

PRIORITY PLAN



GOVERNMENT & ADVOCACY

1. Foster and grow relationships with all relevant Government agencies that further enhances the role of WestCycle as the State Body for Mountain Biking in Western Australia.
2. Develop an MOU with DBCA which identifies the respective roles of each party and the ways in which each organisation will work together.
3. WestCycle to influence and advocate for sustainable access and development of trails.

FUNDING

1. WestCycle to secure appropriate resourcing to employ the position of General Manager - Mountain Biking.
2. Seek and access new funding opportunities to support trail development.
3. Investigate the potential for a SustainableTrails Business Model which supports self-sustaining trail development, maintenance, supporting infrastructure and services.

RESOURCING

1. Develop an information and resource hub which is accessible and supports the needs of clubs and trail developers.
2. Provide resources which support education and training on the trail development processes.
3. Development of case studies to educate and advocate for the benefits and value to Government of trails as well as to dispel inaccurate views.

COMMUNICATION

1. Increase the engagement and communication with the Mountain Bike community and general public on trail development status and priority locations for future development.
2. Increase engagement with Mountain Bike clubs to better understand their needs.