

# Business Resources



**GREAT VIC  
BIKE RIDE**

**WODONGA TO HEALESVILLE  
23 NOV ————— 1 DEC 2024**

## Imagine... the life of a Rider on Great Vic

**It's 6:00am**, you hear riders around you unzipping their tents. You begin debating if you want to queue for continental breakfast or race to the bacon and eggs you can smell over the campsite.

**It's 7:00am**, time to hit the road. 25km down, there's a rest stop ahead and a coffee sounds perfect. The local Rotary has put on a bake stall and you can't resist a slice.

**It's 3:00pm**, feeling fresh and hungry it's time for the next hunt for food. It looks like the local footy club is having a barbecue but the line is pretty long so maybe today calls for a wander into town to check-out that award-winning bakery you read about in the Good Oil (daily newspaper) last night at dinner.

**It's 6:00pm**, dinner has already begun so you make your way back to the campsite to see what is on offer tonight.

**It's 7:30pm**, and a movie is about to start. It's been ages since you've seen *Cool Runnings* and can't resist making yourself comfortable in front of the big screen. Halfway through the local scouts group is handing out popcorn, can't watch a movie without that!

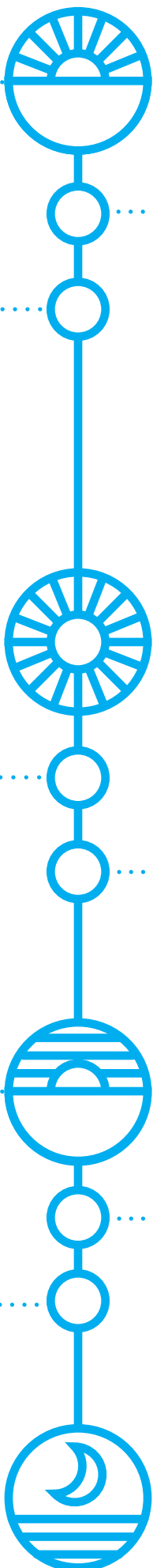
**It's 6:15am**, you're now racing other riders to the hot breakfast, but first you need to put your gear on the luggage truck. Bacon and egg rolls have never tasted better, thank you local Lion's club!

**It's 2:00pm**, the finish line is in sight as you are rolling through a new town that you will call home for the night. You're greeted by signs created by the kids at the local primary school and grateful for the amazing volunteers that already have your tent popped up so you can head straight to the shower.

**It's 4:00pm**, the bakery did not disappoint. Now, walking past the local pub, you spot some new mates you met while out on the road today and decide to join them for a beer before dinner.

**It's 7:00pm**, and the rider briefing begins and listen to all of the highlights for tomorrow's ride. You read out the Good Oil with your mates and all agree you can't wait to take a selfie with the next town's iconic landmark and taste their local wine.

**It's 9:30pm**, the movie has finished and it's time to hit the hay. You lay in bed thinking how much you have enjoyed this community and how good tomorrow is going to be on the Great Vic Bike Ride.





## What Bicycle Network provides riders

Each day Bicycle Network caters for about 5,000 riders and volunteers. Pleasing everyone with each meal can be challenging, so we love to see community groups offer a range of other options. We encourage communities to think outside the box to go above and beyond, diversifying food options where possible.

Some tried and true ideas are below, but we're sure you can think of some better ones.

- + A sausage sizzle that puts *Bunnings* to shame
- + A snack pack with the best homemade cookies or locally grown fruit
- + Special offers at your local restaurant or cafe

### THIS IS WHAT OUR TEAM PROVIDES THE RIDERS:

	ARRIVAL DAY	REST DAY	LAST DAY	OTHER RIDE DAYS	OPPORTUNITIES
Continental breakfast		✓	✓	✓	Offer hot breakfast option on the campsite
Lunch pack (on-route)				✓	Offer lunch specials in town on rest day Offer BBQ option at rest area on ride days
Dinner	✓	✓		✓	Offer dinner specials in town



## Shuttle bus

Great Vic campsites vary in distance to the centre of each town. We encourage groups to organise a shuttle bus service when campsites are more than a walk away from town. Have a chat to Bicycle Network about this and we can help to organise.

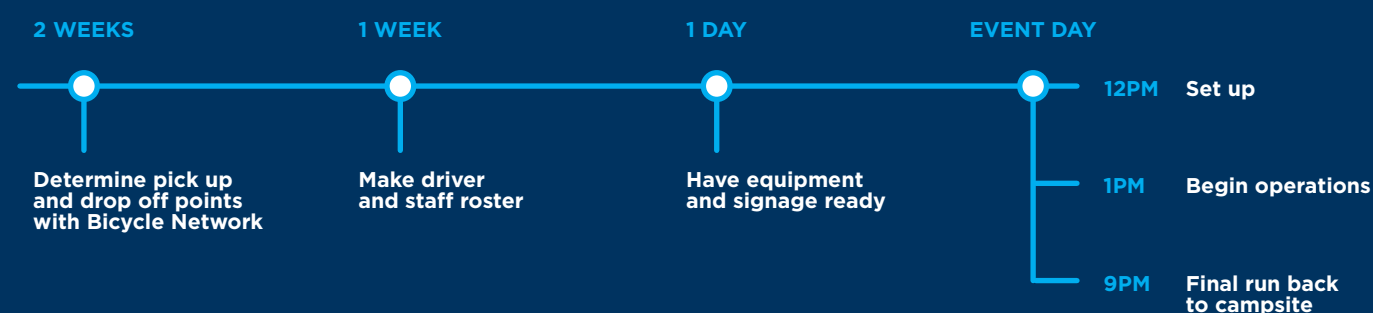
We want to make it easy for the riders to get into your town, see the attractions and spend some dollars. Asking riders for donations when they catch the shuttle bus could help to offset the cost.

This is a great one for the **local footy club** or **local pub**. Perhaps you own a bus already that is ready to go?

Remember the logistics. You'll need a **driver**, some **advertising material**, and some **staff to help with ticketing/donations**.

Work with Bicycle Network to organise this one. There are a few key considerations like the most **suitable pick-up and drop-off points**. We can also help to tell riders that the shuttle bus service is operating.

### Shuttle bus timeline





## Street party

Some of the most memorable moments on the Great Vic have been when the host town puts on a street party, putting on a show for both locals and visitors.

It's amazing when the main street of town comes alive with the council and businesses all working together to create a wonderful and welcoming atmosphere. Show off your town's identity with market stalls, art and live entertainment.

### EVERYONE IS INVOLVED.

The local council and Bicycle Network lead the way with this one, but we encourage input from any and **all clubs and businesses in the community.**

### Street party timeline





## Organised postage service

Great Vic riders are sometimes unable to make large purchases in local shops because they cannot physically transport the goods back home – when travelling by bike there are only so many things you can carry!

To help riders buy the things they want, businesses could offer a **postage service** to deliver purchases to the customer's home.

### Organised postage service timeline





## Extended trading hours

With 2,500 people visiting, get ready for **late-night shopping** and **early morning cafe goers**.

After arriving in town and setting up camp, Great Vic riders like to explore every inch of their new home. **We encourage you to stay open longer.**

We want you to get some **good business** while we're in town, and equally we want our riders to **enjoy their time** in the town.

Pubs, supermarkets, cafes, restaurants and tourist attractions in particular will benefit from extending their hours.



## Do you have other ideas?

Do you have a new and different way for your business to get involved with our Great Vic Bike Ride? We'd love to hear it!

Please contact [Bicycle Network](#) and we'll discuss your ideas. We are always seeking fresh new ways that the community and local businesses can interact with the ride as it passes through your town.

Further information can be found on our website, with new content added as we get closer to event time.