



PARTICIPANT INFORMATION

WELCOME TO VELO-FRIDGE 2014

WHAT IS VELO-FRIDGE?

Velo-fringe will be a festival of bikes. Held from Friday 16 to Saturday 31 May in the lead up to the Velo-city Global conference, it will be a celebration of bikes and cycling in Adelaide.

Just like its big sister Adelaide Fringe, it will be open access. That means that you can do pretty much anything you want – just as long it's got something to do with bikes. Got some artwork you'd like to exhibit? Great! Have an idea for an interesting bike tour? We'll have it! Know of a play that's just about cycling? Play on! There is no limit to the sorts of events you can register – and if you're not sure if your idea fits, have a chat to us.

Because of the open access nature of Velo-fringe, we must point out that you take part at your own risk. Velo-fringe does not sponsor, nor do we provide any financial assistance to, any individual or group who registers an event. All costs associated with being part of Velo-fringe (including registration fees, advertising, publicity, etc.) will be the responsibility of the organiser of the event. Adelaide City Council, the organisers of Velo-fringe, will present their own large scale events as part of the programme, which will serve to augment and enhance the community-generated events.

Registration Timeline

- Registrations open Wednesday 29 January
- Registrations close and registration fee due 21 March
- Final date for changes to your event 26 March
- Programme released 21 April
- Velo-fringe opens 16 May

Contacts

Whether you're a prospective venue or you've got a great idea for an event, get in touch with the Velo-fringe co-ordinator, Eugene Suleau:

Email: velo-fringe@adelaidecitycouncil.com

Phone: 08 8203 7111 (during business hours only)

Or keep in touch via social media:

Twitter: @Velo_fringe

What we do

Velo-fringe acts as the umbrella organiser, under which participants and venues take part. It does not control any venues, nor will it limit (within reason) any event that registers to participate.



Velo-city Global Conference

Adelaide is the first city in the Southern Hemisphere to be chosen to host a Velo-city Global conference (see www.velo-city2014.com). Run by the European Cyclists' Federation, Velo-city Global is a biennial conference designed to promote cycling as a regular part of daily life. Delegates from all over the world attend to discuss best practices for creating and sustaining cycling-friendly cities.

See more here:

www.ecf.com/projects/velo-city-2/what-is-velo-city-2

Why a Velo-fringe?

Because Adelaide does festivals so well, the Velo-city organisers thought "Why don't we kick off the conference with two weeks cycling activity?" And what better way to do that than an Adelaide Fringe-type festival, where every event is about bikes or cycling? Lo and behold, Velo-fringe was born!

So whether you ride in lycra or street clothes; whether you ride a 20 speed carbon-fibre roadie or a single-speed fixie; whether you ride a cargo bike or whether you pull a trailer; whether your steed is an upright, a recumbent, a flat bar, a hand-bike or a tandem; whether you photograph cyclists or you're a cycling photographer... Velo-fringe is for you!

Velo-fringe is a chance to get your organisation or event in front of the eyes of hundreds of national and international cycling experts, and thousands of avid Adelaide cyclists.

ABOUT OUR LOGO...

The winner of the Velo-fringe logo competition is Michael List.

Michael's design uses a hand-drawn aesthetic to suit the fringe nature of the event. The centre part of the bicycle has been shaped to represent South Australia.

Several versions of the logo will be made available to registered Velo-fringe events, for placement on posters, flyers or other advertising material. The logos are copyright and may not be altered in any way from their original design.



WHAT TO REGISTER

Anything that's cycling related. We've come up with seven suggested categories that your event may fall into:

- Events (swap meets, fashion parades, talks, etc.)
- Rides (e.g. from City to the Beach, or from Victoria Square to the Hills, etc.)
- Tours (Starting at Point A and stopping at Points B, C, D, E, with special events at each stop)
- Visual Art & Design (exhibitions, displays)
- Children's Events (an event that could be from any category but is specifically for children under the age of 12)
- Performances (Plays, dance performances, music, etc.)
- Film (videos, documentaries, etc.)

If you have an idea for an event that doesn't quite fit into any of the above, talk to us... you might just be in a category of your own!

Registering your event

The Velo-fringe registration site has been designed to capture all the information we need for the Velo-fringe Guide and website, as follows:

- Presenter info (who you are and how we can contact you)
- Event information
 - Event category
 - Name
 - A description of the event
 - Age suitability
 - Entry fees (if applicable)
 - Content warnings (if applicable)
- Venue information
 - Name
 - Location
 - Contact person

Visit the Velo-fringe page at...

www.velo-city2014.com/pages/velo-fringe.php

... and follow the registration link.

You'll also be required to submit an event image. Image format should be as follows:

- JPG
- Square (350x350 pixels)
- 300 d.p.i.

Send your image to:

velo-fringe@adelaidecitycouncil.com



Clearly state your event name and any photo credits.

If you don't have photo editing skills just send the image you'd like to use and we can edit it to the right dimensions for you.

Registration Fees

Free events	\$45
Non-free events	\$75
Schools	\$30

See the Registration Fee payment form at the end of this document for details on how to pay.

Registration fees are due by 21 March 2014. **Your event may not be printed in the Velo-fringe Guide if your fees have not been paid by this date.**

Your registration fee covers:

- Your listing in the Velo-fringe guide
- Your listing on the Velo-fringe website
- Use of the Velo-fringe logo on your marketing and publicity material
- On-going support and advice

Cancellation policy

Registering an event places you under no obligation and you may cancel your event at any time. If you have paid your registration fees, the following refunds apply:

Cancellation Date	Refund
22 January – 21 March	100%
22 March – 3 April	50%
4 April onward	Nil

If you need to cancel your event after the programme has been printed, we will mark it as cancelled on the Velo-fringe website and make it known via our media channels. You will also need to contact anyone who has purchased tickets or paid money to participate, and you will be responsible for issuing any refunds. If your event is free, it may be necessary to have someone at the venue or at the starting point of the ride to inform those who turn up that the event has been cancelled.

VENUES

Any venue you wish to use can be a Velo-fringe venue. There is no registration process for venues – when you complete your event registration you will be asked to provide the address and contact details of the venue. Please make sure you have confirmed your event with the venue before entering their details (we will check with them anyway, just to make sure).

If you've got a great idea for an event but don't know where to put it on, get in touch with us. Tell us about the event and the sort of venue you're looking for and we'll go on the hunt. A number of venues have already expressed an interest in hosting Velo-fringe events, so we may be able to match you pretty quickly.

Likewise, if you see something you think would be ideal, have a chat to the venue manager. Tell them it's for Velo-fringe (of course), give them an idea of how many sessions or occurrences of the event you'd like, as well as any other information they need.

If you are planning a ride or a tour, or some other event that doesn't involve a bricks and mortar venue, please ensure you have the required permission (where necessary) or at the very least, have informed a relevant authority. For example, if you are planning a mass ride from Victoria Square to the beach, you should inform Adelaide City Council of the date and approximate number of riders. You may also need to contact other councils along the route or SA Police and other authorities

Venue fees

It's almost guaranteed that your venue will want to charge you for the hiring of the space. Different venues will have different fee structures:

- Straight hire fee – a flat rate, with the hirer keeping 100% of the ticket/participant fees
- Split – the hirer and venue split the ticket/participant fees. This can be whatever is agreed upon: 70-80% (hirer) / 20-30% (venue).
- Free – but you may have to pay for equipment, staff, etc. Popular if you are able to bring in other revenue options to the venue, such as food and drink.

Some venues include marketing your event as part of their services. Check with them whether this is included in the hire fee.

Venue Contracts

It's very important that you seal the deal with your venue writing. Every aspect of the hire should be written into a contract, including:

- Hirer and venue contact details
- Event dates and times
- Venue requirements – e.g. capacity, stage size, technical equipment
- Staffing (if applicable)
- Venue charges
- Payment schedule (if applicable)
- Marketing and publicity inclusions/exclusions
- Cancellation conditions and costs

If you plan to open up your own pop-up venue, get in touch with us for what you need to do.



CHARGING PARTICIPANTS / SELLING TICKETS

Velo-fringe does not provide ticketing services, so you will need to run your own 'box office'. How you do this is up to you. There are several online ticketing websites that offer low fees to customers – www.trybooking.com or www.dramatix.com are two examples - or you can choose a higher fee hard-ticket service provider, such as www.venueitx.com.au. If you're presenting an in-venue event, you could opt to have all tickets available at the door, in which case you will need to supply a float and a Front of House person to take the cash.

What to charge

You'll want to cover any costs involved in setting up your event, so how much you charge each individual will depend on what your costs are and how many people you expect will attend.

The suggested price categories are:

- Adult
- Concession
- Child
- Family
- AllTix
- Free

BUDGETS

If you're investing your own or your group's funds into an event you may need to do a budget. An effective budget will consider every possible expenditure and all income streams.

Working to a budget will help you keep control of your funds and hopefully keep you from going too much in the red.

Some examples of things you'll need to consider in your budget are:

Marketing

Graphic Design
Posters / Flyers
Distribution
Print ads

Administration

Registration fee
Licences
Insurance

Production

Signage
Catering
Equipment hire

Income

Ticket sales / ride fees
Sponsorship
In Kind support
Cash contributions

This is not a definitive list. There are many other things you might need to consider, depending on your event. It's also worthwhile having a contingency of 5-10% to cover any unexpected costs.



Participant Pass

You may wish to offer a discounted price for organisers of other Velo-fringe events. How you administer this will be up to you. You may have to accept on the day or at the door payments upon presentation of the Participant Pass. You can make the Participant price whatever you like but as a guide, we suggest adults at concession prices at least.

When to open up sales?

The programme will be launched on 21 April, so it we would advise going on sale on that date. If you want your ticketing details printed in the Velo-fringe Guide it will be necessary to have organised your ticketing service before 2 April at the latest. If you miss that date, it will only appear on the website.

RAISING FUNDS

Sponsorship

You might have a great idea for an event but it's going to take more cash than you've got to get up and running. Velo-fringe itself won't be able to help you out – but all hope is not lost.

If you've got the gift of the gab you might want to seek sponsorship – but you'll need plenty of time to prepare a proposal, submit it and for it to be considered and approved. It's best to start small: use your contacts to see if there they know someone whose business fits your event. Or you might want to seek in-kind sponsorship, where a business gives you a product or service for free, e.g. from a printing company or a winery. You will have to give them something in return, usually promotion on your website, advertising material or via your social media outlets.

Crowdfunding

It's the latest thing! Instead of asking a few people for a lot of money, you can ask lots of people for a little money.

Sites such as www.pozible.com and www.kickstarter.com/australia are two such sites. You'll need to consider what 'rewards' you are going to offer people who donate to your event – often a thank you mention on your website or a free ticket to a show/ride will suffice.

MARKETING & PUBLICITY

What we'll do for you

We will market the event as a whole through the Velo-fringe guide and website. Both of these will provide information on every registered Velo-fringe event. We will aim to get coverage for the festival on TV, radio, in the print media and other related outlets. In doing so it may be necessary to highlight individual events as examples of what can be found in the Velo-fringe programme. Outside of this, we will not be able to market individual events.

What you should do

It is up to you to attract public and/or media interest in your event. Here are a few ideas:

- **Your Velo-fringe guide and website listing**
Make sure that your event description is enticing and tells the public exactly what is in store for them. There will be a few dozen events all vying for attention and if you want your event to be a success, standing out in these key publications is essential. You will also be able to submit an event image to accompany your description. Make this image attention grabbing!
- **On the web**
If your organisation has a website, promote your event there. Your Velo-fringe guide and web listing will include your website address so all relevant information about your event should be listed on your own site as well.
- **Posters & Flyers**
Depending on the type of event you may want to produce posters and flyers. These should, again, have all relevant information – who, what, where, how much – and make sure you use an interesting, eye-catching image. How many posters or flyers you have printed will depend on your budget and how many people you want to attract. Twenty posters and 500 flyers is a good starting point.

You won't be able to stick posters up or leave flyers wherever you want, at least not without the business owner's permission. Many cafes/businesses have agreements with distribution companies, who 'own' wall or window space, so it may be worth spending some money to get them to do it. Get in touch with:

MaD Promo - www.madpromo.com.au

Passing Out - www.passingout.com.au

Poster Impact - www.poster-distribution.com.au



- **Social Media**

Facebook, Twitter, Instagram are fast becoming the platforms of choice for getting the word out about upcoming events. As with other forms of publicity, you have to engage with your audience. Don't just tell them something is on and hope they'll come – give them the background story: post regular updates about the progress of your event; take photos and share them with your networks.

If you don't know anything about these platforms, here's a brief run-down:



Facebook (www.facebook.com) – many people engage with Facebook on a daily basis. Create an event and share with all your contacts. Post updates and photos – people like to see what's going on behind the scenes. Create a 'business page' and encourage your audience to 'Like' it. Post updates and share photos.



Twitter (www.twitter.com) - A very popular micro-blogging site. You can share photos and real-time updates of what's happening with your event. Use hashtags to create searchable terms (e.g. #VeloFringeADL, #Adelaide). You can also follow other people or organisations to keep up to date with what they're doing (be sure to follow @Velo_fringe too).



Instagram (www.instagram.com) - A photo sharing service, available on iPhone, Android and Windows Phone devices. Take photos of the behind-the-scenes action of your event and encourage your participants to capture their experiences. Use the #VeloFringeADL hashtag to tag your photos.

MARKETING & PUBLICITY

MEDIA KITS

A good media kit should be the cornerstone of your publicity campaign. It should include:

- A media release
- Background information on the organisation or individuals involved in running the event
- A selection of good quality photos

You should have your media kit ready to be sent to media outlets by the start of April, in time for the release of the Velo-fringe guide. If you've never written a media release before, here's what you should include:

- A headline – something simple that will catch attention
- Lead paragraph – a summary of what your event is about – the who, what, why, where and when
- Body – expand on the background information: the people involved, the inspiration behind the event, who you're hoping to attract. Write as if you're interviewing yourself or others involved in the event.
- Closing paragraph – a final sum up of the important details: what, where, when and how much
- Contact details – Your name, phone number and email address. If you have photographs available to send, or you can make people available for a photo shoot, mention this here.

Here's an example media release to give you an idea of what to include (the event referred to is not an actual ride and the information should only be used as a guide):

FOR IMMEDIATE RELEASE

Ready your treadlies for Adelaide's newest community bike event: the Big Wheel Bike Ride, part of Adelaide Velo-fringe 2014.

BikeWorksSA is gearing up for the first ever Big Wheel Bike Ride, which it hopes will take over Adelaide's North Eastern suburbs on Saturday 17 May.

Event organiser Joe Bloggs said the ride is a perfect way for families to come together to enjoy the benefits of cycling. "BikeWorksSA is all about getting people to choose cycling as a viable alternative in their daily lives", said Joe. "The Big Wheel Bike Ride is our key event of the year. Its aim is to make riding a bike a normal activity that the whole family can enjoy together."

Keen cyclist Matthew Flinders, 34 of Parkside, has registered his family to take part in the ride. "I commute by bike to work every day and my wife Jane works part-time and uses her bike to ride to the shops. We have a kiddie seat for our 3 year-old son and we try to get out most weekends", said Matthew. "The Big Wheel Bike Ride is a great opportunity for ordinary cyclists to increase their presence and visibility on the roads, so there was no way we were going to miss it."

Meandering its way from Victoria Square to Lochiel Park in Campbelltown and back, via the Linear Park Trail, the ride won't be a massed ride like the BUPA Challenge Ride or Velo-Adelaide.

"This will be a leave-when-you-choose ride", says Joe Bloggs. "We're holding a morning tea from 11am and riders can leave at any time between then and 12 noon. Then we'll switch over to providing lunch for riders when they return. It's a round trip of around 20 km, so it should take about an hour to complete. But we don't want riders to rush at all."

Slow Cycling advocate Margot Jensen, who's also registered, says that events like the Big Wheel Bike Ride are important in spreading the message about community cycling. "The Slow Cycling Movement is about getting people on a bike without feeling the pressure of having to get somewhere fast", she said. "BikeWorksSA are doing a great job in giving people that opportunity and I'm looking forward to taking it easy with cyclists young and old on 17 May."

The Big Wheel Bike ride kicks off at 9am on Saturday 17 May with morning tea in Victoria Square. To register, visit www.bigwheelride.com.au or for more information call BikeWorksSA on 8123 4567.

-ENDS-

Media photographs available on request. Also available for on location photo shoots.

For more information contact:

William Light – Publicist, BikeWorksSA // Phone: 8123 4568 // Email: w.light@bikeworks.org.au

MARKETING & PUBLICITY

Media Contacts

The following is a brief list of media you might wish to contact regarding your event.

Print

- The Advertiser / Sunday Mail
- Messenger Newspapers – If you're after some local coverage for your event, contact the Messenger newspaper that serves your area.

When writing a media release for the Messenger make sure it has a local angle. If you or a member of your group has a story to tell make that the feature of the release; if you're using a new or unusual venue, or if your event might appeal to a particular segment of the community, add that in as well.

Radio

- 891 ABC Adelaide

Programs	Time	Presenter
Breakfast	6am – 9am	Matthew Abraham & David Bevan
Mornings	9am – 12pm	Ian Henschke
Afternoons	1pm – 4pm	Sonya Feldhoff
Drive	4pm – 7pm	Michael Smyth
Evenings	7pm – 10pm	Peter Goers

Each presenter has a different style, focus and audience so pick the one you think best suits your event.

- Radio Adelaide – Your best bet for coverage is an interview on the breakfast programme, as many of the other programmes have a music or community focus. Contact radio@adelaide.edu.au.
- Three D, Coast FM (south/south-western suburbs), PBA-FM (Salisbury) – You may wish to contact these community stations but they focus mainly on music and have specific listener demographics

Online

The following is a selection of online only publications. Have a look at each site to see whether their look and feel is the right platform for your event:

- InDaily – indaily.com.au
- Glam Adelaide - From their website: "Glam Adelaide is a news website dedicated to bringing you the best of South Australia. We cover everything from events, launches, music, food & wine, business, sport, social media and more." Contact admin@glamadelaide.com.au.
- Five Thousand - A magazine-style site for Gen Y and anyone interested in grass roots culture. Contact Daniel Gladys at daniel@rightanglestudio.com.au.

Cross-promotion

You may have friends or colleagues who are also organising a Velo-fringe event. It might be worthwhile collaborating with them to do some cross-promotion. Pooling resources will possibly save you money but also increase public awareness of both your events. It's a win win!



LEGAL MATTERS

Public Liability insurance

It is essential that you obtain Public Liability insurance so that you can be covered in case of a civil liability claim. You or your organisation may already have Public Liability insurance, but please check with your insurance broker whether this insurance cover is relevant to your intended activities or event. As the organiser of the event or activity you can be held liable for bodily injury or property damage claims. Therefore it's important you have a proper and relevant insurance cover in place so you can transfer that risk to your insurer.

Reputable venues will have Public Liability insurance to cover them in the case of a civil liability claim. If you're venue doesn't have Public Liability insurance, insist that they get it... or find another venue!

Contact your insurance broker for detailed risk and insurance advice, tailored to your specific needs. You may also want to contact Local Community Insurance Services: www.localcommunityinsurance.com.au.

Advise your insurance broker of all details relevant to your event or activities. For example, if you're planning a ride, you may need to include:

- A map of the route
- Your risk management plan
- Whether the riders have provided their own bikes/helmets
- Whether riders have signed a waiver
- Whether riders will be prevented from riding if suspected to be under the influence of drugs and/or alcohol

Workcover

Public Liability doesn't cover you or any member of your group against injury sustained during your event. You may need to consider Personal Accident or Injury insurance or Work Cover. See www.workcover.com.

Letter of Agreement

If you're a group who has come together to put on a Velo-fringe event it's wise to write a letter of agreement that details what each party's involvement will be. This is especially important if people are contributing funds to run the event. The letter should cover each person's responsibilities and what their share of liabilities and/or profits will be.



This letter should be signed and dated by everyone involved and witnesses by a third party. Failing this, you should at least keep an email list of correspondence... but even this is not a guarantee against disagreements. It's best to get everything down on paper and agreed to so that everyone is sure where they stand.

APRA & PPCA – Music licensing

The Australian Performing Rights Association (APRA) administers the rights of music composers and songwriters in Australia. The Phonographic Performance Company of Australia Limited (PPCA) represents the interests of recording artists and labels.

If you're planning to use music as an element of your event (whether it's in a venue or not) you will most likely need to obtain licenses from both APRA and PPCA.

Liquor Licensing

If you're planning on selling alcohol at your event you may need to obtain a liquor licence. Visit Consumer and Business Services (<http://www.cbs.sa.gov.au>) for more information.

When applying for your licence you may need to provide letters in support of your application. Email us at velo-fringe@adelaidecitycouncil.com and we'll be happy to send one through.



ADELAIDE VELO-FRINGER 2014

REGISTRATION FEE

PAYMENT FORM



Registration Fees (per event):

Free events	\$45
Non-free	\$75
Schools	\$30

Payment can be made by credit card, EFTPOS, cash or cheque. Payment can be paid in person, by fax or posted to the Adelaide City Council (do not post cash). Details are at the bottom of form. Cheques should be made payable to "Adelaide City Council".

Please complete the details of each event you are registering and enclose form with your payment.

Contact Person:

Street Address:

Suburb:

Post Code:

Phone:

Date:

Email:

Payment Type (please circle one):

Cheque / Credit Card / Cash

Card Type (please circle one):

Visa / MasterCard

Card Number:

Expiry Date: /

Name / Organisation	Event Name	Fee
		\$

Complete and return with your payment to:
 Adelaide City Council – Customer Centre
 25 Pirie St
 ADELAIDE SA 5000
 T: (08) 8203 7203 F: (08) 8203 7575
 or email velo-fringe@adelaidecitycouncil.com

