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West Australian Mountain Bike Association (WAMBA)

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## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXECUTIVE SUMMARY</td>
<td>2</td>
</tr>
<tr>
<td>01 INTRODUCTION</td>
<td>8</td>
</tr>
<tr>
<td>02 MOUNTAIN BIKING IN WESTERN AUSTRALIA</td>
<td>10</td>
</tr>
<tr>
<td>03 OUR VISION</td>
<td>28</td>
</tr>
<tr>
<td>04 STRATEGIES AND RECOMMENDATIONS</td>
<td>30</td>
</tr>
<tr>
<td>GLOSSARY</td>
<td>36</td>
</tr>
<tr>
<td>REFERENCES</td>
<td>38</td>
</tr>
</tbody>
</table>
EXECUTIVE SUMMARY
Mountain biking is one of the world’s fastest growing recreational, sport and tourism activities and Western Australia is following this global trend:

- Almost 120,000 mountain bikes are purchased every year in Western Australia
- 19% of Western Australians own a mountain bike
- Mountain bikers are seeking places to ride in increasing numbers with ‘Camakazi’ and ‘Scorpion’, just two of the 30+ trails in the Kalamunda Circuit network, ridden over 50,000 times in 12 months
- Over 50 competitive mountain bike events take place in Western Australia each year, with 1,200 riders taking part in the Cape to Cape MTB and more than 1,000 people riding the Dwellingup 100 in 2014.

The recent rapid rise of mountain biking now provides Western Australia with a unique opportunity to grow and evolve into a world-class mountain bike destination. This will support the growth and diversification of the state’s recreation sector and tourism industry whilst also securing meaningful economic and social outcomes for our local and regional communities.

However, the continued growth of mountain biking is also bringing challenges. In Western Australia we now have a situation where the demand for mountain biking experiences significantly exceeds supply. As a result unsanctioned trail usage is high, which in turn may negatively affect sensitive landscapes and the environment, causing conflict with other land uses and activities, and increasing risk and liability for landowners and land managers.

In addition, mountain bike participation amongst some sections of the population is low, with females, young people and beginners/less skilled riders underrepresented. This is likely due to barriers that restrict or deter people from getting involved. These include: perceptions about mountain biking, limited understanding of the benefits, undersupply and inaccessibility of appropriate trails and restricted opportunities for skill-building and progression.

This Strategy seeks to address these challenges whilst also fulfilling the tremendous economic, environmental, health, social, community and tourism benefits sustainable mountain biking presents to Western Australia over the period 2015 - 2020.

**OUR VISION**

Our vision is for Western Australia to embrace sustainable mountain biking as a leading recreational, sport and tourism experience by delivering opportunities, maximising participation and sharing the benefits.

**STRATEGIES AND RECOMMENDATIONS**

To realise our vision, this Strategy sets out a series of strategies and recommendations across five key areas:

**OBJECTIVE 1:** PLANNING AND GOVERNANCE

**OBJECTIVE 2:** PARTICIPATION

**OBJECTIVE 3:** TRAILS, FACILITIES AND INFRASTRUCTURE

**OBJECTIVE 4:** TOURISM AND MARKETING

**OBJECTIVE 5:** RESOURCING
OBJECTIVE 1: PLANNING AND GOVERNANCE

ESTABLISH A STRONG AND COORDINATED APPROACH TO MOUNTAIN BIKE PLANNING AND GOVERNANCE

Up until now there has been no framework to underpin mountain biking planning and development in Western Australia. This Strategy changes that by facilitating a state, regional and local mountain bike planning hierarchy to recognise and support mountain biking at all levels (Figure 1).

The Strategy also recommends the establishment of a new Steering Committee to guide and drive the implementation of this Strategy moving forward. The Steering Committee should comprise representatives from key high-level stakeholders, including WestCycle, West Australian Mountain Bike Association (WAMBA), state government departments and agencies, and local government through Western Australia Local Government Association (WALGA).

Figure 1: Mountain bike planning hierarchy

STATE
- Western Australian Trails Strategy
- State government strategies and plans
- Departmental policy statements
- WestCycle and WAMBA strategies and plans

REGIONAL
- Regional Development Commission plans
- Regional Tourism Authority plans
- Local government strategies and plans

LOCAL
- Local government strategies and plans
- Land manager management and business plans
- Western Australian Mountain Bike Guidelines, including Trail Development Process and general principles
- Clubs and groups strategies and plans

OBJECTIVE 2: PARTICIPATION

SUPPORT AND INCREASE MOUNTAIN BIKE PARTICIPATION AND COMMUNITY INVOLVEMENT

One of the primary objectives of the Strategy is to increase participation and raise the profile of mountain biking as a leading recreational, sport and tourism activity. While there is significant opportunity for growth in all areas, mountain biking in Western Australia like many sport and recreation activities, has a gender imbalance. Females, young people and beginners/less skilled riders are underrepresented across all aspects of mountain biking and the barriers that restrict or deter these sections of the population from getting involved need to be addressed.

Continued support for a strong events calendar, greater administrative, financial and promotional support to clubs, groups, volunteers and event organisers and the adoption of a new integrated approach to high performance is also essential if mountain biking is to realise its potential as a leading activity in Western Australia.
OBJECTIVE 3: TRAILS, FACILITIES AND INFRASTRUCTURE

DEVELOP A STATEWIDE NETWORK OF SUSTAINABLE TRAILS, FACILITIES AND ASSOCIATED INFRASTRUCTURE

Continually increasing participation levels means that demand for mountain biking experiences now exceeds supply across the state. Existing sanctioned trails are feeling the weight of this demand with many experiencing overuse. Further, gaps between supply and demand have led to the creation of informal mountain bike trails and the use of other recreational facilities for mountain biking.

A statewide network of sustainable trails is needed to address these issues. Central to the creation of this network is the need to ensure that the right trails are developed in the right places, in the right way and for the right reasons. To achieve this, significance hierarchy criteria should be defined to enable mountain bike facilities to be categorised as of national, regional or local significance depending on their social, community and economic attributes.

Surveys undertaken as part of the development of this Strategy have identified the Perth Metropolitan, Peel, South West and Great Southern regions as significant mountain biking hotspots and it is recommended that regional masterplanning immediately takes place in these regions to guide future mountain bike development. Regional masterplanning may also be required for other regions.

Detailed trail planning should then be undertaken to guide and facilitate the delivery of mountain bike facilities at locations identified by regional masterplanning.

The Strategy also recommends the establishment of a development process and general principles to guide detailed trail planning and ensure that all aspects of trail planning, design, construction and management are realised in a sustainable manner.

<table>
<thead>
<tr>
<th>NATIONAL SIGNIFICANCE</th>
<th>REGIONAL SIGNIFICANCE</th>
<th>LOCAL SIGNIFICANCE</th>
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<tbody>
<tr>
<td>A mountain bike facility for a large population centre and/or a tourism resource that caters for at least a week of unique riding opportunities</td>
<td>A mountain bike facility for a small population centre or large community and/or a tourism resource that caters for short breaks or weekend trips</td>
<td>A mountain bike facility for a small community and/or a tourism resource that caters for day trips</td>
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Figure 2: Significance hierarchy
OBJECTIVE 4: TOURISM AND MARKETING

RAISE THE RECREATIONAL, SPORT AND TOURISM PROFILE OF WESTERN AUSTRALIAN MOUNTAIN BIKING

Western Australia has the potential to grow into a world-class mountain bike destination. The state’s diverse environments, outstanding scenery and range of complementary attractions, facilities and services means that the state is perfectly positioned to capitalise on the recreation, sport and tourism opportunities that mountain biking presents.

A marketing strategy is needed to guide mountain bike-specific promotion and help raise the profile of Western Australian mountain biking in local, domestic and international visitor markets. If done right, the pay-offs will be significant with greater returns on infrastructure investments, increased economic and social benefits for local and regional communities, diversification of the recreation sector and the tourism industry and healthier happier people.

Continued support for Western Australia’s iconic mountain biking events, and developing and attracting new major events such as UCI-sanctioned international and national series and championships, is also essential if Western Australia is to realise its potential.

OBJECTIVE 5: RESOURCING

DEVELOP A DIVERSE REVENUE STREAM TO ENSURE ECONOMIC SUSTAINABILITY

The opportunities mountain biking presents to Western Australia will only be realised through long-term funding and the support and commitment of multiple stakeholders across all levels of government, landowners and managers, the tourism industry, private businesses and the mountain bike community.

While funding and support to date have largely been focused on specific projects or short-term goals amongst only a few key stakeholders, the need now is for wider partnerships to be established and significant long-term funding streams sourced to guide the growth and economic sustainability of mountain biking into the future.

Places like New Zealand, Scotland, Wales and Canada are proof that if you get things right there are significant benefits to be gained from mountain biking, including local community engagement and enjoyment, increased participation in healthy outdoors activity, the creation of business opportunities and employment, growth of the tourism industry and economic benefits to local areas as well as the broader regional and state economies.

WESTERN AUSTRALIA IS HOME TO SOME ICONIC AND EXTRAORDINARY EXPERIENCES. THIS STRATEGY SHOWS US HOW WE CAN MAKE MOUNTAIN BIKING ONE OF THEM. IT’S TIME FOR WESTERN AUSTRALIA TO UNLOCK THE POTENTIAL OF MOUNTAIN BIKING.
Mountain biking is one of the world’s fastest growing recreational, sport and tourism activities and Western Australia is following this global trend:

- Almost 120,000 mountain bikes are purchased every year in Western Australia.
- 19% of Western Australians own a mountain bike.
- Mountain bikers are seeking places to ride in increasing numbers with ‘Camakazi’ and ‘Scorpion’, just two of the 30+ trails in the Kalamunda Circuit network, ridden over 50,000 times in 12 months.
- Over 50 competitive mountain bike events take place in Western Australia each year, with 1,200 riders taking part in the Cape to Cape MTB and more than 1,000 people riding the Dwellingup 100 in 2014.

Mountain biking in Western Australia is diverse, but is essentially about riding specialised bikes in an off-road setting. It includes riding different styles of trails, such as cross-country, downhill, freeride and off-road touring, as well as using facilities such as skills parks, dirt jumps and pump tracks.

Mountain biking is a great way to have fun accessing, exploring and appreciating the outdoors. It also gives West Australians and visitors opportunities to connect with the state’s outstanding natural landscapes and diverse environments.

Mountain biking can yield significant physical and mental health benefits.

Exercising in natural settings is widely acknowledged as the healthiest form of physical activity with regular exercise recognised as protective against diseases such as cancer, diabetes, heart disease, stroke and joint and bone disease, and also beneficial in preventing and treating obesity.

Riding can also promote good mental health by boosting emotional wellbeing, mood concentration and alertness and enhancing vitality. Regular exercisers have lower rates of mental illness and reduced risk of developing mental disorders.

Exercise has also been shown to effectively treat depression.

In addition, overcoming physical and technical challenges whilst mountain biking can increase confidence and boost self-esteem.

Mountain biking provides significant opportunities for community
development and fostering a sense of belonging. The Western Australian mountain bike community is well established, with strong networks and friendships developed within clubs and groups, through riding, whilst participating in events and through online interaction.

Mountain biking provides significant avenues for volunteer involvement. This can include advocacy and planning, running clubs and groups, delivering events, and trail building and maintenance. The value of volunteering to individuals, communities and the economy is considerable. It can develop skills, boost self-confidence, give a sense of identity, provide fun and fulfillment and create and strengthen relationships and networks.

Spending through mountain bike recreation and tourism, including food and drink sales, accommodation, bike and equipment sales and events, can also provide significant economic benefits to local and regional communities and businesses. Strong partnerships have already started to successfully deliver mountain biking opportunities and increase participation in some Western Australian communities. However, the continued growth of mountain biking is also bringing challenges.

In Western Australia we now have a situation where the demand for mountain biking experiences significantly exceeds supply. As a result unsanctioned trail usage is high, which in turn may negatively affect sensitive landscapes and the environment, causing conflict with other land uses, and activities and increasing risk and liability for landowners and land managers. In addition, mountain bike participation amongst some sections of the population is low, with females, young people and beginners/less skilled riders underrepresented. This is likely due to barriers that restrict or deter people from getting involved. These include: perceptions about mountain biking, limited understanding of the benefits, undersupply and inaccessibility of appropriate trails and restricted opportunities for skill-building and progression.

This Strategy seeks to address these challenges whilst also fulfilling the tremendous economic, environmental, health, social, community and tourism benefits sustainable mountain biking presents to Western Australia.

Prepared by WestCycle and supported by the Department of Sport and Recreation, the Department of Parks and Wildlife and West Australian Mountain Bike Association (WAMBA), this Strategy provides a clear statewide approach to coordinating and developing mountain biking in Western Australia over the period 2015 - 2020.

The Strategy is a framework for decision-makers, landowners and land managers, communities and everyone else involved in the activity. It will ensure that Western Australia embraces sustainable mountain biking as a leading recreation, sport and tourism experience by delivering opportunities, maximising participation and sharing the benefits.
PLANNING AND GOVERNANCE

Coordinated planning and strong governance at state, regional and local levels is required to ensure mountain biking in Western Australia is recognised as credible and unified.

This will strengthen its profile as a leading recreational, sport and tourism activity and maximise outcomes.

PLANNING

Underpinning mountain biking with good planning is essential to ensure consistency and maximise support for its growth and development. The concept of a mountain bike planning hierarchy from state to regional and local level already exists, but there are significant policy gaps at all levels. There is a need to advocate state, regional and local policymakers to recognise and support mountain biking in strategy, plan and policy development and address the gaps in the planning hierarchy (Figure 1).

Up until now there has been no framework to underpin mountain bike planning and development in Western Australia. This Strategy changes that by providing a clear statewide strategic guide for coordinating and developing mountain biking.

Mountain biking is supported by the Western Australian Trails Strategy. This document outlines the strategic direction for the trails sector and guides all development and use. There is a need to ensure that mountain biking aligns with the Trails Strategy and helps it to achieve its vision.

Other state level strategies, plans and policies also affect mountain biking:

- WestCycle’s ‘Our Bike Path 2014 – 2020’
- Department of Sport and Recreation’s ‘Outdoor Strategy’
- Department of Parks and Wildlife’s ‘Policy Statement 18 Recreation, Tourism and Visitor Services’
- Department of Parks and Wildlife’s ‘Draft Mountain Bike Management Guidelines’
- Department of Health’s ‘Western Australian Health Promotion Strategic Framework 2012 – 2016’
- Department of Water’s ‘Policy 13 Recreation within Public Drinking Water Source Areas on Crown Land’
- Western Australian Planning Commission’s ‘State Planning Framework Policy’ and associated plans.
- State Government Strategy for Tourism in Western Australia 2020

There are only a limited number of plans that recognise and support mountain biking at regional and local level. Regional masterplanning should identify and prioritise areas where high quality, sustainable and accessible mountain bike trails could be delivered. Detailed trail planning should take trails from conception to implementation.

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Figure 1: Mountain bike planning hierarchy
GOVERNANCE

The mountain biking governance structure is yielding good results in some parts of Western Australia, but there is an emerging need to deliver across the state. This can be achieved by continuing to build relationships between all parties involved in mountain biking in Western Australia and clarifying the roles of the key organisations involved (Figure 2).

A Steering Committee should be established to guide the implementation of this Strategy. The Steering Committee should comprise representatives from key high-level stakeholders, including WestCycle, WAMBA, state government departments and agencies, and local government through Western Australia Local Government Association (WALGA).

WestCycle is the peak body for cycling in Western Australia. WestCycle embraces all cycling disciplines and operates at a strategic level to lead and coordinate the development of cycling in the state. WestCycle also acts as the interface between the cycling community and government. WestCycle has played the leading role in coordinating the development of this Strategy and should continue to perform this function throughout its implementation.

WAMBA provides an essential link between clubs, groups and individual riders and WestCycle and other stakeholders. Clearly extremely valuable, WAMBA is reliant on volunteer support to perform its roles.

Figure 2: Mountain biking governance structure in Western Australia
and responsibilities. As with all volunteer-led organisations, the current level of commitment may not be maintained placing WAMBA at risk. As the representative body for mountain biking in Western Australia, there is a need for WAMBA to evolve to face current issues and be assisted to develop to take on new and future challenges. At both state and national level there are recommendations to integrate the management and delivery structure of all the cycling disciplines. There are economies of scale in a single delivery structure which sees WestCycle providing, but not limited to, office support, information technology, event, human resources, high performance, general management, club development, marketing and advocacy services across all cycling disciplines. WestCycle and WAMBA should immediately proceed to a shared services model with a service agreement developed to clearly delineate the roles and responsibilities of each party. There is also a need to ensure that WestCycle and WAMBA have the resources and ongoing capacity to deliver their roles and responsibilities. Comparison of participation rates and membership levels confirms that the majority of riders are not members of a club or group. This trend is also evident across other recreational activities. Clubs and groups are able to achieve more than individuals through links with WAMBA, WestCycle, state government and other stakeholders. There is a need to support and facilitate the effective operation of clubs and groups, including working to diversify services and articulate the benefits of membership to attract new members. This will strengthen clubs and groups and enable them to grow and prosper.

**DESIRED IMPROVEMENTS**

- Development of a mountain bike planning hierarchy, with strategies, plans and policies that recognise and support mountain biking at state, regional and local level
- Strong relationships between all parties involved in mountain biking in Western Australia
- Establish a Steering Committee of key stakeholders to guide the implementation of the Western Australian Mountain Bike Strategy, with WestCycle taking the lead role in project management
- WestCycle and WAMBA proceed to a shared services model
- WestCycle provides support to WAMBA as the representative body for mountain biking in Western Australia
- WestCycle and WAMBA have the resources and ongoing capacity to deliver their roles and responsibilities
- Clubs, groups and their volunteer workforce strengthened, growing and prospering through increased membership and support
PARTICIPATION

Mountain biking in Western Australia is growing in popularity, with rapidly rising levels of participation. However, there are sections of the population that are currently underrepresented.

Enabling even more people and communities to understand and enjoy the benefits of mountain biking, and fulfill their aspirations and potential, is dependent on addressing barriers and improving access to opportunities.

Almost 120,000 Mountain bikes are purchased in Western Australia every year

19% Of Western Australians own a mountain bike

31% ADVANCED
61% INTERMEDIATE
8% BEGINNER

The majority of riders surveyed in 2012 considered their technical ability to be intermediate or advanced

12% The same survey found that only 12% of riders are female

2% Under 18
5% 18-25
29% 26-34
50% 35-50
14% 50+

Almost 80% of riders are aged between 26 and 50

EXPERIENCE THE OUTDOORS FITNESS SOCIALISING

Top 3 reasons why Western Australians mountain bike

Over 2,000 people are members of WAMBA and its affiliated clubs and groups, but

60% of riders are not club or group members

Over 50 Competitive mountain bike events are held in Western Australia each year, including

• CROSS-COUNTRY
• DOWNHILL
• GRAVITY ENDURO
• ENDURANCE/MARATHON
• MOUNTAIN BIKE ORIENTEERING
• MULTISPORT EVENTS
• OFF-ROAD TRIATHLONS

1,200 Riders entered the Cape to Cape MTB in 2014, a

1500% Increase from the first time the event was held in 2008

1,000 Riders took part in the Dwellingup 100 in 2014, with the event selling out in record time

Sources:
Australian Bicycle Council, Cape to Cape, Cycling Australia, Dwellingup 100, Retail Cycle Traders Australia, Single Track Minds, UCI, WAMBA
BARRIERS TO PARTICIPATION

Mountain biking needs a continual supply of new riders across all abilities to strengthen its profile as a leading activity and to maximise economic, environmental, health, social, community and tourism outcomes.

While there is significant opportunity for growth in all areas, mountain biking in Western Australia like many sport and recreational activities, has a gender imbalance. Females are underrepresented across all aspects from riding and racing to coaching, officiating, governance and trail delivery. There needs to be a culture shift to address the barriers that specifically inhibit females, and inspire more to fulfill their aspirations and potential.

Young people remain underrepresented despite participation initiatives run by schools, clubs and groups and other organisations. There is a need to build on the successes to date to enable more young people to take part, progress and achieve. This will also help in the development of lifelong enthusiasm and commitment to mountain biking.

The current composition of participation is likely due to the barriers that restrict or deter people from getting involved. This Strategy aims to address these barriers, which include:

- Limited understanding of the benefits of mountain biking
- Perceptions about mountain biking
- Lack of knowledge of the trails available within the state
- Limited availability and accessibility of different styles of trail offering different levels of technical difficulty, including trails for beginners/less skilled riders
- Undersupply of trails within or in close proximity to population centres
- The significant time and distances necessary to travel to ride
- Shortage of trails accessible by transport other than private vehicle
- Restricted availability of opportunities for skill-building and progression
- Limited availability of bike and equipment hire providers
- Limited availability of trained mountain bike guides.

Visitor surveys and trail counters should be used to monitor changes in participation levels and community composition and evaluate the success of this Strategy in reducing these barriers.

HEALTH BENEFITS

Through increased and diversified participation, there is significant potential for mountain biking to help to address many of Western Australia’s physical and mental health issues.

Most Western Australians do not get enough physical exercise. Data from the 2011 – 2012 Australian Health Survey (AHS) reveals that 65% of Western Australian adults are inactive or have low physical activity levels. Less than 20% of adults exercise for more than an hour a day, contrasting with nearly 30% of adults who spend more than five hours a day undertaking sedentary leisure activities.

Over 66% of Western Australians are overweight or obese, making the state the second fattest in the country. Obesity levels amongst West Australian children are also at record levels, with rates doubling between 1985 and 2003.

The importance of regular exercise is well-established and is recognised as protective against diseases such as cancer, diabetes, heart disease, stroke and joint and bone disease, and also beneficial in preventing and treating obesity. Riding can also promote good mental health by boosting emotional wellbeing, mood concentration and alertness and enhancing vitality. Regular exercisers have lower rates of mental illness and reduced risk of developing mental disorders. Exercise has also been shown to effectively treat depression. In addition, overcoming physical and technical challenges whilst mountain biking can increase confidence and boost self-esteem.

Failing to deal with the rising public health issues will increase pressure on both the state’s health system and the economy. Promoting healthier lifestyle and behavioural choices is therefore an increasingly important challenge for Western Australia.

Identifying how mountain biking can most effectively improve physical and mental health in the state could lead to a more efficient use of resources. A Health Impact Assessment should be undertaken to objectively evaluate the potential health effects of mountain biking, with findings used in decision-making as appropriate.

BEHAVIOUR

Responsible and sustainable mountain biking is essential to:

- Maximise economic, environmental, health, social, community and tourism outcomes
- Ensure positive relationships between the mountain bike community and landowners, land managers and other land uses and other trail users and recreational activities
- Minimise environmental impacts
- Limit exposure to risk.
Variations on the International Mountain Bike Association (IMBA) Rules of the Trail and Mountain Bike Australia (MTBA) Code of Conduct are most commonly used to guide trail etiquette, although there is limited awareness amongst some riders.

Different interpretations of the rules are used in different locations and this has led to uncertainty about how riders should behave. Further, these international and national rules are not tailored to the unique environments and riding conditions found in the state. There is a need to develop and promote a Western Australia-specific code of conduct to encourage responsible and sustainable mountain biking.

The code of conduct should set out the minimum behavioural standards expected from riders. It should cover:

- Relationships with other trail users and recreational activities
- Good environmental practice
- Safety and minimising exposure to risk.

EVENTS

Increasing numbers of people are taking part in competitive mountain biking events and events which include a component of mountain biking such as multi-sport adventure races and off-road triathlons. Organisers have responded to increasing demand by growing the availability and diversity of events. This delivers opportunities for riders in a range of locations, but can result in scheduling overlap with multiple events held at the same time. This places pressure on participation levels and event viability as well as infrastructure and resourcing. There is a need for WAMBA to take responsibility for coordinating and timetabling events to limit conflict and maximise rider choice.

State series and state championships for cross-country, downhill and gravity enduro are organised by clubs. The significant and valuable contribution made by clubs and their volunteer workforce in successfully running state level competition is recognised and acknowledged. However, these clubs may not maintain the current level of commitment placing state level completion at risk.

As such, there is a need for WAMBA to take overarching responsibility for coordinating the state series and state championships whilst working with clubs and other stakeholders to deliver events. A coordinated approach to state level competition will ensure greater consistency between events and a more marketable product.

Staging state, national and international events gives invaluable exposure to host locations and can bring significant benefits to local and regional communities through rider and spectator spending.

Two national level events have recently been held in Western Australia (Round 4 of the 2014 Enduro National Series held at the Goat Farm, and Round 2 and Round 3 of the 2015 National Cross-Country Series hosted in Pemberton). Both events were extremely successful and have helped to lift the state’s profile at national level.

UCI-sanctioned international events, however, are not currently staged in Western Australia due to the lack of locations capable of meeting trail and infrastructure hosting standards. This means that the state is missing out on significant global exposure and potential economic and community benefits. The state’s high performance riders also miss the valuable experience of competing at the highest level on home soil.

There is a need to deliver venues with trail and associated infrastructure capable of hosting UCI-sanctioned national and international events and to increase domestic and global awareness of Western Australia as a mountain bike event destination.

Local competitions, state series and state championships are confined to a limited number of locations due to the shortage of trails and infrastructure that meet MTBA event criteria. This can result in capacity and sustainability issues, leading to increased maintenance requirements. It can also limit access to events in parts of the state, with some riders having to travel considerable distance to take part.
The majority of events are delivered by volunteers or are heavily reliant on volunteer support. There is a need to develop, train and organise the event workforce and the volunteer network to ensure there is capacity to deliver events at all levels.

**HIGH PERFORMANCE**

Western Australian riders have secured multiple world and national mountain bike titles. Despite this, there is currently no formal framework in place to guide high performance mountain biking. This could undermine the state’s future ability to identify and nurture talent and deliver on the global and Australian stage. Implementing a high performance strategic plan will give focus and structure. The strategic plan should be developed in conjunction with the other cycling disciplines in Western Australia (road, track, BMX, para-cycling) to ensure efficiency and maximise high performance capabilities.

Elite and junior high performance riders are heavily reliant on support from a number of key volunteers. Although clearly extremely valuable, these individuals may not maintain their current level of support placing high performance at risk. There is a need for WAMBA, with support from WestCycle, to take overarching responsibility for high performance mountain biking. Working closely with clubs and their volunteer workforce, this will ensure structured and consistent support in perpetuity. The role of WAMBA will also include coordinating the delivery of the high performance strategic plan and the development and implementation of a formal state team selection process to nominate riders to represent the state.

Success is achieved by identifying talent and enabling junior riders to progress along a clear pathway from local grass-roots to state, national and international level. The potential of riders is identified during events and through participation initiatives, but there is currently no formal talent identification system or high performance pathway in place. Without this Western Australia cannot provide a systematic supply of riders with the required physical attributes, technical skills, tactical knowledge and desire to succeed. This undermines its capacity to deliver at national and international level. These should be developed as part of the high performance plan.

Access to suitably qualified coaching is essential at every stage as riders progress and develop, from local grass-roots level to the international stage. There is a pool of Cycling Australia/MTBA National Coaching Accreditation Scheme Level 1 mountain bike coaches, but these coaches can only deliver programs to riders competing up to state level. Riders competing nationally and internationally are instead reliant on national level coaches based interstate. This limits the vital relationship building and nurturing necessary for riders to fulfill their aspirations and potential. Further, the Level 1 coaches are concentrated in the Perth Metropolitan and South West regions, which means that riders located elsewhere have limited access to mountain bike-specific coaching.

Junior development camps can provide access to coaching and expose and prepare junior riders for competition. There is a need to support and facilitate camps at local, state and national level where appropriate.

**DESIRED IMPROVEMENTS**

- Barriers to participation reduced
- A balanced and growing mountain bike community, with improved gender parity and increased participation amongst young people and beginners/less-skilled riders
- Improved training for mountain bike guides and a register of qualified guides
- A Health Impact Assessment focused on the physical and mental health benefits of mountain biking
- A Western Australian-specific code of conduct to guide responsible and sustainable mountain biking
- A coordinated timetable of events, including state series and state championships
- More people participating in events, with clear pathways to enable riders to fulfil their aspirations and potential
- Improved provision of venues that meet UCI and MTBA event criteria
- UCI-sanctioned international and national events regularly hosted
- A well-developed event workforce and volunteer network
- High performance supported and coordinated
- A Western Australian mountain biking high performance strategic plan
- A state team selection process
- A talent identification system and high performance pathway to progress and nurture riders from entry to international level
- A widened network of mountain bike-specific coaches qualified to deliver to riders at every stage of the high performance pathway
- Junior development camps held regularly
TRAILS, FACILITIES AND INFRASTRUCTURE

Strong partnerships have already started to plan and deliver successful mountain bike trails in some communities.

Growing participation, increasing satisfaction and maximising benefits is dependent on providing accessible, sustainable and appropriate trails that enable riders to fulfill their aspirations and potential.

Sources:
Common Ground Trails, Kalamunda Mountain Bike Collective, Munda Biddi Trail Foundation, National Geographic, Rail Trails, Single Track Minds, WAMBA

8 RAIL TRAILS are open to mountain bikers, with over 260km of off-road trail in the state.

The Munda Biddi Trail connects Mundaring and Albany, and at 1,030km is one of the longest off-road touring trails in the world, and is ranked #4 in National Geographic’s Top 10 global cycle routes.

A 2012 survey found 81% of mountain bikers prefer singletrack trails.

The majority of sanctified trail is for off-road touring.

129 Volunteers donated almost 2,000 hours to help maintain and build sanctioned trails in Kalamunda in 2013, just one of Western Australia’s trail networks.

19% Green
71% Blue
9% Black
1% Double Black

1% Public Transport
18% Bike
81% Private Vehicle

The majority of riders travel to trails by private vehicle, but would prefer to only have to travel a short distance, and would like to be able to ride.

The majority of dedicated singletrack trails are suited to riders with intermediate skill levels.

24% Sanctioned
76% Unsanctioned

Only 24% of the singletrack trails used by riders are sanctioned.

Cross-country is the most popular style of mountain biking in Western Australia, but
Amount of singletrack trail used for mountain biking per Western Australian tourism region

Sanctioned

Unsanctioned*

* Unsanctioned singletrack is made up of informal mountain bike trails and the use of other recreational facilities.

Scale: 10mm = 100km of singletrack trail

Sources:
Common Ground Trails, Single Track Minds, WAMBA
GAP ANALYSIS

Continually increasing levels of participation means that demand for places to mountain bike is high across the state. Existing sanctioned trails are feeling the weight of this demand. Many are experiencing overuse and associated infrastructure, such as car parking, is often operating at or exceeding capacity. Landowners and land managers are struggling to find the resources necessary to manage this unprecedented growth.

These pressures are intensified by the disparities between the styles, technical difficulties and locations of existing trails and the preferences of riders. These disparities include:

- **Cross-country** is the most popular mountain biking style, but the majority of sanctioned trail is for off-road touring. This is largely attributable to the successful development of the Munda Biddi Trail.
- The majority of riders prefer the challenge and experience of singletrack trails, but only 24% of singletrack used by mountain bikers is sanctioned.
- Existing singletrack trails are largely suited to riders with intermediate skill levels and there are limited opportunities for beginners/less skilled riders and more advanced riders.
- The proportion of riders who would like to participate in downhill (11%) and freeride (13%) significantly outweighs the amount of downhill (1%) and freeride (1%) trails, with infrastructure for shuttling also limited. In part, provision has been restricted by the limited availability of suitable terrain. As a result, the level of unsanctioned downhill and freeride riding is very high.
- The desire amongst riders to build technical skills to enable progression is restricted by the limited availability and accessibility of facilities such as pump tracks, skills parks and dirt jumps.
- Most people need to travel considerable distance to ride, but the majority would prefer to only have to travel for a short time and small distance.
- Trails within or in close proximity to population centres are limited, with an acute lack of urban trails in the Perth Metropolitan region.
- Access to trails is generally only practicable by private vehicle with bike and public transport access limited or unviable.

**UNSUSTAINABLE MOUNTAIN BIKING**

The gaps between supply and demand lead to the creation of informal mountain bike trails and the use of other recreational facilities, such as trails designated for bushwalking, horse riding or off-road vehicles, as riders seek to fulfill their unmet preferences. For example, unsanctioned trails may be used for mountain biking because they offer a particular type of riding experience or are in a location where riders want to be. Currently, only about a quarter of the singletrack trails used by riders are sanctioned for mountain biking.

There is a significant need to address informal riding as the creation and use of unsanctioned trails is unsustainable. It may:

- Impact on environmental values through erosion, disturbance to flora and fauna, and spread biological threats like dieback (Phytophthora cinnamomi)
- Conflict with other recreational activities and trail users
- Conflict with other land uses, such as public drinking water source areas, harvesting operations and mining
- Impact sites of heritage and cultural significance
- Place landowners and land managers under pressure and increase exposure to risk and potential liability.

Unsustainable impacts have the potential to damage the reputation of mountain biking as a legitimate activity and undermine the economic, environmental, health, social, community and tourism benefits it can deliver.

**BEST PRACTICE**

Understanding the local environmental, social and cultural effects of mountain biking is essential to maximise benefits and ensure appropriate and sustainable trail development. In some areas there is limited knowledge of local effects and information affecting development is largely based on research and practice undertaken nationally and internationally. This means that decisions may not be appropriate to the local context or conditions. There is a need to research and communicate local effects to ensure that all mountain bike development is underpinned by relevant knowledge and best practice.

In particular, research should investigate the effects of mountain biking in environmentally sensitive areas, such as public drinking water source areas and disease risk areas.

**STATEWIDE NETWORK**

A cohesive, planned statewide network of mountain bike facilities should be developed. This network should address the disparities between supply and demand and diminish the need for unsanctioned mountain biking. This network should include existing, revitalised and new trails, with existing unsanctioned trails evaluated for their suitability for upgrading and sanctioning.

**SIGNIFICANCE HIERACHY**

Central to the establishment of a statewide network is the need to ensure that the right trails are established in the right places, in the right way and for the right reasons. This is achievable through the use of significance hierarchy, with mountain bike facilities categorised on national, regional or local levels depending on their social, community and economic attributes. The concept of significance hierarchy already exists in Western Australia, but it is not fully defined or widely applied to mountain bike development in the state (Figure 3). Existing mountain bike facilities have largely developed organically with little consideration of the target market, objectives and management structure or how they relate to other mountain bike facilities locally, regionally and nationally. This has resulted in a lack of cohesiveness and disconnection between trails.

The significance hierarchy currently defines mountain bike facilities with regards to trail lengths (National: >80km, Regional: 20km - 80km, Local: <20km), but there is a need to establish other quantitative parameters, including location, site area, access, trail classifications and associated infrastructure. This will enable it to be consistently applied in the ongoing management of existing trails and in the development of new and revitalised trails.

![Figure 3: Significance hierarchy](image-url)
TRAIL MODEL

A trail model defines how a mountain bike facility can be developed and applied to a population centre or an individual site. Trail models heavily influence all parts of trail planning, design, construction and management.

Four types of trail model exist:
- Trail hub
- Trail centre
- Trail network
- Individual trails.

Figure 4 defines the scope and extent of each type of trail model.

A trail model should be applied to all mountain bike facilities. The type of trail model should be established at an early stage and must be appropriate to the scope, scale and goals of the development.

The type of trail model should also be appropriate to the national, regional or local significance of the mountain bike facility (Figure 5).

REGIONAL MASTERPLANNING

Regional masterplanning is fundamental to the establishment of the statewide network of national, regional and local mountain bike facilities. It should identify and prioritise areas where high quality, sustainable and accessible trails could be developed, including locations capable of hosting state, national and international events.

Regional masterplanning should also consider associated infrastructure requirements, including toilets, access, food and drink and accommodation, and relationships with complementary services such as other recreational and tourism activities.

The Perth Metropolitan, Peel, South West and Great Southern regions are significant mountain biking hotspots, with demand for trails particularly high due to the population density in the state’s south west corner. These are priority locations and there is an immediate need for masterplanning to be undertaken in order to guide future mountain bike development.

Mountain biking is also taking place in the Goldfields-Esperance, Mid West, Gascoyne, Pilbara and Kimberley regions. Masterplanning may also be required in these regions.

Regional masterplanning should involve extensive consultation and involvement with key stakeholders, including landowners, land managers, local government, Regional Development Commissions, tourism commissions, mountain bike clubs and groups, other recreational users, community and interest groups, and local businesses and services.

The majority of sanctioned trails are located on public land, owned and managed by the state or local governments. Whilst an extremely valuable resource, these bodies may not maintain their level of support placing these trails at risk. Regional masterplanning should seek to identify and prioritise areas on a diversity of land tenures, including private land.

DETAILED TRAIL PLANNING

Detailed trail planning should be undertaken to guide and facilitate the delivery of mountain bike facilities at locations identified by regional masterplanning.

There is currently no statewide detailed trail planning process in place to guide trails from conception to implementation. This has resulted in inconsistencies and uncertainty about procedures to protect environmental, social and cultural values. There is a need to establish a staged development process to be recommended to all landowners, land managers and
stakeholders. This development process will provide a standardised methodology to guide detailed trail development across different land tenures and environments. It will be similar to the standard processes used in other infrastructure and development industry projects. Applying the development process will ensure that the right trails are developed in the right places, in the right way and for the right reasons.

The development process needs to be underpinned by general principles that provide clear benchmarks to ensure that all aspects of trail planning, design, construction and management are realised appropriately and sustainably. These principles need to suit local conditions, reflect best practice and be developed through partnerships to maximise relevance and buy in.

**TRAIL CLASSIFICATION SYSTEM**

Trail classification systems are used to grade trails with similar levels of technical difficulty. The IMBA trail classification system is most commonly used in Western Australia, however the system is not definitive and can be subjective. This has led to trails of the same classification in different locations offering different levels of challenge. These discrepancies can foster uncertainty during the planning, design and construction of trails. They can also undermine the ability of riders to accurately select trails that suit their preferences. A Western Australian-specific mountain bike trail classification system should be developed and applied to all trails across the state. It should build on existing systems and include different levels of technical challenge with guidance on key specifications such as width, gradient, surface, Technical Trail Features (TTFs) and natural obstacles.

**MAINTENANCE**

Trail maintenance requirements can be accelerated through trail network expansion, poor trail design and construction, and increased participation levels. The availability of resources for maintenance is limited grant monies are rarely available for maintenance, for example. This places significant pressures on the landowners, land managers and volunteers who undertake this essential work. As a consequence, the maintenance requirements of many trails are not currently being met. Poorly maintained trails can have significant environmental impacts, increase risk and be detrimental to rider experience.

Developing the right trails, in the right places, in the right way and for the right reasons through sustainable planning, design and construction will minimise longterm maintenance requirements as well as resourcing commitments. The development and expansion of the Western Australian trails industry would enable experienced professionals to work in partnership with landowners, land managers and volunteers to undertake maintenance work in addition to skilled trail planning, design and construction. This would increase standards, use resources more effectively and reduce the heavy reliance on volunteers.

Opportunities to develop a recognised Western Australian professional trail building qualification should be explored. There is also a need to build the capacity and knowledge of volunteer trail workers through accredited training.

Each trail has different maintenance requirements and maintenance programs should be developed for existing sanctioned trails and included as part of the planning process for every new or revitalised trail. Maintenance programs should fully implement the statewide principles for sustainable maintenance. They should also set out the frequency and triggers for maintenance and the responsibilities of landowners, land managers and other stakeholders.

**DESIRED IMPROVEMENTS**

- Gaps between supply and demand reduced, with a statewide network of national, regional and local mountain bike facilities
- Mountain bike development is underpinned by local knowledge and best practice
- Potential locations for mountain bike facilities prioritised by regional masterplanning
- Mountain bike trails located on a diversity of land tenures
- Detailed trail planning is underpinned by a standardised development process and general sustainability principles
- A Western Australian-specific mountain bike trail classification system
- A well-developed Western Australian trails industry, with a recognised professional trail building qualification
- Capacity and knowledge of volunteer trail workers built through accredited training
- Development of sustainable trails to minimise maintenance requirements
- A maintenance program developed for existing sanctioned trails and every new or revitalised trail
TOURISM AND MARKETING

Western Australia has a unique opportunity to grow and evolve into a world-class mountain bike destination for local, domestic and international visitor markets. This will generate significant economic input for our local and regional communities, like many of the must-visit mountain bike destinations around the world have already experienced.

Critical to increasing recreational participation and capturing the mountain bike tourism market will be the ability to market and promote mountain biking to a wider audience than is currently the case. Importantly, marketing must not focus solely on current riders but evolve to appeal to non-mountain bikers and the wider public.
TOURISM

Mountain biking is a significant travel motivator amongst local, domestic and international visitor markets and mountain bike-related daytrips, short breaks and longer visits can generate significant economic input for local and regional communities. Places like New Zealand, Scotland, Wales and Canada are firmly established as must-visit mountain bike destinations. Recreational mountain bikers are drawn to ride there by high quality trails in scenic landscapes and the availability of other supporting recreational and tourism activities and high standard accommodation, infrastructure and services. Western Australia’s diverse environments, outstanding scenery and range of existing complementary nature-based and outdoor adventure activities and other tourist facilities means that the state is perfectly positioned to capitalise on the opportunities that mountain biking presents. Indeed, mountain biking is the perfect fit with Western Australia’s ‘Experience Extraordinary’ tourism brand and can add significant value to the state’s existing tourism portfolio. The state’s longest off-road touring trail, the Munda Biddi Trail, is already recognised as one of the world’s top cycling trails and is a major draw for local, domestic and international visitors seeking single and multi-day trips in an unique environment. The trail provides a flow of economic benefits to communities and businesses along its length, many of which are members of the Munda Biddi Trail Foundation’s successful Cycle Friendly Business program. Opportunities to build on the success of the Munda Biddi Trail, widen its tourism reach and further its economic impact should be explored. Ensuring and promoting unique riding experiences will be central to the advancement of recreation-based mountain bike tourism in Western Australia and the establishment of the state as a world-class destination. The recommendations of this Strategy will ensure the development of the high quality trails in scenic landscapes that mountain biking visitor markets are looking for. Event-based tourism is growing fast and traveling intrastate, interstate and internationally to participate in or watch a mountain bike event is becoming increasingly popular. Events are a highly effective way of gaining media exposure and showcasing areas. They also generate significant economic impact through admission fees, accommodation, food and drink and other supplementary services. Western Australia is already home to iconic mountain bike events such as the Cape to Cape MTB and the Albany Urban Downhill. Mountain biking also forms an exciting component of multisport events such as the Augusta Adventure Fest (the biggest adventure race in the world), XAdventure Dunsborough (Australia’s largest off-road triathlon) and the 8-legged Red Dog Relay in the Pilbara region. Continued support for these events, and developing and attracting new major events such as UCI-sanctioned international and national series and championships, is essential if Western Australia is to successfully position itself as a world-class mountain bike destination. Western Australia has a major opportunity to achieve significant growth in the tourism industry through focused effort and investment into mountain biking. The pay-offs will be significant with greater returns on infrastructure investments, increased economic and social benefits for local and regional communities, diversification of the recreation sector and the tourism industry and healthier happier people.

MARKETING

Support for the future growth of mountain biking in Western Australia is dependent on quantifying and communicating the benefits, value and business potential to key stakeholders, businesses and the wider public. This will ensure that mountain biking is widely recognised and promoted as a leading recreational, sport and tourism activity. Mountain biking is marketed alongside other trail activities by Trails WA, a non-government organisation that promotes the trails sector in Western Australia. Trails WA is working with WAMBA to promote mountain biking and build a comprehensive online database of trails. The support of the trails sector is clearly valuable, but mountain biking-specific promotion is minimal and largely fragmented. This shortfall and lack of cohesion limits the reach of mountain biking. It also limits awareness and recognition of the trails available within the state. A marketing strategy is needed to guide mountain bike-specific promotion and help raise the profile of Western Australian mountain biking in local, domestic and international visitor markets. The marketing strategy should set out how mountain bike facilities of national, regional and local significance should be marketed and integrated with other recreational and tourism activities, facilities and services available in a locality or region. The strategy should also set out when active marketing should...
commence in an area. This will be dependent on factors including the type, quality, extent and capacity of trails and associated infrastructure. This is especially important as premature active marketing of locations that do not yet meet the needs of mountain biking visitors could be detrimental to long-term success.

There is a need to develop state mountain bike branding to build a clear, consistent and recognisable identity. This branding needs to have sufficient flexibility to enable it to integrate with other relevant marketing at state, regional and local levels, including Tourism Western Australia’s ‘Experience Extraordinary’ brand.

**RESOURCING**

The opportunities mountain biking presents to Western Australia will only be realised through long-term funding and the support and commitment of multiple stakeholders including across all levels of government, landowners and land managers, the private sector, tourism and the mountain bike community.

Whilst strong relationships between some partners is producing results, they need to be expanded and improved upon in order for the full potential of mountain biking to be realised.

Continuing to build mountain biking to maximise its economic outcomes, increase participation and fulfill aspirations is dependent on securing diverse and lasting resourcing.

**Resource Streams**

Up until now resourcing for mountain biking has been provided through partnerships with state government agencies as well as local governments and the private sector.

While funding and support to date have largely focused on specific projects or short-term goals. There is a need for a long-term sustainable funding model to guide the future economic sustainability of mountain bike governance, development and marketing. This should consider a diversity of potential resourcing streams, including state and federal funding, private sector and the mountain bike community.

Government and grant streams currently provide the majority of resources. Although extremely valuable, these funding sources may vary placing trails and services at risk.

Some resourcing streams require matching funding or impose limitations that restrict how resources can be used. Resources for maintenance are particularly restricted, with landowners and land managers heavily reliant on volunteer support.

Event subsidies, trail adoption, sponsorship and other corporate sources already contribute to trail development and maintenance, but the private sector remains relatively untapped as a potential funding source. Existing and new opportunities for private sector involvement, including public-private partnerships, should be explored to diversify resourcing and minimise the risks associated with limited funding streams.

**DESIRED IMPROVEMENTS**

- Western Australia is recognised as a world-class mountain bike destination
- Increased awareness of Western Australian mountain biking, with increased intrastate, interstate and international mountain bike participation and visitors
- Mountain biking is seen as integral to Western Australia’s tourism portfolio and complements other recreational and tourism attractions, facilities and services.
- Increased awareness and recognition of the benefits, value and business potential of mountain biking
- Further the success of the Munda Biddi Trail
- A mountain bike marketing strategy
- State mountain bike branding

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**DESIRED IMPROVEMENTS**

- A long-term sustainable funding model to guide future resourcing across all aspects of mountain biking
- Build recognition of the achievements of resourcing partners and stakeholders
- Diverse and sustainable resourcing streams from a range of sources
- A self-sustaining mountain bike community and reduced reliance on government support
OUR VISION
Our vision is underpinned by five objectives. Each of these objectives is supported by a series of strategies and recommendations.

**OBJECTIVE 1:**
PLANNING AND GOVERNANCE
ESTABLISH A STRONG AND COORDINATED APPROACH TO MOUNTAIN BIKE PLANNING AND GOVERNANCE

**OBJECTIVE 2:**
PARTICIPATION
SUPPORT AND INCREASE MOUNTAIN BIKE PARTICIPATION AND COMMUNITY INVOLVEMENT

**OBJECTIVE 3:**
TRAILS, FACILITIES AND INFRASTRUCTURE
DEVELOP A STATEWIDE NETWORK OF HIGH QUALITY AND SUSTAINABLE TRAILS, FACILITIES AND ASSOCIATED INFRASTRUCTURE

**OBJECTIVE 4:**
TOURISM AND MARKETING
RAISE THE RECREATIONAL AND TOURISM PROFILE OF WESTERN AUSTRALIAN MOUNTAIN BIKING

**OBJECTIVE 5:**
RESOURCING
DEVELOP DIVERSE REVENUE STREAMS TO ENSURE ECONOMIC SUSTAINABILITY

**OUR VISION**

Our vision is for Western Australia to embrace sustainable mountain biking as a leading recreational, sport and tourism experience by delivering opportunities, maximising participation and sharing the benefits.
04 STRATEGIES AND RECOMMENDATIONS
### OBJECTIVE 1: PLANNING AND GOVERNANCE

**ESTABLISH A STRONG AND COORDINATED APPROACH TO MOUNTAIN BIKE PLANNING AND GOVERNANCE**

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<tr>
<th>STRATEGIES</th>
<th>RECOMMENDATIONS</th>
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<tbody>
<tr>
<td>1.1</td>
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<tr>
<td>1.1.1</td>
<td>Facilitate the development of strategies, plans and policies that recognise and support mountain biking at state, regional and local level</td>
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<td>1.1.2</td>
<td>Promote the Western Australian mountain bike planning hierarchy</td>
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<td>1.2</td>
<td>Implement the Western Australia Mountain Bike Strategy</td>
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<tr>
<td>1.2.1</td>
<td>Develop an implementation plan for the delivery of the Western Australian Mountain Bike Strategy</td>
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<td>1.2.2</td>
<td>Establish a Steering Committee to guide the delivery of the implementation plan</td>
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<td>1.2.3</td>
<td>Monitor and evaluate the Western Australian Mountain Bike Strategy</td>
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<td>1.2.4</td>
<td>WestCycle is responsible for the project management of the Western Australian Mountain Bike Strategy, securing resources for its implementation and providing secretariat support to the Steering Committee, including maintaining the implementation plan</td>
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<tr>
<td>1.3</td>
<td>Implement processes and build partnership to drive efficient and successful mountain bike development</td>
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<td>1.3.1</td>
<td>Proceed to a shared services model between WestCycle and WAMBA</td>
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<td>1.3.2</td>
<td>Enable WAMBA to function efficiently as the representative body for mountain biking in Western Australia</td>
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<td>1.3.3</td>
<td>Continue to build relationships between all parties involved in mountain biking in Western Australia</td>
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<td>1.4</td>
<td>Encourage mountain bike clubs and groups and their volunteer workforce to strengthen, grow and prosper</td>
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<tr>
<td>1.4.1</td>
<td>Support and facilitate the effective operation of clubs and groups</td>
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<td>1.4.2</td>
<td>Diversify services and articulate the benefits of club and group membership</td>
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<td>1.4.3</td>
<td>Recognise the value of volunteers within clubs and groups and support their growth and development</td>
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<td>STRATEGIES</td>
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<tr>
<td>2.1 Reduce barriers to participation and grow a healthy, balanced mountain bike community</td>
<td>2.1.1 Undertake a Health Impact Assessment focused on the benefits of mountain biking to physical and mental health</td>
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<td></td>
<td>2.1.2 Increase the availability and accessibility of different styles of trail offering different levels of technical difficulty</td>
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<td>2.1.3 Develop and implement a Western Australian-specific trail classification system to grade and communicate technical difficulty</td>
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<td>2.1.4 Develop trails within or in close proximity to population centres, with urban trails developed in the Perth Metropolitan region as a priority</td>
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<td>2.1.5 Advocate for improved access to trails by bike and public transport</td>
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<td>2.1.6 Deliver participation and skill-building initiatives, with provision to females, young people and beginners/less skilled riders a priority</td>
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<td></td>
<td>2.1.7 Enhance availability and accessibility of bike and equipment hire</td>
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<td>2.1.8 Increase availability of qualified mountain bike guides</td>
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<td></td>
<td>2.1.9 Monitor changes in participation levels and the composition of the mountain bike community</td>
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<td>2.2 Encourage responsible and sustainable mountain bike riding</td>
<td>2.2.1 Develop and implement a Western Australian-specific code of conduct</td>
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<td>2.3 Increase participation in mountain bike events at all levels</td>
<td>2.3.1 Coordinate and timetable mountain bike events, including multiport events with a mountain bike component</td>
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<td>2.3.2 Support, facilitate and deliver events, providing opportunities for different rider abilities and styles</td>
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<td>2.3.3 Develop the event workforce and volunteer network to ensure capacity to deliver and officiate local, state, national and international events</td>
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<td>2.4 Develop accessible and sustainable mountain bike event venues</td>
<td>2.4.1 Deliver venues with trails and associated infrastructure capable of hosting UCI-sanctioned national and international events</td>
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<td>2.4.2 Improve availability and accessibility of venues with trails and associated infrastructure that meet MTBA criteria for local and state events</td>
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<td>2.5 Establish pathways to support high performance mountain biking</td>
<td>2.5.1 Develop and implement a Western Australian Mountain Bike High Performance Plan</td>
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<td>2.5.2 Widen the network of mountain bike-specific coaches qualified to deliver at every stage of the high performance pathway</td>
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<td>2.5.3 Support and facilitate junior development camps</td>
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<td>2.5.4 Development and implement a state team selection process</td>
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## OBJECTIVE 3: TRAILS, FACILITIES AND INFRASTRUCTURE

DEVELOP A STATEWIDE NETWORK OF HIGH QUALITY AND SUSTAINABLE TRAILS, FACILITIES AND ASSOCIATED INFRASTRUCTURE

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<tr>
<th>STRATEGIES</th>
<th>RECOMMENDATIONS</th>
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<tbody>
<tr>
<td>3.1</td>
<td>Develop a statewide network of national, regional and local mountain bike facilities</td>
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<td></td>
<td>3.1.1 Establish quantitative parameters for facilities national, regional and local significance</td>
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<td>3.1.2 Apply a trail model to all facilities during trail planning, design, construction and management</td>
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<td>3.1.3 Undertake regional masterplanning to identify and prioritise locations for mountain bike facilities and associated infrastructure, beginning with the Perth Metropolitan, Peel and South West regions and other regions as resources become available</td>
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<td>3.1.4 Undertake detailed trail planning to guide and facilitate the delivery of mountain bike facilities at locations identified by regional masterplanning</td>
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<td>3.2</td>
<td>Enhance understanding of the need for sustainable trail development</td>
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<td></td>
<td>3.2.1 Research and communicate the positive local environmental, social, cultural and economic effects of sustainable mountain biking</td>
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<td>3.2.2 Continue to work with local, national and international experts to upskill and understand sustainability best practice</td>
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<tr>
<td>3.3</td>
<td>Facilitate sustainable trail development in environmentally, socially and culturally appropriate areas</td>
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<tr>
<td></td>
<td>3.3.1 Develop and apply general principles to provide clear benchmarks for sustainable trail planning, design, construction and management</td>
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<td></td>
<td>3.3.2 Establish and implement a trail development process to guide detailed trail planning</td>
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<td>3.3.3 Conduct and international best practice trail demonstration project</td>
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<td>3.4</td>
<td>Build the Western Australian trails industry</td>
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<td></td>
<td>3.4.1 Support the development of the Western Australian trails industry to partner landowners, land managers and volunteers in trail planning, design, construction and maintenance</td>
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<td>3.5</td>
<td>Implement appropriate trail maintenance options</td>
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<td></td>
<td>3.5.1 Develop a trail maintenance program for existing sanctioned trails and include as part of the planning process for every new or rejuvenated trail</td>
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<td>3.5.2 Develop mechanisms for reporting trail hazards and recording action taken</td>
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OBJECTIVE 4:
TOURISM AND MARKETING
RAISE THE RECREATIONAL AND TOURISM PROFILE OF WESTERN AUSTRALIAN MOUNTAIN BIKING

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<th>STRATEGIES</th>
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<tr>
<td>4.1</td>
<td>Increase awareness of Western Australian mountain biking within local, domestic and international visitor markets</td>
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<td>4.1.1</td>
<td>Develop a Western Australian mountain bike marketing strategy</td>
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<td>4.1.2</td>
<td>Establish and implement a Western Australian mountain bike brand</td>
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<td>4.1.3</td>
<td>Integrate mountain biking with recreational and tourism activities, facilities and services</td>
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<td>4.1.4</td>
<td>Further the success of the Munda Biddi Trail</td>
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<tr>
<td>4.1.5</td>
<td>Quantify and advocate the benefits, value and business potential of mountain biking</td>
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</tbody>
</table>
**OBJECTIVE 5:**
**RESOURCING**
**DEVELOP DIVERSE REVENUE STREAMS TO ENSURE ECONOMIC SUSTAINABILITY**

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>RECOMMENDATIONS</th>
</tr>
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<tbody>
<tr>
<td>5.1</td>
<td>Establish a self-sustaining mountain bike community</td>
</tr>
<tr>
<td>5.1.1</td>
<td>Develop a long-term sustainable funding model for mountain biking governance, development and marketing</td>
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<tr>
<td>5.1.2</td>
<td>Continue to foster positive relationships between resourcing partners and stakeholders</td>
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<tr>
<td>5.1.3</td>
<td>Acknowledge and celebrate the shared achievements of resourcing partners and stakeholders</td>
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<td>5.1.4</td>
<td>Explore options to secure state and federal grant funding</td>
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<td>5.1.5</td>
<td>Explore options to seek financial contributions from the mountain bike community</td>
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<td>5.1.6</td>
<td>Investigate funding and sponsorship opportunities from the private sector</td>
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<tr>
<td>5.1.7</td>
<td>Explore opportunities to secure the direct application of developer contributions to mountain biking trails and infrastructure</td>
</tr>
<tr>
<td>Term</td>
<td>Description</td>
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<tr>
<td><strong>Cross-country</strong></td>
<td>A style of mountain biking that involves a variety of riding experiences, including downhill and uphill trails of varying steepness.</td>
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<tr>
<td><strong>Dirt jumps</strong></td>
<td>Mounds of packed dirt or other material that are designed to lift riders into the air. Riders often perform tricks whilst airborne.</td>
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<tr>
<td><strong>Downhill</strong></td>
<td>A style of mountain biking that involves descending steep downhill trails as quickly as possible.</td>
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<tr>
<td><strong>Endurance/Marathon</strong></td>
<td>Long distance cross-country races. Races are either based on time, typically 6, 12 or 24 hours, or distance.</td>
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<tr>
<td><strong>Freeride</strong></td>
<td>A style of mountain biking that combines speed and technical challenge. Freeride involves taking imaginative riding lines over steep and technical terrain, performing tricks in the air and maintaining speed, control and style.</td>
</tr>
<tr>
<td><strong>Gravity Enduro</strong></td>
<td>A race format with timed downhills and untimed uphills. Racing is over a series of stages, with the winner the rider with the fastest combined time over those stages.</td>
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<tr>
<td><strong>IMBA</strong></td>
<td>International Mountain Biking Association. An organisation for trail advocacy.</td>
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<tr>
<td><strong>MTBA</strong></td>
<td>Mountain Bike Australia. The national governing body for mountain biking.</td>
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<tr>
<td><strong>Natural obstacles</strong></td>
<td>Naturally occurring objects that add technical challenge to a trail.</td>
</tr>
<tr>
<td><strong>Off-Road Touring</strong></td>
<td>A style of mountain biking that involves riding long distances off-road, generally over more than one day.</td>
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<tr>
<td><strong>Pump track</strong></td>
<td>A closed circuit with rollers and berms. Designed to be ridden without pedaling by using weight shifts (pumping) and gravity.</td>
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<tr>
<td><strong>Shuttling</strong></td>
<td>A system where riders and their bikes are transported uphill to the start of a trail. Shuttling can be by vehicle ferrying or lift access.</td>
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<tr>
<td><strong>Singletrack</strong></td>
<td>A narrow trail only wide enough for one rider.</td>
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<tr>
<td><strong>Skills park</strong></td>
<td>A purpose-built venue with features to build technical skills. Well-designed skills parks allow riders to progress safely from beginner to advanced levels.</td>
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<tr>
<td><strong>Technical Trail Features (TTFs)</strong></td>
<td>Objects that have been introduced to a trail to add technical challenge.</td>
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<tr>
<td><strong>Trail classification system</strong></td>
<td>A system used to grade trails with similar levels of technical difficulty. Trails are graded on width, grade (maximum and average), surface, natural obstacles and Technical Trail Features (TTFs). Other factors such as enclosure and exposure can also influence classification.</td>
</tr>
<tr>
<td><strong>UCI</strong></td>
<td>Union Cycliste Internationale/International Cycling Union. The world governing body for competitive cycling.</td>
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<tr>
<td><strong>Urban trail</strong></td>
<td>A trail located within a built-up area.</td>
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<tr>
<td><strong>WAMBA</strong></td>
<td>Western Australian Mountain Bike Association. The representative body for mountain biking in Western Australia.</td>
</tr>
<tr>
<td><strong>WestCycle</strong></td>
<td>The peak body for cycling in Western Australia.</td>
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</tbody>
</table>


Retail Cycle Traders Australia. (2010). The Bicycle Industry in Australia Report

WAMBA & Kalamunda Mountain Bike Collective. (2014). Kalamunda Trail Counter Data


Cape to Cape. (2014). Available at: http://www.capetocapemtb.com

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