets.

In the past, NSW Bike Week events have been coordinated by:

- Local Government Road Safety Officers (RSOs).
- Bicycle User Groups (BUGs).
- NSW Police Officers.
- Police & Community Youth Clubs (PCYCs).
- Local community groups (e.g. Lions and Rotary)

What are the objectives of NSW Bike Week?

The key objectives of NSW Bike Week are to:

1. Raise the profile of bicycle use for short trips.
2. Encourage community participation in NSW Bike Week events.
3. The promotion of safe cycling and bicycle safety.
4. Promote the use of shared bicycle/pedestrian facilities in your community.
5. Create community awareness of NSW Bike Week

When is NSW Bike Week?

In 2011, NSW Bike Week is from Saturday 17 September to Sunday 25 September 2011.

Who supports a NSW Bike Week event?

There are many groups in the community that can help you with support for a NSW Bike Week event. These include:

- Local Government road safety officers (RSOs).
- Bicycle User Groups (BUGs).
- NSW Police Officers.
- Police & Community Youth Clubs (PCYCs).
- Roads and Traffic Authority of NSW (RTA).
- Local community groups

What makes a NSW Bike Week event?

NSW Bike Week has a local community focus. The week long event encourages safe bicycle use and the fun, practical nature of bicycle riding.

To be eligible for NSW Bike Week funding, events must address any or all of the following range of bicycle initiatives. These include:

- Correct wearing of bike helmets.
- Courses and programs in bicycle maintenance.
- Road rules.
- Safe riding.

Events scheduled outside of NSW Bike Week or are held at CARES facilities will not be provided with RTA funding.

Remember: The RTA provides seed funding for NSW Bike Week events. Events will not necessarily receive funding each year and all applications will be judged on merit. It is anticipated that event organisers seek support from their local council and community to ensure the long term sustainability of their event.

What can NSW Bike Week funding be used for?

RTA funding is only provided for the promotion and advertising component of an event's budget. RTA funding is not to be used for other purposes such as catering or equipment hire.

RTA funding for each event is not a fixed amount and each proposal will be assessed and valued independently.

It is also a condition of RTA funding that the *NSW Bike Week Styleguide* is adhered to. All promotional material must be developed using the templates provided in the *NSW Bike Week Styleguide*.

The *NSW Bike Week Styleguide* will be provided to event organisers from your RTA Regional NSW Bike Week Coordinator upon applying for funding. The RTA also publishes the *NSW Bike Week Styleguide* on its website at www.rta.nsw.gov.au.

Promotional material which does not comply with the *NSW Bike Week Styleguide* will breach the *NSW Bike Week Funding Guidelines* and result in funding being withheld.

Proposals received after the due date will not be considered.

For further information about RTA funding, please refer to the *How to prepare a NSW Bike Week Event* document or contact your RTA Regional NSW Bike Week Coordinator.

Who can apply for funding?

The RTA encourages both local government RSOs and community based organisations to apply for NSW Bike Week funding. However, each application must fulfil the criteria for a NSW Bike Week event and be submitted using the appropriate forms. Applications are now being accepted.

Combined RSO and community group proposals are encouraged. Better value on the return from your time and effort may be gained in this way.

NSW Bike Week also provides the opportunity for local businesses to become event sponsors and support local community initiatives. It must be remembered that community based organisations much have adequate public liability insurance to run an event.



How do I apply?

NSW Bike Week funding applications must use the appropriate forms which can be found by visiting the RTA website at www.rta.nsw.gov.au or by contacting your local RTA Regional NSW Bike Week Coordinator.

Who do I contact?

For more information about holding a NSW Bike Week event, please phone 13 17 82 or email bicycles@rta.nsw.gov.au.

What is involved in the advertising and promotion of events?

NSW Bike Week funding applications must have a localised advertising component.

The advertising and promotional options for NSW Bike Week may include:

- Local newspapers
- School newsletters
- Local radio
- Local television
- Outdoor banners
- Posters
- Postcards
- Flyers.

All advertising for a NSW Bike Week event must comply with the *NSW Bike Week Styleguide*. The style guide was developed by the RTA and features a standardised NSW Bike Week logo. The *NSW Bike Week Styleguide* templates allow for sufficient space to allocate supporting organisations logos, plus those of other major sponsors.

The *NSW Bike Week Styleguide* is available from your RTA Regional NSW Bike Week Coordinator or online at www.rta.nsw.gov.au.

Templates from the *NSW Bike Week Styleguide* are available to download from the RTA website in Microsoft Word and Adobe Illustrator format. The templates will be acceptable to the majority of print media outlets.

For further information about advertising and promotion for your NSW Bike Week event, please refer to *How to prepare a NSW Bike Week Event* document

What approval does advertising need?

All proposed advertising must be submitted to your RTA Regional NSW Bike Week Coordinator for approval prior to placement.

Liabilities and insurance

NSW Bike Week is a community based bicycle initiative. The development, planning and running of NSW Bike Week events remains with the community event organisers. Accordingly,

the RTA is not responsible for any claims, liability, costs and expenses made, suffered or taken by any person or organisation as a result of participation in a NSW Bike Week event.

All insurance and liabilities are the responsibility of the event organiser. For further information about insurance for your event, go to the *How to prepare a NSW Bike Week Event* document.

RTA funding for NSW Bike Week events is provided for advertising and promotion only.

What information must be reported after an event?

To make your event grow and ensure its sustainability, evaluation is important. Evaluating your event allows you to find out useful information about participants, their thoughts on the event, cycling in your area and to gauge the exposure of the event's publicity.

This information helps you to design future events that best meet the needs of your local community.

The *NSW Bike Week Evaluation Report* template contains formal evaluation reporting criteria that must be completed by Friday 28 October 2011, and is available on the RTA website or through your RTA Regional NSW Bike Week Coordinator. RTA funding of NSW Bike Week events is contingent on the *NSW Bike Week Evaluation Report* being submitted to your RTA Regional NSW Bike Week Coordinator by the due date.

Evaluation reports should capture the following information:

1. Participant information

- Number of participants.
- Demographic details.
- Gender.

2. Promotional information

- How did you promote your activities?
- How much air time (paid, sponsored and/ or editorial) was received on electronic media and where (which radio or television station and when)?
- How many articles and/ or advertisements (paid, sponsored and/ or editorial) were printed and where?

3. Event information

- Activities arranged?
- What motivated people to come along to the event?

4. Attachments

- All media (pre, during and post event) should be included in your evaluation report:
 - Electronic (internet printouts etc)
 - Audio (radio interviews etc)
 - Visual and print advertising (newspaper and television ads)

5. Budget

- Details of your final event budget, including how RTA funding was used, and a financial estimate of the value of in-kind and contributed support received for your event.

You are required to forward your evaluation to the relevant RTA NSW Regional Bike Week Coordinator by Friday 28 October 2011. Please note, it is a condition of funding that evaluations are received by the RTA prior to funding payments being made.

Timelines for NSW Bike Week Submissions and Evaluations

- **Closing date for submissions**

The RTA invites you to submit your NSW Bike Week funding applications as soon as possible and no later than Friday 27 May 2011.

- **Date of announcement of successful applications**

Successful applicants whose submissions are received by the RTA before the above date will be notified no later than Friday 24 June 2011.

- **NSW Bike Week**

Friday 17 September – Sunday 25 September 2011

- **Latest date for evaluation reports to be submitted**

Friday 28 October 2011