

Denmark Festival of Cycling Bikeweek 2016 (12th-19th March)

Festival Summary

The Denmark cycling community has partnered with Green Skills with the goal of organising a Denmark Festival of Cycling to coincide with Bikeweek in 2016. The main objective of The Festival is to promote cycling as an activity for the entire community. To this end it is proposed to hold a number of events in Denmark focused on encouraging community and visitor participation in cycling.

The broader objectives of The Festival are:

- Provide opportunities for all our community members to access and engage in cycling activities
- Demonstrate and promote cycling as a healthy, social activity
- Demonstrate and promote cycling as a means of commuting to school and work
- Showcase Denmark's amazing roads and trails for cycling
- Raise the profile of cycling and cyclists among all community members
- Develop fun events that demonstrate the broader sustainability aspects of cycling
- Create an annual festival that continues to grow and attract visitors to the region

The Festival is several months into the organisation phase (there have been five committee meetings) and the following events are firming on the schedule;

- **Community Bike Ride** – Family friendly event starting/finishing at Berridge Park and riding along the Denmark Heritage Trail, skirting the beautiful Wilson Inlet, out to Crusoe Beach and return.
- **Bike to School/Work Breakfast** – A traditional BikeWeek event. A breakfast is organised for school kids and workers to attend. Promoting cycling as a mode of local transport.
- **Teams Cycle Challenge** – Participation events for those keen on cycling for fitness. Teams of three cyclists riding together and completing one or two road courses; 'The Hill' from town to Mount Shadforth lookout, and 'The Slog' from the Steiner School to the Alpaca Farm return.
- **Pedal Powered Movie Night** – Appealing to everyone but with a kid focus. Stationary bikes set-up to generate electricity to power the equipment for a movie screening at the Primary School.
- **Kids BMX Course** – Great fun for the kids. Run by Albany Mountain Bike club. Course of ramps and jumps set up at Berridge Park.
- **Beginners Women Cycling Workshop** – To encourage more women to participate in cycling. Run by a qualified female cycling instructor from Albany. Demonstrating the basics of bike handling and riding confidently.
- **High School Cycling Fun** – A series of cycling challenges set-up at the High School to get the kids engaged in cycling (e.g. stationary bike power challenge).
- **Mountain Bike Ride** – Showcasing some of Denmark's amazing off-road trails (e.g. Munda Biddi). Aiming to set-up or utilise existing sections of single track.
- **Youth Bike Maintenance & Build Workshop** – Engaging kids (via Tha House) and The Tip Shop in a project to recycle, repair and build bikes.
- **Over 50's Ride** – Engaging the Albany/Denmark over 50's cyclists in an organised ride from Albany to Denmark.

It is proposed to locate the Kids BMX Course at Berridge Park and have the Community Bike Ride start/finish at the same location at the same time. This would be on Sunday 20th March and Berridge

Park would become a focal point for cyclists. Other events such as the Teams Bike Challenge and Over 50's ride can also be scheduled to allow congregation at Berridge Park on the Sunday. The opportunity then arises for food stalls, cycling stalls and other associated enterprises to have a presence at Berridge Park on the Sunday. The level of success in our funding applications will largely drive the scale of this gathering.

Organisers are aware of the need for Risk Management Plans, Event Participation Guides, liaison with The Shire and Local Police. It is worth noting that an initial idea to have competitive races has been dropped due to the requirement for a Traffic Management Plan and Race Permits. All the events proposed do not contravene The Road Traffic Act. Green Skills has Public Liability insurance to cover the events.

A budget of \$13,000 has been prepared for The Festival:

Festival Administration and Coordination:	\$3,000
Marketing material:	\$3,000
Marketing Services:	\$1,000
Individual Event Organisation Services:	\$1,000
Marquee, table/chair hire:	\$2,000
Food/Drinks:	\$1,000
Disposable cutlery:	\$ 500
Contingency:	\$1,500
TOTAL:	\$13,000

Funding applications/requests are as follows;

Healthways:	\$5,000 (pending)
RAC:	\$5,000 (pending)
The Shire:	\$2,000 (pending)
Denmark Pharmacy	\$1,000 (secured)

We will additionally be approaching the Super IGA and other local business for sponsorship.

We are debating whether to include an entry fee for any of the events. The Team Cycle Challenge is an obvious choice. Several other events could be by gold coin donation. Any money raised would be seed money for the following Festival.

For further information please contact a committee member, including;

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