

Club Guide: How to Run a Come and Try

Introduction

This guide provides a simple checklist to help your club confidently plan, register and deliver a safe and successful AusCycling Come and Try event.

Come and Try events provide an accessible, low-commitment entry point into cycling, helping clubs grow participation and membership.

Steps	Before the Event	Completed
1	<p>Confirm the Basics</p> <ul style="list-style-type: none"> • Date: Come and Try Days can be held on any date. • Time: Usually, 1-2 hours is best for a Come and Try session. • Venue: To have been approved by a coach or Commissaire as safe. • Equipment: what will be required and is the equipment club or participant supplied. • Coaches/Instructors confirmed: Minimum: Foundation Instructor, discipline specific. • Format: The format must be a skills or recreational activity which doesn't include racing. Those seeking to try racing may use the 4-week trial membership. Some examples of format include: <ul style="list-style-type: none"> ○ Beginner Skills Session ○ Social Ride ○ Women's Come & Try ○ Bring a Friend Day ○ Youth Ride ○ Gravel Taster Ride <p>All sessions are required to follow the Minimum Delivery Standards</p>	<input type="checkbox"/>
2	<p>Register the Event</p> <ul style="list-style-type: none"> • Register with AusCycling at least 7 days prior at Come & Try 	<input type="checkbox"/>
3	<p>Start Taking Registrations</p> <ul style="list-style-type: none"> • Participant details are required to be captured (Full Name, DOB, Gender and Contact details). These can be taken prior to the day or on the day. 	<input type="checkbox"/>
4	<p>Promotion</p> <p>Use club networks, schools, community pages and social media. Highlight:</p> <ul style="list-style-type: none"> • No experience required • No membership required • Friendly, supportive environment • What's provided and What to bring <p>Tip: Schedule during school holidays or after a local AusBike program to</p>	<input type="checkbox"/>

	<p>maximise momentum.</p> <p>Resources: Come and Try Promotional Template</p>	
Steps	On the Day	Completed
1	<ul style="list-style-type: none"> Accredited coaches onsite (following minimum standards and within the delivery parameters). <p>Ensure that:</p> <ul style="list-style-type: none"> Appropriate kit and equipment are worn by all coaches and participants. Clear welcome and session briefing. Keep activities inclusive, beginner-friendly and fun. <p>A positive first experience drives conversion.</p>	<input type="checkbox"/>
Steps	After the Event	Completed
1	<p>Within 48 hours:</p> <p>Reporting</p> <ul style="list-style-type: none"> List of participants is provided to AusCycling at participation@auscycling.org.au. All incidents must be reported to AusCycling within 24 hours using the Incident Report Form. Please complete the form and email to membership@auscycling.org.au. 	<input type="checkbox"/>
2	<p>Follow up with Participants and Volunteers</p> <p>Participants</p> <ul style="list-style-type: none"> Thank participants Share photos (if consent obtained) Promote the 4-week Free Trial Membership Invite them to the next club activity <p>Resource: Letter Template</p> <p>Volunteers</p> <ul style="list-style-type: none"> Thank coaches and volunteers Share outcomes internally (attendance and conversion) Highlight successes on club social media 	<input type="checkbox"/>
3	<p>Review and Reflect</p> <ul style="list-style-type: none"> What worked well? Identify improvements for next time How many participants transitioned to trial membership? <p>Resource: Review and Evaluation Report</p>	<input type="checkbox"/>

For further support

Please contact: participation@auscycling.org.au