

MEDIA RELEASE THURSDAY MARCH 22, 2018

COMBINED BICYCLE TOURISM AND ACTIVE TRAVEL CONFERENCE TO BE HELD IN AUSTRALIA'S REGIONAL CYCLING CAPITAL BENDIGO

The City of Greater Bendigo, together with CycleLifeHQ and Bike Bendigo, will be hosting a combined bicycle tourism and active travel conference in Bendigo, Victoria in October this year.

The event organising committee is currently calling for the submission of abstracts from those wanting to present at the conference; and for interest to exhibit.

This will be Australia's first bicycle tourism conference and the first time the Australian Walking and Cycling Conference will be held outside of Adelaide.

City of Greater Bendigo's Regional Sustainable Development Manager Trevor Budge said 'the conference program will be a jam-packed 6 days of presentations, workshops, activities, events and networking opportunities'.

The theme for the bicycle tourism component of the program is 'Bicycle Tourism: Transforming Global Communities and Economies' while the Australian Walking and Cycling Conference will explore how walking and cycling can meet the challenges of liveability, health, community and mobility.

Dates for the conference are Thurs 25 - Tues 30 October inclusive, with the bridging weekend to incorporate a range of engaging events and activities in the Bendigo region, highlighting the many cycle tourism and active travel experiences; for which the City has recently been awarded a silver [Bicycle Friendly Community](#) accreditation.

The committee is also accepting expressions of interest from potential event sponsors. Sponsor benefits include:

- promotion through conference print and online materials;
- opportunity to feature as a keynote speaker;
- opportunity to host an exhibition booth during the conference event;
- additional dedicated marketing for your organisation through CycleLifeHQ social media and other channels.

Sponsorship categories for the combined conference are:

- PLATINUM: \$12,001+
- GOLD: \$7,001- \$12,000
- SILVER: \$3001 - \$7,000
- BRONZE: \$1,000 - \$3,000

Abstracts will be accepted until Friday 20 April by email to bendigocycling@bendigo.vic.gov.au
Please indicate whether you wish to present to the bicycle tourism or active travel conference.

ABOUT

CycleLifeHQ is a one-stop-shop for bicycle tourism experiences where cyclists and others can research, plan and book their next cycle tourism adventure all in one place. They have support services that enable destinations and businesses to establish, engage, expand and optimise their bicycle tourism potential.

Contact Australian Waking and Cycling Conference : Robert Kretschmer mobile: 0402 233 358

Contact CycleLifeHQ: Anna Gurnhill mobile: 0400 843 858