



MASS PARTICIPATION EVENT PROGRAM

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1. INTRODUCTION

AusCycling has a strategic focus on growing the number of people riding a bike. One way we do this is by supporting event organisers in the delivery of their events.

This booklet is designed to provide the details of the AusCycling Mass Participation Program. The program provides event organisers, of mass participation events, with information regarding the specific support AusCycling can provide to support their successful delivery.

1.1 | PROGRAM GOALS AND SERVICES

The goals of the Mass Participation Event Program include:

- Support event organisers by providing specific services
- Provide support to event organisers through information and advice
- Support a safe and enjoyable event day experience for participants
- Increase the brand exposure of AusCycling
- Grow and retain AusCycling membership

As part of the program AusCycling specifically provides event organisers with the following services:

- Insurance
- Event Marketing support
- Advice and Support

1.2 | ELIGIBLE MASS PARTICIPATION EVENTS

For the purposes of this program mass participation events which are eligible include:

- **Non-Competitive Rides:** Any rides which is non-competitive in nature and includes no-timing for Mountain Bike Cross Country, Road and Gravel. These events may be conducted over one or multiple days. They are sometimes conducted as charity fundraising rides.
- **Multi-day Group Rides:** This includes multi-day charity challenges, or commercial tours which are run with a small number of supported participants (typically less than 20) on sealed or unsealed roads and/or trails.
- **Non-Race Challenges:** Events which have distances or timed challenges but do not recognise a place. The eligible disciplines include Track, Mountain Bike Cross Country, Road or Gravel events.
- **Mountain Bike Marathon:** These are long Mountain Bike cross country events that are typically held on a course of 60-160kms. Marathon events feature riders from all categories, from enthusiasts to professionals, racing together.
- **Gran Fondo or Sportif:** A road cycling event which is mass participation and range in distance. They may be timed however in the case of this program they cannot award prizes for placing or times. In the case where they do have prizes for placing they will be considered a race and can be sanctioned under a race framework.
- The eligible events do not include UCI Gran Fondo World Series Qualifier or UCI Gravel Series. These events should follow the AusCycling Guide to UCI Event Approvals.
- **Combined Race and Participation events:** An event may have both race and mass participation categories. In such cases both race sanction and the mass participation program may be utilised.

2. MASS PARTICIPATION EVENT SPECIFICS

2.1 | EVENT LEVELS

AusCycling has developed the following event classifications for Mass Participation Events.

- Gold: Any recognised event with over 1,000 participants*
- Silver: Any recognised event with under 1,000 participants*
- Bronze: Any event which has under 50 participants

* Mountain Bike Marathon events may be classified as Gold or Silver events as part of the National Cup without reaching these participation levels. In the case where an Mountain Bike Marathon event is part of the National Cup it will need to meet the delivery and fee requirements of the Mountain Bike National Cup. It will however still be eligible for mass participation participant insurance.

2.2 | SCHEDULING

To ensure optimal outcomes for all events the following are requirements for coordination of the calendar. The following requirements are only applicable to mass participation events of the same discipline.

Major Mass Participation Events (Gold): No Silver or above mass participation event of the same discipline may be conducted in the same host state/territory.

Regional Mass Participation Events (Silver): May be conducted at any time, however limits may be applied from time to time by AusCycling.

Local or Small Mass Participation Events (Bronze): May be conducted at any time however limits may be applied from time to time by AusCycling.

2.3 | MEMBERSHIP REQUIREMENTS

All riders must be an AusCycling member, purchase a day membership via AusCycling or be covered by a negotiated participant fee (agreed upon by the organiser and AusCycling).

Membership Provides all participants the following benefits:

- Non-Medicare Medical Benefits
- Loss of Income Benefits
- Capital Benefits

For further information on individual insurance benefits provided with membership see:

<https://vinsurancegroup.com/auscycling/cover-for-individuals/>

In the case of day memberships for Non-Members AusCycling will provide an invoice post event for individuals who do not meet the membership requirements. See the 'Fees' section for further details.

* This includes Annual Race Members (All Discipline or Off-Road), or Lifestyle Members. It does not include Trial Memberships, Lifestyle Basic or Non-Riding members.

2.4 | ORGANISER INSURANCE DETAILS

As part of the Mass Participation Event Program AusCycling provides a comprehensive insurance program which includes:

- Professional Liability: \$5,000,000
- Public/Product Liability Insurance: \$20,000,000
- Personal Accident: Riders and Volunteers

For further information on the Insurance Program see: <https://insurancegroup.com/auscycling/cover-for-private-promoters/>

2.5 | MARKETING

To support the marketing of Mass Participation events AusCycling provides the following support.

- Listing the event on the Events Calendar.
- Accepting Facebook event co-host Requests
- EDM: Inclusion in 1 x AusCycling What's On*

*Gold Level events only.

The following content must be provided for all events:

- Cover Photo: 1478 px x 628 px minimum
- Logo/thumbnaill: 345px x 220px minimum
- Written event copy to go on event listing (300-500 Words)

It is the organisers responsibility to provide this content. Failure to do so will result in the event listing being placed in the AC calendar.

Additional opportunities:

AC can provide additional marketing support through our various channels for both Gold and Silver events. A rate card for these opportunities can be provided on request and are subject to availability.

2.6 | SERIES AWARD ELIGIBILITY (Mountain Bike Marathon events only)

Riders must be a full Race member (All-Discipline or Off-Road) to obtain National Cup points and be eligible to win National Championships/National Series.

2.7 | FEE STRUCTURE

Silver Level	Gold Level
Registration Fee \$250 + GST per day to a maximum \$1250 +GST for five or more days	Registration Fee <ul style="list-style-type: none"> • 1,000 – 1,500 riders: \$500 +GST per day • 1,500+ riders: \$1,000 +GST per day
Participation Fees (per day) (non-AusCycling members [does not include Non-Ride Members] ONLY): <ul style="list-style-type: none"> • \$5.00 + GST (Concession or U18)* • \$8.00 + GST Adult* *\$0.50 discount per rider when using an AusCycling preferred entry systems.	Participation Fees (per day) (non-AusCycling members [excluding Non-Ride Members] ONLY): <ul style="list-style-type: none"> • 1,000 – 1,500 riders: \$3.50 - \$4.00 +GST (Concession or U18), \$5.50-\$6.50+GST (Adult)* • 1,500+ riders: \$3.00 - \$4.00+GST (Concession or U18), \$5.00-\$6.00+GST (Adult)* *\$0.50 discount per rider when using an AusCycling preferred entry systems.

Note: The participation fee is not payable for AusCycling Members.

2.8 | APPROVAL REQUIREMENTS

All organisers must apply at AusCycling at: <https://www.auscycling.org.au/page/eventorganisers>

As part of the application the organiser is required to supply:

- Event Plan
- Risk Management Plan
- Approvals (Road, Council, Land Owner)

Approvals must be received by AC at least one (1) month in advance of the first day of the event.

All marketing material should be provided with submission of the event application. Providing this content in the correct format to AusCycling in a timely manner is the responsibility of the event organiser.

2.9 | REPORTING REQUIREMENTS

- All participant data (name, email address, membership number) to AusCycling in the required format as per the AusCycling template (*Mass Participation – Participant List Excel Template*).
- Any incident must be reported to AusCycling within 48 hours using the *AusCycling Incident Report form*.

2.10 | OTHER REQUIREMENTS

AusCycling to be provided:

- Enter a Mass Participation event Agreement with AusCycling
- Recognition as an event partner
- Discount (\$10-\$20) and priority access period for members (if applicable)
- Prime marquee site
- 20 FOC entries and VIP passes (if applicable)

Useful Links:

- *AusCycling Technical Regulations*
- *AusCycling Event Registration Form (Private Event Organisers)*
- *Mass Participation – Participant List Excel Template (Listed under “Other”)*
- *Event Resource page*
- *AusCycling Logo*
- *Membership QR code Sheet*

LET'S RIDE TOGETHER

