

MOUNTAINS
TO MURRAY

CELEBRATING
35
YEARS

CERTIFIED
GREAT
SINCE 1984

24 NOV — 2 DEC 2018



**GREAT VIC
BIKE RIDE**

Visit greatvic.com.au or call 1800 639 634

**BUSINESS
RESOURCE**

Shuttle bus

As campsites are often located outside of walking distance from the main town/tourist attractions in the area, riders are sometimes required to ride into town or to the tourist attractions. After a long day of riding, a day of hills or inclement weather, a shuttle bus may be the best way to maximise the number of riders accessing the local businesses with ease.

This generally involves running continuous return trips between campsite, town and any tourist attractions in a mini bus.

To offset the cost of the buses a gold coin donation is charged to riders. For example a \$2 fee each way may be charged or a \$5 return ticket may be required to be purchased by riders.

Ideally suited for but not limited to:

- + Lions Clubs
- + Rotary Clubs
- + Schools
- + Sporting Clubs
- + Local pub
- + Tourist Attractions

Resources required:

- + Shuttle buses
- + Bus drivers
- + Ticketing staff
- + Advertising

Hazards/restrictions:

- + Length of daily ride route
- + Position of campsite in relation to the town
- + Advertising of service to riders
- + Position of pick-up and drop-off points



Shuttle bus timeline



Street party

As we visit many small towns throughout the ride the opportunity exists for communities to become involved by holding a street party. Typically, these street parties are held in the main street of the town and involve local councils and business operators working together to create a festival like atmosphere where the street is turned into a market to display the towns local identity.

The street party may contain food stalls, bands, historic displays, demonstrations, dances or fundraising opportunities. A combination of the above are encouraged to maximise the festival atmosphere.

Ideally suited for but not limited to:

It is encouraged a number of community groups work together to create this event.

- + Local Councils
- + Rotary
- + Lions Club
- + Schools
- + Sporting clubs
- + Local business operators

Resources Required:

- + Street closures
- + Coordination of different groups
- + Planning of event
- + Advertising to riders

Hazards / Restrictions:

- + Weather
- + Days ride length
- + Distance from Street Party to campsite
- + Other entertainment options available to riders
- + Advertising of Street Party to riders



Street party timeline

SEPTEMBER



Begin coordination with groups and council

2 WEEKS



Finalise operators and groups

1 WEEK



Finalise map and times

1 DAY



Prepare equipment

EVENT DAY



10AM Set up equipment, stalls, staging etc

2PM Begin street party

9PM Pack down





Free and organised postage

Riders on the Great Victorian Bike Ride have a restricted luggage weight and the majority of riders are unable to purchase larger or heavier items whilst on the ride. This means that although they may be interested in buying a local product they may be heavily restricted in what souvenirs or mementos they are able to take home with them.

The inclusion of a postage service by businesses may assist riders in being able to purchase larger and heavier items. This service may be run by individual businesses that may provide riders with free postage or offer postage as an additional fee.

Ideally suited for but not limited to:

- + Local businesses



Resources Required:

- + Postage bags
- + Collection and packing station
- + Transport of mail to post office
- + Management system

Hazards / Restrictions:

- + Other posting options
- + Pricing
- + Advertising to riders

Free and organised postage timeline

2 WEEKS



Organise roster and postage resources are ready

1 DAY



Collect needed equipment

EVENT DAY



12PM Open for business

9PM Pack down equipment



Extended trading hours

As a portion of the riders won't enter the campsite until mid or late afternoon they may be unable to enjoy the township until after normal trading hours.

For this reason we encourage businesses to consider extending their trading hours. This is especially recommended for high demand businesses that provide high demand products, such as food and essential services.

Ideally suited for but not limited to:

- + Pubs
- + Supermarkets
- + Restaurants
- + Cafes
- + Tourist Attractions

Resources Required:

- + Additional staff
- + Additional staff hours

Hazards / Restrictions:

- + Poor weather stopping riders entering town
- + Competition from other businesses
- + Advertising to riders
- + Positioning of business to campsite
- + Payment of wages



Extended trading hours timeline

2 WEEKS



Organise roster and staff availability

1 DAY



Create signage to inform riders of extended operating hours

EVENT DAY



11AM Open for business

9PM Close for the day



Other ideas?

Have an idea for another way that your community can become involved in the Great Victorian Bike Ride?

We'd love to hear it!

Please contact one of the event staff with details and we will discuss your ideas with you. We are always seeking fresh new ways that the community can interact with the ride as it passes through your town.

