

# MOUNTAIN BIKE PRIORITY PLAN

## COMMUNICATION

1. Enhance communication and marketing to better engage the broader Mountain Bike community.
2. Increase the engagement and communication with the Mountain Bike Community and general public on trail development status and priority locations for future development.
3. Develop an information and resource hub as the central go-to resource for Mountain Biking and Off Road cycling in Western Australia.
4. Work with Trails WA to ensure trail information and maps are maintained and up to date.
5. Increase engagement with Mountain Bike Clubs to better understand their needs.
6. Promote Mountain Biking and the opportunities available to reflect an inclusive culture.

## CLUB SUPPORT

1. Build club capacity to enhance the delivery of quality programs and member services.
2. Develop resources that support committees, volunteers and social ride leaders within clubs.
3. Develop a club event resources toolkit to support clubs running events.
4. Investigate the central coordination / purchasing arrangements of club event support services such as insurance, medical, traffic management, timing, templates & checklists.

## RESOURCING

1. Develop an information and resource hub that is accessible and supports the needs of clubs and trail developers.
2. Provide resources that support education and training on the trail development and maintenance 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.

## MEMBERSHIP

1. Grow WestCycles Mountain Bike membership to improve it's financial sustainability and capacity to service the Mountain Bike community.
2. Sustain funding to resource the employment of a Mountain Bike Manager.

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## TALENT DEVELOPMENT

1. Improve development support and opportunities for talented athletes, including targeted development / training camps which can be delivered in a partnership model.
2. Continue to support a National Series Event from 2021 to provide competition opportunities to local athletes.
3. Implement a coach development framework which aligns with athlete development needs.
4. Enhanced education and training development for event officials.

## EVENTS

1. Facilitate improved coordination of the event calendar to maximise event participation opportunities.
2. Improved promotion of events including through bike shops and online channels.

## GOVERNMENT AND 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 a MOU with DBCA and other stakeholders which identifies the respective roles of each party and the ways they will work together.
3. WestCycle to influence and advocate for sustainable access and the development of trails.

## FUNDING

1. WestCycle to secure appropriate resourcing to sustain the position of Mountain Bike Manager.
2. Seek and access new funding opportunities to support trail development and maintenance.
3. Investigate the potential for a Sustainable Trails Business Model that support self-sustainable trail development, maintenance, supporting infrastructure and services.

## MTB STATE STRATEGY

1. Coordinate a review of the Mountain Bike State Strategy.
2. Develop an implementation schedule for the Strategy.