

# 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><b>Confirm the Basics</b></p> <ul style="list-style-type: none"> <li>• <b>Date:</b> Come and Try Days can be held on any date.</li> <li>• <b>Time:</b> Usually, 1-2 hours is best for a Come and Try session.</li> <li>• <b>Venue:</b> To have been approved by a coach or Commissaire as safe.</li> <li>• <b>Equipment:</b> what will be required and is the equipment club or participant supplied.</li> <li>• <b>Coaches/Instructors confirmed:</b> Minimum: Foundation Instructor, discipline specific.</li> <li>• <b>Format:</b> 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"> <li>○ Beginner Skills Session</li> <li>○ Social Ride</li> <li>○ Women's Come &amp; Try</li> <li>○ Bring a Friend Day</li> <li>○ Youth Ride</li> <li>○ Gravel Taster Ride</li> </ul> </li> </ul> <p><b>All sessions are required to follow the Discipline Specific <a href="#">Minimum Delivery Standards</a></b></p>	<input type="checkbox"/>
2	<p><b>Register the Event</b></p> <ul style="list-style-type: none"> <li>• Email <a href="mailto:participation@auscycling.org.au">participation@auscycling.org.au</a> at least 7 days before holding a Come and Try session to ensure appropriate support and insurance coverage.</li> </ul>	<input type="checkbox"/>
3	<p><b>Start Taking Registrations</b></p> <ul style="list-style-type: none"> <li>• 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.</li> </ul>	<input type="checkbox"/>
4	<p><b>Promotion</b></p> <p>Use club networks, schools, community pages and social media. Highlight:</p> <ul style="list-style-type: none"> <li>• No experience required</li> <li>• No membership required</li> </ul>	<input type="checkbox"/>

	<ul style="list-style-type: none"> <li>Friendly, supportive environment</li> <li>What's provided and What to bring</li> </ul> <p><b>Tip:</b> Schedule during school holidays or after a local AusBike program to maximise momentum.</p> <p><b>Resources:</b> <a href="#">Come and Try Promotional Template</a></p>	
<b>Steps</b>	<b>On the Day</b>	<b>Completed</b>
1	<ul style="list-style-type: none"> <li>Accredited coaches onsite (following minimum standards and within the delivery parameters).</li> </ul> <p>Ensure that:</p> <ul style="list-style-type: none"> <li>Appropriate kit and equipment are worn by all coaches and participants.</li> <li>Clear welcome and session briefing.</li> <li>Keep activities inclusive, beginner-friendly and fun.</li> </ul> <p><b>A positive first experience drives conversion.</b></p>	<input type="checkbox"/>
<b>Steps</b>	<b>After the Event</b>	<b>Completed</b>
1	<p><b>Within 48 hours:</b></p> <p><b>Reporting</b></p> <ul style="list-style-type: none"> <li>List of participants is provided to AusCycling at <a href="mailto:participation@auscycling.org.au">participation@auscycling.org.au</a>.</li> <li>All incidents must be reported to AusCycling within 24 hours using the <a href="#">Incident Report Form</a>. Please complete the form and email to <a href="mailto:membership@auscycling.org.au">membership@auscycling.org.au</a>.</li> </ul>	<input type="checkbox"/>
2	<p><b>Follow up with Participants and Volunteers</b></p> <p><b>Participants</b></p> <ul style="list-style-type: none"> <li>Thank participants</li> <li>Share photos (if consent obtained)</li> <li>Promote the 4-week Free Trial Membership</li> <li>Invite them to the next club activity</li> </ul> <p>Resource: <a href="#">Letter Template</a></p> <p><b>Volunteers</b></p> <ul style="list-style-type: none"> <li>Thank coaches and volunteers</li> <li>Share outcomes internally (attendance and conversion)</li> <li>Highlight successes on club social media</li> </ul>	<input type="checkbox"/>
3	<p><b>Review and Reflect</b></p> <ul style="list-style-type: none"> <li>What worked well?</li> <li>Identify improvements for next time</li> <li>How many participants transitioned to trial membership?</li> </ul> <p>Optional internal club review only. No submission to AusCycling is required.</p> <p><b>Resource:</b> <a href="#">Review and Evaluation Report</a></p>	<input type="checkbox"/>

**For further support**

Please contact: [participation@auscycling.org.au](mailto:participation@auscycling.org.au)