

More Than a Cyclist Campaign Collaboration Agreement

Between:

Healthy Cities Australia (HCA)

ABN: 83 964 176 052

Address: 6-10 Princes Hwy, Fairy Meadow NSW 2519

Email: admin@healthycities.org.au

And:

Partner Organisation:

1. Purpose

This agreement sets out how Healthy Cities Australia and the Partner Organisation will work together to deliver the *More Than a Cyclist* campaign in their community. The aim of the campaign is to promote safer, more respectful road sharing between drivers and people who ride bikes, through storytelling, positive messaging, and community engagement that highlights cyclists as everyday members of our community.

2. Use of Campaign Materials

- The Partner Organisation is welcome to use the *More Than a Cyclist* **Starter Pack** and campaign assets provided by HCA.
- All materials must be used **as outlined in the Starter Pack instructions**, including templates, logos, colours, and key messages.
- Local content (such as local rider stories, council branding, or additional images) may be added **as long as the main campaign message stays consistent** and follows MTC's brand guidance.
- The Partner Organisation is responsible for obtaining informed consent from any individual participating in photography, videography, or storytelling associated with the campaign. A signed media release form must be collected and retained for each participant.

3. Acknowledgement and Media

The Partner Organisation must clearly acknowledge **Healthy Cities Australia** in all campaign-related materials, events, and media

Acceptable wording:

- *“This campaign is delivered in partnership with Healthy Cities Australia, under licence from More than a Cyclist UK.”*

Media releases, newsletters, or public statements about the campaign should include a mention of this collaboration.

It is not required to include this acknowledgment on social media posts, as long as the campaign visuals and message remain consistent with the More Than a Cyclist Australia branding.

4. Logo Use and Promotion

The Partner Organisation can choose to have their logo displayed on the campaign’s website or landing page as a participating partner.

By ticking consent in the online form and uploading their logo, the Partner Organisation gives HCA permission to use their logo for promotional purposes related to the More Than a Cyclist campaign (e.g. on the website, newsletter, or campaign collateral).

Logos will not be altered except for resizing to maintain design consistency

5. Branding and Intellectual Property

All original campaign materials remain the intellectual property of More than a Cyclist UK. Healthy Cities Australia is granted a non-exclusive licence to use, adapt, and distribute these materials within Australia for the duration of this MOU.

The Partner Organisation is granted permission to use these materials only for the purpose of local campaign delivery and must not modify the logo or create new versions without written approval from HCA.

6. Reporting and Impact

The Partner Organisation agrees to share a **campaign summary** with HCA at the end of the campaign period, including any local reach, engagement, or feedback.

This helps HCA demonstrate the collective national impact of *More Than a Cyclist Australia*.

7. Term and Termination

This agreement remains in effect for **12 months** from the date of signing.

Either party can end the agreement in writing if campaign materials are used outside of the agreed terms or brand guidelines.

8. Agreement Acceptance

By completing and submitting the *More Than a Cyclist – Campaign Collaboration Agreement* form, the Partner Organisation acknowledges that:

- They have read and understood the terms of this agreement.
- They are authorised to act on behalf of their organisation.

Ticking the acknowledgement boxes in the online form constitutes their organisation's digital signature and agreement to these terms. This digital acknowledgment is accepted as a valid form of consent under the Electronic Transactions Act 1999 (Cth).

9. Contact

For any questions, approvals, or media enquiries, please contact:

Healthy Cities Australia – Communications Team

Email: admin@healthycities.org.au

Phone: (02) 4283 8111