



WA Bike Month 2024

Grant Guidelines

Please read and consider the information in this grant guidelines document prior to submitting your application for a WA Bike Month grant.

Purpose and background

WA Bike Month 2024 is an initiative of the State Government, co-funded by the Department of Transport (DoT) and the Royal Automobile Club of Western Australia (RAC), and administered by Western Australia's peak body for cycling, WestCycle.

It is WA's annual celebration of bike riding and aims to promote and encourage people of all ages and abilities to ride bikes for transport, fun and a healthier lifestyle.

WA Bike Month is held in October each year and in 2024, a total of \$75,000 in grant funding is available to be split between local governments, workplaces, schools, bike groups and community organisations to host events during the celebration month. DoT contributes \$50,000 annually for grants; RAC is committing \$25,000.

WA Bike Month objectives

All grant applications will be assessed by an industry panel led by WestCycle, in relation to how the proposed event intends to achieve one or more of the following objectives:

- Promote and encourage bike riding for transport, fun and a healthier lifestyle.
- Increase awareness and use of new and existing bike infrastructure, bike routes (i.e. the cycle network) and local facilities you can get to by bike.
- Support local governments, schools, and community groups to develop and implement sustainable activation and riding programs.

A great WA Bike Month event will also:

- promote and celebrate the benefits of bike riding such as physical health, wellbeing and social connection and immersion in the community;
- contemplate a mix of bike and non-bike related activities to encourage participation from the wider community; and
- help people overcome some of the basic barriers to bike riding, such as by offering bicycle mechanics, advice and skills training.

Key dates

Milestone	Date
Anticipated applications open	9 am, Tuesday 4 June 2024
Applications close	5 pm, Sunday 30 June 2024
Applicants notified of success	August 2024
WA Bike Month events period	1 – 31 October 2024
Acquittal due date	5 pm, Friday 22 November 2024
Payment period	December 2024

Please note, some dates may vary.

Contact us

For more information about WA Bike Month, please email info@westcycle.org.au or phone 08 6336 9688.

Applicant eligibility

To be eligible to for a WA Bike Month grant, applicants and applications must meet the following criteria and the approved expenses items listed in this section.

Eligible entities

- Local government authorities
- Schools
- Workplaces
- Tertiary education institutions
- Parents and Citizens' Associations
- Community groups
- Bike groups
- For-profit and not-for-profit organisations.

Ineligible entities

- Individuals
- Political organisations
- State government agencies.

Funding categories

In 2024 the grants program for WA Bike Month will offer funding in the following three categories:

1. Major – up to \$7,000

The major grant category is open to organisations or groups applying to host a large-scale flagship bike riding event that is open to the public, actively encourages people to cycle and supports new and novice riders. The anticipated attendance at these events would be between 100 and 500 people.

It is anticipated that two major grants will be awarded, one metropolitan based, and one regionally located. It is recommended that recipients of major grants allocate at least 10 per cent of their overall budget to promoting their event.

2. Local – up to \$2,000

The local grant category is open to organisations or groups applying to host a bike riding event that is open to the public, actively encourages people to cycle and supports new or novice riders. The anticipated attendance at these events would be between 50 and 100 people.

Examples include:

- public bike breakfast events comprising food trucks, coffee vendors, and bike maintenance;
- mountain bike trail rides, including skills sessions and led rides; or
- a combined school and community 'Bike Day' comprising a pump track, skills track, and trial ride track hire, food, beverages and small prizes.

It is recommended that recipients of local grants allocate at least 10 per cent of their overall budget to promoting their event.

3. Minor – up to \$500

The minor grant category is open to organisations or groups including schools and workplaces to host small events for a confined or private audience.

Examples include:

- private bike breakfasts;
- guided bike rides on local infrastructure; or
- skills sessions.

Approved and unapproved expenses

Approved items

- Local bicycle services, including but not limited to bike hire, bike valet parking, bike mechanic services, bike education and guided rides.
- Bicycle equipment hire.
- Food and beverages, preferably purchased from local businesses.
- Promotion and advertising; major and local grants should allocate at least 10 per cent of their overall budget to promoting their event.

Grant funding may also be used on the following (ensuring there is a clear connection to the WA Bike Month objectives):

- Food and beverage allocation, capped at \$10 per head.
- Entry fees required to cover event costs, capped at \$10 per head.
- Entertainment and other promotional items.
- Merchandise that facilitates bike riding, preferably purchased from WA-based businesses.

Unapproved items

Grant funding must not be used for:

- Fundraising events or for-profit events.
- Professional development seminars and workshops.
- Conference attendance or travel requests.
- Individual endurance rides, competitive bike events or spin classes.
- Gift vouchers and prizes from non-WA based businesses.

- Infrastructure or assets, including sporting team apparel or sporting equipment.
- Internal/organisational project management or administration costs (overheads), including staff wages, in-house office supplies and printing/utilities, etc.
- Events outside of WA or that take place outside of WA Bike Month (i.e. not between 1 – 31 October 2024).

Application process

How to apply

The application form will be made available on the [WA Bike Month webpage](#) and applications will be submitted through SmartyGrants. Ensure that you only use the links provided on the WA Bike Month webpage.

Grant application assessment

All grant applications will be assessed by an industry panel led by WestCycle and referred to DoT for review. Grant applications that are recommended for funding will be approved by DoT's Executive Director Urban Mobility.

Assessment criteria and weightings

Each application will be assessed against three criteria which will be scored on a scale of 1 to 5, where 1 is not meeting the criteria and 5 is exceeding the criteria.

Weightings will be applied as per the following table:

Criteria	Detail	Weighting
Alignment to WA Bike Month objectives	<ul style="list-style-type: none"> ● Proposed event must achieve one (or more) objective. ● Outline how each identified objective will be addressed by the proposed event. 	30%
Event planning and promotion	<ul style="list-style-type: none"> ● Describe the steps you will take to plan for a successful event. ● Describe the plan to promote attendance at the proposed event. 	20%
Value for money	<ul style="list-style-type: none"> ● Grant category selected. ● Amount of funding requested. ● Services and items to be purchased with funding. ● For major grants only – detailed description of the proposed use of funds for the event itself. 	40%
Innovation	<ul style="list-style-type: none"> ● Event plan is unique and provides new approach to bike riding activities. ● Event is fun, engaging and provides attendees with a memorable experience. 	10%

Grant agreement contract

All successful grant recipients are required to:

1. Sign a grant agreement contract
2. Complete a risk assessment form
3. Promote their event
4. Complete a grant acquittal form.

Grant funding will be provided to successful grant recipients in one lump sum on receipt of a completed grant acquittal form online **after the event has concluded**. Any unspent grant funds, or grant funds not expended in accordance with the grant agreement, will be retained by DoT.

Event promotion

All grant recipients will be required to utilise the promotional material that will be made available via the downloadable content section of the [WA Bike Month webpage](#). A range of templates will be available including pre-approved and 'open' templates, the latter of which will allow recipients to include their own design. Please note that WestCycle, via info@westcycle.org.au, must approve 'open' templates and these must be submitted for review two weeks prior (minimum) to your event date. WestCycle will also provide general guidance on use of these materials, including logos and badging rules.

It is recommended that grantees register their public event by creating a Facebook event page and inviting @wabikemonth to co-host the page. If you are unable to create a Facebook event through your organisation's account, WestCycle can help to create one on your behalf to help promote your event to a wider audience.

Where appropriate, WestCycle may also promote your event through the WA Bike Month newsletter and social media platforms. Other promotional opportunities available to WestCycle will be utilised if appropriate for your event, such as contacting local media.

Unsuccessful grant applicants

Unsuccessful grant applicants are encouraged to register their event on the [WA Bike Month webpage](#), by submitting the relevant Unfunded Event form.

Acknowledgement and use of logos

Grant recipients must acknowledge DoT, RAC, WestCycle and WA Bike Month on all promotional materials. Promotional materials include, but are not limited to, posters, flyers, signage, websites, social media, merchandise, etc. DoT, RAC, WestCycle and WA Bike Month must also be acknowledged during any speeches or presentations at funded events. Templates of promotional and marketing materials will be made available via the downloadable content section of the [WA Bike Month webpage](#).

Acquittal and reporting

This year, grant acquittals will be also be completed through SmartyGrants, an online grants management system.. An online profile and grant acquittal form will be provided to successful grant applicants and must include the following information:

- A summary of your event and its outcomes against the WA Bike Month objectives
- Description of how the WA Bike Month grant funding was used
- Copies of photographs taken during the event¹
- Copies of promotional materials for your event (e.g. posters, flyers, website posts)
- Details of any media coverage received – traditional, online, and social.

¹ Note: As per the grant agreement, it is the responsibility of the grant recipient to ensure that photography and/or videography permission has been sought from attendees prior to use in promotion and acquittal documentation. Those photographed should also be made aware that images might be used by DoT and/or WestCycle for promotional purposes.