



WA BIKE MONTH 2022

Grant Application Guidelines

Purpose and background

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

WA Bike Month is WA's annual celebration of bike riding.

Bike Month is held in October each year and in 2022, a total of \$50,000 in grant funding is available to be split between local governments, workplaces, schools, bike groups and community organisations to host events during Bike Month.

Please read and consider this information prior to submitting your application for a grant.

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:

1. Promote and encourage bike riding for transport, fun and for a healthier lifestyle.
2. 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.
3. Encourage new, novice and rusty riders of all ages and abilities to go for a bike ride.

Funding categories

In 2022 the grants program for WA Bike Month will offer funding in the following three (3) categories.

Major– up to \$7,500

Description

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.

Examples include the Leighton Slow Roll event held in October 2021 that encouraged local families and young people to dust off their bike and get involved in active travel. The ride



attracted about 400 people and was held on the Fremantle PSP between Victoria St Station and North Fremantle Station, followed by a community event at Leighton Oval. The event not only provided an opportunity for locals to try out a new section of the Primary Route Network, it also included bike mechanics, bike valet, local musicians, coffee, and soap bubbles for the kids.

Grant funding must only be used on approved items per the eligibility criteria below. It is anticipated that two Major event grants will be awarded, one metropolitan based and one regionally located.

Local– up to \$2,000

Description

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; and,
- Combined school and community Bike Day comprising a pump track, skills track, and trial ride track hire, food and beverages, and small prizes.

Grant funding must only be used on approved items per the eligibility criteria below.

Minor– up to \$250

Description

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;
- Led bike rides on local infrastructure; and,
- Skills sessions.

Grant funding must only be used to purchase items or prizes from local WA businesses and bike shops, or other relevant business (such as bike related gift vouchers).



Promotion

All grant recipients will be required to utilise the promotional material that will be made available via the downloadable content section of the [Bike Month webpage](#). It is anticipated that 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 must approve 'open' templates and these must be submitted for review minimum two weeks prior to your event date. WestCycle will also provide general guidance on use of these materials, including logos and badging rules.

Further, it is recommended that recipients of Major and Local event grants allocate at least 10% of their overall budget to promoting their event. This can include, but is not limited to, paid social media and online advertising, and printing and distribution of posters and flyers.

It is recommended event organisers who have received a Major or Local event grant register their event by creating a Facebook event page and inviting @wabikemonth to co-host this page. If you are unable to create a Facebook event through your organisation's account, we can help to create one on your behalf. This will allow the WA Bike Month team 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.

There are requirements for event promotions to include suitable acknowledgements. Please also see the *Acknowledgment and use of logos* section below.

Eligibility

To be eligible to for a WA Bike Month grant, applicants and applications must meet the following criteria and the approved and not approved items listed in this section.

Eligible and ineligible entities

Eligible	Ineligible
Local government authorities	Individuals
Schools	Political organisations
Workplaces	State Government agencies
Tertiary education institutions	
Parents and Citizens' (P&C) Associations	



Community groups	
Bike groups	
For-profit and not-for-profit organisations	

Examples of 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 (also see note below)
- Promotion and advertising; Major and Local event grants should allocate at least 10% of their overall budget to promoting their event

Grant funding may also be used on the following items, ensuring there is a clear connection to the 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

Grant funding must not be used for:

- Fundraising events
- 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 WA
- Events planned to take place outside of Bike Month (e.g., not between 1-31 October 2022)

Application process

How to apply

Applications are to be submitted online via the WA Bike Month webpage on the DoT website.



For more information, please email info@westcycle.org.au or phone (08) 6336 9688.

Key dates

Milestone	Date
Applications open	9:00am, 11 July 2022
Applications close	5:00pm, 25 July 2022
Applicants notified of success	August 2022
Event completion date	On or prior to 31 October 2022
Acquittal and payment period	Mid-November 2022

Decision making

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 1-5, where 1 is not meeting the criteria and 5 is exceeding the criteria.

Weightings will be applied as per the following table:

Criteria	Detail	Weightings
Alignment to WA Bike Month objectives	<ul style="list-style-type: none">Proposed event must achieve one or more objectiveOutline 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 eventDescribe the plan to promote attendance at the proposed event	20%



Criteria	Detail	Weightings
Value for money	<ul style="list-style-type: none">Grant category selectedAmount of funding requestedServices and items to be purchased with fundingFor Major grants only - Detailed description of the proposed use of funds for the event itself	50%

Grant Agreement Contract

All successful grant recipients are required to:

- Sign a Grant Agreement Contract
- Complete a Risk Assessment Form
- Promote their event
- 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 **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.

Acquittal and reporting

A Grant Acquittal Form will be provided, and must include the following information about your event:

- A summary of your event and its outcomes against the objectives of WA Bike Month
- 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

Acknowledgement and use of logos

Grant recipients must acknowledge DoT, 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, WestCycle and WA Bike Month must be acknowledged during any speeches or presentations at the event. Templates of promotional and marketing materials will be made available via the downloadable content section of the [Bike Month webpage](#).

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.