



Information for Sponsors

The Street Rider Night Bus is a community run, community safety initiative that is operated through the generous support of volunteers and local businesses. The bus provides a late night transport option to the community utilising the Shepparton Central Business District (CBD) and is jointly coordinated by the Greater Shepparton City Council and Victoria Police. The service, however, cannot be maintained without the continued support of local businesses and the community. Your support is requested to enable the service to continue to provide a safe and inexpensive late night transport option, reducing the opportunity for individuals to become victims of crime or becoming involved in anti-social behaviour or drink driving within the Shepparton CBD.

Background

Why was the Street Rider Night Bus service developed?

The Street Rider Night Bus project was established in partnership by the Greater Shepparton City Council and Victoria Police in 2008 to address drink driving within the local area, reduce incidents of late night altercations, assaults and disorderly behaviour within Shepparton's central business district (CBD). The service also provides a safe and inexpensive alternative to walking home in the early hours of the morning reducing the risk of individuals becoming victims of crime.

Hours of Operation

The Street Rider Night Bus Service operates Sunday mornings between 1am and 5am (last pick up 4:30am) picking up at four predetermined stops within the Shepparton CBD and delivering passengers to their doors in the Shepparton, Kialla and Mooroopna areas for a gold coin donation. During operational times patrons are encouraged to either call or text the Street Rider mobile phone for bus stop locations and estimated wait time.

Allocated Bus Stops

The Bus collects passengers from the following predetermined bus stops:

- Harris Scarfe, Wyndham Street (servicing the Bullion Bar and the Victoria Hotel)
- Yahoo Bar, High Street
- GV Hotel - Gaming Room Entrance, North Street
- Aussie Hotel, Maude Street

The service is unable to be booked and cannot be hailed ensuring compliance with Department of Transport Taxi Directorate operational requirements.



Patronage

Annually the Street Rider Night Bus safely takes approximately 1700 people out of the Shepparton CBD and delivers them safely to their homes. Passenger numbers do vary from weekend to weekend depending on the time of year and what events are occurring in the region at the time.

Sponsorship/Volunteer Support

The Street Rider Night Bus Service operates through the generous support of local clubs and businesses as follows:

- The bus is donated for use by **Community Accessibility with Uniting Care Cutting Edge** providing a backup bus as required. Community Accessibility also contribute to part of the fuel costs that is required for the bus to operate.
- The provision of a licenced crowd controller on the bus is sponsored by the **Yahoo Bar, Bullion Bar, The Vic Hotel, Aussie Hotel, Brown Baldwin Accountants and Shepparton Rotary Club** on a rotating weekend roster.
- Radio advertisements have been sponsored by **Southern Cross Austereo**
- Some volunteer driver shirts are donated by **Quality Teams** in Shepparton
- The bus is driven by local volunteers (either in pairs or individually)
- Victoria Police and the Greater Shepparton City Council coordinate the community service
- The Security Guard is provided at a reduced cost by **Standby Security Services**
- Poster design changes are sponsored by Willprint Shepparton

Every six months volunteers, coordinators and sponsors come together to discuss the service, provide feedback and acknowledge the partnerships which keep this vital service going.

Finances

Apart from the above ongoing sponsorship arrangements remaining operational costs must be met through the gold coin donations made by the passengers. The donations are used to cover operational costs including any additional fuel costs, volunteer shirts and caps, bus magnets, signage and promotion.

The Street Rider Night Bus service is grateful for the ongoing support of community volunteers and businesses which allows the service to continue on a regular basis. At present the service is urgently seeking funding for the provision of the crowd controller who rides on the bus. Unfortunately two previously involved businesses have withdrawn their sponsorship due to business closures. This has created gaps in the security roster which must be filled if the service is to continue operating each weekend.



Insurance

The following arrangements are in place in relation to insurance:

- The volunteer drivers are registered as volunteers with Greater Shepparton City Council and are covered by Council's insurance.
- The bus is insured by Community Accessibility with the service required to cover any excess amount payable for any claim resulting from the use of the bus by the Street Rider Night Bus.
- The crowd controller is covered by their employer's insurance, or if self-employed, are responsible for holding their own insurance. Proof of current and relevant insurances must be provided prior to engagement.

Promotion of Service

- Street Rider is promoted through word of mouth and by staff of late night venues.
- Posters have been placed in a number of local businesses, venues and educational facilities to promote Street Rider and acknowledge its sponsors.
- Street Rider developed a television commercial which was aired in 2011 and early 2012. Funding has not been available to re-air the commercial since that time. Changes to the sponsors which are noted on the commercial may need to be made prior to it being aired again.
- Street Rider Night Bus has a webpage on the Greater Shepparton City Council's website with information in relation to the service.
- The service has a Facebook page to support advertising the service utilising social media.
- Bar mats are provided, as funding is available, to sponsoring late night venues advertising Street Rider Night Bus together with drink coasters. Some sponsor venues also include Street Rider on their inhouse promotional screens.
- Further promotion opportunities are always available; however, the service currently does not have the funding to enable these to occur.



Opportunities for Sponsorship

The service requires ongoing sponsorship to enable it to continue operating. The following list outlines the key areas which the service requires sponsorship in:

1. Security

The most substantial ongoing cost to running the service is the cost of employing a crowd controller to ride on the bus ensuring the safety of the passengers and the volunteer driver/s. At present security for the service costs approximately \$9,200 annually. Standby Security are currently providing a crowd controller at the reduced cost of \$176 (inc. gst). This cost is currently spread amongst our security sponsors on a week by week roster based system with each sponsoring a crowd controller for one night every seven weeks.

Options:

- Security to be sponsored utilising the roster system or through lump sum donations.
- Based on the current week by week roster system, with seven security sponsorship weekends, a twelve month sponsorship would equate to approximately \$1,307.43 (eg: 52 weeks divided by 7 week roster = 7.43 weeks a year, 7.43 weeks x \$176 = \$1,307.43 per annum).
- Sponsors can choose to use Standby Security (who is currently the security provider for the service) or they can utilise another provider upon agreement with the Bus Coordinators. If a crowd controller is engaged utilising a security firm other than that already utilised by the service, the sponsor must provide evidence that the crowd controller/business is appropriately registered, reliable, insured and has appropriate references prior to approval by the Coordinators.

Sponsors will have their logos/branding incorporated on the Street Rider poster and will be acknowledged on the Street Rider webpage and in other promotional materials as deemed appropriate.

Security sponsors may provide (at their own cost) one or two vehicle magnets, of a size no larger than A3, which will be placed on the bus' front doors on those weekends during which the bus is operating and they are noted as the security guard sponsor. The words "Security sponsored by" must be included on the magnet. Due to the number of sponsors and the frequency in which sponsorship arrangements change it is considered that this is the most cost effective option whilst providing equal recognition opportunities to all security sponsors.



2. Promotion

With Street Rider operating only on the donations and sponsorship that it receives, the service does not have the funds available to widely promote or advertise the service. Sponsorship in the development of media opportunities and advertising through any medium would be greatly welcomed with discussions invited with the Bus Coordinators.

Options:

- Sponsorship could be provided as an in-kind contribution, lump sum payment or on an as needs basis.
- Local media businesses are invited to support the service through sponsored promotional opportunities with all proposals welcomed for consideration.

Sponsors logos can be incorporated onto appropriate advertising and will be acknowledged on the Street Rider webpage.

3. Volunteer Uniforms

Volunteer drivers are provided with a complimentary volunteer driver shirt and cap to wear during their shifts in recognition of their contribution. Shirts cost approximately \$39.00 with caps approximately \$13.00 each (depending on the number ordered). The service currently has a sponsorship arrangement with Quality Teams for provision of the shirts and is currently looking for a sponsor to provide assistance with providing caps for the volunteers.

Options:

- Sponsorship could be provided as a lump sum payment on an annual basis.
- Sponsorship could be provided on an order by order basis, as caps are required to be ordered for new volunteers.
- Sponsorship for winter weight jackets for volunteers (currently unable to be supplied due to lack of funding).
- Sponsorship of name tags for volunteers (currently unable to be supplied due to lack of funding).

Sponsors logos can be incorporated onto the sponsored apparel and will be acknowledged on the Street Rider webpage and at other times as determined by the Coordinators.



4. Fuel Cards

The Street Rider Night Bus is grateful for the generous donation of fuel from Goulburn Community Transport, however, as part of this agreement it is necessitated that the service does cover part of the fuel costs when utilising the bus. It is estimated that Street Rider uses approximately \$1,300 in fuel annually.

Options:

- Sponsorship of fuel can be undertaken on an ongoing or one off basis.
- Sponsorship can be either by cash donation, by purchasing Coles Express fuel cards, or by coming to an agreement to manage a fuel card for the service for use by the service.
- Any other proposals welcomed in relation to sponsorship for fuel.

Sponsors logos can be incorporated onto the Street Rider poster and will be acknowledged on the Street Rider webpage.

5. Donations

One-off or regular cash donations can be made to the Street Rider Night Bus service at the Greater Shepparton City Council Customer Service Desk or by obtaining electronic fund transfer details from the Community Safety Officer at the Council. This money will be used to cover the above expenses where sponsorship has been unable to be obtained. Other additional operational expenses incurred may also be covered by these donations including replacement of bus magnets, passenger counters, cleaning supplies for the bus, etc.

Sponsors logos may be considered for incorporation onto the Street Rider poster and depending upon the amount donated and whether it is a one off donation or an ongoing arrangement. Sponsors will also be acknowledged on the Street Rider webpage.

Further Information

For further information in relation to the service please contact the Community Safety Officer at the Greater Shepparton City Council ph: 5832 9792 / 0408 390 694 belinda.collins@shepparton.vic.gov.au or Leading Senior Constable Glenn Gibson Shepparton Police Station on ph: 5820 5830 glenn.gibson@police.vic.gov.au