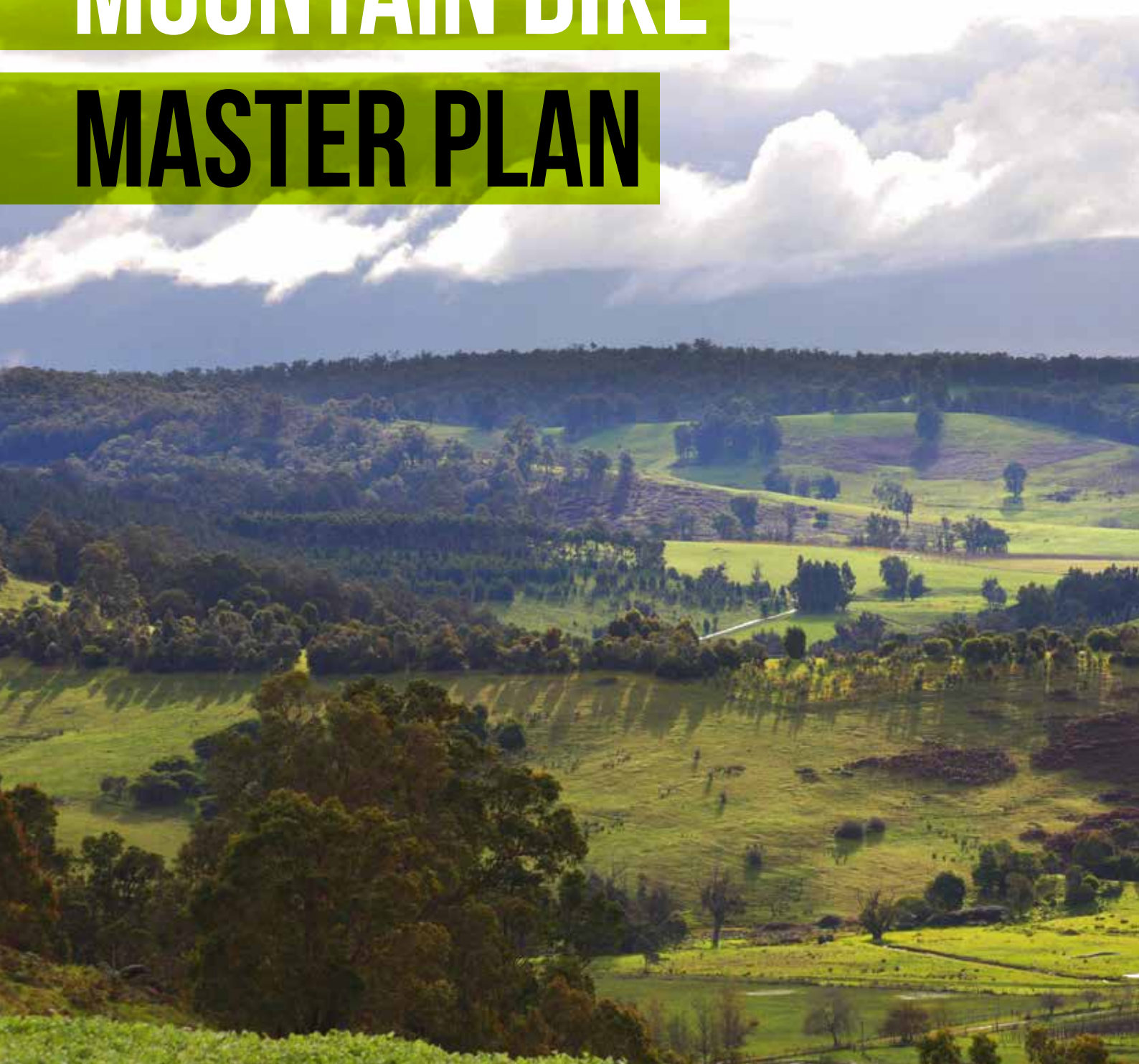


Five unique mountain bike locations and experiences

# SOUTH WEST MOUNTAIN BIKE MASTER PLAN



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The authors of this South West Mountain Bike Master Plan respectfully acknowledge that this land on which we live and work is Noongar country, and that the Noongar people are the traditional custodians who have a rich social, spiritual and historical connection to this country, which is as strong today, as it was in the past.

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## PHOTOGRAPHY:

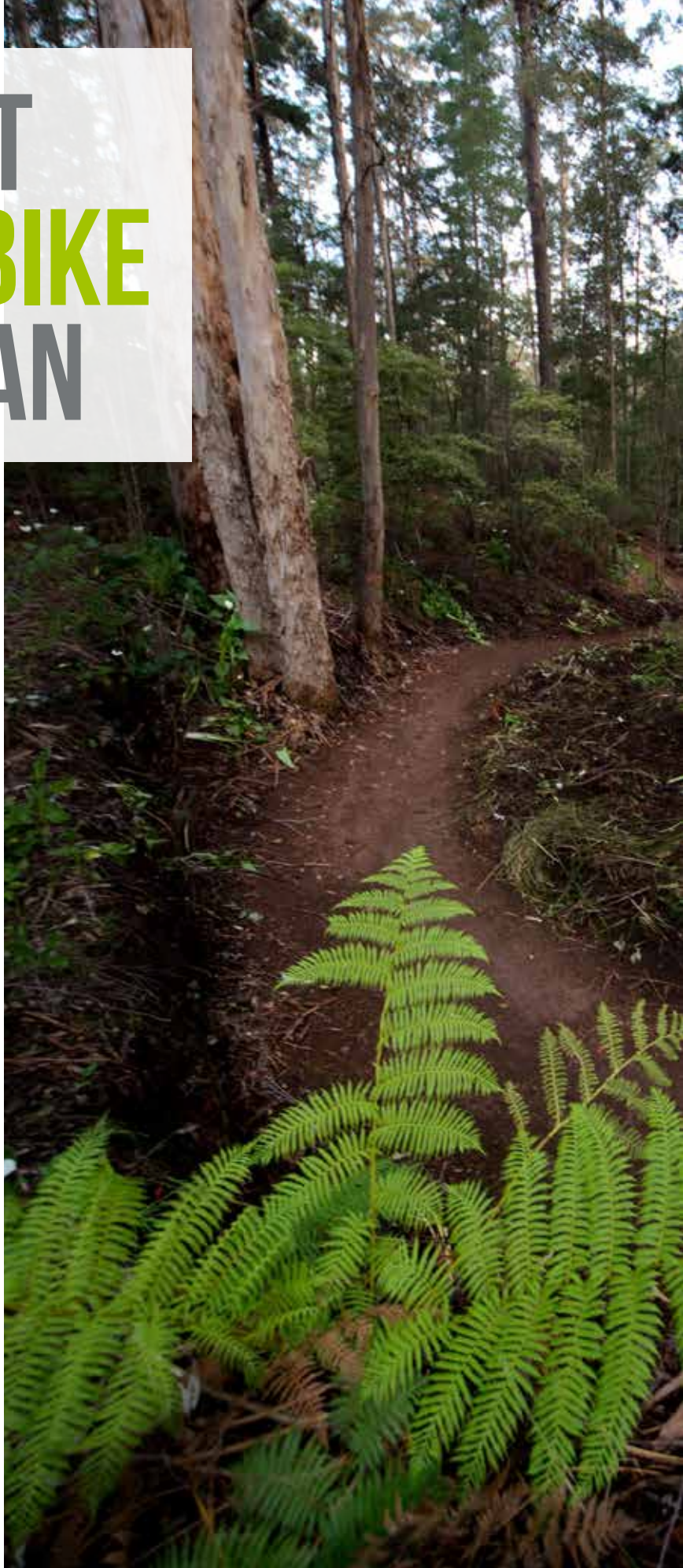
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Department of Sport and Recreation  
Department of Parks and Wildlife





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# EXECUTIVE SUMMARY

**"FOCUS ON FIVE UNIQUE LOCATIONS AND EXPERIENCES INCLUDING THE DUNSBOROUGH COASTLINE, GOURMET MARGARET RIVER, NANNUP'S ROLLING HILLS, PEMBERTON'S TALL TREES, AND COLLIE/WELLINGTON'S RIVER VALLEY."**

Mountain biking is one of the world's fastest growing recreational, sport and tourism activities and the South West of Western Australia is extremely well positioned to capitalise on this growth activity and the benefits it brings.

The popularity and demand for mountain biking in the South West currently far exceeds the capacity of the limited dedicated facilities. Minimal land owner diversity exists, with a significant number of facilities managed by the state government. Informal trails are being developed which is creating environmental, social and management risks.

The Western Australian Mountain Bike Strategy and WestCycle's 'Our Bike Path 2014 - 2020' recognise the immediate need for a master plan to identify and prioritise areas for trail development close to the South West's regional population centres and tourist hubs. This Master Plan provides the framework to create and sustain an international mountain bike destination capable of providing tremendous economic, tourism, environmental, health, social and community benefits.

The vision for this Master Plan is to enable the world-class hierarchical development of an innovative, high quality and cohesive network of trails, which offer varied experiences, and cater for progression and diverse styles of riding while maintaining local character.

## CONTEXT

The Department of Parks and Wildlife's Blackwood, Donnelly and Wellington Districts define the project boundary, which features a number of major population centres including Bunbury and

Busselton. The region's population grew 22.1% from 2006-2011 to 158,615 making it one of Australia's fastest growing regions.

The South West is a popular holiday destination and is located within approximately 2 hours drive for over 2 million West Australian residents.

Despite the lack of recent significant formal mountain bike trail development, there has been a 38% increase in cycle tourism related trips in Australia's South West over the past 5 years. An estimated 258,500 overnight trips in 2013 contributed \$17.5 million to the region.

Mountain biking is an excellent way to experience the outdoors and is highly accessible to people of all ages, abilities and social backgrounds. Mountain biking can be a primary reason for travel and the South West has the ability to cater for mountain bike specific motivators including diversity, uniqueness, quality, accessibility and community. Development considering these motivating attributes will capitalise on the significant mountain bike tourism market.

Mountain biking demand, participation and development is booming globally and successful mountain bike facilities are commonplace throughout the USA, Canada, Europe and New Zealand. The 7 Stanes trail facilities are Scotland's 16<sup>th</sup> highest rating attraction, with an estimated 390,000 mountain bike visitors per annum. In 2006 mountain bike visitor expenditure in British Columbia was estimated at CAD \$34.3 million and Whistler Bike Park attracted an estimated 76,600 mountain bikers who spent over CAD \$16,200,000.

## ANALYSIS

In contrast to these successful destinations the formal mountain bike trails in the South West are characterised by a dominance of touring trails and unsanctioned trail development. Excluding the successful development of the Munda Biddi Trail, 332km of sanctioned trail exists, however the majority is undesirable, not purpose built, low quality; and signage, infrastructure and associated services are severely lacking. The following key gaps were identified in the existing supply of mountain bike facilities in the region;

### IDENTIFIED GAPS

- Only 18% of South West residents have good access to purpose built mountain bike trails.
- Less than 20% of the South West’s sanctioned mountain bike trails are purpose built singletrack and only 15% of these singletrack trails are in good condition.
- Fewer than 10% of all trails are well-signed purpose built singletrack.
- Existing purpose built singletrack trails are largely suited to riders with intermediate skill levels. Only 12% of purpose built singletrack trails cater for beginners and only 16% for advanced riders.
- Only one location has trail quantities to rate as regionally significant, although other key requirements preclude the rating.
- None of the locations assessed met national or regional infrastructure, amenities or service requirements.
- Trail centres, trail hubs and visitor services make mountain biking more accessible, but there are currently no locations that have trail centres or locations that meet trail hub criteria.

Rapidly increasing recreational participation in mountain biking, and potential demand from intrastate, interstate and international markets, indicates there is significant potential to develop dedicated mountain bike facilities throughout the South West.

Events are an important part of mountain biking and the South West is already one of the state’s top event providers, however there are few facilities that meet national and international UCI event hosting criteria.

The governance of mountain biking and trail development in the South West is generally characterised by a lack of formal structure with reliance on Department of Parks and Wildlife estate and ad hoc management from volunteer mountain bike clubs and groups.

Promotion of mountain biking in the South West is also limited and typically informal and characterised by a general depiction of mountain biking, but is not promoted as an activity that is available to be undertaken.

Without effective management of these identified gaps further informal trail creation and use may continue, existing environmental issues may be exacerbated and the market potential may not be maximised.

## OPPORTUNITIES

The South West boasts a diverse range of opportunities and the success of mountain biking in the region will rely on the delivery of unique trails in appropriate locations. The significance hierarchy categorises locations as having national, regional or local significance.

NATIONAL SIGNIFICANCE	REGIONAL SIGNIFICANCE	LOCAL SIGNIFICANCE
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	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	A mountain bike facility for a small community and/or a tourism resource that caters for day trips
<b>STATEWIDE NETWORK</b>		

A prioritisation framework was developed to appropriately assess each identified location’s significance, opportunity and deliverability. This provided each location with a hierarchical rating under each category and ultimately determined priority locations.

The framework delivered results which favoured establishing trails in existing developed, desirable and tourism based locations. This ensures investment is steered towards trail development as opposed to infrastructure development.

The prioritisation framework and subsequent assessment delivered a well-structured aspirational hierarchy of trails in the South West. It is anticipated that the Master Plan will be used to demonstrate the opportunities in these locations and will guide development. The Master Plan does not seek approval for development of identified sites in these locations.



# SOUTH WEST

## MOUNTAIN BIKE

### MASTER PLAN

The focus of South West mountain bike development is on five unique locations and experiences including the Dunsborough coastline, gourmet Margaret River, Nannup's rolling hills, Pemberton's tall trees, and Collie/Wellington's river valley.

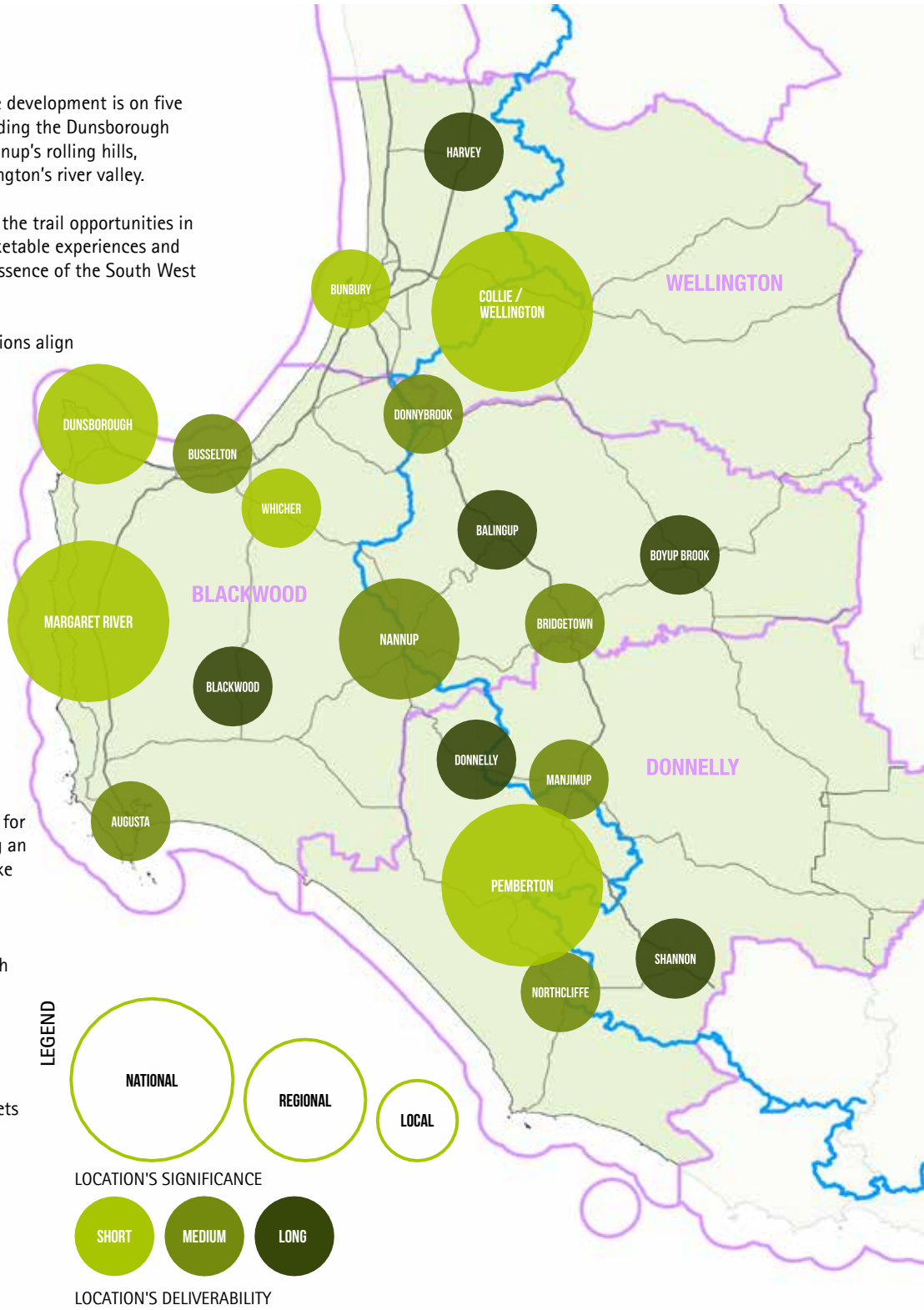
While the themes will not reflect all of the trail opportunities in the locations, they will reflect the marketable experiences and aspirational values, and highlight the essence of the South West region.

Each of the national and regional locations align with existing sub regional marketing and the area's core experiences. Priority locations are identified in each of the tourism sub regions including Blackwood River Valley, Geographe, Margaret River Wine Region and Southern Forests. It is important that the sub regions are promoted and utilised as destinations, with visitors basing themselves in the national and regional locations.

Long distance singletrack trail development is also a longer term priority within the region including a Cape to Cape mountain bike trail and a Blackwood River trail.

When combined, the national, regional and local locations set the groundwork for Western Australia as a whole becoming an internationally significant mountain bike destination.

The national locations form a strategic triangle centralised over the region with two hour travel times between each location in turn promoting overnight stays. The regional locations are within a short driving distance of national locations, promoting day trip visitation from interstate and international markets overnighting in national locations, and short breaks opportunities for the intrastate market.



LOCATION	TOURISM SUB REGION	SIGNIFICANCE	EXPERIENCE	TRAIL MODEL
MARGARET RIVER	Margaret River Wine Region	National Significance	Gourmet Experience	Trail Hub
PEMBERTON	Southern Forests	National Significance	Tall Trees Experience	Trail Hub
COLLIE/WELLINGTON	Geographe	National Significance	River Valley Experience	Trail Centre
DUNSBOROUGH	Margaret River Wine Region	Regional Significance	Coastal Experience	Trail Centre
NANNUP	Blackwood River Valley	Regional Significance	Rolling Hills Experience	Trail Hub

## VISION

This master plan is a vision for the development of mountain biking in the South West. To realise this vision, the Master Plan sets out a series of recommendations across the following four key areas;

### FACILITY DEVELOPMENT

Recommends following the process outlined within the Western Australian Mountain Bike Management Guidelines for the staged development of the region's trail facilities in line with identified location significance, trail model and delivery schedule over a 10 year period.

### GOVERNANCE DEVELOPMENT

Recommends adopting a single authority governance structure responsible for coordinating and implementing development across the region.

### PROMOTION DEVELOPMENT

Recommends adopting a structured approach to the consolidated marketing, promotion and product development of the region's offerings through the appropriate state, regional and local bodies.

### EVENT DEVELOPMENT

Recommends developing facilities capable of hosting national and international events and working with event managers to further develop existing and new events.

## OUTCOMES

The identified key priority sites are aspirational locations only, and while they have been investigated, they have not had detailed site assessments completed. While development should follow the recommendations, in order to develop a site, funding and land manager support will be required and the development process should be adhered to.

The adoption of these recommendations will ultimately result in the following outcomes;

- Structured mountain bike trail development with diverse opportunities for local communities, and intrastate, interstate and international visitors.
- Business opportunities for regional communities including guided tours, transport, accommodation and bike hire.
- Part of Western Australia's internationally significant mountain bike destination.
- Creation and formalisation of a body to oversee all mountain bike development in the South West.

The proposed level of development is beyond the existing capacities of agencies involved. Additional funding is required to be identified and sourced in order to successfully implement the recommendations of this Master Plan.

ID	LOCATION	SIGNIFICANCE	OPPORTUNITY	DELIVERABILITY	DEVELOPMENT SCALE	RECOMMENDED DEVELOPMENT	PRIORITY
<b>NATIONAL SIGNIFICANCE</b>							
2	Margaret River	National	Excellent	Short	> 80km	80km	High
10	Collie/Wellington	National	Excellent	Short	> 80km	80km	High
29	Pemberton	National	Excellent	Short	> 80km	80km	High
<b>REGIONAL SIGNIFICANCE</b>							
21	Dunsborough	Regional	Excellent	Short	20km - 80km	30km	High
16	Nannup	Regional	Good	Medium	20km - 80km	30km	Moderate
<b>LOCAL SIGNIFICANCE</b>							
4	Bunbury	Local	Below Average	Short	< 20km	20km	Moderate
26	Whicher	Local	Good	Short	< 20km	20km	Moderate
14	Bridgetown	Local	Good	Medium	< 20km	20km	Moderate
18	Augusta	Local	Good	Medium	< 20km	20km	Moderate
19	Busselton	Local	Below Average	Medium	< 20km	15km	Moderate
27	Manjimup	Local	Below Average	Medium	< 20km	15km	Moderate
7	Donnybrook	Local	Average	Medium	< 20km	15km	Moderate
9	Harvey	Local	Good	Medium	< 20km	15km	Moderate
28	Northcliffe	Local	Average	Medium	< 20km	15km	Moderate
33	Shannon	Local	Average	Long	< 20km	10km	Moderate
12	Balingup	Local	Average	Long	< 20km	10km	Moderate
23	Blackwood	Local	Average	Long	< 20km	10km	Moderate
32	Donnelly	Local	Good	Long	< 20km	10km	Moderate
<b>TOTAL OPPORTUNITY</b>						<b>495KM</b>	

**SOUTH WEST  
MOUNTAIN BIKE  
MASTER PLAN**

TIMELINE	DELIVERABLE	DESCRIPTION	RECOMMENDED DEVELOPMENT	PLANNING	CONSTRUCTION
Immediate	Planning Phase 1 (Pilot Projects)	Planning focused primarily on developing trail networks for core enthusiasts and gravity markets of higher classifications to develop brand and advocates, but including a component of beginner trails. Development should focus on improvement and redevelopment of existing areas.	Margaret River (30km) Collie/Wellington (30km) Pemberton (30km) Dunsborough (15km)	<b>105KM</b>	
1 to 3 years	Planning Phase 2	Planning focused on developing trail hubs and centres including visitor services, which are accessible and appeal to all cohorts and abilities in major priority locations.	Margaret River (50km) Collie/Wellington (50km) Pemberton (50km) Dunsborough (15km) Nannup (15km) Bunbury (20km) Whicher (20km)	<b>220KM</b>	
	Construction Phase 1 (Pilot Projects)	Construction focused primarily on providing trail networks for core enthusiasts and gravity markets of higher classifications to develop brand and advocates, but including a component of beginner trails.			<b>105KM</b>
3 to 5 years	Planning Phase 3	Planning should focus on developing trails which are aimed at core enthusiasts but accessible to all cohorts and abilities in remaining priority locations.	Nannup (15km) Bridgetown (20km) Augusta (20km) Busselton (15km) Manjimup (15km) Donnybrook (15km) Harvey (15km) Northcliffe (15km)	<b>130KM</b>	
	Construction Phase 2	Construction focused on developing trail hubs and centres including visitor services, which are accessible and appeal to all cohorts and abilities in major priority locations.			<b>220KM</b>
5 to 8 years	Planning Phase 4	Planning focused on developing trails which are aimed at core enthusiasts only.	Shannon (10km) Balingup (10km) Blackwood (10km) Donnelly (10km)	<b>40KM</b>	
	Construction Phase 3	Construction focused on developing trails which are aimed at core enthusiasts but accessible to all cohorts and abilities in remaining priority locations.			<b>130KM</b>
8 to 10 years	Construction Phase 4	Construction focused on developing trails which are aimed at core enthusiasts only.			<b>40KM</b>
<b>TOTAL TRAIL DEVELOPMENT</b>					<b>495KM</b>





# FIVE UNIQUE LOCATIONS AND EXPERIENCES

MARGARET RIVER - Gourmet Experience

PEMBERTON - Tall Trees Experience

COLLIE/WELLINGTON - River Valley Experience

DUNSBOROUGH - Coastal Experience

NANNUP - Rolling Hills Experience



## VISION

### FACILITY DEVELOPMENT

Development of the region's trail facilities in line with recommended location significance, trail model and delivery schedule over a 10 year period.

### GOVERNANCE DEVELOPMENT

Adopt a single authority governance structure responsible for coordinating and implementing development across the region.

### PROMOTION DEVELOPMENT

Adopt a structured approach to the consolidated marketing, promotion and product development of the region's offerings through the appropriate state, regional and local bodies.

### EVENT DEVELOPMENT

Develop facilities capable of hosting national and international events and work with event managers to further develop existing and new events.

# BACKGROUND



Australia's South West is a destination synonymous with diverse landscapes of significant beauty. It's a place where world-class wineries, spectacular coastline and the solitude of ancient forests come together to form a unique region. The South West is renowned for its natural landscapes and the range of outdoor activities which allow people to immerse themselves in these landscapes. Mountain biking is one such activity and is capable of providing tremendous economic, tourism, environmental, health, social and community benefits.

More people are mountain biking in Western Australia than ever before and demand for mountain bike opportunities is high across the state. Existing formal mountain bike trails and facilities are feeling the weight of this demand, with many experiencing overuse. Their associated infrastructure, such as car parking, is operating at or exceeding capacity. Landowners and land managers are struggling to find the resources necessary to deal appropriately with this unprecedented growth.<sup>1</sup>

While tight knit communities have formed and developed trail systems to alleviate short-term demand, the true potential of the activity is not being met and informal trails are being developed. This may negatively affect sensitive landscapes and the environment, cause conflict with other land uses and activities and increase risk and liability for land owners and land managers

The key objective for this project is to develop a master plan which can be used to prioritise, create and sustain a high quality mountain bike trail network in the South West. The Master Plan will be used to guide investment in the future of mountain biking in the South West by providing the framework for the development of mountain bike facilities.

The South West Mountain Bike Master Plan (hereafter referred to as the Master Plan) provides the opportunity to create a diverse and sustainable mountain bike destination through the planned development of new facilities, fostering community participation and strengthening regional tourism and stakeholder partnerships.



Figure 1: Study Area

## STUDY AREA

The Study Area (Figure 1) is located in the South West corner of Western Australia and contains three Department of Parks and Wildlife (Parks and Wildlife) districts, 14 local governments, eight mountain bike organisations, and is the most populous and economically diverse region in the state<sup>1</sup>.

The Department of Parks and Wildlife's Blackwood, Donnelly and Wellington districts define the project boundary, which covers 24,000 square kilometres and hosts a permanent population base of over 160,000.

## PROJECT RELEVANCE

WestCycle's "Our Bike Path 2014 – 2020", which is a strategic and collaborative approach to the growth of cycling in Western Australia, identifies the need to expand and improve the network of mountain bike trails and off-road cycling routes in areas close to regional population centres and tourist hubs<sup>2</sup>.

The Western Australian Mountain Bike Strategy identifies the South West region as a significant mountain biking hotspot<sup>3</sup>, with demand for trails and facilities particularly high and associated rising environmental, social, cultural and economic pressures. It outlines the immediate need for master planning to be undertaken in the region in order to guide future mountain bike development.

The Strategy also identifies that the majority of existing sanctioned mountain bike opportunities in Western Australia are located on public land, owned and managed by state or local governments. Whilst an extremely valuable resource, these bodies may not maintain their current level of support for mountain biking as priorities, remits and commitments may change, placing these trails and facilities at risk. There is a need to future-proof by diversifying the locations of mountain bike opportunities and increase private sector involvement to reduce reliance on a single type of land tenure.

## PARTNERS

The Master Plan was initiated through the Blackwood Off Road Cycling Association Group's (BORCAG) regional approach to trail advocacy. The Master Plan is a co-operative approach between Westcycle, Department of Parks and Wildlife, Department of Sport and Recreation (DSR), West Australian Mountain Bike Association (WAMBA), and mountain bike clubs and associations in the region. These stakeholders established a steering committee to set the project objectives and vision to oversee the project.

## PROJECT BRIEF

The Master Plan project brief sought to address a number of regional issues including:

- The establishment of an inventory of all authorised and unauthorised trails in the region and describe their history of use;
- The identification of mountain bike disciplines and their attributes and potentially suitable locations;
- Development of an aspirational network of local, regional and national standard trails in the region;
- The establishment of prioritisation criteria and a prioritised trail development works program for the region; and
- Outline roles and responsibilities of the key stakeholders in the areas of governance, maintenance, marketing, promotion and events in relation to trails and trail networks.

## PROJECT METHODOLOGY

In order to meet the project brief and objectives the following staged methodology was employed.

- **Project Definition:** In consultation with the steering committee, identified the project's underlying philosophy, goals and aspirations. Relevant facilities both national and internationally were benchmarked for their characteristics, and relevant literature was reviewed.
- **Stakeholder & Community Consultation:** Undertook meetings and workshops in each of the three Parks and Wildlife districts to define local goals and objectives, identify existing and planned trails, and identify opportunities and potential issues.
- **Trails Audit & Detailed Gap Analysis:** Performed on-ground audits of existing trails and potential locations, including assessment of associated infrastructure and marketing. Assessment of trail demand and comparison to current supply.
- **Constraint Definition, Opportunity Planning:** Identified and reviewed the region's opportunities and constraints including potential facilities, existing trail networks and social, cultural, environmental and physical constraints.
- **Prioritisation Framework:** Developed prioritisation framework and assessed identified opportunities. Determined the location significance hierarchy and priorities for development.
- **Preliminary Findings Review:** Preparation and presentation of preliminary findings report identifying the constraints, opportunities and proposed facility locations to steering committee.
- **Strategic Framework:** Identified and tested strategies for governance, marketing, promotion and events.
- **Review & Handover:** Draft documentation, targeted review and final documentation and distribution of master plan.



# CONSULTATION



“ WORLD CLASS HIERARCHICAL DEVELOPMENT OF AN INNOVATIVE, HIGH QUALITY AND COHESIVE NETWORK OF TRAILS, WHICH OFFER VARIED EXPERIENCES, AND CATER FOR PROGRESSION AND DIVERSE STYLES OF RIDING WHILE MAINTAINING LOCAL CHARACTER

Consultation (Figure 2) was an integral component of the Master Plan delivery. Stakeholder and community input assisted in identifying and determining the region's appropriate long-term vision. Consultation assisted in identifying the following issues;

- Existing trails and their demand
- Local constraints and objectives
- Locations potentially suitable for trail development
- Governance opportunities for ongoing management

In order to identify these issues and successfully meet the project objectives, the following mechanisms were employed;

- Steering committee liaison
- User group consultation
- Stakeholder consultation
- Event holder consultation
- User survey
- Industry advice
- Draft review period

The various mechanisms employed allowed land managers and potential users to guide the Master Plan outcomes. The consultation yielded the following advice, issues and opportunities;

## CONSULTATION PROCESS



Figure 2: Consultation Process

## STEERING COMMITTEE LIAISON

A Steering Committee was formed and was responsible for project management and determining the overall priorities for the Master Plan. The steering committee was comprised of representatives from WestCycle, Parks and Wildlife, DSR and WAMBA as well as user group representatives from Blackwood, Donnelly and Wellington districts. The committee met numerous times throughout the project to provide guidance and approval, including for the prioritisation assessment criteria and assessment outcomes.

An initial workshop unified steering committee representative direction and confirmed the project scope and methodology. Through consultation, the workshop also identified the underlying project philosophy by defining the following global goals, aspirations and standards;

### GLOBAL GOALS

- **Aspirational network:** Identify an aspirational hierarchy of sustainable trail locations.
- **Appropriate with local character:** Ensure local character is retained and trails fit within their environment.
- **Participation growth:** Increase in community usage and intrastate, interstate and international visitation.
- **Buy in:** Stakeholder and community buy in to identify opportunities, access funding and develop governance.
- **World class experience:** Overall memorable user experience from promotion to landscapes and trail quality.
- **Style and ability diversity:** Diverse trail types catering for all styles of riding and ability.
- **Creative and unique:** Individual identity fostered through strong sense of place, and unique and creative approach.

### GLOBAL ASPIRATIONS

- **Hierarchy of trails:** Development of locations from community recreation to international destinations.
- **Cycle tourism destination:** Sufficient development enabling promotion as an international destination.
- **Social awareness and cultural integration:** Activity acceptance and positive social and economic awareness.
- **Innovation:** Innovative and creative approach to the location, design, creation and marketing of trails.
- **Varied experience:** Diverse user experiences capturing the region's natural diversity.
- **Trail appeal:** Sufficient trail provision resulting in low unsanctioned trail desirability.
- **Lifestyle destination:** Lifestyle opportunities created through successful development.

### GLOBAL STANDARDS

- **High environmental values:** Sustainably developed and managed trails which add value to environment.
- **Broad triple bottom line sustainability:** Social and economic community benefit and reduced environmental risk.
- **Progression:** Adequate trail types and classifications to allow incremental ability progression.
- **Cohesiveness:** Logical and user-friendly development that enhances user experience.
- **Heritage:** Culture and heritage requirements considered and enhanced where possible.
- **Quality:** Sustainable development to maximise trail longevity and reduce management requirements.

## PROJECT VISION

The global goals, aspirations and standards set the following project vision;

'World Class hierarchical development of an innovative, high quality and cohesive network of trails, which offer varied experiences, and cater for progression and diverse styles of riding while maintaining local character.'

## USER GROUP CONSULTATION

Following the project vision definition, in-depth user group consultation was undertaken including a series of workshops in high demand locations and individual meetings with key community representatives.

A large number of representatives from each of the following user groups attended the series of workshops;

- Cape Mountain Bikers
- Collie Mountain Bike Club
- Donnybrook Riding Community
- Dunsborough Districts Cycle Club
- Margaret River Cycle Club
- Margaret River Off Road Cycling Association
- Nannup Riding Community
- South West Mountain Bike Club

In addition to these workshops, each district had three nominated user group representatives who were tasked with engaging the relevant stakeholders from their district and providing information directly to the consultant. Each of the district representatives were individually consulted in face to face meetings.

The purpose of the user group consultation was to inform them of the Master Plan process and objectives, seek information on the local goals, opportunities and issues, and identify priority locations.

The key outcomes of the communication throughout the user group consultation included;

### KEY COMMUNITY OUTCOMES

- Biodiversity hotspot with varied iconic landscapes and opportunity to create year round trail experiences.
- Increasing recreational, social, competitive and tourism trail use which is informal and free.
- Existing singletrack opportunities are limited and generally lack promotion and information.
- Limited political awareness, trail development funding and permanent maintenance funding creating unsustainable reliance on volunteer groups.
- Existing mountain bike culture and communities capable of assisting development and management.
- Maintain existing local character and create more diversity in trail types and classifications.
- Foster youth participation and create accessible family friendly trails, especially close to population centres.
- Develop trails that meet racing specifications and offer repeatable event experiences.
- Potential to create loops off the Munda Biddi Trail and utilise existing access tracks for long distance trails linking locations and facilities.
- Opportunity to develop business and increase economic benefit of mountain bike trails.

## STAKEHOLDER CONSULTATION

Following user group consultation and opportunity identification, stakeholder consultation was undertaken. The mechanisms employed included individual meetings with stakeholder representatives and a number of stakeholder forums, which were undertaken in locations where user groups were not represented by formal bodies.

Individual meetings and communication was conducted with the following key bodies;

- Department of Parks and Wildlife Parks and Visitor Services
- Department of Parks and Wildlife Districts (Blackwood, Donnelly and Wellington)
- Department of Sport and Recreation
- WestCycle
- Western Australian Mountain Bike Association (WAMBA)
- Department of Water
- Local Government Authorities
- Private Land Owners
- Tourism Bodies
- South West Development Commission
- Regional Development Australia – South West
- Commercial Operators
- Event Coordinators

In addition to this consultation, stakeholder forums were undertaken in Bridgetown and Pemberton.

The purpose of the stakeholder consultations was to inform the relevant parties of the Master Plan process and objectives, seek information on local and regional opportunities and constraints, review priority locations and identify potential governance structures. The key outcomes of the communication throughout the stakeholder consultation included;

### KEY STAKEHOLDER OUTCOMES

- Trail development needs to follow a planning process with long term environment, social and economic sustainability.
- Focus on quality over quantity and prioritisation on improving existing trail networks.
- Need to manage unsanctioned trail building and feature creation.
- Sustainability and risk issues with unsanctioned trail development and potential liability issues with sanctioned development.
- Large majority of trail provision exists on state managed estates and lacks classification diversity.
- Existing signature tourism products in the region, which could be packaged with trail experiences.
- Existing infrastructure and recreation sites, which compliment trail development.
- Tourism industry in some destinations becoming stagnated and needs revitalisation.
- Governance and management structures should not be reliant on land managers funding development and management from existing budgets.
- Marketing and communication including signage needs to be consistent.
- Opportunity to convert appropriate single use trails to dual use trails to increase capacity and usage.
- The increasing physical inactivity of young people.
- New trails should be planned in locations where they do not conflict with other land uses, such as public drinking water source areas and disease risk areas.

## USER SURVEY

A user survey also formed an integral component of the consultation strategy for the Master Plan. The survey was developed to better understand the existing trends of the wider mountain bike community and their preferences for mountain biking development in the South West.

The survey was developed as an online form and was widely distributed throughout the mountain bike community. It was promoted through user group membership databases, websites and social media. 756 individual responses were received during the month long comment period, with 262 responses from South West residents.

In addition to identifying respondent demographics, the survey established a profile and insight into rider characteristics and preferences for trails and development locations. It also identified where respondents currently ride, how often and what barriers to participation exist. In addition to this information, which was used in assessing locations, the key outcomes and communication received through the survey included;

### KEY SURVEY OUTCOMES

- South West has world class potential, high existing demand and the ability to capitalise on the growing market.
- Severe lack of existing trails, trail type diversity and variety in trail classifications with a large focus on providing trails for families and children.
- Trail quality and experience was identified as most important attribute of trails followed by unique environment and accessibility.
- Preference for trails in scenic locations, with a mix of highly accessible and more remote but unique environments.
- Lack of concentrated trail development and sufficient trails in one location to encourage travel.
- General lack of trail information, online mapping, signage, trail related facilities, and information on trail legality.
- Trails should be located where diverse range of accommodation exists, including campgrounds.
- Preference for developing trails in locations where there is significant variation in topography.
- Need for regular and diverse range of social rides to promote inclusion.
- Trails should be developed sustainably in locations that will not have detrimental effect on the environment.
- Trail development should focus on longevity and ideally should not be located in highly managed locations such as plantations.

The demographics of survey respondents are reviewed within the Analysis section.

**"CONSULTATION HIGHLIGHTED THE INCREASING DEMAND AND LACK OF EXISTING TRAILS AND REINFORCED THE PROJECT VISION TO DEVELOP THE SOUTH WEST AS A MOUNTAIN BIKE DESTINATION"**

## INDUSTRY ADVICE

In addition to the stakeholder and user consultation a number of industry bodies and professionals were consulted during the project. The following advice was offered for creating an internationally renowned mountain bike destination;

- **Unique trail experiences:** Create unique trail experiences that are fun and link local attractions. Create at least one IMBA Epic Trail in the region.
- **Scope and scale:** Key locations require 200km of single track and whole of region requires up to 1000km to become an internationally competitive mountain bike destination.
- **Advocates:** Develop trails to suit enthusiast, sport and gravity cohorts first in order to build brand awareness, communities and advocates (cohorts are defined in the Development section).
- **Management:** The best destinations are delivered with strong governance and typically under the leadership of employed trail officers who report to a common representative to ensure consistency.
- **Travel:** People will travel from all over the world to a unique destination. Once in a destination people will not travel for over two hours for a day trip.
- **Supporting businesses and facilities:** Ensure towns provide bike friendly accommodation, services and facilities.
- **Tourism and events:** Focus on recreation, trail tourism and experience based travel. Cater for events but focus on infrastructure rather than event creation and promotion.
- **Package:** Ensure development allows for packaging of products including transportation, accommodation and attractions.
- **New markets:** Don't rely on intrastate market. Identify and target new and emerging travel markets.
- **Identity:** Maintain and capitalise on the local identity and focus on local natural assets.
- **Research:** Collect data on trail use and markets to assist future planning and development.

## REVIEW OF DRAFT MASTER PLAN

The last stage of the consultation process included a Steering Committee review of the draft Master Plan and a four-week stakeholder and public comment period.

During the public comment period a total of 40 submissions were received. These were reviewed by the consultant and Steering Committee and, where appropriate, included within the final Master Plan.

## SUMMARY

The extensive consultation undertaken on the Master Plan was an inclusive and valuable process, which greatly informed the project outcomes.

The consultation generally highlighted the increasing demand and lack of existing trails in the region. User feedback reflected the stakeholder desire to develop sustainable trails for all types and abilities within the recreation and tourism sectors.

The feedback highlighted the need for the Master Plan and reinforced the project vision to develop the South West as a mountain bike destination, catering for both the current demand and anticipated growth.



# CONTEXT



## WHAT IS MOUNTAIN BIKING

Mountain biking styles are diverse, but principally involve cycling off-road on a variety of unsealed surfaces, typically through a natural setting.

Although mountain biking can be undertaken in wide open spaces, it usually involves maneuvering through specifically designed trails which encounter obstacles such as trees, rocks, man-made structures and other technical trail features. To allow riding in these conditions mountain bikes are robust and typically have wide tyres, suspension and an upright riding position.

Mountain biking is a great way to experience the outdoors and connect with the landscape, and people of all ages and abilities participate in the activity. Mountain biking is usually highly accessible and can deliver significant environmental, social, health, cultural and economic benefits.

Mountain biking is engaged in competitively (including as an Olympic sport) and has various styles of racing, some of which have world championships managed by the Union Cycliste Internationale (UCI).

Mountain biking is considered an adventure recreation, although not all riding opportunities fit into this description. It is a relatively new activity that is experiencing rapid growth in popularity throughout the world.

## REGION OVERVIEW

The stunning South West study area is situated just over 100km, or just over one hour's drive, south of Perth and ranges from Yarloop in the north to Northcliffe in the south. The study area includes the major settlements of Bridgetown, Bunbury, Busselton, Collie, Dunsborough, Harvey, Margaret River, Manjimup and Pemberton.

The landform features the Swan Coastal Plain to the north, the Scott Coastal Plain to the south, Darling Range in the east, and Whicher

Range linking the Darling Range to the Leeuwin-Naturaliste Ridge in the west.<sup>1</sup>

It is serviced by an excellent state road network and public transport including daily bus services, train service to Bunbury and a regional airport in Busselton.

While private land represents a major proportion of this area with 8,000 sqm, approximately 16,000 sqm is made up of reserves.

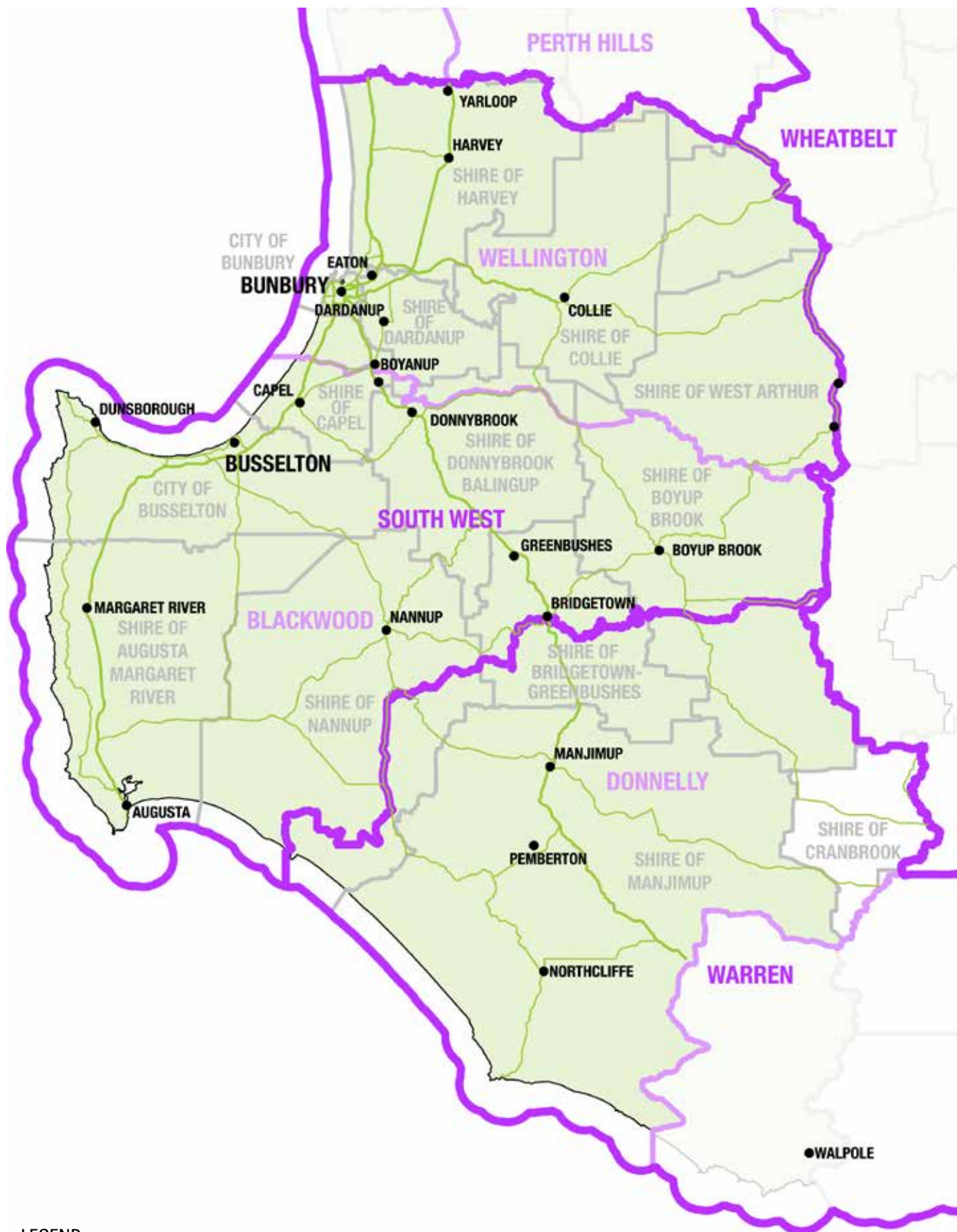
Archaeological evidence shows that South West Aboriginal history dates back some 45,000 years and the Noongar people are the traditional owners.<sup>3</sup>

The study area (Figure 3) wholly encapsulates the boundaries of multiple local government authorities including the Cities of Bunbury and Busselton, and the Shires of Augusta-Margaret River, Boyup Brook, Bridgetown-Greenbushes, Capel, Collie, Dardanup, Donnybrook-Balingup, Harvey, Manjimup and Nannup. The study area also partially covers the Shires of Cranbrook, Waroona, West Arthur and Williams, although these locations were not considered in depth within the Master Plan.

Australia's South West is the Regional Tourism Organisation responsible for promoting the region and promotes four separate destinations within the study area: Blackwood River Valley, Geopraphe, Margaret River Wine Region and Southern Forests.

The South West Development Commission and Regional Development Australia South West are the State and Federal bodies responsible for overseeing development of the region. Within these bodies' boundaries there are three sub regions including Bunbury-Wellington, Vasse and Warren-Blackwood.





LEGEND





-  Parks and Wildlife Region Boundary
-  Parks and Wildlife District Boundary
-  Local Government Boundary
-  Study Area

Figure 3: Study area boundaries

**DEMOGRAPHICS**

As identified in the South West Regional Blueprint, the 2011 Census estimated the region's population was 158,615, with Bunbury-Wellington containing 62.1% (City of Bunbury, Shire of Capel, Shire of Collie, Shire of Dardanup, Shire of Donnybrook Balingup and Shire of Harvey), Vasse 27.3% (City of Busselton, Shire of Augusta Margaret River), and Warren Blackwood 10.6% (Shire of Bridgetown Greenbushes, Shire of Boyup Brook, Shire of Nannup and Shire of Manjimup) (Figure 4).

During the 2006-2011 period the region grew by 22.1% making it one of the fastest growing regional populations in the country. Comparatively Western Australia grew by 14.3% and Australia grew by 8.3%. Forecasts indicate that by 2026 the population is expected to reach between 193,000 and 267,000 with current trajectories indicating a population of 230,000 by 2026<sup>5</sup>. In the past two decades, most of the population growth has occurred in Bunbury-Wellington and the Vasse sub regions and this trend is expected to continue.

While ABS age profiles for 2011 (Figure 5) show that the South West as a whole has a median age similar to the national average (37 years), there is a significant under-representation in the 20-34 age group, slight over-representation in 0-14, and an over-representation in the 65s. Under-representation in the 20-34 years group is attributed to young people seeking employment and higher education or training opportunities elsewhere. The region's lifestyle attraction is attributed to the slight above average representation of the retirement age group.

Within the South West there is also significant variation in median age between the sub regions<sup>1</sup>. Although the surrounding suburbs of Greater Bunbury have a lower median age, generally the Bunbury-Wellington sub region reflects the national average. The Vasse sub region also reflects the national average but has a high proportion of 0-14 age group and 65+ indicating young families and retirees. The Warren Blackwood sub region has a median age significantly higher than the national average across all four local governments with low 15-34 age groups reflecting the tree change culture and limited opportunities for young people.

The regional average mean taxable income for individuals is \$58,747 however there is a sizeable variation between local governments, ranging from \$68,798 in Collie to \$49,557 in Manjimup<sup>1</sup>.

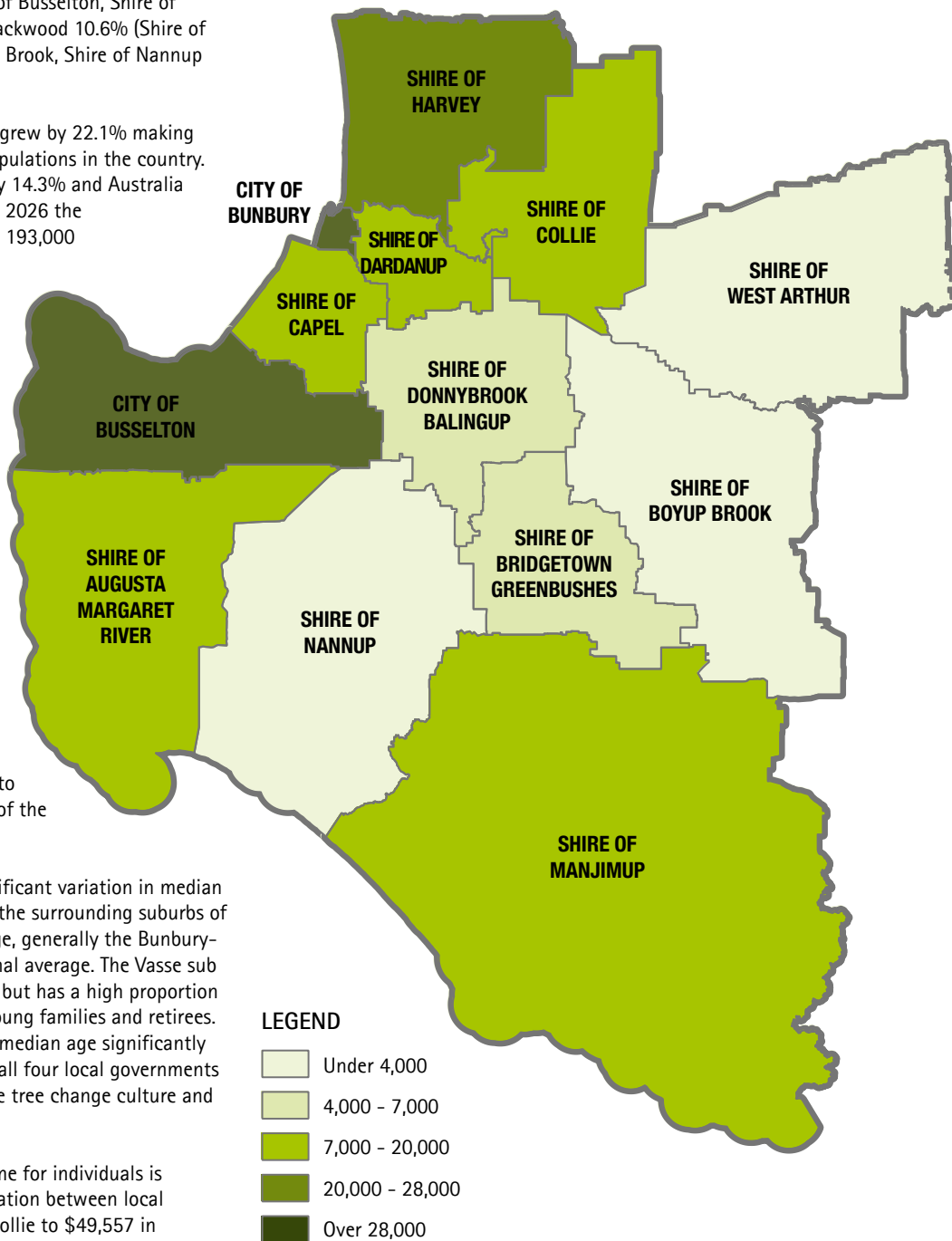


Figure 4: South West population by local government boundaries

**2011 CENSUS**

Age bracket	0-4 years	5-14 years	15-19 years	20-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75-84 years	85+ years	Total
Western Australia	6.70%	12.70%	6.60%	7.20%	14.50%	14.60%	13.90%	11.50%	6.90%	3.90%	1.50%	100%
South West	7.10%	14.50%	6.60%	5.20%	12.10%	14.50%	14.50%	12.40%	7.50%	4.20%	1.50%	100%

Figure 5: Age profile comparison

## VISITOR PROFILES

The existing tourism industry in the South West region provides significant benefits, with 2011 visitor expenditure contributing an estimated \$597m per annum.<sup>4</sup>

In 2013 the Australia's South West tourism region had 2,096,700 overnight visitors and has the highest proportion of regional domestic visitors with 61% travelling for holiday and leisure purposes.<sup>5</sup> The majority of intrastate tourists visit the City of Busselton, while interstate and international visitors prefer the Shire of Augusta-Margaret River. The coastal areas of the South West receive approximately 65% of visitors, while inland South West receives approximately 35%.

Intrastate visitors account for 86% of the visitors to Australia's South West, and tend not to stay as long as interstate and international visitors with an average length of stay of 3.7 nights in 2012.

Interstate visitors account for 8% of the visitors to Australia's South West with a total of 179,000 visitors staying in the region at an average of 6.3 nights.

International visitors account for 6% of the visitors to Australia's South West and accounts for 22% of visitor nights. The international market typically delivers a higher yield than the domestic market with 36% staying in a hotel, resort or motel. 78% of the international visitors to Australia's South West purpose of visit was for holiday. In 2011 the top 3 leisure activities for international visitors to Australia include going to the beach (84%), shopping for pleasure (77%), and visiting National Parks (70%). The top international markets to Australia's South West over the last five years are the United Kingdom, Singapore, New Zealand, Germany and the USA.

## STRATEGIC AND PLANNING CONTEXT

Existing strategic policies, guidelines and planning documents were reviewed to provide a context for the Master Plan. It is vital that future mountain bike facility development is relevant to local planning and embodies the direction of existing state policies and strategies.

## STRATEGIES

A number of state based strategies were reviewed to provide insights into the most appropriate frameworks for trail development in Western Australia. Sustainable growth of cycling was a common consideration and generally the themes of the strategies correspond with the objectives of the Master Plan.

### STATE TRAILS STRATEGY 2009-2015

This strategy outlines the strategic direction for the Western Australian trails sector for the period 2009-2015. It supports and complements a number of trail based initiatives. The strategy embraces the various sectors by articulating high-level principle, direction and outcomes rather than prescriptive action. With a state based context it outlines the purpose, guiding principles, vision, opportunities, strategies and suggests implementation roles for developing trails. This Master Plan meets several of the strategy's objectives.

### NATIONAL CYCLING STRATEGY 2011-2016

The overarching vision for this strategy is to realise a change in attitudes to cycling and in the numbers of riders in Australia. The strategy outlines the current status of cycling and sets six priorities

and objectives including; cycling promotion, infrastructure and facilities, integrated planning, safety, monitoring and evaluation, and guidance and best practice. It also sets governance and monitoring structures to realise the strategy. This Master Plan meets several of the strategy's objectives including investment in the development of off-road cycling networks within key destinations in both urban and rural areas.

### OUR BIKE PATH 2014 -2020

WestCycle's Our Bike Path 2014 – 2020 is a strategic and collaborative approach to the growth of cycling in Western Australia. It maps a vision and framework to guide the future development and growth of cycling in Western Australia. The document aims to provide a framework for all cycling groups and state government agencies and establishes the principal that no single cycling organisation, club, rider, bicycle user group or government agency can grow cycling alone. It establishes the need to grow a cycling culture, create bike friendly communities, build community capacity, strengthen sporting pathways and develop a cycling economy. This Master Plan seeks to meet the targets set by Our Bike Path.

### WESTERN AUSTRALIAN MOUNTAIN BIKE STRATEGY

The Western Australia Mountain Bike Strategy provides a high-level framework for coordinating and developing mountain biking across Western Australia. The Strategy assesses identified challenges and desired improvements in order to provide a vision for the future of mountain biking in Western Australia. It details the objectives, strategies and recommendations needed to unlock the immense opportunities and potential that mountain biking presents. This Master Plan meets a key strategy objective of delivering regional level planning by defining the regional location hierarchy, facilitating sustainable development and increasing participation.

### WORLD CLASS TRAIL HUB STRATEGY FOR WESTERN AUSTRALIA

This strategy, which was developed in 2012, identifies the critical success factors of trail hubs and creates a blueprint for their development. It provides an ideal set of software and hardware conditions which determine the success of trails hubs. The conditions include setting and landscape, quality trails, mix of services, partnerships, engaged businesses and marketing. The strategy provides recommendations for application across a broad range of recreational trail types. This Master Plan's location assessment framework considers the critical success factors of the strategy and recommends multiple locations develop as trail hubs.

### FUTURE DIRECTION OF TRAILS WA

The Future Direction of Trails WA was developed in 2003 and provided a five year framework for sustainable trail development in the State. The underlying principles of the plan included minimising the duplication of government resources, providing value for money outcomes for stakeholders, developing the concept of land stewardship for future generations and advancing sustainable and equitable trails products. The plan identified five priority areas including sustainability; participation and utilisation; integrated planning and development; risk management and liability; and community advocacy.

## POLICY DOCUMENTS & GUIDELINES

A number of policy documents were reviewed to provide guidance on the appropriate development of mountain bike trails in Western Australia.

### OPERATIONAL POLICY 13: RECREATION WITHIN PUBLIC DRINKING WATER SOURCE AREAS ON CROWN LAND

Operational Policy 13 is the Department of Water's approach to ensuring recreational activity in Public Drinking Water Source Areas (PDWSAs) is conducted in ways which maintain water quality to protect public health. It identifies that passive land based recreation activities in PDWSAs (such as mountain biking) are:

- Not supported in Reservoir Protection Zones (RPZ)
- Supported in PDWSA outer catchments, subject to recreation compatibility requirements noting that; recreation cannot exceed 2012 approved levels and new or enhanced recreation needs to be located outside proclaimed PDWSAs.
- Supported in the wellhead protection zones and outer catchments of groundwater source areas, subject to recreation compatibility requirements.

Tables 1–4 of Operational Policy 13 details recreation compatibility in PDWSAs. Figure 5 of Operational Policy 13 outlines the extent of the PDWSA in the South West. Bike Riding is incompatible with RPZs and cannot exceed September 2012 development levels within PDWSAs.

Operational Policy 13 aims to locate new and increased recreation outside PDWSAs. To help enable this, the Department of Water has investigated the abolition (or Country Areas Water Supply by-law removal) of PDWSA which are no longer required in the Perth Hills and South West. The outcome of these investigations has been that since the policy's introduction in 2013, 9 PDWSA have been abolished, and a further 2 PDWSAs are proposed to be abolished in 2016 when they are no longer required.

The PDWSA that have currently been abolished (or had Country Areas Water Supply by-law removed) in this study area include; Murray River Water Reserve, Bancell Brook Catchment Area, Harvey Dam Catchment Area, Brunswick Catchment Area, Wellington Dam Catchment Area (excluding the Mungilup dam catchment), Warren River Water Reserve (excluding separately proclaimed sub-catchments) and the Kent River Water Reserve. Active proclaimed PDWSA have been shown on all opportunity mapping.

### POLICY STATEMENT 18 POLICY GUIDELINES – RECREATION, TOURISM & VISITOR SERVICES

The Department of Parks and Wildlife Policy Statement 18 outlines the underlying principles, administrative controls and, where appropriate, operational guidelines and procedures relating to parks and visitor service. It provides the basis for planning and management for recreation, tourism and associated visitor activities on lands and waters managed by Parks and Wildlife. The Policy is separated into two categories:

Section A addresses issues of a more general nature and can be applied to a number of different activities.

Section B provides guidelines relevant to specific activities, including mountain biking, and guidance is provided for activity development and management requirements.

The policy states that Parks and Wildlife will ensure a diversity of sustainable nature based recreation opportunities and high

quality visitor experiences are provided on managed lands and waters. Generally the policy supports recreational activities and development subject to meeting various criteria including aesthetic value, public demand and ability to withstand appropriate levels of use without environmental degradation.

In line with Policy Statement 18 this Master Plan makes recommendations for mountain biking development on Parks and Wildlife managed estate, provided it follows a prescriptive development process.

### FOREST MANAGEMENT PLAN 2014–2023

This plan outlines the Department of Parks and Wildlife's approach to forest management in Western Australia's national parks, conservation parks, nature reserves, state forests and timber reserves, which cover a total area of more than 2.5 million hectares. The purpose of this plan is for biodiversity to be conserved; the health, vitality and productive capacity of ecosystems to be sustained; soil and water resources to be protected; and the contribution to global carbon cycles to be sustained. Further, the social, cultural and economic benefits valued by the community are to be produced in a manner taking account of the principles of ecologically sustainable forest management.

This Master Plan meets several of the strategy's objectives including continuing to support and plan for recreation and tourism, and provide and maintain safe and appropriate recreation and tourism facilities and services, in a manner which seeks to meet demand and minimise conflicts with other ecologically sustainable forest management values.

### CONSERVATION RESERVE MANAGEMENT PLANS

All national parks, conservation parks and nature reserves in Western Australia are vested in the Conservation Commission of Western Australia. The Department of Parks and Wildlife carries out the management of these reserves and prepares management plans. Typically management plans contain a statement of the policies or guidelines proposed to be followed, and a summary of operations proposed to be undertaken. Once a management plan is in place for a national park, conservation park or nature reserve, Parks and Wildlife must manage the land in accordance with that plan. Where there is no management plan in place only necessary or compatible operations can be undertaken.

Existing and draft management plans for D'Entrecasteaux & Shannon, Lane Pool, Leeuwin-Naturaliste, Tuart Forest and Wellington National Parks have been reviewed for compatibility within the Master Plan.

### LOCAL PLANNING SCHEMES

Local Planning Schemes divide local government districts into zones to identify areas for particular uses and land reserved for public purposes. Most importantly, the schemes control the types of uses and development allowed in different zones. The Scheme also sets out the requirements for planning approval, enforcement of the Scheme provisions and non-conforming uses. Typically land is zoned residential, commercial, industry, tourist or rural but can have various additional use classes. Typically public and private recreation are identified as community uses and may be permitted subject to the local government granting planning approval after advertising the development. Private recreation defines premises used for indoor or outdoor leisure, recreation or sport, which are not usually open to the public without charge. Public is of a similar meaning but without charge. The Master Plan considers Local

Planning Schemes and makes recommendations on land which falls under the management of local governments.

### LOCAL TRAIL MASTER PLANS

Local trail master plans are typically undertaken by local governments and provide a framework to direct the planning of individual trails and ensure they are well planned, managed, resourced, promoted, and maintained. The majority of local governments within the study area have not undertaken a trail master plan and those that have typically have not identified mountain biking or its opportunities in any detail. Relevant trail master plans for the region have been reviewed to provide guidance for the Master Plan.

### WESTERN AUSTRALIAN MOUNTAIN BIKE MANAGEMENT GUIDELINES (Draft)

The Guidelines guide the ongoing planning and management of sustainable mountain bike activities on all land tenures, across the state. They are being developed by the Mountain Bike Working Group, a partnership of Parks and Wildlife, DSR, WestCycle, WAMBA and representatives from the mountain bike community. The document identifies stakeholders (including their roles and responsibilities), partnership opportunities, legislation and policy, and general principles and classification systems for mountain biking. The Guidelines most importantly outline the trail development procedure, which details the trail planning, design and the construction processes. This Master Plan has been developed to align with the terminology and procedures of the guidelines.

### DEVELOPMENT POLICIES

A number of policies currently govern tourism development in the South West. Operating at a national, state and local level, these policies aim to align strategic investment with development opportunities. Although national and state-based policies tend to reference overarching strategies rather than specific development projects, mountain biking is consistently identified as a regional development priority.

### TOURISM 2020

Tourism 2020 is Australia's national strategy to enhance growth and competitiveness in the tourism industry by focusing on six strategic areas to;

- Grow demand from Asia
- Build competitive digital capability
- Encourage investment and implement regulatory reform agenda
- Ensure tourism transport environment supports growth
- Increase supply of labour, skills and indigenous participation
- Build industry resilience, productivity and quality

Tourism Australia and Tourism Western Australia both operate under a Tourism 2020 plan which forecasts the future value of the tourism industry to 2020. Tourism WA's plan aims to double the value of tourism in Western Australia from \$6 billion in 2010 to \$12 billion by 2020.

Although mountain biking is not referenced directly, trail development embodies the seven key pillars identified by Tourism WA (regional travel, events, infrastructure, business travel, Asian markets, brand, and indigenous tourism).

### SOUTH WEST REGIONAL BLUEPRINT

The State Government has charged Regional Development Commissions with the responsibility of developing Regional Blueprints to guide and inform investment decisions in the regions. The Blueprints are consciously designed to be aspirational and are to be implemented over a 25-30 year timeframe out to 2040. The South West Regional Blueprint developed by the South West Development Commission and Regional Development Australia South West assesses regional imperatives and global trends, and conducts a strategic review of the region's comparative advantages and challenges. As part of this document, mountain biking development in the South West is specifically referenced as a development opportunity.

### TOURISM FUTURES SOUTH WEST

This report provides background information on tourism in the South West region, as well as highlighting the South West Development Commission's current activities and priorities in relation to tourism. It considers opportunities for developing tourism-related infrastructure, events and packaging of product for the domestic and international markets. Mountain biking is identified within the report and the Master Plan is detailed as a high priority Concept/Planning project with state significance, at a \$5 million implementation cost. The Master Plan recommendations align with the key strategic directions.

### AUSTRALIA'S SOUTH WEST – TOURISM DEVELOPMENT PRIORITIES 2010 – 2015 (TOURISM WA)

The Tourism Development Priorities are a series of documents that identify tourism product and infrastructure priorities in each of Western Australia's five tourism regions. The purpose of these documents is to focus Government and other organisation's resources on the enhancement of tourism product and infrastructure in key tourism destinations around the state. The development of mountain bike trails is identified as a medium priority project with 1-5 year timeframe in a number of locations. The Master Plan considers the recommendation for mountain bike trails to assist in the attraction, activity rejuvenation, and development of tourism in the region.

### TENURE

The South West's existing trails, while limited, are predominantly provided on Department of Parks and Wildlife managed estate. As identified in the Western Australian Mountain Bike Strategy, it is desirable to diversify the land tenures used for mountain biking.

The following summaries provide general information on the requirements and challenges of the various tenures.<sup>6</sup>

### CROWN LAND

Crown land refers to all land in Western Australia that is not freehold (private) land. It occupies 93% of the state and its sustainable management is essential for the effective protection of biodiversity and heritage.

Crown land in the South West includes reserves, conservation reserves, state forest, timber reserves and unallocated Crown land. The way a reserve is managed is generally governed by three principals: the purpose of the reserve; the contents of the management order applying to the reserve; and the contents of a relevant management plan.

A person may generally enter and use reserves in a manner which is consistent with the purpose of that reserve, and have access to unallocated Crown land. However, access can be restricted in certain circumstances, including:

- Conservation reserves or state forest can be closed to the public for habitat protection, prevention of forest diseases etc .
- Water catchments may prohibit certain types of access to maintain water quality.
- Unless authorised it is an offence for a person to enter land reserved for the benefit of Aboriginal people.
- Specific reserves may have restricted access.
- Access to unallocated Crown land and unmanaged reserves by vehicle is limited.

On Crown land it is an offence to construct roads or tracks, erect any structure, or remove any plant without permission. The following summarises each of the Crown land types.

### UNALLOCATED CROWN LAND

Unallocated Crown land is land in which no proprietary interest other than native title is known to exist, and which is not reserved, declared or otherwise dedicated. A person may generally have access to unallocated Crown land. Management responsibility for this land falls on the Department of Lands, although for the most part it is largely unmanaged.

Management of fire and declared plants and animals on unmanaged reserves and unallocated Crown land outside the metropolitan area, regional centers and townsites is the responsibility of Parks and Wildlife. While unallocated Crown land access is permitted and is largely unmanaged, development of trails may be subject to permission from native titleholders, which can be complex and protracted.

### RESERVES

Reserves are areas of Crown land that have been set aside for a particular public purpose, which is stated in the document that created it and can include both conservation and recreation. Most reserves are created by an order of the Minister for Lands, but may also be designated as reserves under a local town planning scheme, and special controls may apply.

The way a reserve is managed is generally governed by three principles: the purpose of the reserve; the contents of the management order applying to the reserve; and the contents of a relevant management plan.

Where a reserve has been placed in the care, control and management of a body, the instrument giving effect to this act is called a "management order". A management order must be consistent with the purpose of the reserve and may include conditions on how the reserve is to be managed.

For the management of local government reserves, local government must comply with the management order and any other laws that apply, for example, land clearing laws. Otherwise, local governments may undertake a range of activities on a reserve. The creation and formalisation of trails is subject to the reserve purpose and permission from the managing body. To an extent local governments can determine the extent of appropriate activities and access suitable reserves in their management. While permission may be more straightforward, trail development must still abide by relevant laws and will benefit from a prescriptive development process.

### CONSERVATION RESERVES

Conservation reserves are areas of Crown land set aside for the protection and conservation of biodiversity and/or natural or cultural heritage values. There are three main types of conservation reserve in Western Australia including;

- **Nature reserves** are areas managed to maintain and restore the natural environment, and to protect, care for and promote the study and appreciation of indigenous flora and fauna. Recreation that is compatible with the reserve's purpose, such as bushwalking, may be allowed.
- **National parks** are areas that have national significance for scenic, cultural or biological values, and can accommodate recreation that is consistent with maintaining these values.
- **Conservation parks** have the same purpose as national parks, but they have local or regional rather than national significance for conservation and recreation.

Both national parks and conservation parks are managed to conserve wildlife and the landscape, for scientific study and to preserve features of archaeological, historical or scientific interest and allow forms of recreation that do not adversely affect their ecosystems or landscapes. Although not required, conservation reserves are typically managed through management plans. Where they don't exist for a national park or conservation park, only compatible operations can be undertaken including operations that are necessary for the preservation or protection of persons, property, land, waters, flora or fauna.

Generally any person can enter any publicly accessible area within a conservation reserve, but access may be restricted in specific wilderness, prohibited, limited access disease risk, and control areas. Typically mountain biking is permitted on public roads, vehicle tracks and designated trails. Typically conservation reserves hold the characteristics most desired by mountain bikers. Due to their conservation value permission may be onerous and where appropriate, trail development must follow a prescriptive development processes.

### REGIONAL PARKS

Despite their name, regional parks have no special legal status. They generally comprise a number of different land tenures vested in and managed by a range of different public authorities and local governments.

Parks and Wildlife only have a coordination responsibility for regional parks where they have management responsibilities. The individual management responsibility of Regional Parks remains with the various relevant management bodies.

### STATE FORESTS AND TIMBER RESERVES

State forest and timber reserve refer to areas of Crown land set aside for uses including timber production, conservation and recreation. They include Crown land reserved as a state forest or timber reserve and used to grow non-native plantation species. State forests and timber reserves are managed by Parks and Wildlife in accordance with the contents of a forest management plan. Management plans are prepared by Parks and Wildlife in consultation with the Forest Products Commission and apply for a maximum period of 10 years.

In the case of a state forest or timber reserve planted with indigenous species the land can be used for one or more of the following purposes; conservation, recreation, timber production on a sustained yield basis, or public drinking water source area

protection. State forests and timber reserves planted with non-indigenous species aim towards achieving an optimal production yield from that land.

Generally, a person may lawfully enter any publicly accessible area within a state forest or timber reserve, however, access may be restricted on occasion, for example to control forest diseases, to protect water quality or for public safety. Typically mountain biking is permitted on public roads and designated trails. Typically state forests and timber reserves do not possess the same desirable characteristics as other conservation reserves, such as national parks or conservation parks,

Consideration should be placed on the impact and intensity of land management patterns, and the on-going economic and social sustainability when considering trail development. For example, high rotation management patterns of non-native plantations can lead to increased and undesirable trail management requirements.

**FREEHOLD LAND**

Freehold land refers to private land holdings, which can have a variety of permitted uses as regulated by local government. Individuals, associations, corporations and government can own freehold land. Freehold land permitted uses are defined by local town planning scheme zones, which can include recreation, industry, tourism, residential and rural.

Accessing funding can be a major limitation of developing freehold land. Lease and license agreements are potential ways of overcoming this limitation. These legally binding agreements give

management to the licensee however ownership of the land does not change. There are national and international examples of this working successfully.

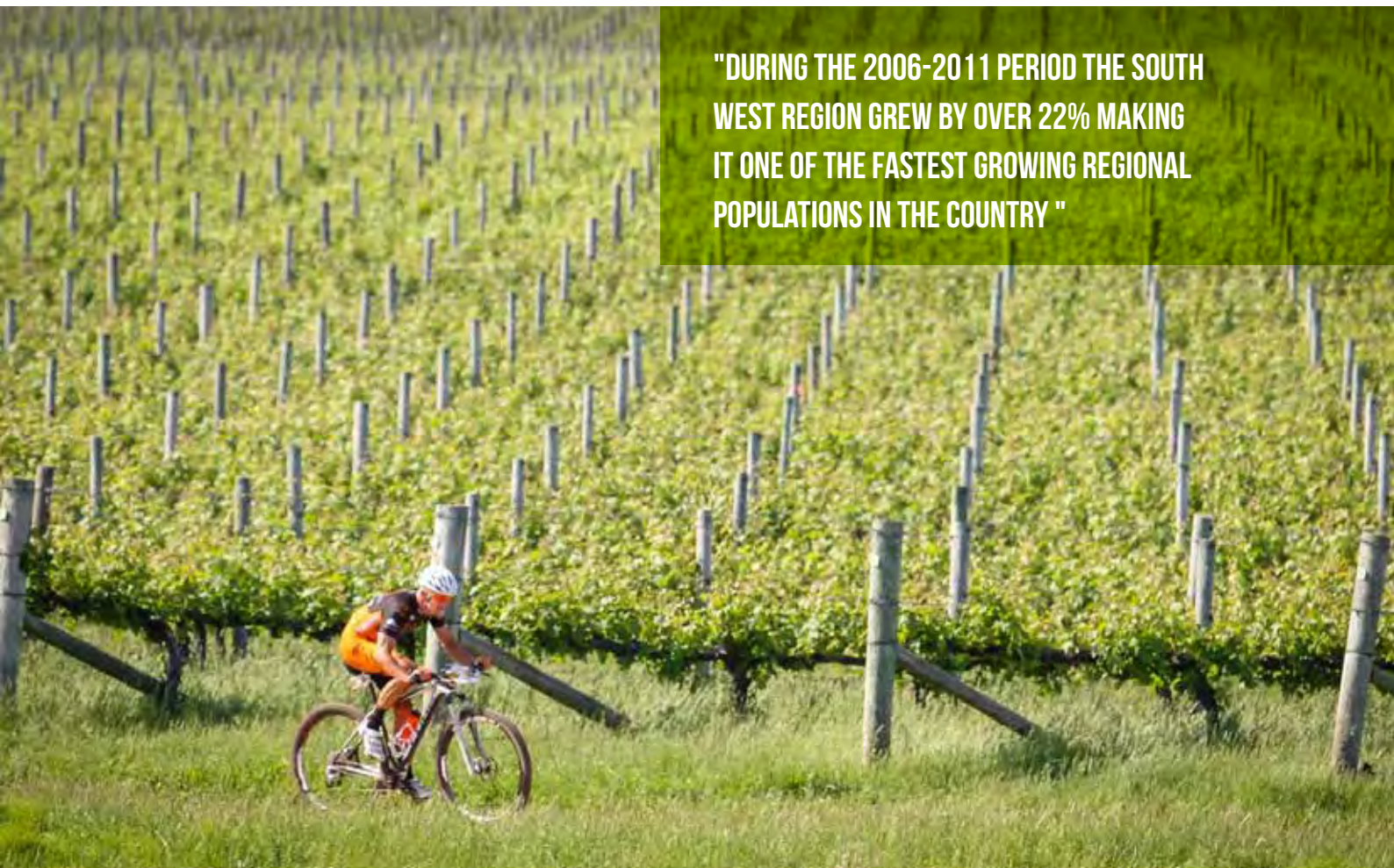
Freehold land can possess characteristics which offer unique opportunities. Depending on the land zoning and local town planning scheme, public recreation may sometimes be precluded. Typically recreation is acceptable on tourism-zoned sites and usually a planning approval will be required to develop a site for public use. Some zonings require special council resolution to gain approval.

Trail development for public use must abide by relevant local laws and can benefit from a prescriptive development process.

**MANAGEMENT PLANS**

Management plans are a legislative requirement for the Parks and Wildlife's management of reserves. The development of management plans are dependent on Parks and Wildlife resources, and in many cases conservation reserves do not have a management plan in place. Where there is no management plan or interim management guidelines, only necessary or compatible operations may be undertaken.

Cycling and mountain biking are typically only referenced in the more recent conservation reserve management plans. Mountain biking is identified within the D'entrecasteaux & Shannon, Lane Pool, Leeuwin-Naturaliste, Tuart Forest and Wellington National Parks management plans. These management plans generally allow for mountain bike trail development.



**"DURING THE 2006-2011 PERIOD THE SOUTH WEST REGION GREW BY OVER 22% MAKING IT ONE OF THE FASTEST GROWING REGIONAL POPULATIONS IN THE COUNTRY "**

# DEVELOPMENT



Strategic location planning is required to develop successful and sustainable trails. To achieve this an understanding of trail hierarchies, types, users and classification requirements is required.

Standards on appropriate trail terminology are varied and no single system is universally adopted. The following terminology has been compiled from various sources<sup>7</sup> and is utilised throughout this document.

## TRAIL MODELS

A trail model defines how a location's trail offerings can be developed and applied to a population centre or an individual area. The four main trail models, as outlined below, are typically used to plan for development and are not necessarily promoted to the user. More detail on the following trail models can be found on page 31.

### TRAIL HUB

A population centre that offers a large range of high quality trails, trail user related services, facilities, trail related businesses, strong branding and supportive governance.

### TRAIL CENTRE

A managed trail or trail network supported by dedicated on site trail related services and facilities. A trail centre is standalone in an individual location and can be located within a trail hub.

### TRAIL NETWORK

A collection of linked trails, often of the same type and typically accessed via a trailhead. A trail network may be standalone within a population centre or individual location and can form part of a trail hub.

### INDIVIDUAL TRAILS

Individual linear or looped trail. Not typically defined as a development model for a destination. Long distance trails can link development models and can also be the precursor to developing a destination. Small individual trails typically form part of an alternate trail model.

Epic trails and long distance trails fit within the individual trails category. Long distance trails typically connect towns or locations. Epic trails typically encapsulate the highest scenic values of an area. These trails are typically located in more isolated locations and do not necessarily have any facilities attached to them.

Figure 6 identifies the relationship between the different trail models.

**"REGIONAL MASTER PLANNING IDENTIFIES A LOCATION'S SIGNIFICANCE, CATEGORISING THEM AS NATIONALLY, REGIONALLY OR LOCALLY SIGNIFICANT"**

## TRAIL DEVELOPMENT

LOCATION  
SIGNIFICANCE

TRAIL  
MODEL

USER  
COHORT

TRAIL  
TYPE

TRAIL  
CLASSIFICATION



	TRAIL HUB	TRAIL CENTRE	TRAIL NETWORK	INDIVIDUAL TRAILS
Population centre based user services & facilities	✓	✗	✗	✗
Site-based user services & facilities	✓	✓	✗	✗
Associated infrastructure	✓	✓	✓	✓
Multiple trails	✓	✓	✓	✗
Single trail	✗	✗	✗	✓

Figure 6: Scope and extent of trail models

## SIGNIFICANCE HIERARCHY

A location's significance defines a population centre or area's opportunity, including the scale of development and the desired recreation and tourism outcomes. Regional master planning typically identifies a location's significance, which is categorised as being nationally, regionally or locally significant (Figure 7). The rating is applied to population centre or area and guides the trail model. Location significance is only relevant to a specific user group and should not be applied broadly to encompass multiple trail user groups but a locations level of significance is not necessarily promoted to the user. More detail on the significance hierarchy can be found on page 29.

NATIONAL SIGNIFICANCE	REGIONAL SIGNIFICANCE	LOCAL SIGNIFICANCE
A mountain bike facility for a large population centre and/or a tourism resource that caters for at least a week of unique riding	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	A mountain bike facility for a small community and/or a tourism resource that caters for day trips
<b>STATEWIDE NETWORK</b>		

Figure 7: Significance hierarchy

Figure 8 identifies the relationship between the location significance and appropriate trail models.

	TRAIL HUB	TRAIL CENTRE	TRAIL NETWORK	INDIVIDUAL TRAILS
National Significance	✓	✓	Only if part of trail hub	Only if part of trail hub
Regional Significance	✓	✓	✓	Only if part of trail hub
Local Significance	✗	✗	✓	✓

Figure 8: Significance hierarchy and appropriate trail models

## TYPES OF TRAIL

Trails come in a variety of types and configurations and are defined by their model, system, use, direction and classification. Together these elements inform appropriate development and management.

### SANCTIONED AND UNSANCTIONED TRAIL

Trail systems can be sanctioned or unsanctioned and this defines how they have been developed and what the management requirements of that trail system are.

Unsanctioned trails are typically informally used or created trails, accessed in a variety of ways from various locations with little or no formal signage. They can include roads, fire access tracks, informal paths and informally created trails. They are generally close to communities, are widespread, accessible and allow for informal use therefore the duty of care and management requirements are generally low. Unsanctioned trail systems can

be valuable recreation and tourism resources however typically require local knowledge or navigation skills and are not generally marketable products. They can be of variable quality, difficult to manage and many have negative impacts on sensitive landscapes and the environment due to their unplanned nature.

Sanctioned trails are formal, planned and signed trails that are predictable and accessible to a variety of users. Sanctioned trail systems can be integrated into pre-existing land use areas and can successfully manage user conflict and the impact of recreation. Typically they are marketable recreation and tourism products. Sanctioned trail systems require a higher duty of care and can lead to increased levels of liability, business risk management and maintenance if not carefully planned. Without careful planning they can also increase pressures on sensitive areas and can introduce recreational pressure into previously undisturbed natural areas.

It is recommended all development identified in the opportunities section of the Master Plan follow the sanctioned trail model.

### TRAIL SYSTEM

Trail systems define a trail's connectivity and its relationship to other trails. Trails can be linear, looped or networked together.

Linear trails are point-to-point routes that start and finish in different places. Linear trails may require trailheads and supporting infrastructure at both ends of the trail. Linear trails require either pickup at the finish point or retracing to the original starting point which can be undesirable to a user.

Loop trails are individual trails that start and finish in the same place. A loop trail typically has a single trailhead with supporting infrastructure.

Trail networks are formed by interlinking linear and loop trails, typically around a common trailhead and facilities. Trail networks provide access to various trail types and classification and give trail users multiple alternate experiences.

### TRAIL USE

Trails can be developed to accommodate multiple trail user groups or exclusively for a single user group. Single use trails are developed exclusively for a specific activity that can be a user marketable product. However, they can enable user specific design, provide a predictable experience and minimise trail user conflict. They can increase management, hostility towards other user groups, concentrate users and create additional user group demands. Single use trails must be clearly communicated.

Multiple use trails are developed for more than one activity and can effectively service major transport corridors. They can concentrate multiple trails minimising impact, maintenance and development costs. They can limit user specific design and can therefore be less desirable. They can provide a less predictable experience and can increase potential encounters with other trail users. Multiple use trails require consideration of trail speed, sight-lines, passing opportunities and safe intersections and require effective communication and clear codes of conduct. It is possible to mix single use and mixed use trails within a trail system, however the management requirements are significantly increased.

## TRAIL TYPE

Trail type defines the style of trail and its typical attributes. Different trail types suit different styles of riding and typically each trail type will have a specific kind of mountain bike designed to suit. Different cohorts use different types of trails and all trail types can have varying classifications.

## CROSS COUNTRY (XC)

Primarily singletrack orientated with a combination of climbing and descending trails and natural trail features of varying technicality. Cross Country trails appeal to the majority market and can cater for timed competitive events. Typically bikes are lightweight with shorter travel dual suspension or no rear suspension.

## ALL MOUNTAIN (AM)

Similar to Cross Country and primarily singletrail orientated, with greater emphasis on technical descents, with non-technical climbs. All mountain trails can cater for timed enduro competitive events. Bikes are typically light-medium weight with medium-travel dual suspension.

## DOWNHILL (DH)

Purely descent only trails with emphasis on speed and technical challenge. These trails can cater for timed downhill competitive racing. Downhill trails appeal to the more experienced market and typically require uplift to the trailhead via chairlift or vehicle shuttle. Bikes are designed for descending and are typically long-travel dual suspension and built for strength over weight.

## FREERIDE (FR)

Typically descent focused trails with emphasis solely on technical challenge. Freeride trails feature both built and natural terrain technical features with a focus on drops and jumps. Appeals to the more experienced market and caters for competitions judging manoeuvres and skills only. Bikes are typically medium to long-travel dual suspension and are built for strength.

## PARK (PK)

Built feature environment with emphasis on manoeuvres, skills and progression. Appeals to wide market including youth and can cater for competitions judging aerial maneuvers. Can include jump and pump tracks and skills park. Typically dirt surfaced but can include hardened surfaces. Bikes are typically built for strength, with short travel suspension.

## TOURING (TR)

Typically long distance riding on reasonably uniform surface conditions and lower grades. Touring trails are dual direction linear trails or long distance circuits with a focus on reaching a destination. Touring trails can include rail trails, access/fire roads and singletrack. While there is a limited market for long distance mountain biking, touring trails can be ridden in sections making them accessible to all. If carrying panniers bikes are usually robust with limited suspension, however, for short sections or day trips most mountain bikes are suitable.

While diverse, each of the trail types meet a different market segment. It is important that the majority of trails cater for the existing and potential market majority.

## TRAIL CLASSIFICATIONS

Trail classifications allow land managers to develop trails that are appropriately designed for the anticipated trail users and to provide suitable levels of facilities and management.

Mountain biking trail classifications are guided by the Western Australian Mountain Bike Management Guidelines. Trails are rated from easiest through to extremely difficult. The difficulty rating system outlines the ratings, which are determined by trail width, tread surface, average trail gradient, maximum trail gradient and natural obstacles and technical trail features. The mountain bike trail classifications in Western Australia are;

## EASIEST – WHITE CIRCLE (WH)

Typically wide trail with smooth terrain and low gradients. Surface may be uneven, loose or muddy at times but free from unavoidable obstacles. Recommended for novice riders.



## EASY – GREEN CIRCLE (GN)

Typically flowing open trails on firm terrain with gentle gradients. Surface may be uneven, loose or muddy at times. Riders may encounter small rollable obstacles and technical trail features. Recommended for beginner mountain bikers.



## MODERATE– BLUE SQUARE (BU)

Typically narrow trail with loose, soft, rocky or slippery sections and hills with short steep sections. Riders will encounter obstacles and technical trail features. Recommended for riders with some technical mountain biking experience.



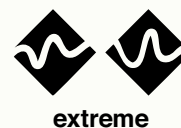
## DIFFICULT – BLACK DIAMOND (BL)

Trails with variable surfaces and steep gradients. Riders will encounter large obstacles and technical trail features. Recommended for experienced riders with good technical skill levels.



## EXTREME – DOUBLE BLACK DIAMOND (DB)

Trails may contain highly variable surfaces, very challenging terrain and/or very steep sections. Riders will encounter committing and unavoidable obstacles and technical trail features that may not be rollable. Recommended for very experienced riders with high level technical skill levels.



## TRAIL USERS & COHORTS

Trails are enjoyed by a diverse range of users including walkers, trail runners, cyclists, mountain-bikers, paddlers, equestrian and motorised vehicle enthusiasts.<sup>8</sup>

Understanding the various trail users and trail cohorts needs, expectations and requirements is essential in ensuring the long term sustainability of trails.<sup>9</sup> Trail users are the user groups defined by different recreational pursuits and mountain bikers are broadly categorised into the off road cycling user group. This user group can be further divided into the following cohorts:

### TRAIL COHORTS

Trail cohorts are the sub groups of each trail user group and are defined by their differing trail requirements and expectations. Each cohort has differing trail type requirements, however there are also numerous overlaps between some segments. Different cohorts also have different barriers to entry and require different levels of trail user friendliness. The off road cycling cohorts can be defined as;

#### LEISURE (LS)

Includes general cyclists of all ages and abilities and is potentially the largest market. Typically they ride infrequently, often have limited appropriate skills and require very accessible trails. They are not members of clubs and they are more likely to use highly accessible routes close to home, or make the journey to trail facilities with amenities and services such as bike hire, cafes and toilets.

#### ENTHUSIAST (EN)

Enthusiasts are purely recreational mountain bikers with moderate skills and variable fitness, and ride weekly. They are typically aged 29-49 and form the existing market majority. They typically don't compete in events and they possess limited outdoors experience. They prefer trails with good

trail signage and seek technical but not too challenging trails. Enthusiast mountain bikers are the most likely to take short breaks to different areas.

#### SPORT (SP)

Competitive mountain bikers, who ride regular routes multiple times a week and are members of mountain bike clubs, they are a small but influential market. They are willing to seek less accessible trails, have a high fitness level and are technically proficient but may have limited outdoor skills. They ride a very wide variety of trails.

#### INDEPENDENT (IN)

Skilled outdoor enthusiasts who ride once a week and are technically proficient with good level of fitness. Generally they are a small market. Often involved in other outdoor activities, they are capable of planning their own rides and ride a very wide variety of trail classifications. The adventurous aspect is more important than the technical challenge and they seek more remote trails.

#### GRAVITY (GR)

Highly skilled technical riders who seek very challenging trails, typically ride at least once a week and are often members of mountain bike clubs. They represent a small market that requires purpose built trails, which are repeatedly used in a concentrated manner. Gravity riders seek specific trails with the highest classifications.

The potential mountain bike market does not align to the aspirational market. Figure 9 shows user cohorts and their potential market segments.

COHORT	TRAIL TYPE	CLASSIFICATIONS SOUGHT	MARKET POTENTIAL
Leisure	Touring & Cross Country	White & Green	Large
Enthusiast	Cross Country, All Mountain, Park	Green to Black	Moderate
Sport	Cross Country & All Mountain	Green to Double Black	Small but influential
Independent	Touring, Cross Country & All Mountain	White to Black	Small
Gravity	Freeride, Downhill, Park	Blue to Double Black	Small

Figure 9: User cohorts and market segments

## DEVELOPMENT CONSIDERATIONS

Following the definition of significance, facilities, trails and users this section looks at the development considerations required when establishing mountain bike facilities and destinations. It identifies sections about what the market motivators and needs are, and what the requirements of the locations and facilities are in order to meet these needs. The implications of the subsequent ratings and classifications are also outlined.

### MARKET MOTIVATORS & NEEDS

Mountain biking is both a sport and a recreational activity. The needs of the various markets are different and need to be considered when developing a location. Mountain biking can be both a primary motivator for travel and an activity undertaken whilst a traveller is visiting an area for another primary purpose.

There are a number of motivators that drive the general public and mountain bikers to travel or utilise a trail facility. These can include mountain bike specific motivators and core experiences. Depending on the cohort, different motivators and experiences will be placed as the primary decisions for engaging in the activity.

### PRIMARY MOTIVATORS

Primary motivators are mountain bike specific, controllable characteristics that influence destination choice, including;

- **Diversity** – A large quantity and variety of trail types and classifications located in varied terrain and topography.
- **Uniqueness** – Facilities that provide an iconic, memorable and fun experience by riding in a unique setting. Typically in a natural landscape, with high visual and emotional value, and often connected to an attraction.
- **Quality** – A range of high quality experiences predominantly on singletrack that is purpose designed and built for mountain biking. High quality information, services and infrastructure are also important.
- **Accessibility** – Trails located within close proximity of population centres and short stay accommodation to promote use for recreation, competition and tourism. Cohesive, well signed, mapped and promoted trails. Connectivity to other trails, transport, services and infrastructure increase accessibility from the trails. Visitor services to improve accessibility for less experienced users.
- **Community** – A developed mountain bike community offering market credibility, sense of belonging and camaraderie through events, volunteer support and social engagement.

The different cohorts value different motivators depending on whether they are undertaking travel or riding recreationally, as outlined in Figure 10;

Leisure riders typically don't use mountain biking as a primary motivator for travel and typically favour accessibility and uniqueness. They have lower expectations of diversity but still seek quality.

Enthusiasts typically use mountain biking as a primary motivator for travel and typically seek destinations with quality and diversity, but they still value community. They have extremely high expectations and seek uniqueness. When riding for recreation enthusiasts seek accessibility and diversity and also value community.

Sport riders typically use mountain biking as a primary motivator for travel and typically seek destinations with community and diversity. They have moderate expectations and still seek quality. When riding for recreation, sport riders seek diversity.

Independent riders typically use mountain biking as a primary motivator for travel and typically seek destinations with uniqueness and diversity. They have low expectations. When riding for recreation independent riders seek diversity.

Gravity riders typically use mountain biking as a primary motivator for travel and typically seek destinations with community and quality. They have high expectations and seek some diversity. When riding for recreation gravity riders seek accessibility.

### CORE EXPERIENCES

As identified within Tourism Futures South West, in addition to a mountain biker's primary motivators there are a number of core experiences that are recognised as being key drivers for people coming to the region<sup>4</sup>. They are also the key motivators for international visitors as identified by Tourism Australia. Where possible and desirable development should align to the following core experiences;

- **Wine and food** – Recognise the world class production of wine and quality food and dining experiences in established and emerging locations.
- **Biodiversity** – Recognise the range of flora and fauna that is found nowhere else in the world. The South West sits within the only internationally recognised biodiversity hotspot in Australia.
- **Landscapes** – Recognise the importance of the landscape and the landscape experiences the region has, including the limestone caves, the spectacular coastline with granite headlands, the Yeagarup inland sand dunes, and white sandy beaches.
- **Art and culture** – Incorporate the region's strong arts and culture community.
- **Events** – Highlight activities that can support event development and recognise the important role that events play, both socially and economically.

COHORT	REASON FOR MTB TRAVEL	TRAVEL NEEDS & MOTIVATORS	RECREATION NEEDS & MOTIVATORS
Leisure	Secondary	Accessibility & Uniqueness	Accessibility & Quality
Enthusiast	Primary	Diversity & Quality	Accessibility & Quality
Sport	Primary	Community & Diversity	Diversity
Independent	Secondary	Uniqueness & Diversity	Diversity
Gravity	Primary	Community & Quality	Accessibility

Figure 10: Cohort travel and recreation needs and motivators

## DEVELOPMENT STRATEGIES

A number of strategies are employed to ensure the appropriate trail models and trail types are developed in the appropriate locations. Development strategies include location significance, distribution, event requirements and trail model detail.

### LOCATION SIGNIFICANCE

Location Significance is used to define the appropriate scale, reach and connectedness of a location. It also identifies the location's required supporting services and infrastructure to meet the significance rating.

**Nationally significant** locations capture the tourism market for at least a week of unique riding and can provide a large recreation resource for a major population centre. They must be developed to cater for international, interstate and intrastate tourism as a priority. Facilities should be developed within a 20-25km zone, which equates to approximately 20 minutes driving, and must be focused around either a primary trail centre or trail hub model. They must provide a high level of services and infrastructure and should have the ability to cater for major international and national events. Excluding long distance trails, over 80km of trail must be developed with a majority of singletrack forming at least four major loops. Where possible and appropriate, locations of national significance should develop a diverse range of trail types and must have classifications suitable to all abilities. National locations will see significant demand for trails and must meet all development procedures and standards on all land types.

**Regionally significant** locations cater for tourism short breaks or weekend trips and can provide a recreation resource to larger communities. They should be developed primarily to cater for interstate and intrastate tourism use and community based trail use. Facilities should be developed within a 15-20km zone, which equates to approximately 15 minutes driving, and must be focused around either a primary trail centre or trail hub model. They should provide a minimum level of services and infrastructure and should have the ability to cater for national and regional events. Excluding long distance trails, at least 30km of trail must be developed with a majority of singletrack forming at least two major loops. Locations of regional significance should develop broad trail types and classifications. Regional locations will see demand for trails from the surrounding national locations and should meet development procedures and standards.

**Locally significant** locations should be developed primarily to cater for community based trail use with tourism demand limited to day use. Facilities should be developed within a 10-15km zone of population centres unless servicing existing recreation and camp sites, or significant population centres where alternate opportunities do not exist. Locally significant locations are typically limited to trail networks and individual trails. They can be stand-alone systems with limited services and infrastructure with the ability to cater for events. Excluding long distance trails, up to 20km of trail may be developed with a high majority of singletrack forming at least two major loops. Locations of local significance may develop limited trail types and classifications, and while providing for beginners, should focus on intermediate and above classifications. Local locations may see demand from surrounding regional and national locations and should meet development procedures and standards.

Figure 11 ranks how critical, preferable, or non-essential the key requirements are for each location significance.

KEY REQUIREMENTS	NATIONAL	REGIONAL	LOCAL
Trail Amount	> 80km	> 20km	<20km
Development Zone	20km	15km	10km
Number of Loops	4	2	2
Tourism Market	Critical	Preferable	Non-Essential
Recreation Resource	Preferable	Non-Essential	Critical
Singletrack	Critical	Preferable	Non-Essential
Accommodation	Critical	Preferable	Non-Essential
Cafe	Critical	Preferable	Non-Essential
Visitor Services	Critical	Preferable	Non-Essential
Visitor Information	Critical	Preferable	Non-Essential
Car Parking	Critical	Preferable	Non-Essential
Toilets	Critical	Preferable	Non-Essential
Showers	Preferable	Non-Essential	Critical
Bike Sales & Repair	Critical	Preferable	Non-Essential
Bike Hire	Critical	Preferable	Non-Essential
Trail Signage	Critical	Preferable	Non-Essential
Trail Mapping	Critical	Preferable	Non-Essential
Event Infrastructure	Critical	Preferable	Non-Essential
Varied Trail Types	Critical	Preferable	Non-Essential
Varied Classifications	Critical	Preferable	Non-Essential

Critical  
 Preferable  
 Non-Essential

Figure 11: Location requirements

**DISTRIBUTION**

To ensure development is focused and there is a coherent regional distribution, a minimum distance needs to separate national and regional locations. Exclusion zone and development zone strategies are employed to assess this.

**EXCLUSION ZONES**

To ensure priority locations see focused development, a minimum distance should separate national and regional locations. Exclusion zones are important due to population disbursement and potential oversaturation. The region lacks the population critical mass to justify Nationally significant locations closely located to each other.

Within the study area national locations are ideally located at least two hours away from each other to encourage overnight stays by interstate and international visitors from other national destinations. Regional locations are ideally located one hour away from national locations allowing day trips from national locations for interstate and international visitors, while still providing sufficient separation to develop as short break destinations for the intrastate market. The adoption of an exclusion zone strategy ensures priority locations achieve focused economic benefit through relative isolation.

The exclusion zone is a guide to the minimum distance desired between matching or greater hierarchies. The exclusion zone distance for a nationally significant location is 90km from another national location. The exclusion zone distance for a regionally significant location is 45km from another national or regional location. Exclusion zones have been measured from the centre of each location's development zone, which is typically the population centre or preferred trail hub location. In the event that there is

a location within the exclusion zone of another location, the higher rating location prevails and the lower rating location is downgraded to a lower significance or if appropriate included for development under the prevailing location's development zone.

**DEVELOPMENT ZONES**

Nationally and regionally significant locations require a critical mass of accessible trail. As identified, the trail hub trail model suits the majority of the priority locations within the South West. As a location or trail hub does not have a physical boundary, a development zone strategy has been employed to focus development. This strategy aims to group some overlapping locations and prioritise centralised development within a single location.

The development zone is defined by travel time between locations relative to the anticipated market, and defines the spread of development for a location. Generally, international and interstate visitors are willing to travel further than intrastate and recreational markets. Therefore the preferred development zones and driving times for different location significance varies (figure 13). The preferred development zone for a nationally significant location is 20km and the maximum is 25km. Development zone travel times range between 10 and 20 minutes, which is consistent with market feedback for preference for trail accessibility.

Development zones are measured radially from the location centre point, which is typically the population centre or preferred trail hub location. In the event that there are overlapping development zones, the higher rating location development zone prevails and the lower rating location is abandoned.

SIGNIFICANCE	SCALE OF DEVELOPMENT	LENGTH OF STAY	EXCLUSION ZONE	PREFERRED DEVELOPMENT ZONE	MAXIMUM DEVELOPMENT ZONE	APPROXIMATE DRIVING TIME
National	Over 80km Trails with 4+ Loops	Holiday of over 1 Week	90km from alternate National	20km	25km	20 mins
Regional	At Least 30km Trails with 2+ Loops	Short Break 2-3 days	45km from alternate National or Regional	15km	20km	15 mins
Local	Up to 20km with 2+ Loops	Day Trip	N/A	10km	15km	10 mins

Figure 12: Significance scope and scale



Figure 13: Maximum development and exclusion zones Development

## EVENT REQUIREMENTS

In addition to the service requirements for the various facility types, there are specific event requirements to cater for mountain bike racing. All styles of mountain bike racing require particular infrastructure design. Of particular importance is the need for trail networks to be designed to cater for different racing formats. Consideration should also be given to the need for group starting areas, event villages, overflow parking, spectator viewing, and provision of essential services such as power and water. Typically if planned for, these event requirements can form part of the facility development with minimal additional investment, however if not planned for the ability to cater for events can be severely restricted.

## TRAIL MODELS

The various trail models and trail types provide different user experiences, which should guide how a location is developed. Simplistically, trail hubs suit small tourism-focused towns, and trail centres serve larger population centres and more remote but iconic locations.

Each trail model possesses advantages and disadvantages, which guide the management, governance structures and model choice. The following table outlines the difference between the various Trail Models and outlines where they are most appropriate and who they cater for.

	TRAIL HUB	TRAIL CENTRE	TRAIL NETWORK
Description	<p>A trail hub is a population centre which may have multiple sites, hosting several signed and mapped trails of varying type and classification. Essential mountain bike facilities and visitor services are available within the vicinity, but typically provided by established independent businesses.</p> <p>Trail hubs can incorporate trail centres and typically have multiple trail networks.</p> <p>Fruita (USA), Queenstown (New Zealand), Whistler (Canada) and Moab (USA) are prominent examples of trail hubs.</p>	<p>A trail centre is a single site with dedicated visitor services and mountain bike facilities, provided by a single trail provider. A trail centre serves multiple signed and mapped trails of varying type and classification.</p> <p>A trail centre can be part of a trail hub and incorporates a trail network.</p> <p>Typically located away from a population centre, but close to major population centres and iconic locations.</p> <p>7 Stanes (Scotland) and Coed y Brenin (Wales) are prominent examples of trail centres.</p>	<p>A trail network is a single site with multiple signed and mapped trails of varying type classification with no visitor centre and limited mountain bike facilities.</p> <p>A trail network can be part of a trail centre and a trail hub and incorporates single trails. If not incorporated as part of a trail hub they are typically located away from population centres, or in a location that does not provide essential mountain bike services</p> <p>Kalamunda (WA), Stromlo Forest Park (ACT) and You Yangs (VIC) are examples of trail networks.</p>
Services	Attractions, accommodation, restaurants, bars, cafes, visitor information, trail information, car parking, toilets, showers, bike sales hire and repair.	Visitor information, trail information, cafe, car parking, toilets, showers, bike hire and repair, and sometimes accommodation.	Toilets, parking, trail information.
Market	Holiday, short breaks and day trip tourism markets.	Typically tourism day trip markets, but can include short break if accommodation is provided nearby or within vicinity.	Typically tourism day trip markets only
Cohort	Can be user friendly and can serve all cohorts including leisure, enthusiast, sport, trail and gravity.	Typically extremely user friendly they can serve all cohorts including leisure, enthusiast, sport, trail and gravity.	Due to lacking visitor services typically serves more experienced enthusiasts, sport, trail and gravity cohorts.
Advantages	<ul style="list-style-type: none"> <li>Developed correctly can be user friendly with visitor services and coherent trails</li> <li>Utilisation of existing infrastructure and services reduce capital investment</li> <li>Community development, activation and stewardship</li> <li>Overnight stays increase community economic benefit</li> <li>Accessible trails especially for community, families and young people</li> <li>Diversity of trail provider and tenure</li> <li>Multiple stakeholders typically involved</li> <li>Marketable destination</li> </ul>	<ul style="list-style-type: none"> <li>Typically very user friendly and encourages use by inexperienced users</li> <li>Easy to generate income for management through trail use and facility provisions</li> <li>Can attract higher usage</li> <li>Can offer a more remote and wilderness experience</li> <li>Can be consolidated in a single location with minimal external influences</li> <li>One provider and tenure</li> <li>Ability to manage trail quality and standards, user experience, and services quality</li> <li>Standalone marketable product</li> </ul>	<ul style="list-style-type: none"> <li>Reduced infrastructure and capital requirements</li> <li>Can offer a more remote and wilderness experience</li> <li>Can be consolidated in a single location with minimal external influences</li> <li>One provider and tenure</li> <li>Ability to manage trail quality and standards, user experience</li> </ul>

	TRAIL HUB	TRAIL CENTRE	TRAIL NETWORK
Disadvantages	<ul style="list-style-type: none"> <li>• Poor execution can result in negative user experience</li> <li>• Harder to generate income for management</li> <li>• Potentially confusing for new users if limited visitor services and trail information are provided</li> <li>• Inability to manage quality of services</li> <li>• Multiple providers can result in varied trail quality, maintenance standards, and experiences</li> <li>• Limit to scale of population centre that is appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Popularity and high usage can create management issues</li> <li>• Can limit overnight stays and limit community economic benefit</li> <li>• Reliance on one provider</li> <li>• Capital investment to develop infrastructure and services can be significant</li> <li>• Typically less physically accessible to users</li> <li>• Lack of community development, activation and stewardship</li> <li>• Increased management to maintain consistency, quality and trail status information</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of visitor services and facilities deter market majority</li> <li>• Very hard to generate income for management</li> <li>• Can limit overnight stay and limit community economic benefit</li> <li>• Typically less accessible to users</li> <li>• More remote trail networks can lack community development, activation and stewardship</li> </ul>
Considerations	<p>In order to appeal to the market majority it is important trail hubs are user friendly and have excellent directional signage and mapping.</p> <p>Trail hubs benefit significantly from having a single central information and service centre to promote and provide access to trails. Although different, these can act similarly to a trail centre.</p> <p>Trail hubs should have at least one cohesive trail network offering multiple classifications and trail types within a single uninterrupted area.</p>	<p>Trail Centres can have fewer barriers to entry and are typically very successful when located near major population centres.</p> <p>Trail centres suit iconic locations where trails cannot be focused around significant townships.</p>	<p>Trail networks suit locations where demand does not exist for significant development and there is no supporting population centre.</p> <p>With good planning, trail networks can be designed to accommodate staged development towards becoming a trail centre as demand increases.</p>
Case Study	<p>Whistler is a mountain bike trail hub in British Columbia (Canada) with the following features;</p> <ul style="list-style-type: none"> <li>• Mountain bike trails centered around Whistler township with town offering accommodation, sales, services and amenities.</li> <li>• Whistler Bike Park offering 60km+ of lift assisted, gravity focused trails.</li> <li>• Whistler Valley trail network offering 250km+ of trails.</li> <li>• Lost Lake trail network offering 32km of trails.</li> <li>• Whistler attracts 2.14 million visitors per annum and an estimated 535,000 visitors cycle while there.</li> <li>• Whistler Bike Park attracted an estimated 125,000 visits in 2011.</li> <li>• In 2006 Whistler Bike Park attracted an estimated 76,671 mountain bikers who spent CAD\$16,236,267.</li> <li>• 62% of all visitors stay overnight.</li> <li>• The average stay is 5 nights and 80% of Bike Park riders were motivated to travel to Whistler for riding.</li> </ul>	<p>Coed y Brenin is a mountain bike trail centre in Wales originally developed in the 1990s with the following features;</p> <ul style="list-style-type: none"> <li>• Mountain bike trails centred on a visitor centre including, 260 car bays, café, function room, bike shop and hire, children's play area, Information point, toilets, showers, bike wash and high ropes course.</li> <li>• Trail network consisting of 8 loops ranging from 4.8 to 38km totalling over 140km.</li> <li>• 72% of visitors come from outside of Wales; most were visiting from England (68%). Of those who were visiting from Wales only 21% from within the North Wales region.</li> <li>• Average spend per head per day of overnight visitors £101 with estimated spend in area by overnight visitors £4,522,376 (2014)</li> <li>• Estimated total visitor spend in the area - £33.55 million per annum</li> <li>• Despite being long established and one of over 50 trail centres in the UK, the Coed y Brenin trail centre is still seeing record visitation with 2014 bike visitation (96,778) up 248% from 38,901 in 2005</li> </ul>	<p>Stromlo Forest Park is a multi-use recreational sporting facility in Canberra, ACT with the following features;</p> <ul style="list-style-type: none"> <li>• Event pavilion, over 40km+ mountain bike trail network as well as a 1.2km road criterium cycling circuit, a 2.5km grass cross country running track, a network of equestrian trails.</li> <li>• Attracts over 50,000 riders per year .</li> <li>• Hosted the 2008 Nissan UCI Mountain Bike World Cup and the the 2009 UCI World Mountain Bike and Trials Championships.</li> <li>• World Championships event attracted 40,000+ visitors from up to 40 countries and was broadcast to a television audience of 25 million people across the world.</li> </ul> <p>Kalamunda in Perth has a mountain bike trail network with the following features;</p> <ul style="list-style-type: none"> <li>• 44km+ of primarily community built singletrack mountain bike trails.</li> <li>• Over 50,000 trail uses on two of the 30+ trails in the Kalamunda network over 12 months.</li> </ul>

Figure 14: Trail model requirements



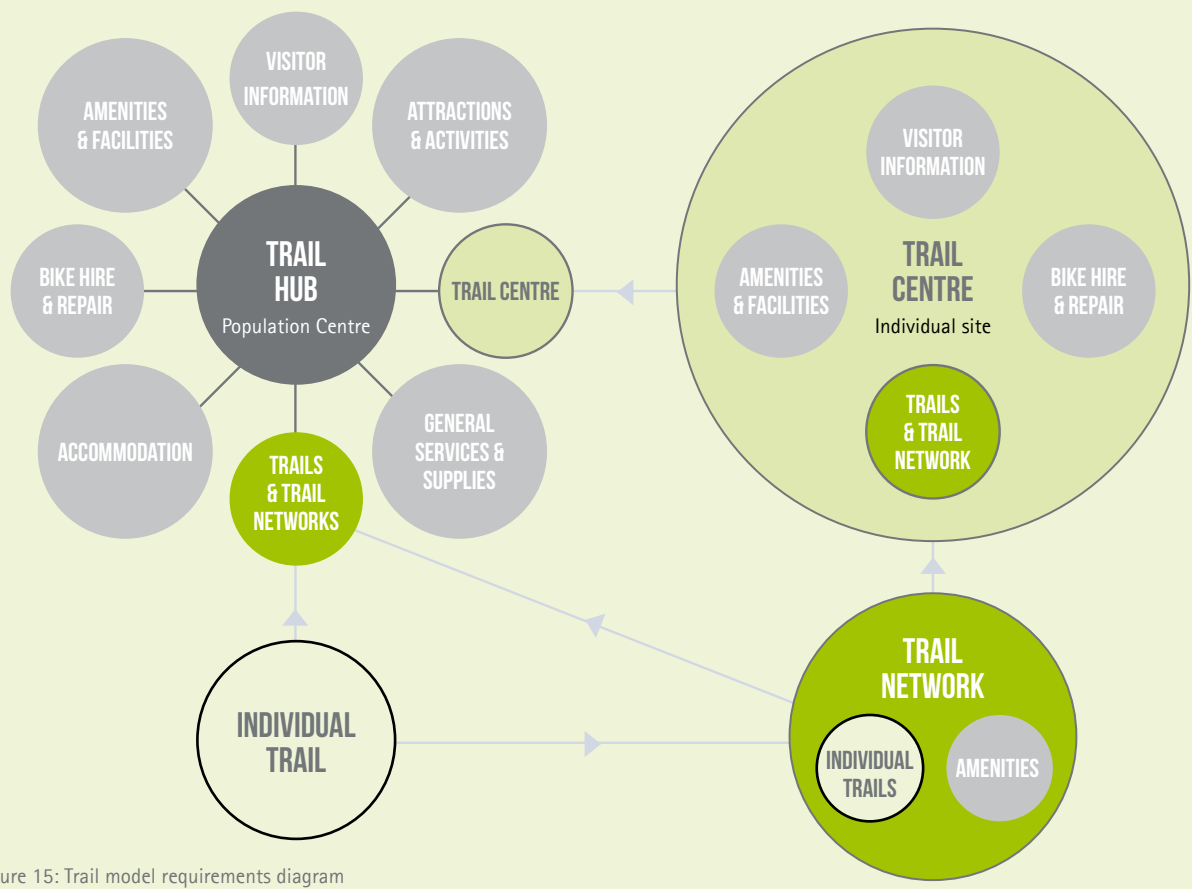


Figure 15: Trail model requirements diagram



**"TRAIL HUBS SUIT SMALL TOURISM-FOCUSED TOWNS, AND TRAIL CENTRES SERVE LARGER POPULATION CENTRES AND MORE REMOTE BUT ICONIC LOCATIONS"**

# ANALYSIS



This section analyses participation in mountain biking by using available data and reviewing the existing product supply.

## MARKET OVERVIEW

In order to prioritise locations and recommend development, market demand and potential have been identified. Although there is very little quantitative data on mountain biking, there are a number of commonly resourced documents and indicators utilised to establish the market overview.

## PARTICIPATION & DEMAND

Community participation and tourism demand are established in an international, state and regional context. Although data is limited, visitor numbers, visitor expenditure and visitor demographics are referenced to establish the market participation and demand.

## INTERNATIONAL

Mountain biking demand, participation and development are booming globally. Many destinations have established mountain bike facilities including, trail hubs, trail centres, and trail networks, which have been successfully operating for many years. These facilities are becoming commonplace throughout the USA, Canada and Europe, and are now seeing significant development in New Zealand and more recently Australia. Detailed study into some of these destinations is undertaken in the Competitive Positioning section of this document however a summary of participation and demographic data includes;

The Sea to Sky Mountain Biking Economic Impacts Study<sup>10</sup> identifies the effect of mountain biking in British Columbia, Canada including;

- Estimated mountain bike visitor expenditure of CAD\$34.3 million in 2006 in the British Columbia region.

- Whistler attracts 2.14 million visitors per annum and an estimated 535,000 visitors cycle while there.
- Whistler Bike Park attracted an estimated 125,000 visits in 2011.
- In 2006 Whistler Bike Park attracted an estimated 76,671 mountain bikers who spent CAD\$16,236,267.
- 76% of visitors to the Whistler Bike Park are male.
- Average age of mountain bike visitors to Whistler is 30 years old with 33% aged 25-34.
- 62% of all visitors stay overnight.

The 7 Stanes Phase 2 Review<sup>11</sup> identifies the effect of mountain biking in South Scotland including;

- The 7 Stanes (7 trail facilities in the South Scotland region) attract an estimated 390,000 mountain bikers per annum, 187,000 of which visit the Glentress facility.
- In 2007 mountain bikers visiting the 7 Stanes contributed an estimated £11.08 million to the economy.
- 7 Stanes are the 16<sup>th</sup> highest rating attraction in Scotland.
- 54% of visitors are aged between 31 and 45 years, and at 84% the majority of visitors are male.

The New Zealand Cycleway Market Research<sup>12</sup> identifies the effect of mountain biking in New Zealand including;

- International cycle tourists spend an average total of NZD\$4,391 per trip compared with domestic cycle tourists who spend an average of NZD\$378 per trip.
- Cycle tourists typically stay 1.5 times longer than general tourists and also visit more destinations.
- Estimated 300,000 cycle tourists visit New Zealand with an estimated visitor spend of NZD\$320 million.

## WESTERN AUSTRALIA

The global popularity of mountain biking is a trend that has continued in Australia.

- Mountain Biking is fast becoming one of the leading recreational and competitive activities in the state.<sup>13</sup>
- 405,000 Western Australians ride at least once a week and 1,000,000 ride at least once a year.<sup>14</sup>
- Cycling is Australia's fourth most popular physical activity for adults, and in terms of frequency of participation it is Australia's third most popular physical activity.<sup>14</sup>
- Demand for mountain bike trails and facilities across Western Australia is higher than ever, with over 50,000 trail rides on two of the 30+ trails in the Kalamunda network over 12 months.<sup>15</sup>
- Almost 120,000 mountain bikes are purchased every year in Western Australia. 19% of Western Australians own a mountain bike.<sup>3</sup>
- The current Western Australia mountain bike community are aged between 26-50 (80%), with a breakdown of 88% male and 12% female riders.<sup>16</sup>
- 18.2% of Western Australian residents ride a bicycle in a typical week with an Australian average of 16.6%.<sup>14</sup>

Tourism Australia visitor surveys provide valuable insights into the trends and characteristics of Western Australian tourists who participate in cycling as an activity on a trip, including;

- Tourists who cycle are a significant economic contributor with 331,000 annual visitors spending an estimated \$486.1 million in Western Australia.
- 36%, or 119,160 of Western Australia's annual visitors who cycle visit Australia's South West region and contribute an estimated \$17.5 million.<sup>17</sup>
- Western Australian residents accounted for over two thirds of cycle tourists with 233,300 undertaking intrastate visitation and daytrips.
- The top four countries of origin for international cycle tourism visitation are United Kingdom, USA, New Zealand and Germany, all of which have very established mountain bike markets.
- Of the overnight visitors 51% percent are male and 49% female. Nearly half (48%) are in 25-44 year group and they are mostly travelling for holiday and leisure purposes (70%) and are predominately travelling in a family group (31%) or travelling alone (31%).
- International cycle tourists spend an average of \$5,005 per person, almost double the typical average spend of an international tourist at \$2,870.<sup>5</sup>
- Cyclists have a higher average spend across the board, which can be linked to their propensity to travel light and partake in a wider range of additional activities.

CYCLE TOURISM MARKET	YE June 2011/12/13 Average Annual Visitors	YE June 2011/12/13 Estimated Visitor Spend
International	79,800	\$399.4 million
Interstate	18,700	\$11.9 million
Intrastate	114,300	\$13.0 million
Daytrips	119,000	\$61.8 million
<b>Total</b>	<b>331,800</b>	<b>\$486.1 million</b>

Figure 16: South West cycle tourism market and spend

Over the 5 year period from 2009-13 there was a 38% increase in cycle tourism related trips with an estimated 258,500 overnight trips in 2013. Whilst there has been limited growth in the general international market recently, a jump between June 2012 and June 2013 of over 28% indicates a significant increase in the popularity of cycle tourism and the activity. More impressively the domestic market has seen a 36% increase.

OVERNIGHT TRIPS	INTERNATIONAL	DOMESTIC	TOTAL
YE Jun-09	81,900	105,000	186,900
YE Jun-10	70,200	69,000	139,200
YE Jun-11	76,700	109,000	185,700
YE Jun-12	71,300	122,000	193,300
YE Jun-13	91,500	167,000	258,500

Figure 17: South West cycle tourism overnight trips

## SOUTH WEST

Excluding the Australian Cycling Participation and Western Australian Cycle Tourism data, participation data for the south west mountain bike market is very limited.

Participation in the South West is apparent not only through the number of trail users but high number of mountain biking events and unsanctioned trail building.

The Australian Cycling Participation report<sup>14</sup> provides insight into cycling participation throughout Australia and provides data on cycling in regional WA in 2013 including;

- 23.5% of regional Western Australia residents ride a bicycle in a typical week compared to a 16.5% average in Perth.
- 17.9% of regional Western Australia residents ride for recreation in a typical week compared to 13.2% in Perth and 14.1% on average across Australia.
- Change in cycling participation is more positive in regional Western Australia with 21.2% residents riding more often and 24% riding less often, compared to Perth with 13.1% more often and 39.3% less often, and Australia 19.7% more often and 28.9% less often.
- Although there was an overall reduction in participation from 2011, 2013 saw positive increases in regional Western Australia cycling participation with 9% new to cycling and 27% returning to cycle again compared to Perth 2% new and 20% returning, and Australia 7% new and 22% returning.
- Regional Western Australia has the lowest proportion of households with no working bicycle with 35%, Perth 40% and Australia 45%.
- Regional Western Australia has very high participation rate for young people riding with 67.9% in the 2-9yo and 41.4% in the 10-17yo age bracket, compared with Perth 35.3% and 30.7%, and Australia 43.3% and 33.3%.

The South West Master Plan survey provided some information on mountain bike usage and engagement in the South West. Of the 756 respondents;

- 90% had used mountain bike trails in the South West.
- 70% had engaged in recreation or competitive events.
- 35% respondents were from the South West, 61% from Perth, 2% from regional Western Australia and 2% from interstate.

While it is most likely that the survey only captured a small segment of the market, it identified that a large majority of riders experiencing the South West are from outside the region. Respondents to the survey showed similar demographics to Western Australian mountain bikers;

- 86% male respondents.
- 70% in the 30-49 year group.
- 46% of riders identified themselves as being advanced, 45% as intermediate and 9% as beginner.

In addition to the survey, trail counters have been installed in two locations in the South West. Margaret River data across four trails networks over a 3-month (Apr-Jun 2014) period indicates figures of;

- 16,690 trail passes on 4 separate trails in 3 months.
- Peaks of up to 890 weekly singletrack trail rides.
- Peaks of up to 614 weekly singletrack trail users.
- Average of over 300 weekly singletrack trail users.
- Estimated yearly use of over 16,000 rides on primary singletrack trail in Margaret River.

Wellington National Park data across two trails over a 2-week (Dec-Jan 2013/14) period indicates figures of;

- Peaks of up to 195 weekly singletrack users.
- Peaks of up to 356 weekly singletrack trail rides.

Events cater for a large segment of market demand however there is very little economic impact data other than for the Cape to Cape Mountain Bike race.

- In 2012 the Cape to Cape Mountain Bike Race had 2,041 attendees, including competitors and accompanied spectators.
- Attendees stayed an average of 5.6 nights in the region and had a direct spend of \$1,943,671.<sup>18</sup>
- Of this expenditure the greatest expense items were accommodation, food and beverages, transport, and entertainment (i.e. sightseeing).
- 2014 race entries have been increased 20% to 1500 after the 2013 25% increase reached maximum capacity.

The competitors were representative of typical mountain bike demographics;

- 88% male participants and 12% female.
- 68% of riders in the 35 to 54 year age group.
- 61% were from Perth, 6% were from other Western Australia areas, 26% were from interstate and 6% were international.

## TYPICAL PROFILE

As commonly documented, there is a clear profile for the typical mountain biker. While the Western Australian Mountain Bike State Strategy has a key objective to increase participation amongst under represented groups, the current profile is;

- 25-45 years old, but with large participation from all age groups.
- Majority male, but females are an emerging market.
- Above average to high income bracket.
- High participation rate over long term.
- Willing to travel to experience trails.

## EMERGING MARKETS

While local recreation and domestic markets will account for a high

majority of future participation, as identified in the Tourism 2020 Strategy, international markets will be the growth engines of the tourism industry in Australia over the next decade.

In 2011 international tourism contributed 33% of overnight visitor spend nationally and this is forecast to grow to 45% by 2020. In contrast to the national picture, Western Australia is extremely reliant on domestic tourism, with only an 11% share of Australia's international tourism spend. There is an opportunity to take advantage of the growth that will come from international markets.

As identified the Australia's South West region already captures tourism from established mountain bike markets including United Kingdom, New Zealand, Germany and the USA. The opportunity therefore is to cater for and capture high yield emerging markets.

A detailed analysis of the drivers of international growth highlights a major trend – the dominance of China and other Asian markets as contributors to this growth. Nearly 30% of the total growth in tourism will come from China. Another 21% will come from other Asian markets including Indonesia, South Korea, India, Malaysia and Singapore.<sup>19</sup>

While these countries are not highly established mountain bike markets, they are seeing significant signs of growth. The countries' significant populations and relatively close proximity could lead to Western Australia and the South West becoming a highly desirable and popular mountain bike destination for these markets.

In order to gain an increased share of the international market, development should ensure that it is well positioned to meet the tourism needs of the emerging markets.

**"THERE IS SIGNIFICANT POTENTIAL TO DEVELOP DEDICATED MOUNTAIN BIKE FACILITIES THROUGHOUT THE SOUTH WEST TO CATER FOR EXISTING DEMAND AND POTENTIAL MARKETS. "**



## PRODUCT SUPPLY

There are various mountain bike opportunities existing in the South West including trails, events and commercial opportunities. Each category has been reviewed to establish the current supply of these products to assist in defining their suitability and the current gap in supply.

## TRAILS

The provision of trails is a fundamental requirement of mountain biking. There are number of existing and planned trails, and trail networks, in the South West. Due to the popularity of the activity, the supply of mountain bike opportunities including trails is constantly evolving. The following information is intended as a snapshot of the opportunities at the time of consultation.

### EXISTING TRAILS

Figure 18 identifies the supply of existing sanctioned trails and trail networks. While there is a significant quantity of informal trails created by the user group, these are not recognised as existing supply products and have therefore not been identified. The table details the extent of each location's trail provision including the type, quantity and classification of existing trails, and the land manager/s responsible for their supply. It also details the provision of signage, services and identifies the quality of trails, which is an average of all trails in a location. A more detailed review of individual trails is outlined within the location opportunity section of this document. The following trails were identified during the consultation period;

Generally there is a large supply of touring trails, including rail trails in Collie, Margaret River, Nannup and Manjimup. While these trails provide a good experience, due to their relatively straight and flat nature, they do not hold the values that the survey's typical mountain biker profile is seeking. The touring trails are also supported by the Munda Biddi Trail.

The Munda Biddi Trail is a long distance touring trail stretching 1,030km from Perth (Mundaring) to Albany. A large proportion of the trail passes through the South West connecting the towns of Collie, Donnybrook, Nannup, Manjimup, Pemberton and Northcliffe. While there is some short excellent quality sections of singletrack on the trail that suit the cross-country market, it is a touring trail and has been assessed as such.

In addition to the Munda Biddi Trail trail there is a scattering of existing formal singletrack trail across the South West. The notable locations include;

The Leeuwin-Naturaliste National Park in **Boranup** hosts a small network of cross country trails. Trails are located in a Karri Forest and on a dunal system. A number of old access roads are used to access small sections of purpose built trail. The trail network is focused around a number of descents but is not coherent. A general information bay is used as an informal trailhead, where a few cars can park. Trail desirability is high and the trails include a number of feature timber berms. Trail quality is generally below average and there is no signage or supporting infrastructure. Demand for the trails is average. The area is used by a commercial operator and forms part of the Cape to Cape MTB Race.

**Dunsborough** hosts the Dunsborough MTB Skills Park, a network of cross country trails on a shared site with the Dunsborough Districts Country Club. Trails are located surrounding the golf course adjacent to Meelup Regional Park. A small network of purpose built trails have been created which focus on beginner and intermediate classifications. The trail network is focused around a trailhead

located at the Country Club, which boasts excellent infrastructure and facilities including a large car park, bar, showers, toilets and a commercial kitchen. The network is located on the edge of Dunsborough's urban area. Trail desirability, quality and demand are generally average and from a local and intrastate market. Multiple races use the area including the Cape to Cape MTB, club and adventure races.

**Margaret River** hosts The Pines and South Carters, two small networks of very popular cross country trails. One trail network is located in Bramley National Park adjacent to the Margaret River, and the other adjacent network is located in a pine plantation. Both trail networks are purpose built and focus on an intermediate classification. They are relatively close to the township and are connected by a rail trail and other multi-use trails. The pine plantation network forms a loop but is relatively incoherent. The national park network is a series of interlinked trails with very poor cohesion. Both trail networks are focused around a number of descents. A small, poor-quality, unsurfaced car park and walking trailhead serves both trail networks. Trail desirability is extremely high but trail quality is generally below average and there is no signage or supporting infrastructure. Demand is very high and is primarily an intrastate and local market. The area is used by a commercial operator and the pine plantation network forms part of the Cape to Cape MTB Race and other races. At the time of writing the pine plantation was due to be harvested and it was anticipated that all trails within it would be lost.

**Bunbury** hosts the Wollaston dirt jumps, a small series of jump trails located in the heart of Bunbury. The jumps are located on a City of Bunbury owned site adjacent to the main state road network. The jumps have a range of classifications and are not served by a formal trailhead or access. Demand is average and primarily from a local market. Trail desirability and quality is below average and there is no signage or infrastructure.

**Nannup** hosts the Leewana downhill tracks in a pine plantation a relatively long distance from the township. Trails are located on a steep hillside with a large amount of elevation loss. A small series of purpose built downhill trails have been created which focus on advanced classifications. The trails are served by a maintained access road that provides shuttle access from the trail end to the informal trailhead. Demand is average and primarily from an intrastate market. Trail desirability is average but quality is below average and there is no signage or infrastructure. The trails are utilised for downhill races and have previously hosted a national downhill round. The trails are subject to land management issues associated with pine plantations.

**Northcliffe** hosts three small trail networks all of beginner to intermediate classification. Round Tu It, Boorara and Forest Park all feature cross country trails, some of which are purpose built. Round Tu It is located on private property with low demand and average quality. The other trail networks are not signed and are of below average quality. Round Tu It and Forest Park are both close to the township. Boorara is located a relatively long way from the township.

The **Pemberton Mountain Bike Park** is a growing trail network with cross country, all mountain and park riding styles and diverse categories catered for. It is located in a highly desirable karri forest. The small trail network is focused around two large hills and has a number of ascents and descents. The trail system is relatively coherent but follows a bike park style layout. There is also a series of beginner loops, a skills loop, a jump track and a

pump track surrounding a public park with natural swimming pool. The formal trailhead is located at the public park and is extremely accessible from Pemberton town centre. The trailhead utilises existing infrastructure which is of above average quality and scale. The trails also surround the Pemberton Camp School, which has hosted the state junior mountain bike training and MTBA coaching certification. Trail desirability is high and the trails include a number of feature timber berms. Trail quality is generally above average and signage is provided although is not of the highest standard. Demand for the trails is average but has been increasing through use of the area for a number of events. The market is primarily from intrastate. Additional trails are planned for the area. The Munda Bididi Trail passes through the trail network.

Collie hosts a small cross country loop trail a moderate distance from the town centre. Located in state forest it features purpose built trails with an intermediate classification focus. While there is a poor quality formal carpark and there is no formal trailhead signage, trail waymarking is very good. There is no associated infrastructure. Trail desirability, quality and demand are generally average and generally from a local market. The area is used for club racing.

Ferguson Valley hosts the Wellington Mills downhill trails in a pine plantation a long distance from any township. Trails are located on a steep hillside with a large amount of elevation loss.

A small series of purpose built downhill trails have been created which focus on advanced classifications. The trails are served by a maintained access road that provides shuttle access from the trail end to the informal trailhead. Demand is average and primarily from an intrastate market. Trail desirability is average but quality is below average and there is no signage or infrastructure. The trails are utilised for club downhill races. The trails are subject to land management issues associated with pine plantations.

Wellington National Park hosts the Mt Lennard Trail network, which is one of the premier trail networks in the region. The trail network features a number of cross country loops which all connect to two formal trailheads with good signage but poor car park infrastructure. Wellington National Park is central to both Collie and Bunbury, however is not within the typical survey respondents desirable travel distance. Part of the trail is located in an ideal setting close to the Collie River, and generally this part of the area is highly desirable. The trail network features a number of purpose built trails with a range of classification. Trail quality and cohesion are generally average and poorly classified, however demand is high and generally from a local and intrastate market. The trail network is located close to Parks and Wildlife managed campgrounds and the Wellington Dam, which is the trailhead for the Sika trail. The facilities and infrastructure at this trailhead are excellent and of a large scale. The Munda Bididi Trail passes a close distance away to the network.

LOCATION	Land Mngr	Trail Type	White	Green	Blue	Black	Double Black	Visitor Service	Quality	Adequate Signage	Total Trails
BLACKWOOD											
1	Boranup	Parks and Wildlife	XC		9km			No	B/Avg	No	9km
2	Bridgetown	Parks and Wildlife	XC	5km	44km			No	B/Avg	No	49km
3	Dunsborough	RSRV	XC	1km	7km	3km		No	Good	No	
4	Margaret River	SoAMR	TR	25km				No	Avg	No	63km
		Parks and Wildlife	XC		9km	29km		No	B/Avg		
5	Nannup	Parks and Wildlife	TR	26km				No	Avg	Yes	33km
			DH			3km		No	B/Avg	No	
DONNELLY											
6	Manjimup	SoM	TR	6km				No	Avg	Yes	6km
7	Northcliffe	Parks and Wildlife	XC		14km			No	B/Avg	No	
		PRVT	XC		6km			No	Avg	No	
8	Pemberton	RSRV	XC	3km	6km	2km		No	Good	Yes	23km
			AM		2km	1km		No	Good	Yes	
		Parks and Wildlife	PK	1	1	1		No	Avg	Yes	
		Parks and Wildlife	XC	9km				No	Avg	Yes	
WELLINGTON											
9	Bunbury	CoBR	PK		1	1		No	B/Avg	No	
10	Collie	SoDA	TR	47km				No	Avg	Yes	59km
		Parks and Wildlife	XC		10km			No	Avg	No	
		SoCO	XC	2km				No	B/Avg	No	
11	Donnybrook	PRVT	XC		8km			No	Avg	No	8km
12	Ferguson Valley	Parks and Wildlife	DH			3km		No	B/Avg	No	3km
13	Wellington	Parks and Wildlife	XC	10km	9km	19km	15km	No	Avg	Yes	53km
SUB TOTAL				115km	46km	154km	26km	0km			332km
14	Munda Bididi Trail*	Parks and Wildlife	TR	495km				No	Avg	Yes	495km
* The Munda Bididi is a long distance touring trail and does not provide the experience that the majority of the mountain bike market desire.											
TOTAL TRAILS				115km	541km	154km	26km	0km			836km

Figure 18: Existing trail supply

### PROPOSED TRAIL PROJECTS

The following presents a brief summary of the major trail development projects which have undertaken some level of planning. It does not represent ideas or aspirations of the user groups that have not been through a formal planning process, nor does it include proposed extensions or improvements to existing trail networks.

Cape Mountain Bikers commissioned a trail master plan for the Meelup Regional Park Mountain Bike Facility. The plan recommends formalisation and construction of 16km of diverse cross country and park style trail in multiple stages within an area referred to as Zone 6, which is part of Meelup Regional Park. The proposed development connects to the existing Dunsborough MTB Skills Development Park. At the time of writing, Cape Mountain Bikers were completing a detailed design and have partial funding to undertake the first stages of construction.

In response to the existing Pines trail network being lost to harvesting, Margaret River Off Road Cycling Association commissioned a Detail Area Plan for the Compartment 10 Mountain Bike Facility. The plan recommends formalisation and construction of 14km of cross country style trail in multiple stages within an area referred to as Compartment 10, which forms part of the Bramley National Park. At the time of writing, Margaret River Off Road Cycling Association had secured funding to complete stage one of the project and were completing planning and detailed design.

The City of Busselton and the Shire of Augusta Margaret River have completed numerous detailed studies into the Wadandi Track, a dual use rail trail costed at \$15 million. The plan recommends formalisation and construction of 110km of linear touring trail between Busselton and Flinders Bay, Augusta. The proposal has multiple activity nodes along the trail which could serve future mountain bike trail development. At the time of writing clearing permits for the trail had been received and both local governments were continuing

construction of smaller sections of the trail. A business case for the completion of the complete trail was being prepared.

The City of Bunbury has commissioned a master plan for the Wollaston site for the design of an urban mountain bike park.

### SUMMARY

The formal mountain bike trails in the South West are characterised by a dominance of touring and intermediate trails. Typically the trail quality is low, and signage, infrastructure and services are severely lacking. The planned trails and upgrades to signage will marginally improve the supply.

### EVENTS

The South West region has the highest number of general events in regional Western Australia<sup>4</sup>. Events are also an important part of the activity of mountain biking. Of user survey respondents 71% indicated that they had participated in events in the South West. Due to the popularity of the activity, the event market is constantly evolving and has seen significant growth in the commercial market in recent years. The following information is intended as a snapshot of the current opportunities at the time of consultation.

Figure 19 identifies the supply of existing competitive commercial events. While there is a significant quantity of social events, particularly in the Margaret River Wine Region, these are not recognised as existing supply products and have therefore not been identified. Social and competitive events contribute to the creation of the social fabric of mountain bike communities. Events typically do not appeal to the leisure market, but they are a major motivator for the sport cohort, and to an extent a motivator for enthusiasts. The table details the extent of each event including the location, type, details, demographics and markets.





EVENT & LOCATIONS		DETAILS	DEMOGRAPHICS	MARKETS
<b>A</b>	Cape to Cape MTB Race Buzz Marketing (Private)  Augusta Margaret River Dunsborough	A popular four day stage race in the Margaret River Wine Region. The 210km cross country style race course passes through a variety of tenures and utilises formal and informal trail networks, access tracks and roads. The vast majority of the race course is not repeatable or signed. The event is well promoted including a 1 hour documentary which screens on SBS yearly. The event is now running at full capacity and event directors are looking at additional events to cater for the market.	<b>1200 Competitors</b> 88% Male 18-24yo 2% 25-34yo 19% 35-44yo 44% 45-54yo 24% 55-64yo 9% >65yo 2%	International 6% Interstate 24% Intrastate 62% South West 8%
<b>B</b>	Augusta Adventure Fest Rapid Ascent (Private)  Augusta	A series of two extremely popular multi-sport adventure races which include a mountain bike leg, touted as the world's biggest adventure race (based on competitors). The 30km mountain bike leg of cross country style race course passes through a variety of tenures and utilises informal trail networks, access tracks, fire breaks and roads. The vast majority of the race course is not repeatable outside of the event, but it has been identified as not being highly desirable. The race is open to solo and team entries.	<b>1800 competitors</b> 73% Male <18yo 3% 19-29yo 14% 30-31yo 31% 40-49yo 37% 50-59yo 13% >60yo 2%	International 1% Interstate 2% Intrastate 97%
<b>C</b>	X Adventure Rapid Ascent (Private)  Dunsborough	A series of two popular multi-sport adventure races which include a mountain bike leg, with solo and team entries. The mountain bike leg of cross country style race course utilises formal and informal trail networks in Dunsborough across various tenures including the Dunsborough MTB Skills Development Park. The majority of the race course is repeatable.	<b>1164 Competitors</b> 64% Male <18yo 5% 19-39yo 49% 40-49yo 35% 50-59yo 10% >60yo 1%	International (1person) Interstate (1person) Intrastate 100%
<b>D</b>	Karri Cup Northcliffe Visitors Centre (Private)  Northcliffe	A popular marathon race in Northcliffe with options of 25, 50 or 100km races with solo and team entries. The 100km cross country style race course passes through a variety of tenures and utilises formal and informal trail networks, access tracks and roads. Much of the race course is repeatable, but does not have permanent signage. Each competitor is accompanied by an average 1.5 supporters / spectators and in addition to entry fees, spends an additional \$300-400 in the area.	<b>567 Competitors</b> 84% Male <20yo 9% 20-29yo 5% 30-39yo 26% 40-49yo 37% >50yo 22%	Interstate (1person) Intrastate 69% South West 31%
<b>E</b>	Downhill State Series & State Championship PDMBC (Club) Wellington Mills Nannup	Club run downhill events with five downhill state series and one state championship, with three events held in the South West, typically at Wellington Mills and Nannup. The downhill style race courses utilise existing formal trail networks on Parks and Wildlife estate and are repeatable but not permanently signed. Race courses are based in pine plantations and are subject to logging pressures.	<b>Avg. 80-100 Competitors</b> 95% Male <18yo 25% 19-30yo 50% >30yo 25%	International 1% Interstate 1% Intrastate 98%
<b>F</b>	Gravity Roller Club Series PDMBC (Club)  Wellington Mills Pemberton	A club run series of five all mountain style races with two stages held in the South West at Wellington Mills and Pemberton. The race courses, which have timed descents, utilise existing formal trail networks and are repeatable. Wellington Mills is not permanently signed and is subject to logging pressures.	<b>Avg. 80-100 competitors</b> 95% Male <18yo 25% 19-30yo 50% >30yo 25%	International 1% Interstate 1% Intrastate 98%
<b>G</b>	State XC Series & State Championship PMBC (Club) Pemberton Collie Dunsborough Margaret River	Club run cross country events with six state series and one state championship, with four events held in the South West at Pemberton, Collie, Dunsborough and the state championships in Margaret River. The race courses utilise existing formal trail networks on reserves and Parks and Wildlife estate. They are repeatable and signed excluding Margaret River which is not signed and is subject to logging pressures.	<b>Competitors Avg. 130-140p</b> 89% Male <20yo 10% 20-35yo 33% 35-50yo 48% >50yo 9%	Not Available
<b>H</b>	WA Gravity Enduro Series WAGE (Private)  Pemberton Margaret River	A private series of five gravity based enduro races with stages held in Pemberton and Margaret River. The all mountain style race courses, which have timed descents, utilise existing trail networks on Parks and Wildlife estate. The race courses are repeatable, but Margaret River does not have permanent signage and is subject to logging pressures.	<b>Avg 85 competitors</b> 95% male <18 7% 18-24yo 15% 25-34yo 33% 35-44yo 43% 45-54yo 2%	Predominantly Intrastate
<b>I</b>	Round tu-it 6hr Classic AMBC (Club) Northcliffe	A club run six hour marathon race in Northcliffe. The cross country style race course utilises a formal private trail network and is repeatable.	Not Available	

Figure 19: Existing competitive commercial event supply

The events currently held in the South West are characterised by club level racing, and a number of long distance and multisport events. While there are no UCI international level events, Pemberton has recently secured a national cross country series event. The main focus of racing is on cross country, but with significant participation in enduro and downhill events. The majority of club level events attract approximately 100 competitors and the demographic is very similar to the typical rider with approximately 90% males in the 35–50yo age bracket, except downhill which has a slightly younger demographic. The intrastate market has the highest participation and other than the Cape to Cape MTB Race, which is the region's premier race, there are very few interstate or international competitors.

### COMMERCIAL PRODUCTS

Commercial products are vital to the fabric of mountain bike tourism and can include tours, training, bike hire, accommodation

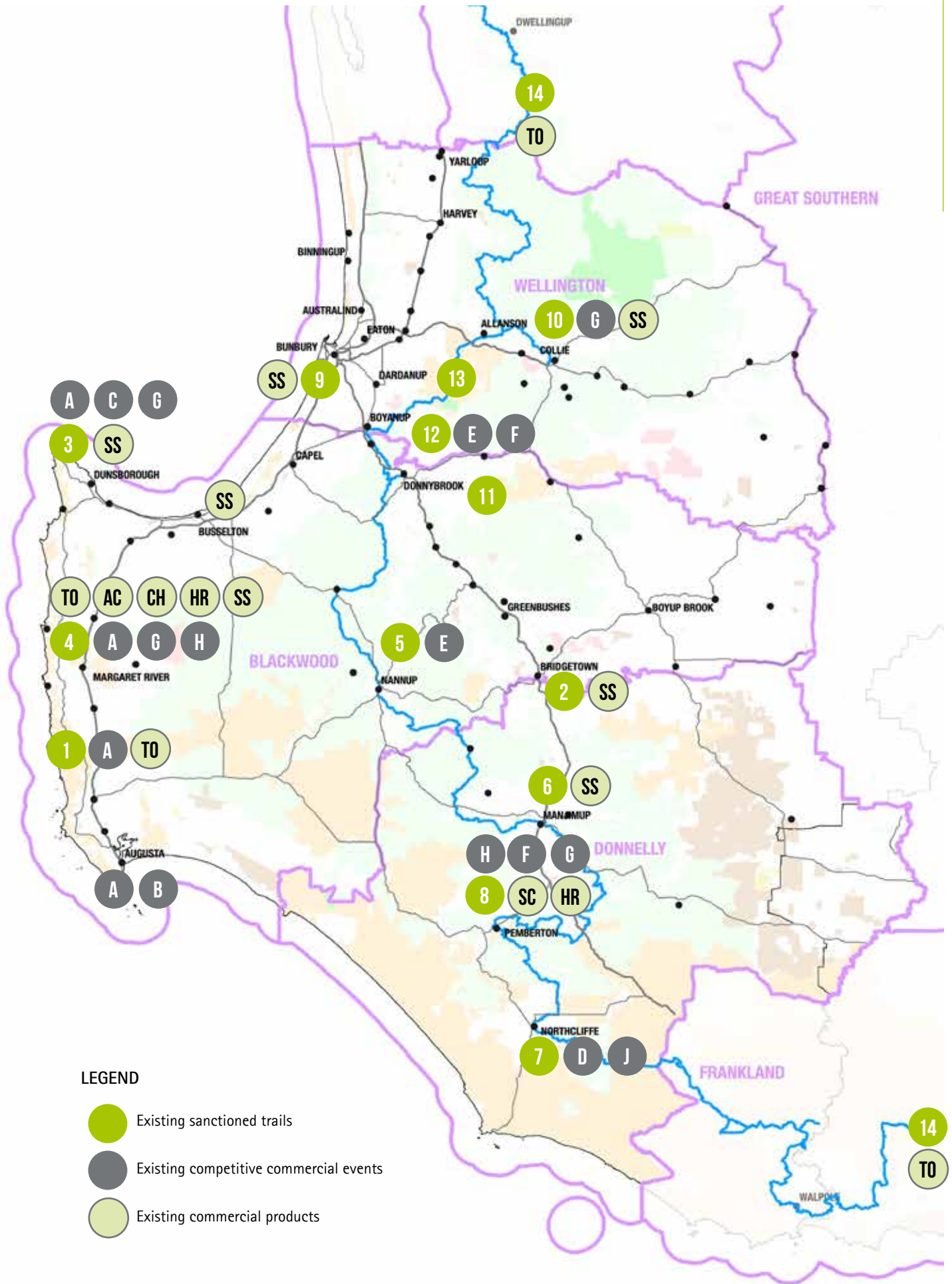
and other services. Some commercial products make mountain biking accessible to people whose primary travel motivator is not mountain biking, and other commercial products are essential to mountain bike specific tourism. While limited, there are a number of commercial products available in the South West and the offerings are constantly evolving. Figure 20 is intended as a snapshot of the opportunities at the time of consultation.

### SUMMARY

With the exception of Dirty Detour's offerings, the commercial products available to visitors and recreational riders in the South West are extremely limited. Dirty Detours product is well established and highly regarded, but typically most products are not solely geared towards mountain biking.

PRODUCT		PRODUCT OVERVIEW
<b>TO</b>	Tours	<p>Although a number of operators have permission to operate commercial tours in the region, the majority of the market is captured by Dirty Detours who are based in Margaret River and offer a variety of products including;</p> <ul style="list-style-type: none"> <li>• Range of singletrack tours in Margaret River and Boranup</li> <li>• Advanced guiding in Margaret River and Boranup</li> <li>• School group singletrack tours in Margaret River and Boranup</li> <li>• Coaching clinics</li> <li>• Munda Biddi Trail fully supported day and overnight guiding between Collie and Manjimup</li> <li>• Sip n' Cycle – Mountain Bike Winery Tours in Margaret River</li> </ul> <p>In order to capture the general travel market, Dirty Detours maintain a range of quality mountain bikes and have transport vehicles and trailers.</p>
<b>CH</b>	Coaching	<p>Dirty Detours and Dirt Skills (Margaret River) offer individual and group coaching courses aimed at improving rider ability.</p> <p>Kalamunda based Rock &amp; Roll Mountain Biking regularly host coaching clinics in the Dunsborough region, sometimes in conjunction with events. They also offer guiding and bike hire in other regions of Western Australia.</p>
<b>SC</b>	Camp School	<p>Pemberton Camp School is located next to the Pemberton Mountain Bike Park. The Department of Education residential camp facility offers skills based educational mountain bike programs for Western Australian school children. The camp school staff maintain a fleet of high quality mountain bikes and offer a range of products including, clinics, guided rides and coaching.</p>
<b>HR</b>	Hire	<p>A number of commercial providers hire quality mountain bike for use on singletrack trails. Margaret River Cycles and Repairs have various styles of mountain bikes for hire in Margaret River. Pemberton Discovery Shop also offers a range of mountain bikes for hire and has a small selection of parts available.</p>
<b>SS</b>	Sales & Service	<p>The majority of major population centres offer a level of service and sales through dedicated bike stores and sports shops. In addition to these general bike stores there are a number of stores which offer mountain bike specific sales and services, including in; Bunbury, Collie, Busselton, Dunsborough, Bridgetown, Manjimup and Margaret River.</p> <p>Fat Tracks offer a mobile mechanic service and also offer a variety of guided tours in the Wellington region on request.</p> <p>The Pemberton Bicycle Company offers servicing and if required mobile or workshop repairs.</p> <p>Cycletrek offers a unique sales and service centre on private property close to Donnybrook which hosts an 8km trail network and eco accommodation.</p>
<b>AC</b>	Accommodation	<p>A number of accommodation providers in the region are Munda Biddi Trail cycle friendly businesses and offer accommodation with basic services for cyclists. In total there are 44 cycle-friendly business in the South West with the majority being accommodation and attractions.</p>

Figure 20: Existing commercial supply



**LEGEND**

- Existing sanctioned trails
- Existing competitive commercial events
- Existing commercial products

Figure 21: Existing product supply

## GOVERNANCE

### EXISTING GOVERNANCE

The stakeholders involved in trails, and the bodies that they collectively form, can be very diverse. Local governments, development commissions, tourism bodies, government departments and user groups can all play a vital role in the governance of trails. These bodies all work in various formats and governance structures, many of which are not relevant to mountain biking.

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 growth and development of cycling in the state. WestCycle also acts as the interface between the cycling community and government.

The West Australian Mountain Bike Association (WAMBA) provides an essential link between riders, clubs and groups and WestCycle, state government and other stakeholders.

Within the region there are currently 6 mountain bike clubs and groups;

- Margaret River Off Road Cycling Association
- Collie Mountain Bike Club
- South West Mountain Bike Club
- Cape Mountain Bikers
- Dunsborough Districts Cycle Club

Each of these bodies typically has an interest in both trail advocacy and events. They all have formal structures and to an extent are capable of assisting the development process, particularly with construction. These bodies are affiliated members of WAMBA. Typically mountain bike user groups and bodies in the South West have worked in isolation, however more recently there has been a movement towards cooperative governance structures.

In addition to the user groups, a number of locations rely on individuals, informal groups and chapters of other associations to advocate, promote and manage the activity. Like the majority of the existing volunteer bodies, the informal groups rely on a few dedicated volunteers to ensure the activity is being promoted and trail infrastructure is being developed and managed.

Recently, during the course of this project, there has been a marked improvement in the governance structures supporting mountain biking in many locations. With some assistance and guidance from key Department of Sport and Recreation initiatives, the following advisory groups have been formed to help steer trail development including mountain biking.

Bridgetown has a Trails Advisory Committee with representatives from local government, South West Development Commission, Department of Parks and Wildlife, Department of Sport and Recreation, Department of Water, and user groups including mountain biking.

In Dunsborough a Mountain Bike Working Group has been formed with representatives from Busselton Shire, Meelup Regional Park Committee, Cape Mountain Biker and Dunsborough Districts Cycle Club.

In Margaret River a Trails Forum has been created with representatives from local government, local tourism organisation, Department of Parks and Wildlife and user groups including mountain biking.

Although there is no formal group, Pemberton's key stakeholders, including representatives from local government, visitors centre, Department of Parks and Wildlife, small business centre and individuals, often meet to discuss issues surrounding trails.

In addition to these governance structures there are also a number of additional forums where mountain bike development could be made part of the agenda.

Some local governments have formed Alliances of Councils or Councils of Councils, which typically focus on development across local government boundaries. While trails may become part of the agenda on these bodies, as they are for the Warren Blackwood Alliance of Councils, this may not become one of their primary focuses. To an extent these alliances may be viewed as a precursor to the pending local government amalgamations.

Local tourism organisations and tourism stakeholders are now also creating formal bodies to look at combined development and promotion of products in their respective sub regions.

The governance of mountain biking and trail development in the South West is generally characterised by a lack of formal structure.

### EXISTING MANAGEMENT

Management models for trail facilities can be complex with trails owned but operated by different entities. Typically a Memorandum of Understanding (MOU) is formed when the operator and owner differ. While trail management can be complex, simplistically it can include insurances, maintenance and resourcing.

The majority of trails in the South West have a simple management structure where the land owner is also the operator, especially in the case of local government trails. In these cases insurances are held by the owner, maintenance is carried out as required, and resourcing comes from ongoing maintenance budgets.

Within the South West there are a number of situations where the owner and operator may be different entities, or the management model is unique, including;

The majority of singletrack trail networks on Parks and Wildlife estate, including at Wellington National Park, Collie, Margaret River, Wellington Mills and Nannup, remain under Parks and Wildlife's ownership but rely on maintenance from mountain bike bodies who are the trail operators. Typically there is no formal memorandum of understanding between the two parties to substantiate this, although MOUs have been discussed and in some cases drafted. Maintenance is typically carried out by the user group bodies on an ad hoc basis, with no structured inspections or maintenance schedules. The management models for these sites are standard.

The management of the Munda Biddi Trail is coordinated by Parks and Wildlife, with maintenance undertaken by both the department and volunteers from the Munda Biddi Trail Foundation (MBTF) who have adopted sections of the trail. Adopted sections are inspected by the volunteers on regular basis (up to four times per year), with basic maintenance undertaken as required. Parks and Wildlife undertakes a yearly inspection of the infrastructure on the complete trail as part of its visitor risk management requirements and identified issues are scheduled for maintenance. The MBTF also represents the community that uses the trail and has three main areas of involvement: community, tourism and support.

The Dunsborough MTB Skills Development Park is owned by the City of Busselton and leased to the Dunsborough Districts Country Club. The Dunsborough Cycle Club are a chapter of the country club and are the trail provider. The cycle club carry out maintenance on an ad hoc basis, but do have a unique voluntary pay for use management model, which partially funds maintenance.

Pemberton Visitors Centre are the trail owners and providers of the Pemberton Mountain Bike Park. Maintenance is carried out on a volunteer basis by local volunteers in close partnership with the Pemberton Camp School, who utilise the facility. The South West Mountain Bike Club and a number of school groups also donate volunteer time to maintain the trails.

The management of mountain biking and singletrack trails in the South West is generally characterised as user group bodies being the trail providers with maintenance generally carried out in an ad hoc manner.

### EXISTING PROMOTION

Promotion is a vital part of mountain biking and can increase both recreation, tourism and event markets. The best marketing for a mountain bike destination is by establishing industry advocates through the creation of desirable and marketable trails. Generally the marketing of mountain biking in the South West is very limited and the following information is intended as a snapshot of initiatives at the time of consultation.

Key government agencies and major cycling bodies promote the activity and benefits of cycling in general. Typically this is focused on the benefit of urban and on road cycling. Mountain biking is typically not well represented in this marketing.

State, regional and local tourism organisations, and visitors centres are the bodies which market and promote the region and its destinations. Typically promotion is focused on websites, social media, media familiarisations, and printed material such as visitors guides, but can include television commercials.

Australia's South West is the tourism body responsible for promoting the region. Their marketing collateral sometimes references and depicts mountain biking, but other than some promotion of the Munda Biddi Trail and major mountain bike events, there is very little mountain bike trail promotion and no targeted marketing being undertaken.

Local tourism organisations and visitors centres also typically depict mountain biking, but also have limited trail information or direct marketing. Pemberton, Margaret River and Collie tourism organisations do depict mountain biking online, in TV commercials and in visitor guides, however information on the activity and where it can be undertaken is limited.

The Munda Biddi Trail Foundation (MBTF) undertakes targeted marketing, and promotes and provides information on the Munda Biddi Trail. A series of commercial maps are available and the website features comprehensive information on the trail including listing cycle friendly businesses.

Although not limited to mountain bike trails, Trails WA is the current leader in online promotion of mountain bike trails through its website and social media. The website hosts detailed information, maps and links to multiple formats of digital trail information.

The Warren Blackwood Alliance of Councils have developed a website to promote all trail types within the Blackwood and Southern Forests regions which feature existing mountain bike trails.

A number of other websites promote the trail networks. Local user groups typically have websites and social media which promote their trails. The Pemberton and Dunsborough mountain bike parks both have websites and Facebook pages where trail information can be accessed. Parks and Wildlife promotes formal trails on their estate through its website and printed collateral.

A commercial entity produces a Western Australia Mountain Bike Trail Guide promoting formal and informal trails throughout the state, including the South West. The trail guide is very popular within the mountain bike community and the third edition is currently being prepared.

Commercial operators typically rely on online and social marketing. Some of the products provided by commercial operators are promoted at visitor centres however this is generally limited to Margaret River.

The region's most significant promotion comes through events, especially the Cape to Cape MTB Race which attracts a high level of intrastate competitors. Typically this event has magazine, social, online and television coverage as well as numerous advocates leaving the region and state with a 96% satisfaction rate<sup>18</sup>. The television coverage is the most significant direct marketing with an hour long race documentary screening nationally each year on SBS.

Most of the other events in the region also generate advocates who promote the region. Many of the regions other events are well promoted nationally to the mountain bike community including through magazines and on mountain bike community websites. The region's trails have been sporadically featured within magazines however typically are not well represented on industry and community trail databases.

While it is anecdotal, most locations hosting events suggested that they see significant increased visitation following the event throughout the year. Locations such as Pemberton and Margaret River have seen significant market growth.

The promotion of mountain biking and trails in the South West is generally informal and characterised by mountain biking being depicted, but not promoted as an activity that is available to be undertaken.

### GAP ANALYSIS

The following gaps (Figure 22) have been identified through comparing, market demand, demographic and user aspirations against the existing supply of product opportunities and governance.

**SOUTH WEST**  
**MOUNTAIN BIKE**  
**MASTER PLAN**

ISSUE	GAP IDENTIFICATION	IMPROVEMENT	GAP
Market	An estimated 28,392 (17.9%) South West residents ride for recreation in a typical week. With an estimated population of 158,615, the South West is one of the fastest growing regional populations in the country, growing 22.1% between 2006-2011, but less than 30,000 people have good access to purpose-built mountain bike trails.	Increase provision of purpose-built trails in strategic locations.	A
Demand	Margaret River receives approximately 30,000 trail passes per year on the two existing networks, but only has 29km of average quality singletrack trails that are not promoted, signed or cohesive.  Participation in the Cape to Cape MTB Race injects approximately \$2million a year into the region, has grown 380% in 5 years and will be capped at 1500 competitors in 2014, but still uses less than 15% purpose built and formalised singletrack trails.  A significant proportion of popular trails having either informal access (e.g. have not been authorised for bike access by the land manager), or have been illegally constructed within public reserves.	Improve supply to meet current demand.	B
Quantity	Over 80% of mountain bikers prefer the challenge and experience of singletrack trails, but less than 20% (160km) of the South West's sanctioned mountain bike trails are purpose built singletrack.  The typical mountain biker's ride length is 20km-30km, but only two locations in the South West cater for this without repeating trail.	Increase the quantity of purpose built mountain bike opportunities.	C
Uniqueness	Uniqueness is a primary travel motivator and 89% of mountain bikers that ride in the South West rate natural and unique environment as a high priority, but less than 30% of singletrack trails in the South West are in locations with unique value.	Develop mountain bike opportunities in unique locations.	D
Scale	80km of predominantly singletrack trail is the nationally significant minimum trail requirement, 20-80km for regional and <20km for local significance, but no locations currently rate as national locations and only one location rates regionally, although other key requirements preclude the rating.	Increase trail quantities to meet significance ratings in high demand areas.	E
Quality	91% of mountain bikers that ride in the South West rate trail quality as very important, but only 15% of singletrack trails in the South West are in good condition.	Improve quality of existing trails and ensure development is sustainable.	F
Classification	Over 70% of purpose built singletrack trails cater for intermediate riders, but only 12% of purpose built singletrack trails cater for beginners. (White 0%, Green 12%).  Over 45% of mountain bikers that ride in the South West identify themselves as being advanced, but only 16% of purpose built singletrack caters for advanced riders (Black 16%, Double Black 0%).	Improve classification diversity.	G
Trail Type	Of the mountain bikers that ride in the South West, 77% indicated they participate in cross country, 70% in all mountain, 30% in downhill and 30% in touring, but the majority of sanctioned mountain bike trail includes 72% aimed at touring, 27% at cross county and fewer than 1% for downhill and all mountain.  Over 70% of purpose built singletrack trails caters for cross country, but only 4% caters for downhill, 2% for all mountain and there are only 2 formal park facilities.	Improve trail type diversity and quantity of all singletrack trails, but specifically downhill, all mountain, as well as park.	H
Tenure	Less than 60% of the region is national park, state forests and reserves, but 72% of purpose built singletrack is provided on Parks and Wildlife managed lands.  100% of downhill trails are located in timber plantations subject to intensive levels of land management.	Reduce pressure on Parks and Wildlife as the main trail owner.  Establish downhill trails in sustainable tenures.	I
Location	80% of South West residents would prefer to only travel a short distance to go mountain biking, and 47% would like to be able to ride to trails and facilities, but over 65% of South West residents use a public vehicle to access trails and 80% (approx. 130,000 people) of the South West population are more than 25km away from purpose built singletrack trails.	Develop mountain bike opportunities within or in close proximity to population centres.	J
Accessibility	Over 55% of mountain bikers that ride in the South West indicated being unable to find trails, trail information or trails with appropriate facilities, prohibits them from riding, but fewer than 10% of all trails are well-signed purpose built singletrack.	Ensure existing and future trail facilities are cohesive, well signed and provide infrastructure and visitor services if appropriate.	K

ISSUE	GAP IDENTIFICATION	IMPROVEMENT	GAP
Usability	Trail systems should be easy to navigate and intuitive, but less than 50% of singletrack trails are cohesive and no existing trail networks have been through a prescriptive trail planning process.	Improve existing trail cohesiveness.	L
Participation	A sustainable mountain bike community requires 60% beginners, but 91% of surveyed riders identified themselves as being advanced or intermediate.  Fewer than 15% of South West event competitors and mountain bikers that ride in the South West are female.  Regional Western Australia has very high participation rates for young people riding each week with 67.9% in the 2-9yo and 41.4% in the 10-17yo age bracket, but less than 1% of survey respondents, and an average of fewer than 10% of event competitors in the South West are aged under 18.	Improve access barriers and growth in beginner, young people, and female participation.	M
Events	The South West is one of the top providers of general events in the state, but only one major mountain bike race that attracts interstate and international competitors is currently held in the region.  Over 70% of survey respondents indicate they participate in events in the South West, which hosts over 10 formally coordinated mountain bike race events, but no events in the South West are UCI international level and few are national level.	Ensure developments have infrastructure capable of hosting national and international races.	N
Infrastructure	National, regional and local locations have critical and preferable key requirements, but none of the locations assessed meet national or regional infrastructure, amenities or service requirements.	Ensure existing and future trail facilities have adequate infrastructure.	O
Facilities	Trail centres, trail hubs and visitor services make mountain biking more accessible, but there are currently no locations that have trail centres or locations that have requirements to meet trail hub criteria.	Develop mountain bike opportunities focused on trail hubs, trail centres and visitor servicing.	P
Governance	Structured hierarchical governance with single authority responsibility and paid employees is identified as a critical success factor in development and sustainability, but the South West's volunteer mountain bike bodies and individuals work in isolation with minimal leadership.	Single authority with paid employees responsible for managing development and sustainability.	Q
Management	67% of respondents identify trail quality as being extremely important, but 85% of trail is lower than good quality and 100% of singletrack trail networks are purely maintained by volunteers or individuals typically with no formal MOU with the land owner.	Improve management models and remove volunteer reliance.	R
Promotion	Some bodies do targeted marketing, tourism bodies depict mountain biking in promotional material and user group bodies provide some basic promotion, but information on how or where to undertake the activity is limited and over 40% of survey respondents identified that lack of information was stopping them from mountain biking in the South West.	Create clear avenues and responsibilities for marketing to improve understanding and promotion of opportunities.	S
Research	Of the locations with purpose built singletrack in the South West, only one collects data, and no destinations collect data on market visitation.	Improve research on market and trail use.	T

Figure 22: Gap identification

## SUMMARY

A large number of gaps are identified in the analysis, which primarily relate to increasing the provision of dedicated mountain bike facilities that are sustainable and cater for diverse abilities and styles. The identified gaps and the recommended improvements correspond to the Western Australian Mountain Bike Strategy outcomes.

Generally there is a severe undersupply of dedicated trail facilities and the existing facilities are of average quality and only cater for a small proportion of the potential market.

## ANALYSIS CONCLUSION

With the existing data available, the market overview identifies significant participation in mountain biking in the South West and demonstrates the potential demand from intrastate, interstate and international markets. The typical user profile aligns with the current regional demographic profile suggesting predicted growth in the region will increase demand.

The competitive positioning and review of current supply of opportunities establishes that the region needs to invest significantly in trail development to ensure recreation needs are met and tourism markets are captured.

Based on the market overview, review of existing opportunities and governance within the South West, the analysis currently suggests that there is significant potential to develop dedicated mountain bike facilities throughout the South West to cater for existing demand and potential markets. It is identified that such facilities must be well located and highly accessible with good governance and management to ensure a quality product and experience.

Without managing the identified gaps, further informal trail creation and use may continue and existing environmental issues may be exacerbated.

The following section identifies the opportunities within the South West and how they have been selected and prioritised.

# OPPORTUNITIES

The South West boasts a range of development opportunities with significant desirable riding environments. The success of mountain biking in the South West will rely on offering unique trails in appropriate locations. Accordingly, a prioritisation framework was developed to assess identified locations on their ability to meet the project objectives.

## APPROACH TO OPPORTUNITIES

The prioritisation framework was developed to appropriately assess a location's significance, opportunity, deliverability and priority. This provided each location with a hierarchical rating under each category and ultimately determined priority locations.

The primary objective of the framework was to identify aspirational locations that reflected the values of the South West. The framework process identified Disease Risk Areas (DRA) and Public Drinking Water Source Areas (PDWSA) as major constraints for assessed locations. It also considered the South West's major population centres and tourism sub regions and how the relationships between locations would influence promotion and usage.

In order to increase participation and establish the South West as a mountain bike destination it is vital that unique locations of excellent opportunity are developed as the initial priority. Focusing on high quality development in these locations will establish the region's reputation and should set a benchmark for future development standards.

In order to undertake the assessment, population centres and isolated areas were identified as potential development locations through stakeholder consultation, site visits and review of existing trail locations. Following site inspections and desktop review, each location was assessed under the prioritisation framework and ranked on the following hierarchies.

## LOCATION SIGNIFICANCE

Assessed the connectivity, scope, character, profile and desirability of a location. Locations are categorised as having national, regional or local significance; identifying the location's potential scale of development and development zone.

## LOCATION OPPORTUNITY

Assessed the tenure, access, value, quality and diversity of a location. Locations are identified as having excellent, good, average or below average opportunity; identifying the location's relative importance and uniqueness.

## LOCATION DELIVERABILITY

Assessed the demand, supply, stakeholders, planning and land use of a location. Locations are identified as having long, medium or short deliverability; identifying the potential development timeframe.

## LOCATION PRIORITY

Calculated by combining the opportunity and deliverability of a location. Locations are identified as being of high, moderate or low priority.

In order to successfully position the South West in the Australian trail destination market, initial investment should focus on developing the national and regional locations to their minimum scale of development criteria. Should this not be achieved, nationally significant locations must be developed to at least a regional scale of development prior to investing in regionally significant locations. Regional locations should then be developed to a local scale of development prior to investing again in national locations. Only once national and regional locations have reached their appropriate scale of development should locally significant locations see significant federal or state resource investment. This strategy will establish the region's reputation and encourage future investment and development.

**Federal and State investment in locations should not limit the ability for local government or volunteer investment in a location provided sustainable management models are employed.**

The relevance of the category ratings and their assessment criteria is further detailed overleaf.





**"THE SOUTH WEST BOASTS A RANGE OF DEVELOPMENT OPPORTUNITIES WITH COUNTLESS DESIRABLE RIDING ENVIRONMENTS"**

## SIGNIFICANCE

A location's significance identifies its development importance; the appropriate trail models, defines the scale and positioning of development, and defines required supporting services and infrastructure to meet the significance rating. It can rate either a population centre or an isolated area. Each identified location was assessed on the following significance criteria.

- **Connectivity** assessed the location's existing and target population and available accommodation types, and proximity to population centres, primary roads, public transport and major trails including the Munda Biddi Trail.
- **Scope** assessed the location's scale of land, types of land ownership, distance of land to population centres, and the quality and value of the available land.
- **Character** assessed the location's landmarks, local character and uniqueness of the landscape.
- **Profile** assessed the location's existing services and facilities, existing tourism market and alternative recreation and activities.
- **Desirability** assessed the location's existing user demand, and the location and region's aspirational desirability, which were based on the user survey results.

Each of these criteria achieved a percentage rating on the assessment framework and the overall averaged percentage set the location's significance rating. Locations were identified as being of national, regional and local significance. The benchmark for nationally significant locations was 80%, the benchmark for regionally significant locations was 60% and locally significant locations achieved under 60%.

### SIGNIFICANCE RATING

A location's significance is defined from an economic development and recreation resource perspective. A location's significance guides the prioritisation of federal and state resource investment. The identified amount of trail in a location, or scale of development, is the minimum amount of trail required to reach the appropriate location significance and is not limited by how much trail could be developed. As previously defined, the significance ratings designate the following;

**NATIONAL SIGNIFICANCE** 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.

**REGIONAL SIGNIFICANCE** 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.

**LOCAL SIGNIFICANCE** A mountain bike facility for a small community and/or a tourism resource that caters for day trips.

## OPPORTUNITY

A location's opportunity identifies the capacity, accessibility and uniqueness of a location's potential. It defines the level of opportunity and the development importance of the location. Each identified location was assessed on the following opportunity criteria.

- **Tenure** assessed the scope and scale of potentially developable land in state government, local government, and private tenure.
- **Access** assessed the proximity to services, nature of vehicular access, distance to public transport and existing compatible infrastructure.
- **Value** assessed the uniqueness, nature, character, condition and importance of the landscape.
- **Quality** assessed the topography, landform, vegetation, waterform and soil types against the landscape character types of Western Australia.
- **Diversity** assessed the trail type diversity and opportunity of the identified location.

Each of these criteria achieved a percentage rating on the assessment framework and the overall averaged percentage set the location's opportunity rating. Locations were identified as having excellent, good, average or below average opportunity. The benchmark for excellent opportunity was 70%, the benchmark for good opportunity was 60%, the benchmark for average opportunity was 50% and below average opportunity achieved under 50%.

### OPPORTUNITY RATING

A location's opportunity is defined from an aspirational development perspective and should guide the investment of resources into unique riding environments that reflect the region's objectives. The significance of the opportunity ratings are;

**EXCELLENT OPPORTUNITY** locations possess a significant range of tenures available for development, have good access and are within close proximity to tourism services, existing infrastructure and public transport. The high value and quality of the landscape offers a very unique environment for trail development.

**GOOD OPPORTUNITY** locations possess multiple tenures available for development, have reasonable access and are within proximity to tourism services, existing infrastructure and public transport. The moderate value and quality of the landscape may offer some unique environment for trail development.

**AVERAGE OPPORTUNITY** locations possess some tenure available for development, which may have average access and may not be within close proximity to tourism services, existing infrastructure and public transport. The value and quality of the landscape may not offer a unique environment for trail development.

**BELOW AVERAGE OPPORTUNITY** locations possess a limited range of tenures available for development, may have poor access and may not be within close proximity to tourism services, existing infrastructure and public transport. The generally low value and quality of the landscape does not offer a unique environment for trail development.

## DELIVERABILITY

A location's deliverability defines the timeframe for the development of a location. Each identified location was assessed on the following deliverability criteria.

- **Demand** assessed the established demand of the location identifying existing users and community, engaged businesses, existing events, extent of existing trail, and cultural integration and support.
- **Supply** assessed the legality, scale, balance and effectiveness of existing trails, and reviewed existing facilities and infrastructure.
- **Stakeholders** assessed the existing governance, stakeholder aims and objectives, and level of existing club and social media memberships.
- **Planning** assessed the state government, local government and private landowner support, compatibility of management plans, policies and strategies, and level of conflicting recreation and site constraints.
- **Land Use** assessed the intensity, management and patterns of land use, the sustainability and need to manage existing use, and the intensity, impacts and compatibility of existing recreation and users.

Each of these criteria achieved a percentage rating on the assessment framework and the overall averaged percentage set the location's deliverability rating. Locations were identified as having short, medium or long-term deliverability. The benchmark for short-term deliverability was 60%, the benchmark for medium-term deliverability was 50%, and long-term deliverability achieved under 50%.

### DELIVERABILITY RATING

The significance of the deliverability ratings are;

**SHORT TERM DELIVERABILITY** locations are capable of being developed within a zero to three year period.

**MEDIUM TERM DELIVERABILITY** locations are capable of being developed within a three to five year period.

**LONG TERM DELIVERABILITY** locations are capable of being developed within a five to ten year period.

DELIVERABILITY	TIMEFRAME	PERIOD
Short Term	0-3 years	2015 - 2017
Medium Term	3-5 years	2018 - 2019
Long Term	5-10 years	2020 onwards

Figure 23: Deliverability timeframes

Location deliverability guides the timeframe of stakeholder and community group investment in trail development. It also guides each location's priority which sets the recommended timelines for development through the development schedule.

## PRIORITY

The priority rates all locations in a priority list. In order to identify the overall priorities for the South West the opportunity and deliverability categories were combined. The averaged percentage identifies locations as high, moderate or low priority. The benchmark for high priority was 65%, the benchmark for moderate priority was 50%, and low priority locations achieved under 50%. The significance of the priority ratings are;

### HIGH PRIORITY

High priority locations offer the most significant opportunity and immediate deliverability and are recommended as the focus of initial resource investment and development. Initial delivery of this Master Plan should be focused on developing these locations. Generally high priority locations should be fully developed within a five year timeframe.

### MODERATE PRIORITY

Moderate priority locations offer good opportunity and deliverability, and resource investment is recommended to assist development following high priority locations. Generally moderate priority locations should be fully developed within a ten year timeframe.

### LOW PRIORITY

Low priority locations offer limited opportunity and deliverability, and resource investment to assist development are not recommended not be relied upon. Generally low priority locations are not recommended to be developed during the ten year lifespan of this plan.

The deliverability category is utilised to rank the priority of the three priority sub categories. A moderate priority short-term location is a higher priority than a moderate priority medium-term location, irrespective of the opportunity percentage score. This ensures locations with stronger management model criteria such as existing demand, and stakeholder and planning support are developed as a priority.

Some locations with good opportunity are not prioritised for development due to having long-term deliverability. These locations still offer significant opportunity and should the constraints that resulted in the lower deliverability rating be resolved they could be developed to realise the opportunity.

A location's priority guides state and federal investment in mountain bike trail development within the South West. In order to establish the region as a renowned destination it is important that funding and development is prioritised on high priority locations, developing national and regional locations to their minimum scale of development prior to developing moderate priority locations. This strategy will establish the region's reputation through the promotion of core experiences and will encourage future resource investment.

**LEGEND**



-  Assessed population centre  
*radius of assessed locations not to scale*
-  Assessed area  
*radius of assessed locations not to scale*



Figure 24: Map of opulation centres and areas assessed

**LOCATION ASSESSMENT**

Through stakeholder consultation, site visits and review of existing trail locations the following locations were identified for assessment;

BLACKWOOD	DONNELLY	WELLINGTON
Augusta	Beedelup	Australind
Balingup	Boorara	Boyanup
Blackwood	Donnelly	Brunswick
Boranup	Manjimup	Bunbury
Boyup Brook	Northcliffe	Capel
Bridgetown	Pemberton	Collie
Busselton	Shannon	Wellington
Cape Naturaliste	Warren	Donnybrook
Cowaramup		Ferguson Valley
Dunsborough		Happy Valley
Ellis Creek		Harvey
Kirup		Logue Brook
Margaret River		
Nannup		
Whicher		

Figure 25: List of population centres and locations assessed

The initial assessment framework outcomes identified overlapping locations, and locations of national and regional significance within close proximity. While development of the South West should focus on the diverse range of core experiences on offer, the opportunities should not feel disjointed. The scale and relatively unpopulated and scattered characteristics of the South West also impose some challenges. Accordingly, exclusion zone and development zone strategies (Figure 13) were employed to focus development and provide a coherent regional distribution. The exclusion zone has been used as a tool, and does not preclude a location to develop in the future should demand exist. Application of the exclusion and development zone strategies resulted in the following outcomes;

**BLACKWOOD DISTRICT**

Augusta and Boranup initially rated as potential regionally significant locations, but fell within the nationally significant exclusion zone of Margaret River. Boranup is captured within Margaret River's development zone and Augusta is reduced to local significance.

Bridgetown and Donnelly initially rated as potential regionally significant locations, but fell within the higher rating regionally significant exclusion zone of Nannup. Both Bridgetown and Donnelly are reduced to local significance.

Ellis Creek initially rated as a potential locally significant location, but fell within the higher rating regionally significant exclusion zone of Nannup. Ellis Creek is captured within Nannup's development zone.

Busselton, Cape Naturaliste and Whicher initially rated as potential regionally significant locations, but fell within the higher rating regionally significant exclusion zone of Dunsborough. Cape Naturaliste is captured within Dunsborough's development zone, and Busselton and Whicher are reduced to local significance.

Cowaramup initially rated as a potential locally significant location, but fell within the higher rating nationally significant development zone of Margaret River and is captured within this zone.

#### DONNELLY DISTRICT

Beedelup and Warren initially rated as potential regionally significant locations, but fell within the higher rating regionally significant exclusion zone of Pemberton. Both Beedelup and Warren are captured within Pemberton's development zone.

Boorara initially rated as a potential locally significant location, but fell within the higher rating locally significant development zone of Northcliffe and is captured within this zone.

#### WELLINGTON DISTRICT

Collie and Ferguson Valley initially rated as potential regionally significant locations, but fell within the nationally significant exclusion zone of Wellington. Both Collie and Ferguson Valley are captured within the Collie/Wellington development zone.

Logue Brook initially rated as a potential locally significant location but fell within the higher rating locally significant development zone of Harvey and is captured within this zone.

#### PRACTICAL ASSESSMENT

A practical assessment of the prioritisation framework outcomes identified potential shortcomings in the Dunsborough and Pemberton outcomes.

Dunsborough almost achieved national significance, had excellent opportunity and the scoring was therefore reviewed. The regional significance rating was maintained due to being within the Margaret River exclusion zone for additional national locations.

Pemberton was the closest location not to achieve national significance and had the highest opportunity rating and was therefore reviewed. It was identified that connectivity and existing desirability were the determining factors of the regionally significant rating. Pemberton's desirability is increasing as development increases and events are established removing the connectivity and desirability barriers. The location was assessed against exclusion zones and was identified as being in an advantageous position for priority development. This combined with the location's excellent opportunity established the need for the area to be rated as nationally significant.

#### PRIORITISATION OUTCOMES

The prioritisation framework and subsequent assessment has delivered a well-structured aspirational hierarchy of trails in the South West.

Some of the identified high priority locations are not a priority for major stakeholders and are not necessarily easily achieved projects. It is anticipated that the Master Plan will be used to demonstrate the opportunities in these locations and will be used as a development guide. The Master Plan does not seek approval for development of identified sites in these locations.

It has been extensively documented that mountain bike trail development can significantly increase visitation to non-tourism destinations, and even create tourism destinations. While this potential exists, it needs to be recognised that the majority of identified locations have the services, infrastructure and accommodation required to support significant trail development, and that the highest potential demand for trail use is from the leisure cohort who will typically base themselves in these existing tourism destinations and are looking for additional activities.

The national locations form a strategic triangle centralised over the region with two hour drive times between national locations promoting overnight stays. All regional locations are within a short driving distance of national locations, promoting day trip visitation from interstate and international markets overnighing in national locations, and short break opportunities for the intrastate market.

All population centres and locations are located within one hour of a national location or 45 minutes of a regional location ensuring accessibility to major recreation resources. The major population centres of Bunbury and Busselton are located within close proximity of a high priority location.

Due to the relative short travel times between many townships, low priority and long deliverability locations have not been identified for development. Any local trail development should consider prioritising locations close to neighbouring population centres which have limited development opportunity. If demand exists in low priority or unidentified locations, locally significant development could proceed as long as sustainable management models are employed.

There is potential that over time a location's rating may change, and the framework could be used to reassess locations in the future as they are identified. It is unlikely though that the relationship of a location to other locations will vary significantly enough to warrant reprioritisation or a change in significance.

The framework has delivered results leaning towards developing trails in existing developed, desirable and tourism based locations. This outcome is supported as it ensures investment is made on trail development as opposed to infrastructure development.

Priorities initially focus on the nationally significant locations and align with the strategy to develop these areas for recreation, tourism and economic benefit. Although priority locations are initially limited, the strategic layout and positioning of nationally significant locations and short term deliverability locations ensures that development should provide a sufficient short-term recreation resource for surrounding communities.

When combined, the national, regional and local priority locations will form part of an internationally significant region with strong ability to attract interstate and international visitation.

# SOUTH WEST MOUNTAIN BIKE MASTER PLAN

## LOCATION PRIORITY

Figure 26 table outlines the prioritisation assessment outcomes and identifies the priority locations for mountain biking in the South West. It also highlights the scope and scale of development. The development scale represents the range of development appropriate for the location. The recommended development represents the level of development recommended during the 10 year life-span of this master plan.

ID	LOCATION	SIGNIFICANCE	OPPORTUNITY	DELIVERABILITY	DEVELOPMENT SCALE	RECOMMENDED DEVELOPMENT	PRIORITY
<b>NATIONAL SIGNIFICANCE</b>							
2	Margaret River	National	Excellent	Short	> 80km	80km	High
10	Collie/Wellington	National	Excellent	Short	> 80km	80km	High
29	Pemberton	National	Excellent	Short	> 80km	80km	High
<b>REGIONAL SIGNIFICANCE</b>							
21	Dunsborough	Regional	Excellent	Short	20km - 80km	30km	High
16	Nannup	Regional	Good	Medium	20km - 80km	30km	Moderate
<b>LOCAL SIGNIFICANCE</b>							
4	Bunbury	Local	Below Average	Short	< 20km	20km	Moderate
26	Whicher	Local	Good	Short	< 20km	20km	Moderate
14	Bridgetown	Local	Good	Medium	< 20km	20km	Moderate
18	Augusta	Local	Good	Medium	< 20km	20km	Moderate
19	Busselton	Local	Below Average	Medium	< 20km	15km	Moderate
27	Manjimup	Local	Below Average	Medium	< 20km	15km	Moderate
7	Donnybrook	Local	Average	Medium	< 20km	15km	Moderate
9	Harvey	Local	Good	Medium	< 20km	15km	Moderate
28	Northcliffe	Local	Average	Medium	< 20km	15km	Moderate
33	Shannon	Local	Average	Long	< 20km	10km	Moderate
12	Balingup	Local	Average	Long	< 20km	10km	Moderate
23	Blackwood	Local	Average	Long	< 20km	10km	Moderate
32	Donnelly	Local	Good	Long	< 20km	10km	Moderate
5	Capel	Local	Below Average	Long	< 20km	0km	Low
15	Kirup	Local	Below Average	Long	< 20km	0km	Low
11	Happy Valley	Local	Below Average	Long	< 20km	0km	Low
2	Boyanup	Local	Below Average	Long	< 20km	0km	Low
13	Boyup Brook	Local	Below Average	Long	< 20km	0km	Low
1	Australind	Local	Below Average	Long	< 20km	0km	Low
3	Brunswick	Local	Below Average	Long	< 20km	0km	Low
<b>TOTAL OPPORTUNITY</b>						<b>495KM</b>	

Figure 26: Location Priority

## DEVELOPMENT SCENARIOS

Figure 27 demonstrates two different development scenarios for the delivery of the recommended development outlined in Figure 26.

Scenario 1 shows development to the full hierarchy within the recommended deliverability timeframe. Scenario 2 shows development of a location to the significance below its rating in the deliverability timeframe and then to its full significance rating in the remainder of the lifespan of this Master Plan.

DEVELOPMENT SCENARIO SUMMARY	0 TO 3 YEARS	3 TO 5 YEARS	5 TO 8 YEARS	8 TO 10 YEARS	TOTAL
Recommended Development Scenario 1	160km	295 km	40 km	0 km	495km
Recommended Development Scenario 2	105km	220 km	130 km	40 km	495km

DEVELOPMENT SCENARIO DETAIL	SCENARIO 1				SCENARIO 2				
	Total	0 to 3 Years	3 to 5 Years	5 to 8 Years	8 to 10 Years	0 to 3 Years	3 to 5 Years	5 to 8 Years	8 to 10 Years
<b>NATIONAL SIGNIFICANCE</b>									
Margaret River	80	30	50			30	50		
Collie/Wellington	80	30	50			30	50		
Pemberton	80	30	50			30	50		
<b>REGIONAL SIGNIFICANCE</b>									
Dunsborough	30	30	0			15	15		
Nannup	30		30	0			15	15	
<b>LOCAL SIGNIFICANCE</b>									
Bunbury	20	20					20		
Whicher	20	20					20		
Bridgetown	20		20					20	
Augusta	20		20					20	
Busselton	15		15					15	
Manjimup	15		15					15	
Donnybrook	15		15					15	
Harvey	15		15					15	
Northcliffe	15		15					15	
Shannon	10			10					10
Balingup	10			10					10
Blackwood	10			10					10
Donnelly	10			10					10
Capel									
Kirup									
Happy Valley									
Boyanup									
Boyup Brook									
Australind Eaton									
Brunswick Surrounds									
<b>TOTAL</b>	<b>495KM</b>	<b>160</b>	<b>295</b>	<b>40</b>	<b>0</b>	<b>105</b>	<b>220</b>	<b>130</b>	<b>40</b>

Figure 27: Development scenario options detail

**SOUTH WEST  
MOUNTAIN BIKE  
MASTER PLAN**

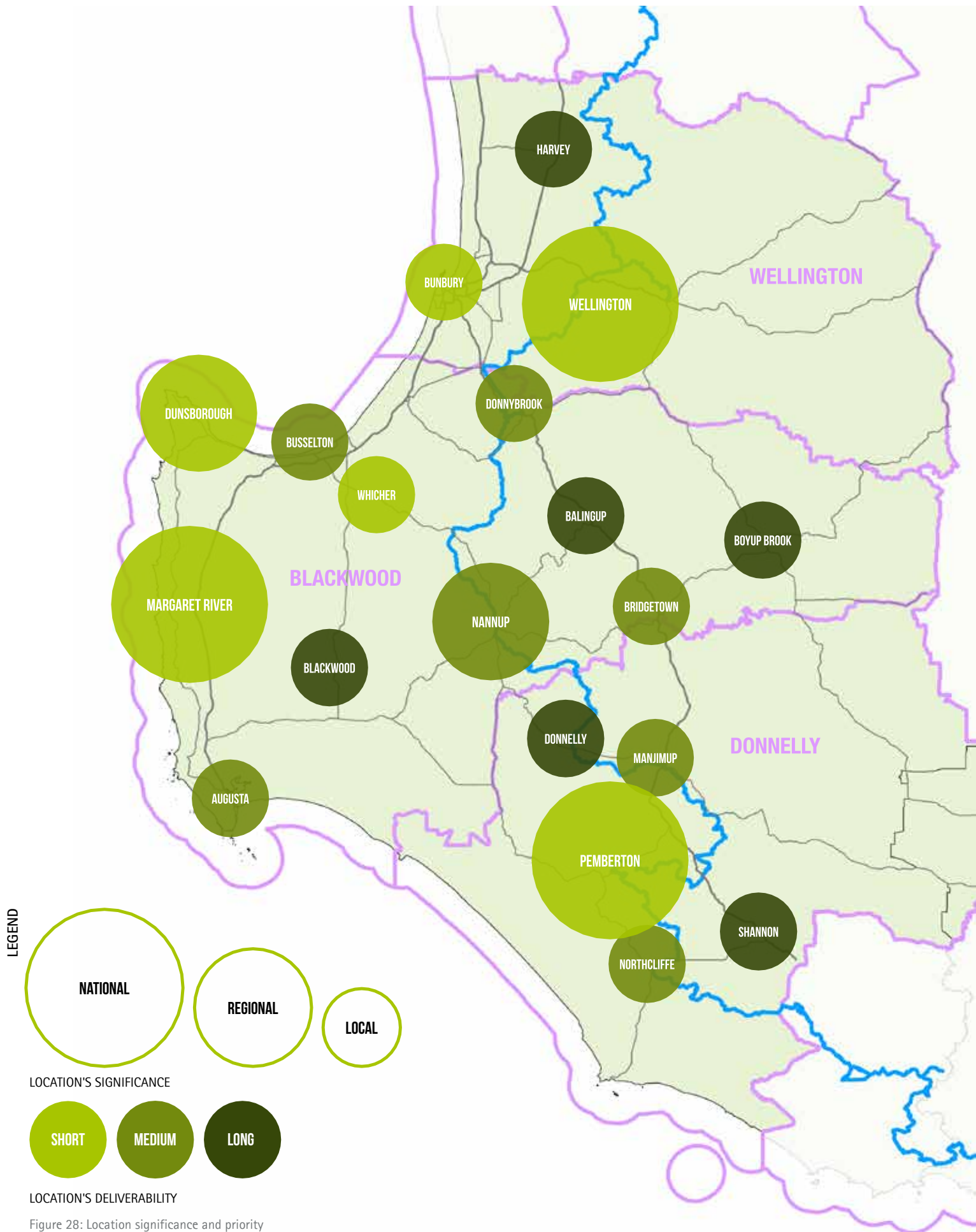


Figure 28: Location significance and priority



## REGION OUTCOMES

In order to capitalise on the South West's strengths it is important that each of the major locations (national and regional) have a focus on aligning with existing regional marketing and providing opportunities which align to Tourism Australia's core experiences. In addition to mountain biker's primary motivators, including high quality trails, core experiences are what make a destination attractive to a visitor. The outcomes of the location assessment identified priority locations in the following tourism sub region table (Figure 29).

As identified, the South West lacks some of the typical desirable characteristics for mountain biking. In line with consultation outcomes, this perceived weakness is an opportunity to provide trails with local character, featuring unique attractions. While these trails should include a focus on natural attractions, such as the stunning coastline and tall trees, the South West also has the opportunity to capitalise on connecting trails with developed attractions such as wineries, breweries, producers, restaurants and cafes. The focus of these trails should not be the destination, but the journey and experience in the unique environments that these attractions are located in.

The focus of South West mountain bike development is on five unique locations and experiences: Dunsborough coastline, gourmet Margaret River, Nannup's rolling hills, Pemberton's tall trees, and Collie/Wellington's river valley.

While the themes will not reflect all of the trail opportunities in the locations, they will reflect the marketable experiences and aspirational values, and highlight the essence of the South West region. In line with consultation outcomes, these experiences align with the existing identities of the sub regions while providing

unique mountain biking opportunities, some of which are not readily available elsewhere in the world. The ability to theme each of these locations will provide excellent marketability and product awareness. The national and regional locations, when developed, will form a diverse and internationally marketable mountain bike region and destination. They will also provide a diverse range of recreational riding opportunities to the community.

While development is focused around these five locations, the unique experiences are located within four promoted tourism sub regions and generally they align with Australia's South West's tourism marketing strategy.

The Blackwood River Valley, Geographe and Southern Forests sub regions each have one major location identified for development, and the Margaret River Wine Region has two major locations identified for development, aligning with the higher visitation to this sub region.

The relationship between different locations within each of these sub regions is vital to their success. It is important that the sub regions are promoted and utilised as destinations, with visitors basing themselves in the national and regional locations.

The combination of aligning to regional values, featuring local attractions, maintaining local character and providing unique but core experiences is what will differentiate the South West from other destinations.

Figure 30 outlines what the regional outcomes and unique location opportunities are, and the core experiences they should align to.

SUB REGION	LOCATION	SIGNIFICANCE
Blackwood River Valley	Balingup	Local
	Blackwood	Local
	Bridgetown	Local
	Nannup	Regional
Geographe	Bunbury	Local
	Donnybrook	Local
	Harvey	Local
	Collie/Wellington	National
Margaret River Wine Region	Augusta	Local
	Busselton	Local
	Dunsborough	Regional
	Margaret River	National
Southern Forests	Whicher	Local
	Donnelly	Local
	Manjimup	Local
	Northcliffe	Local
	Pemberton	National
	Shannon	Local



Figure 29: Tourism sub region significance grouping

**SOUTH WEST**  
**MOUNTAIN BIKE**  
**MASTER PLAN**

SUB REGION OUTCOMES		PRIMARY LOCATION	LOCATION UNIQUENESS AND CORE EXPERIENCES
<p>Margaret River Wine Region</p>	<p>Development focused on Margaret River and Dunsborough with additional development in Augusta and Whicher.</p> <p>Urban trail development in Busselton to increase demand and provide accessible experiences to the market majority.</p> <p><i>While development should strive to include the unique Dunsborough experience, should constraints limit Dunsborough from being developed to a regional level, the Greater Whicher area should replace its regional location significance rating. The greater regional location rating would also encompass Happy Valley.</i></p>	<p>Dunsborough</p> <p>Margaret River</p>	<p><b>Coastal Experience</b> Primary focus promoting the unique coastline of Geographe Bay and Cape Naturaliste with landscapes, art and culture, and events as its major core experience.</p> <p>Trails should feature the white beaches, turquoise bays, granite headlands and unique coastal vegetation on both sides of Cape Naturaliste.</p> <p>Mountain bike trails in a coastal setting are extremely rare and would be highly desirable and marketable.</p> <p><b>Gourmet Experience</b> Primary focus promoting trails around its existing and wide-ranging gourmet experiences with wine and food, biodiversity, landscapes, and art and culture as its core experiences.</p> <p>Trails should emanate from the township connecting natural attractions, coastline, wineries, breweries and producers.</p>
<p>Blackwood River Valley</p>	<p>Development focused on Nannup with additional development in Balingup and Bridgetown.</p> <p><i>Increased tenure opportunities focus development on Nannup, however the relative connectedness and similar characteristics warrant the three locations developing together to promote a greater Blackwood River Valley mountain bike experience.</i></p>	<p>Nannup</p>	<p><b>Rolling Hills Experience</b> Nannup's primary focus should promote the rolling topography created by the Blackwood River with landscapes as its major core experience.</p> <p>Trails could feature the rolling hills, relatively large elevation change, open farmland, Blackwood River, and exposed rock outcrops.</p>
<p>Southern Forests</p>	<p>Development focused on Pemberton with additional opportunity in Manjimup and Northcliffe, providing a variety of experiences reflecting the region's aspirational value and existing branding.</p> <p><i>There is also significant opportunity within the Donnelly River Valley however Department of Water's Policy 13 currently constrains the area from development.</i></p>	<p>Pemberton</p>	<p><b>Tall Trees Experience</b> Primary focus promoting the unique Karri trees and the fertile environment in which they grow, with biodiversity, landscapes, and wine and food as its major core experiences.</p> <p>Trails should feature the majestic trees and unique vegetation, watercourses and loamy soils.</p>
<p>Geographe</p>	<p>Development focused on the Collie River and Ferguson Valleys with additional development in Harvey and Donnybrook.</p> <p>Urban trail development in Bunbury to increase demand and provide accessible experiences to the market majority.</p>	<p>Collie/Wellington</p>	<p><b>River Valley Experience</b> Collie/Wellington's primary focus should promote the deeply incised Collie River gorge with biodiversity and landscapes as its major core experiences.</p> <p>Trails could feature the powerful river and its granite outcrops, lush vegetation and steep and varied topography.</p>

Figure 30: Tourism sub region outcomes



**"FOCUS ON FIVE UNIQUE LOCATIONS AND EXPERIENCES INCLUDING THE DUNSBOROUGH COASTLINE, GOURMET MARGARET RIVER, NANNUP'S ROLLING HILLS, PEMBERTON'S TALL TREES, AND COLLIE/WELLINGTON'S RIVER VALLEY."**

# LOCATION DETAIL



In addition to the overall location priorities, individual locations have been reviewed to guide future planning and development. Appropriate trail model types and key priority sites for each priority location are identified and their importance and development timeframes are recommended. Each site also has preliminary opportunities and constraints defined.

It is important to recognise that the key priority sites are aspirational locations only, and while they have been investigated, they have not had detailed site assessments completed. While development should follow the recommendations, funding and land manager support will be required to develop a site and the trail development process, as set out in the Western Australian Mountain Bike Management Guidelines, should be adhered to. The development process includes detailed site assessments such as review of dieback, flora, fauna and cultural significance.

## OPPORTUNITY DETAIL

Each individual location has been investigated and had the following detailed;

**Overview** – Gives a general overview of the location's opportunities and how it should be developed,

**Trail Model** – Identifies the primary and, if appropriate, secondary trail model of the location. The primary trail model identifies the development priority.

**Location Assessment Outcomes** – Outlines the assessment framework summarised scoring for each location.

**Existing Trails** – Identifies the location, type, category and infrastructure of existing sanctioned trails. It does not identify informal trails or social routes utilising access tracks. The Munda Biddi Trail is not detailed for each location, but is shown on mapping.

**Opportunities** – Outlines the key features, opportunities and existing Infrastructure of the overall location.

**Potential Partners** – Outlines the key stakeholders who could form part of a governing body to oversee development of the location.

**Priority Site** – Identifies priority sites within the location. Each priority site has preliminary opportunities and constraints, appropriate trail model, trail types, and classifications identified. It also addresses the compatibility to existing planning, the importance of the site and the timeframe in which it may be able to be delivered. A priority site's individual importance and timeframe are relevant to the location's priority and deliverability. While they have the same meaning, the location deliverability should inform the timeframe for a priority site. For example, a short timeframe site in a long-term deliverability location may be the first project delivered in a five to ten year period. Low priority sites may still be developed as a priority and within a short timeframe where they cater for a user type or trail type that can not be catered for on a higher priority site elsewhere in the location.

**Location Map** – Identifies the location's preferred and maximum development zone, location of existing trails and location of priority sites.

## KEY TRAIL MODELS DETAIL

The main outcomes of the assessment framework is a focus on trail hub driven locations over locations appropriate for trail centres. This outcome is in-line with the development considerations outcomes. Given the opportunities that exist close to population centres in the South West, this is advantageous to sustainable management models and growing strong mountain bike communities. The significant opportunities that trail centres offer should not be discounted however, and where appropriate trail centres and visitor services should be developed within trail hub locations to offer accessible and user-friendly experiences.

Most locations identified for trail networks are either not located within a townsite, do not have the demand or opportunity to develop sufficient quantity of trail to warrant a trail hub or trail centres during the life of this Master Plan, or have constraints in the area which limit development.

Some of these identified locations also offer secondary trail models within their development zone, which are identified in the individual location tables and plans. Analysis of why locations have specific trail models identified is also outlined in the individual locations tables. The trail models are aspirational only and unless there is appropriate existing infrastructure would only be developed following a detailed feasibility into the location. Where a trail centre is identified, a trail network could and most likely would precede the trail centre. The trail centre facilities should however be considered during the initial development process. Before final adoption of trail models for each location and development occurs, the trail framework, management model and overall governance structure need to be considered.

In addition to the priority trail models, long distance singletrack trail development, including epic trails, may be a priority within the region. Although the short-medium term focus should remain on cohesive trail systems within the identified facilities, a number of opportunities were identified within the region including; Cape Naturaliste to Cape Leeuwin mountain bike trail, Trees To Sea Blackwood River trail, and a number of smaller epic trails within identified locations. The Cape to Cape trail would traverse the Leeuwin-Naturalise National Park, and the Tree To Sea trail would traverse the Blackwood River connecting Bridgetown to Boranup. These large scale projects will most likely not be constructed in the life of this Master Plan, however due to their iconic nature, trail development should consider them and planning could begin once stakeholder support is gained.

Where appropriate, smaller epic trails could be developed within existing location development zones and should form part of a trail hub or trail centre. Long distance and epic trails outside of development zones should only be prioritised once the regional and national locations reach their identified minimum scale of development to ensure critical mass is achieved.

In the future as locally significant locations develop trail beyond the minimum recommended development, there may be potential for trail centre and trail hub facilities to be developed. Development in these areas should consider this future growth as part of their local planning. Figure 31 outlines the primary trail model for nationally and regionally significant locations as well as the key long distance trails.

**LOCATION DETAIL**

The individual location tables and plans overleaf identify the preferred and maximum development zones. Identified facilities within the preferred development zone should have priority over facilities within the maximum development zone. Where possible, facilities should be focused on the centre of the development zone, creating a critical mass of trails within a highly accessible area.

Trails, such as long distance trails, could be developed outside of the development zones as long as the trailhead is within the development zone and is accessible. Where an identified opportunity exists within reasonable distance of the recommended development zone, it should be assessed on its ability to provide an experience, trail type or classification, which can not be achieved within the development zone or surrounding locations.

Where appropriate, opportunities have been identified adjoining significant existing infrastructure including visitors centres, parking, cafes, camping area and large accommodation providers.

Where there is only one priority site identified, the site's timeframe and priority does not apply as the locations assessment outcomes are used. In some instances, tables have generalised timeframes and priorities across multiple areas in a priority site. The associated plans provide a clearer indication of priority and timeframes within these sites.

Figure 31 identifies each of the priority location's trail models across the entire region. Figure 32 shows the entire South West region and outlines the various tenures and broad scale constraints.

<b>TRAIL HUBS</b>
Margaret River
Nannup
Pemberton
<b>TRAIL CENTRES</b>
Dunsborough
Collie/Wellington
<b>LONG DISTANCE TRAILS</b>
Cape Naturaliste to Cape Leeuwin
Trees to Sea Bridgetown to Boranup

**LEGEND**

**TH** TRAIL HUB

**TC** TRAIL CENTRE

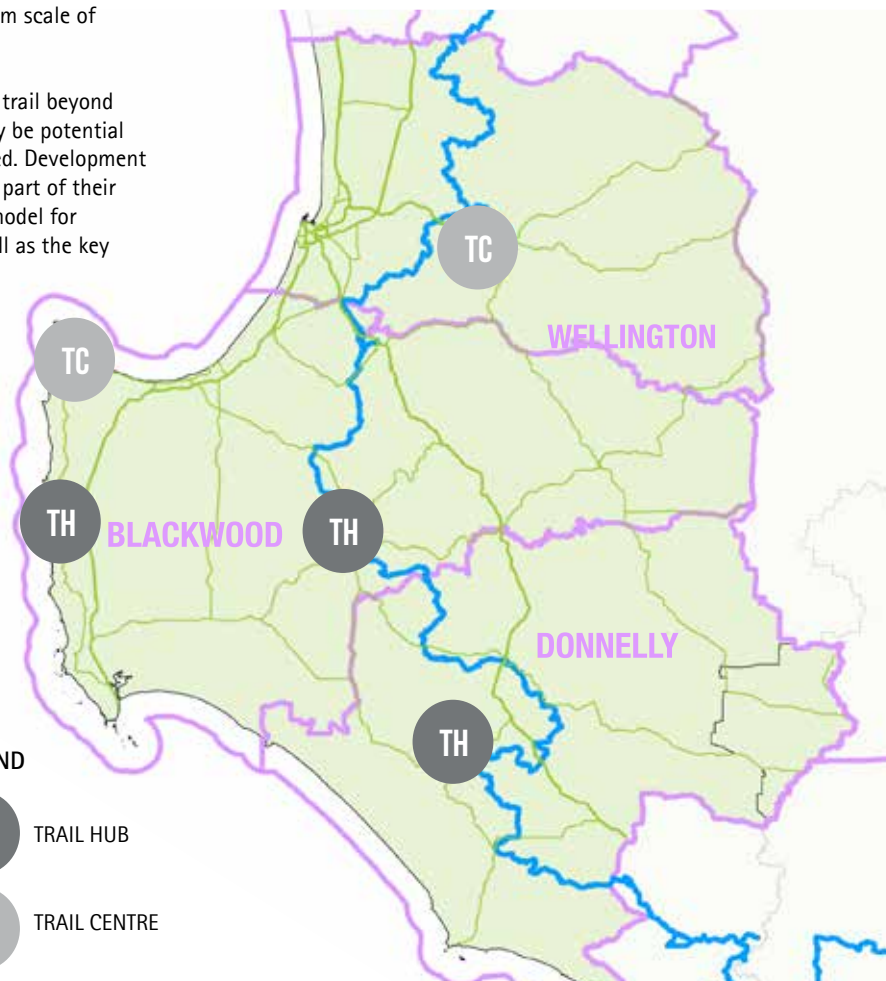


Figure 31: Trail hub and trail centre locations



**"KEY PRIORITY SITES ARE ASPIRATIONAL LOCATIONS ONLY, AND WHILE THEY HAVE BEEN INVESTIGATED, THEY HAVE NOT HAD DETAILED SITE ASSESSMENTS COMPLETED. WHILE DEVELOPMENT SHOULD FOLLOW THE RECOMMENDATIONS, IN ORDER TO DEVELOP A SITE, FUNDING AND LAND MANAGER SUPPORT WILL BE REQUIRED AND THE TRAIL DEVELOPMENT PROCESS SHOULD BE ADHERED TO"**



Figure 32: Overall tenures and constraints map

LEGEND	
	DPaW District Boundary
	Local Government Boundary
	RPZ - Protection Zones
	Public Drinking Water Source Areas
	DRA - Disease Risk Area
	Highway, Freeway
	Main road sealed
	Munda Biddi Trail
	5(1)(g) Reserve
	5(1)(h) Reserve
	CALM Exec Body Freehold
	CALM Exec Body
	Conservation Park
	Crown Freehold - Dept Interest
	Former Leasehold
	Miscellaneous Reserve
	National Park
	Nature Reserve
	State Forest
	Timber Reserve
	Town Sites

## AUGUSTA

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
Moderate	Trail Network	Nil	Blackwood	Margaret River Wine Region

### Overview

Augusta is situated on the most south western point of Australia and is renowned for its raw ocean, beaches, granite headlands, vegetation diversity and most importantly, stunning coastal landscapes. The area already has significant demand for mountain bike trails and considered development of the area will provide a significant opportunity to capture all segments of the tourism market from the nearby national location (Margaret River). The Cape Leeuwin Lighthouse and proposed visitor centre at the Augusta Boat Harbour are surrounded by iconic natural landscapes, and unique opportunities making either of them ideal for future trail centre co-location. The excellent opportunity in the Leeuwin Naturaliste National Park should be the primary focus, and development of trails in the karri forest and coastal landscapes will establish the location as a key trail provider, including for the location's events. Private land adjoining the national park offers a good opportunity to develop higher impact trails on significant topography in open farmland. Environmental constraints and recreation use and potential conflict are identified as the location's largest constraints.

**Potential Partners:** Parks and Wildlife, CoBT, CMB, DDCC, MRPMC, Private, DSR

Assessment	Significance	Opportunity	Deliverability
	Connectivity	48% Tenure	60% Demand
	Scope	82% Access	78% Supply
	Character	63% Value	70% Stakeholders
	Profile	80% Quality	65% Planning
	Desirability	47% Diversity	67% Land Use
	<b>Local</b>	<b>64% Good</b>	<b>68% Medium</b>
			<b>59%</b>

### Existing Trails

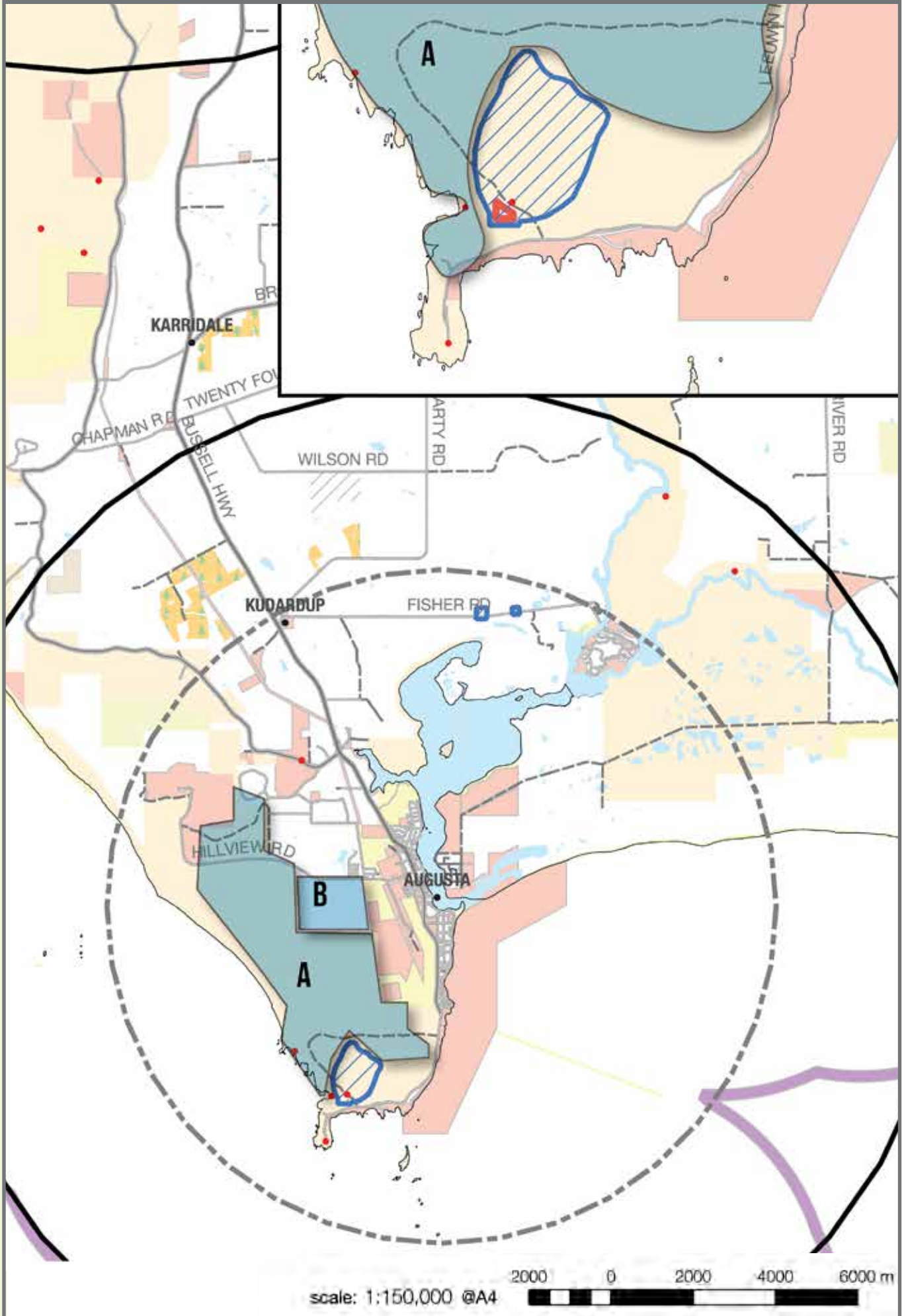
ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
NIL								

Key Features	Complementary	Facility Opportunities	Trail Opportunities	Existing Infrastructure
Coastal Landscapes, Unique Vegetation, Significant Topography	Beaches, Lighthouse, Caves, Accommodation Providers.	Future Co-located Trail Centre, Leeuwin Trail Network	Coastal Trails, Cape to Cape MTB trail	Town centre, Lighthouse Coastal nodes, Harbour, Commercial Attractions,

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS	Trail Model	Trail Network
<b>A</b>	<b>LEEWIN NATURALISTE NATIONAL PARK</b> Land Tenure Conservation Reserve Land Manager Parks and Wildlife	Trail connected to trail centre and townships, featuring coastal landscapes, lighthouse, caves and biodiversity.	Recreation user conflict, conservation estate, environmental constraints, soil types.	Trail Model	Trail Network
				Priority	High
				Timeframe	Medium
				Trail Types	XC AM
				Classifications	GN BU BK
Compatibility	Medium				
<b>B</b>	<b>COMMERCIAL PRIVATE LAND</b> Land Tenure Private Land Manager Individual	Trails from trail centre connecting to farmland with higher impact trail development. Coastal views.	Private land access, land use conflict, funding mechanisms.	Trail Model	Trail Network
				Priority	Moderate
				Timeframe	Long
				Trail Types	XC AM DH
				Classifications	GN BU BK
Compatibility	Low				



**AUGUSTA INDICATIVE PRIORITY SITES**



## BALINGUP

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
Moderate	Trail Network	Nil	Blackwood	Blackwood River Valley

### Overview

Balingup is a picturesque town with large rolling hills and close proximity to the Blackwood River, and should be developed to local significance. While the opportunities surrounding the township are significant, development should be focused towards Nannup as a neighbouring regional location. If development is well considered, the cluster of Balingup, Bridgetown and Nannup could become a major trail provider in the region. There is opportunity to co-locate facilities along the picturesque valley connecting these two townships. Development of the Golden Valley Tree Park, including sharing existing infrastructure for a trailhead, and surrounding state forest and pine plantations would provide an accessible recreation resource for the limited population. Due to its landscape value it could also attract the intrastate day trip market which have mountain biking as a primary motivator. Development of a basic challenge park within the town centre shire reserves would provide a recreation resource for young people and enthusiasts. Land use and management conflict are identified as the location's largest constraints.

Potential Partners: Parks and Wildlife, SoDB, BPA, DSR

Assessment	Significance	Opportunity	Deliverability
	Connectivity	37% Tenure	47% Demand
	Scope	62% Access	56% Supply
	Character	43% Value	40% Stakeholders
	Profile	33% Quality	60% Planning
	Desirability	3% Diversity	70% Land Use
	<b>Local</b>	<b>36% Average</b>	<b>55% Long</b>
			<b>47%</b>

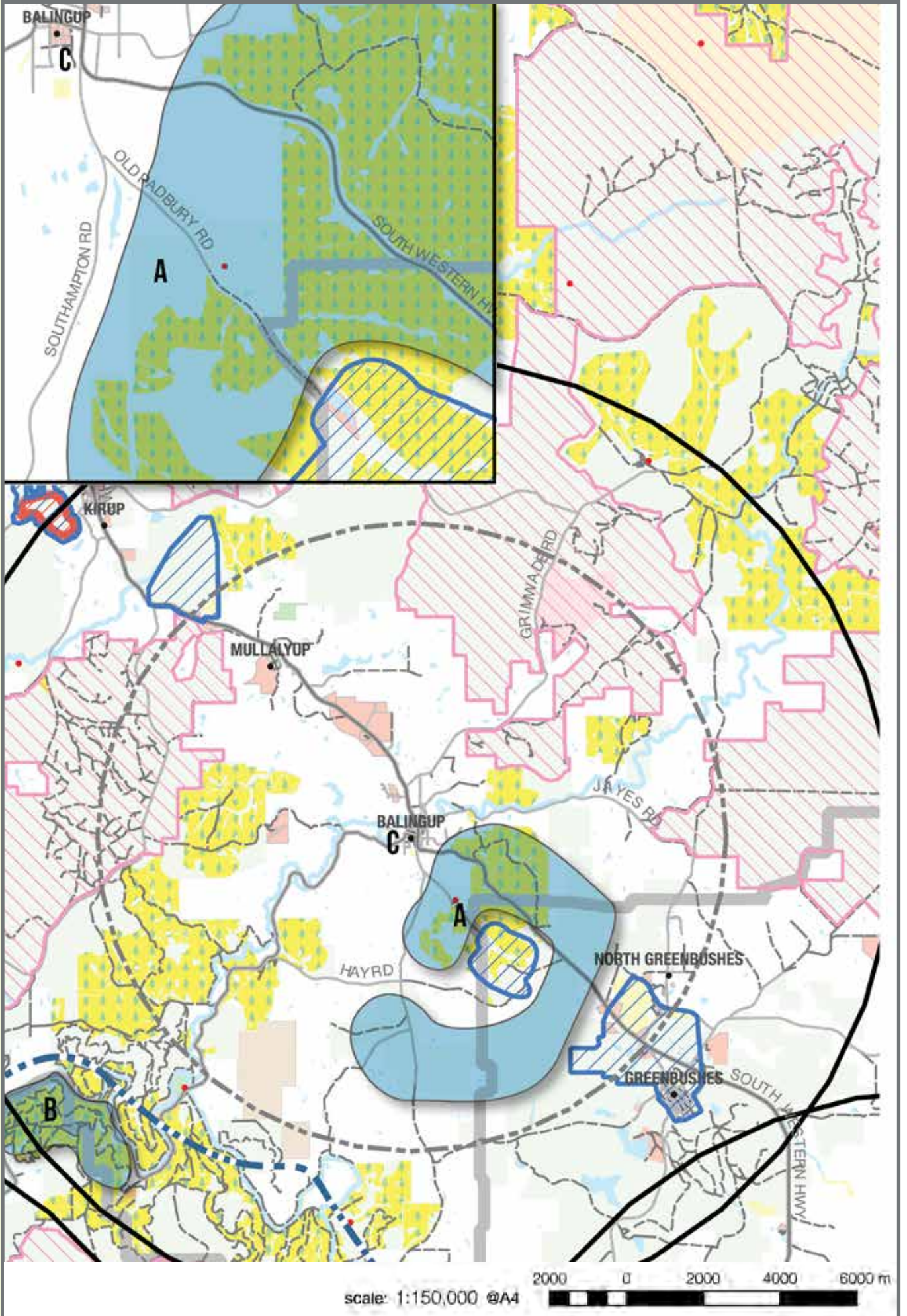
### Existing Trails

ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
	Nil							

Key Features	Complementary	Facility Opportunities	Trail Opportunities	Existing Infrastructure
Blackwood River, Rolling Farmland, Significant Elevation, Steep Gradients.	Accommodation Providers.	Future Minor Trail hub	Arboretum Trail, Downhill Trails, Tree To Sea Trail	Townsite, Golden Valley Tree Park, Wrights Bridge

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS	Trail Model	Trail Network
<b>A</b>	<b>STATE FOREST</b>	Trail network at Golden Valley Tree Park connecting to rolling topography and significant elevation.	Conservation reserve, competing demands, environmental issues, land use conflict.	Trail Model	Trail Network
	Land Tenure			Priority	High
	Conservation Reserve			Timeframe	Medium
	Land Manager			Trail Types	XC AM
	Parks and Wildlife			Classifications	GR BU BL
			Compatibility	Medium	
<b>B</b>	<b>PINE PLANTATIONS</b>	Significant elevation and steep topography, land management allows diverse riding styles and significant development.	Competing demands, intensive land management, land use conflict, longevity.	Trail Model	Trail Network
	Land Tenure			Priority	Moderate
	Timber Reserve			Timeframe	Short
	Land Manager			Trail Types	XC AM DH
	Parks and Wildlife			Classifications	BU BL DB
			Compatibility	Low	
<b>C</b>	<b>SHIRE RESERVES</b>	Family focused challenge park including pump track.	Recreation user conflict, Scale of site, management conflict, surrounding land use Et social impacts, Environmental constraints.	Trail Model	Trail Network
	Land Tenure			Priority	Moderate
	Reserve			Timeframe	Long
	Land Manager			Trail Types	XC PK
	SoDB			Classifications	GN BU BL
			Compatibility	High	

# BALINGUP INDICATIVE PRIORITY SITES



## BLACKWOOD

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
Moderate	Long Distance Trail	Trail Network	Blackwood	Blackwood River Valley

### Overview

The Blackwood River is a stunning watercourse with opportunity for long-term development. The main focus should be a potential long distance tree to sea trail connecting Bridgetown, Balingup and Nannup to the coast via the Blackwood River. There is also future opportunity to develop a small trail network surrounding the existing campground infrastructure in the area. Development would be aimed primarily at users seeking an epic experience and could serve the trail cohort from all markets from recreation to international tourism. There is opportunity to connect the Margaret River Wine Region to the Munda Biddi Trail through this development. Environmental constraints and demand are identified as the location's largest constraints.

Potential Partners: Parks and Wildlife, MRORCA, SoN, SoAMR, DSR

Assessment	Significance	Opportunity	Deliverability
	Connectivity	32% Tenure	33% Demand
	Scope	68% Access	40% Supply
	Character	77% Value	70% Stakeholders
	Profile	40% Quality	66% Planning
	Desirability	13% Diversity	63% Land Use
	<b>Local</b>	<b>46% Average</b>	<b>55% Long</b>
			<b>46%</b>

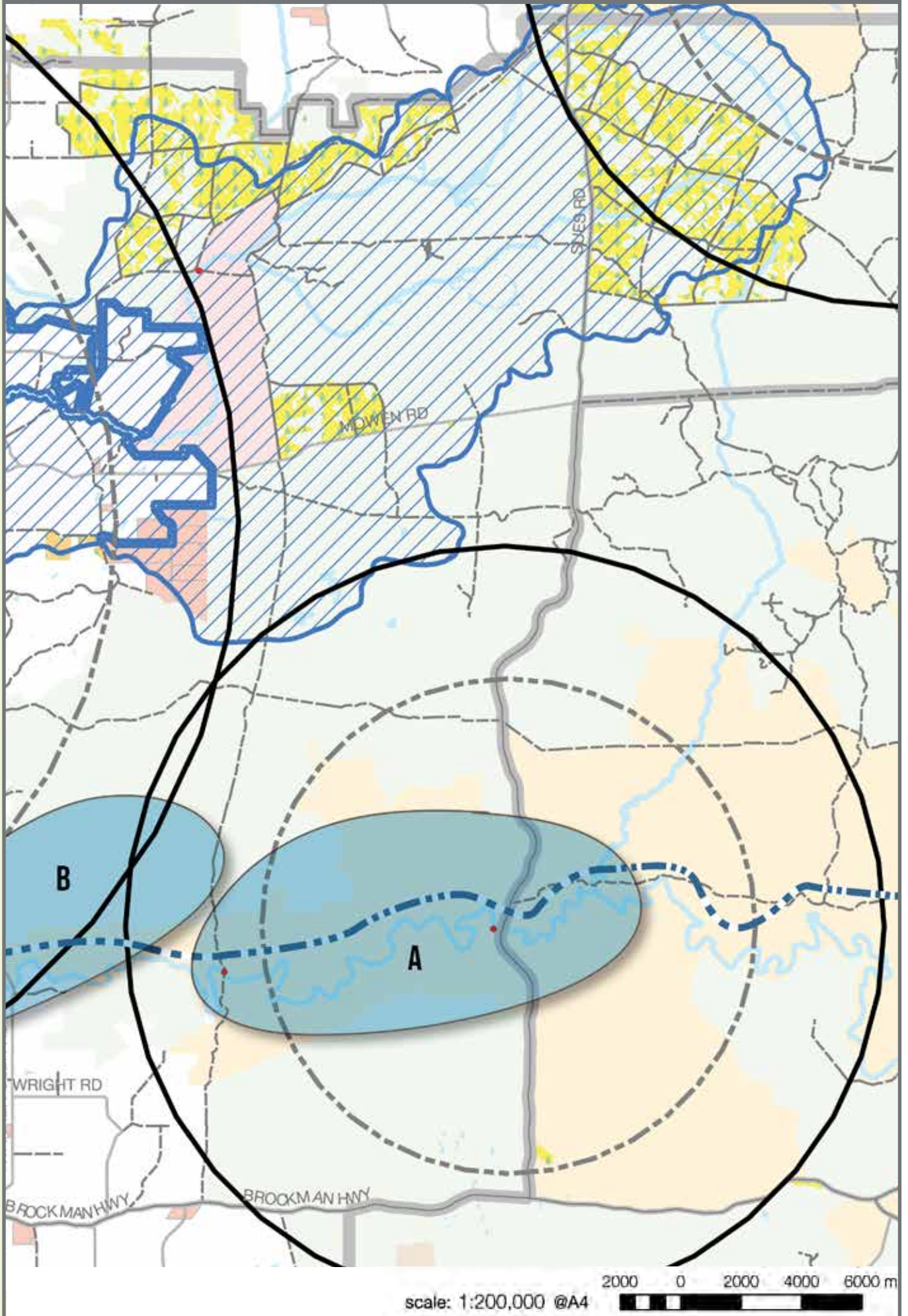
### Existing Trails

ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
	Nil							

Key Features	Complementary	Facility Opportunities	Trail Opportunities	Existing Infrastructure
Watercourse, Diverse Vegetation.	Campgrounds	Future Sues Bridge Trail Network	Tree To Sea Trail	Sues Bridge, Hut Pool

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS		
<b>A</b>	<b>BLACKWOOD RIVER NATIONAL PARK</b>	Trail featuring Blackwood River, diverse vegetation, relative isolation and connecting to existing campgrounds.	Conservation estate, environmental constraints.	Trail Model	Trail Network
	Land Tenure			Priority	Moderate
	Conservation Reserve			Timeframe	Medium
	Land Manager			Trail Types	XC
	Parks and Wildlife			Classifications	GR BU
				Compatibility	Medium
<b>B</b>	<b>STATE FOREST</b>	Trail featuring Blackwood River, diverse vegetation, relative isolation and connecting to existing campgrounds.	Competing demands, intensive land management, land use conflict, longevity.	Trail Model	Trail Network
	Land Tenure			Priority	Low
	Conservation Reserve			Timeframe	Medium
	Land Manager			Trail Types	XC
	Parks and Wildlife			Classifications	BU
				Compatibility	High

BLACKWOOD INDICATIVE PRIORITY SITES



## BRIDGETOWN

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
Moderate	Trail Network	Nil	Blackwood	Blackwood River Valley

### Overview

Bridgetown is a large rural town set on the banks of the Blackwood River with stunning rolling topography and open farmland, and should be developed to local significance. While the opportunities surrounding the township are significant, development should be focused towards Nannup as a neighbouring regional location. If development is well considered, the cluster of Balingup, Bridgetown and Nannup could become a major trail provider in the region. The opportunities surrounding the township, and the existing infrastructure and services provided, make the township suited to trail hub development in the future and this should be considered in all planning. Initial redevelopment of Hester State Forest would establish an accessible recreation resource and day trip destination for the enthusiast. The most unique and highest priority opportunity is developing the private land with rolling hills above the Blackwood River. This farmland could be developed to offer an excellent combination of diverse trail types. Development of a basic challenge park within the town centre shire reserves would provide a recreation resource for young people and enthusiasts. A long term focus should be on the potential long distance tree to sea trail connecting Bridgetown, Balingup and Nannup to the coast via the Blackwood River. Environmental constraints and land access are identified as the location's largest constraints.

Potential Partners: Parks and Wildlife, SoBG, DSR, Private

Assessment	Significance	Opportunity	Deliverability
	Connectivity	43% Tenure	60% Demand
	Scope	83% Access	80% Supply
	Character	70% Value	40% Stakeholders
	Profile	80% Quality	65% Planning
	Desirability	30% Diversity	57% Land Use
	<b>Local</b>	<b>61% Good</b>	<b>60% Medium</b>
			<b>59%</b>

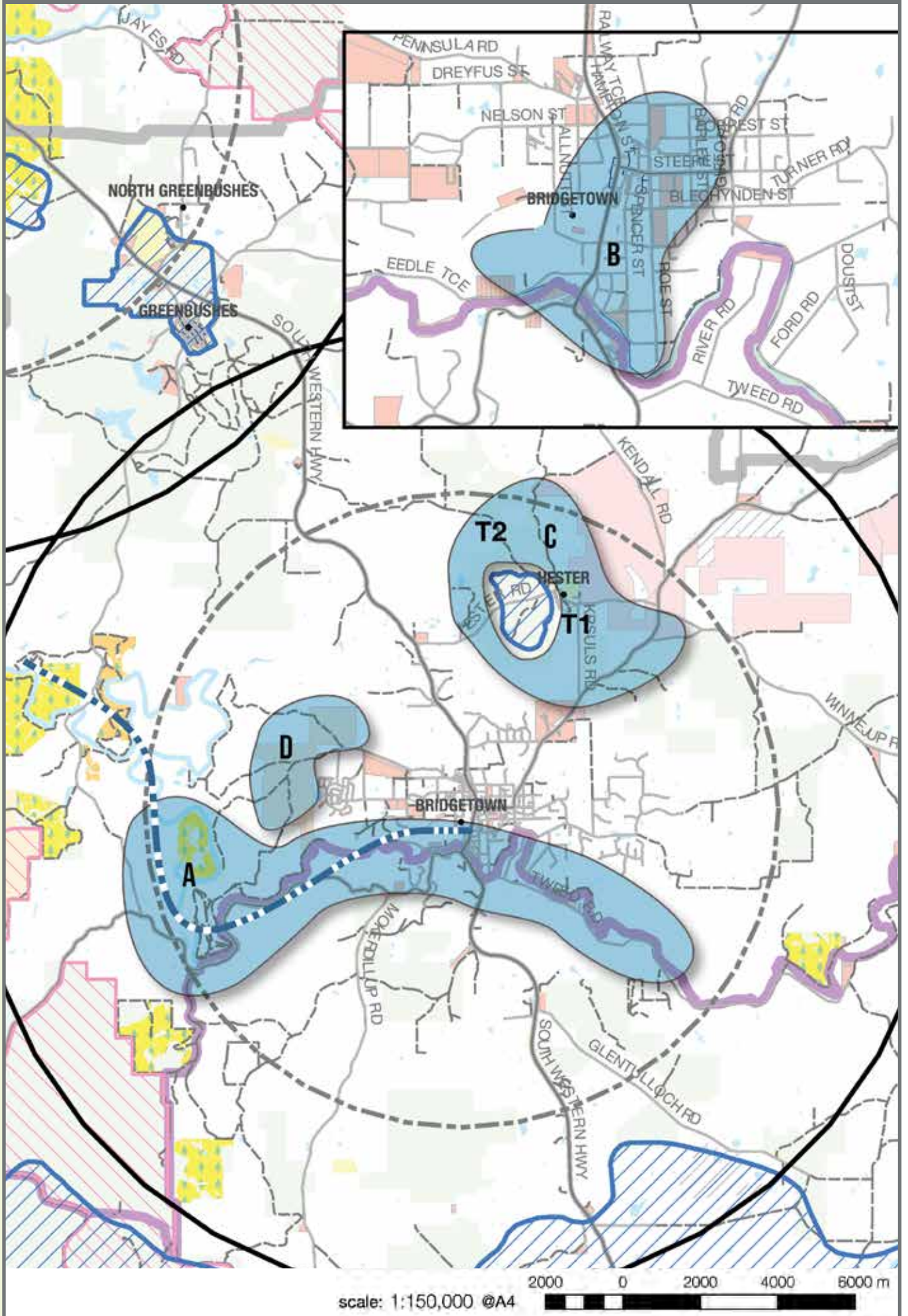
### Existing Trails

ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
T1	Elephant	Individual	XC	29km	Poor	BU	Nil	Poor / Below Avg
T2	Cougar	Individual	XC	24km	Poor	BU	Nil	Poor / Below Avg

Key Features	Complementary	Facility Opportunities	Trail Opportunities	Existing Infrastructure
Blackwood River, Rolling Farmland, Granite Outcrops Significant Elevation,	Accommodation Providers and Public Bars	Future Minor Trail Hub, Hester Trail Network	Farmland Trail, Challenge Park, Tree To Sea Trail	Town Centre, Commercial Attractions

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS		
<b>A</b>	<b>COMMERCIAL PRIVATE LAND</b> Land Tenure Private Land Manager Individual	Trails from town centre connecting to rolling topography farmland and the Blackwood River offering unique riding landscape.	Private land access, land use conflict, safety & road user conflict, funding mechanisms, surrounding land use & social impacts.	Trail Model	Trail Network
				Priority	High
				Timeframe	Medium
				Trail Types	XC, AM, DH
				Classifications	GN BU BL DB
<b>B</b>	<b>SHIRE RESERVES</b> Land Tenure Reserve Land Manager SoBG	Challenge park and cross-country trails recreation resource for young people, connection to township.	Recreation user conflict, scale of site, management conflict, surrounding land use & social impacts.	Trail Model	Trail Network
				Priority	High
				Timeframe	Short
				Trail Types	XC PK
				Classifications	GN BU BL
<b>C</b>	<b>HESTER STATE FOREST</b> Land Tenure Conservation Reserve Land Manager Parks and Wildlife	Trail from town centre along railway easement connecting to forest, and existing trails.	Conservation reserve, competing demands, environmental issues, PDWSA	Trail Model	Trail Network
				Priority	Low
				Timeframe	Short
				Trail Types	XC
				Classifications	GN BU BL
<b>D</b>	<b>HESTER CONSERVATION PARK</b> Land Tenure Conservation Reserve Land Manager Parks and Wildlife	Trail network through diverse vegetation and rolling topography.	Conservation reserve, competing demands, environmental issues,	Trail Model	Trail Network
				Priority	High
				Timeframe	Long
				Trail Types	XC
				Classifications	GN BU BL
				Compatibility	Low

**BRIDGETOWN INDICATIVE PRIORITY SITES**



## BUNBURY

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
Moderate	Trail Network	Nil	Wellington	Geographe

### Overview

Bunbury is the region's major population centre and has an excellent opportunity to develop urban mountain bike facilities which are accessible and provide an entry into the activity. While the majority of enthusiasts will utilise trails in the nearby national Collie / Wellington location, development of Maidens Reserve, which forms part of the Regional Park, would provide a very unique recreational product with potential to attract the intrastate market. The area is also well located to serve a recreation resource for future population growth within the Shire of Capel, which is close to the site. The development of a challenge park within the urban context would be a well utilised recreation resource and could be located on a number of sites within the city, including at the existing Wollaston site. Careful consideration should also be given to the benefit of co-locating the challenge park with a greater trail network within closer proximity of the regional park. Any challenge park should provide a variety of opportunities including a pump track and basic cross country loop. Unique opportunities also exist surrounding the Collie and Preston Rivers, with potential for cross country trails on the banks of both rivers, but especially along the Collie River servicing Australind and Eaton. PDWSA constraints, land access and conflicting recreation are identified as the location's largest constraints.

Potential Partners: Parks and Wildlife, CoBR, SWMTBC, DSR

Assessment	Significance	Opportunity	Deliverability
	Connectivity	83% Tenure	27% Demand
	Scope	37% Access	94% Supply
	Character	20% Value	20% Stakeholders
	Profile	93% Quality	25% Planning
	Desirability	47% Diversity	33% Land Use
	<b>Local</b>	<b>56% Below Average</b>	<b>40% Short</b>
			<b>64%</b>

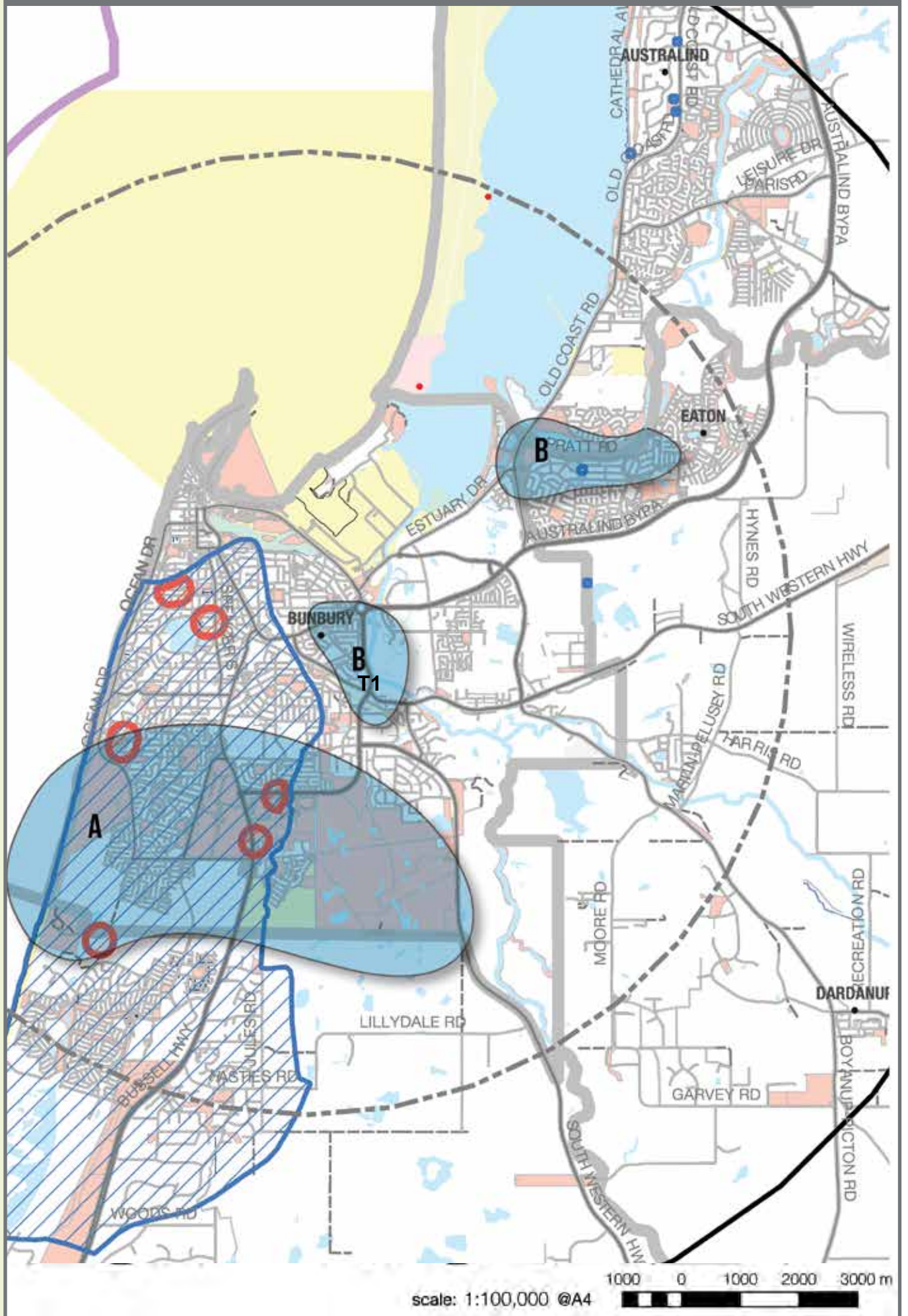
### Existing Trails

ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
T1	Wollaston	Network	PK	-	Below Avg	GN BU BL	Poor (Nil)	Nil / Nil
Key Features			Complementary	Facility Opportunities	Trail Opportunities	Existing Infrastructure		
Unique Vegetation, Coastal Landscapes, Urban Recreation Resource.			Playgrounds and Open Space	Regional Park Trail Network, Urban Challenge Park Network	Coastal Trails, Preston River Trail, Challenge Park.	Maidens Reserve.		

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS
<b>A</b>	<b>REGIONAL PARK</b>	Maidens Reserve trail network capturing coastal landscape and unique vegetation.	Recreation user conflict, surrounding land use & social impacts, Environmental constraints. PDWSA, Soil types.
	Land Tenure Reserve		Trail Model
	Land Manager CoBR		Priority
			Timeframe
			Trail Types
			Classifications
			Compatibility
<b>B</b>	<b>RESERVES</b>	Challenge park with introductory cross-country trails providing accessible recreation resource for young people and enthusiasts. River Trails.	Scale of site, surrounding land use & social impacts, hydrology.
	Land Tenure Reserve		Trail Model
	Land Manager CoBR		Priority
			Timeframe
			Trail Types
			Classifications
			Compatibility



**BUNBURY INDICATIVE PRIORITY SITES**



## BUSSELTON

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
Moderate	Trail Network	Nil	Blackwood	Margaret River Wine Region

### Overview

Busselton is the region's second most populous location and is predicted to see significant growth into the future. Although the opportunities immediately surrounding the area are not significant, there is still a need to provide entry points into the activity. The development of a challenge park within the urban context would be a well-utilised recreation resource, especially for young people if located adjoining the existing recreation areas. The challenge park should provide a variety of opportunities including a pump track and basic cross-country loop. In addition to the challenge park, and in line with the Busselton Wetland Trail Development Plan, there are a number of locations identified for trail development, which may be appropriate to develop beginner and intermediate mountain bike trails. The most appropriate would seem along the Vasse River, although in line with the development guidelines, would need to undergo a robust planning process to identify the most appropriate site. These singletrack trails could be dual use, but should give the user a singletrack experience and should have a primary focus of providing a recreation entry point into the activity. Due to the proximity to a large population centre and a significant amount of recreation users, any trails would need to be carefully planned to ensure conflict is minimised. The environmental issues, including the tenure of potential site, and high levels of recreation use and potential conflict are identified as the location's largest constraints.

Potential Partners: CoBT, CMB, MRBTA, DSR

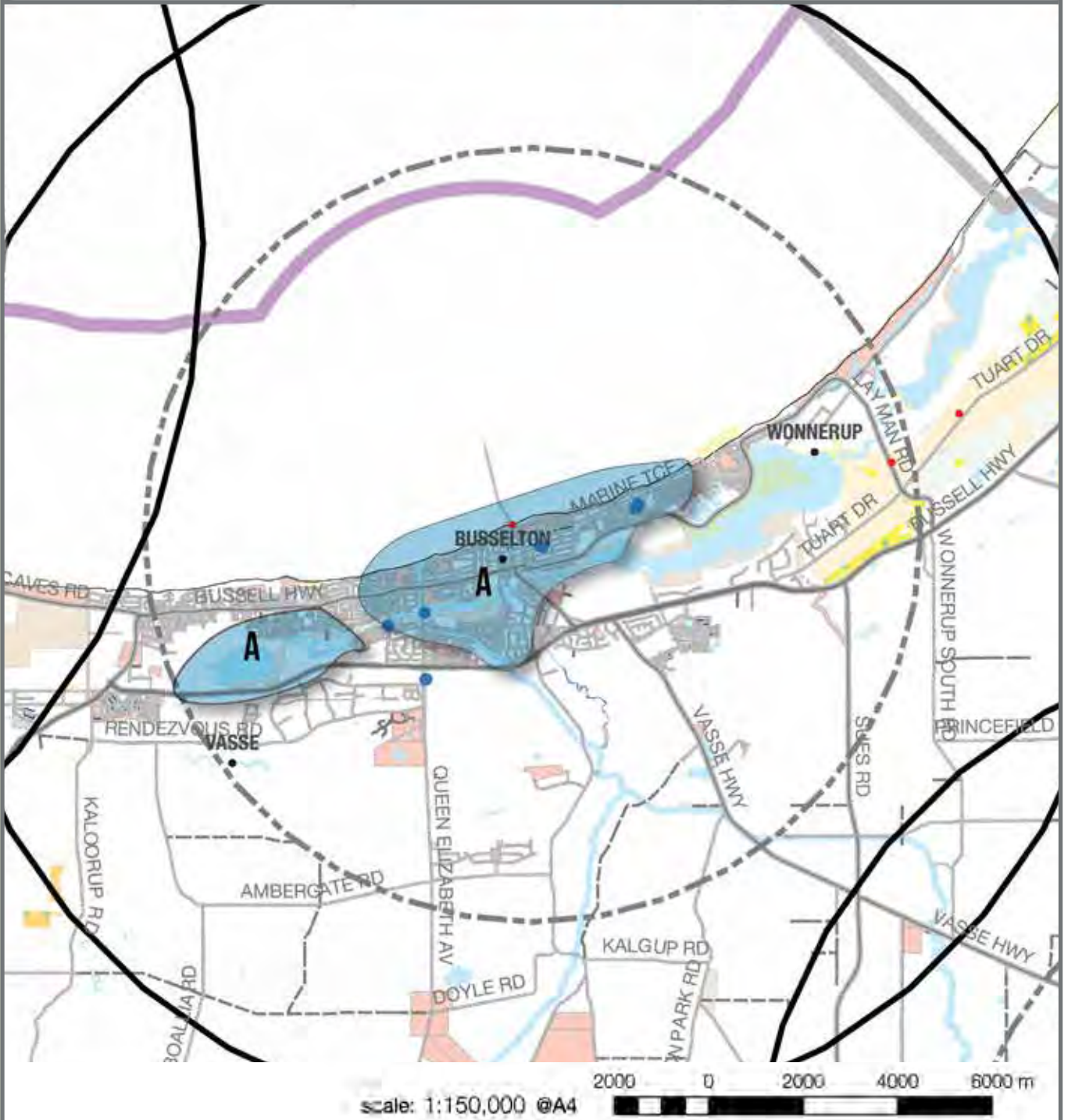
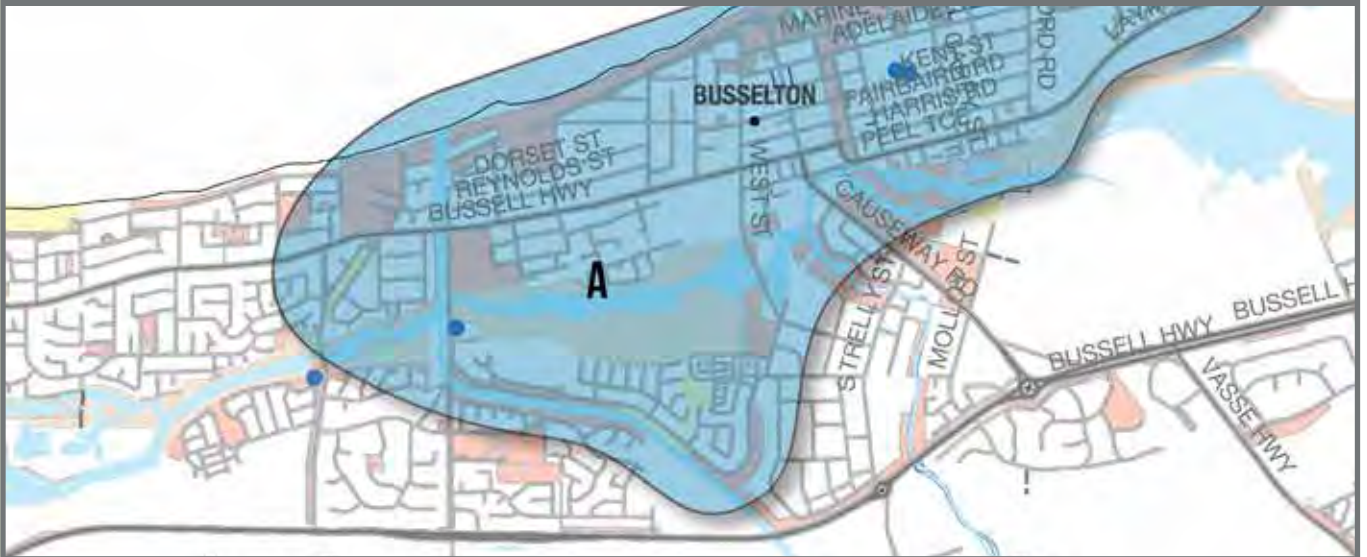
Assessment	Significance	Opportunity	Deliverability
	Connectivity	84% Tenure	27% Demand
	Scope	53% Access	100% Supply
	Character	27% Value	20% Stakeholders
	Profile	90% Quality	20% Planning
	Desirability	47% Diversity	37% Land Use
	<b>Local</b>	<b>60% Below Average</b>	<b>41% Medium</b>

### Existing Trails

ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
	NIL							
Key Features			Complementary		Facility Opportunities		Trail Opportunities	Existing Infrastructure
Coastal Landscapes, Wetlands, Large Recreation Areas.			Playgrounds, Beaches, Accommodation Providers.		Urban Challenge Park,		Urban Cross Country Trail	Town Centre

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS
A	SHIRE RESERVES	Cross country network and challenge park with introductory trails providing accessible recreation resource for young people and enthusiasts.	Scale of site, surrounding land use & social impacts, hydrology, environmental constraints, PDWSA.
	Land Tenure		Trail Model
	Reserve		Priority
	Land Manager		Timeframe
	CoBT		Trail Types
			Classifications
			Compatibility

**BUSSELTON INDICATIVE PRIORITY SITES**



## COLLIE/WELLINGTON

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
High	Trail Centre	Trail Hub	Wellington	Geographe

### Overview

The greater Collie River and Ferguson Valleys are renowned for the powerful watercourses, deep gorges, granite outcrops, vegetation diversity, wine, food, and most importantly, stunning natural landscapes, and should be developed to national significance. The area already has significant demand for mountain bike trails and further considered development of the area will provide a major recreation resource for the Greater Bunbury and Collie residents, and an opportunity to capture all segments of the tourism market. The Wellington Dam's surrounding iconic natural landscape, unique opportunities, generally underutilised existing infrastructure and proximity to approximately 60% of the region's population makes it ideal as the region's premier trail centre development. Improvement and redevelopment of the existing Wellington National Park area should be the initial focus, providing an appropriate recreation resource and intrastate market driver. This improvement and redevelopment must consider a more appropriate trailhead location and better connectivity to the river, campgrounds, and a potential trail centre at Wellington Dam in order to meet a long-term sustainable vision for the greater area. All development should also consider the need for event infrastructure and appropriate event trail layouts. In addition to Wellington National Park, the opportunities immediately surrounding the Collie township, with its significant existing infrastructure, services provided, and the proximity to Wellington National Park, make it ideal for trail hub development. Westralia Conservation Park should be developed as the town's primary recreation area and should consider future connection to the trail centre. There is also an opportunity to develop private land connecting Wellington National Park to commercial attractions featuring wine and food attractions, and accommodation, cementing the location as a top trail provider, attracting intrastate, interstate and international markets. Although there should be a strong focus on providing for all trail types and classifications at the trail centre, development of the pine plantation and Arklow may relieve initial demand but should not be a major focus. The environmental issues, including DRA, and high levels of recreation use and potential conflict are identified as the location's largest constraints.

Potential Partners: Parks and Wildlife, SoCO, SoDA CVC, FVMP, SWMTBC, CMBC, PDMBC, Private, DSR

Assessment	Significance	Opportunity	Deliverability
	Connectivity	79% Tenure	60% Demand
	Scope	83% Access	60% Supply
	Character	97% Value	100% Stakeholders
	Profile	80% Quality	91% Planning
	Desirability	67% Diversity	78% Land Use
	<b>National</b>	<b>81% Excellent</b>	<b>78% Short</b>
			<b>63%</b>

### Existing Trails

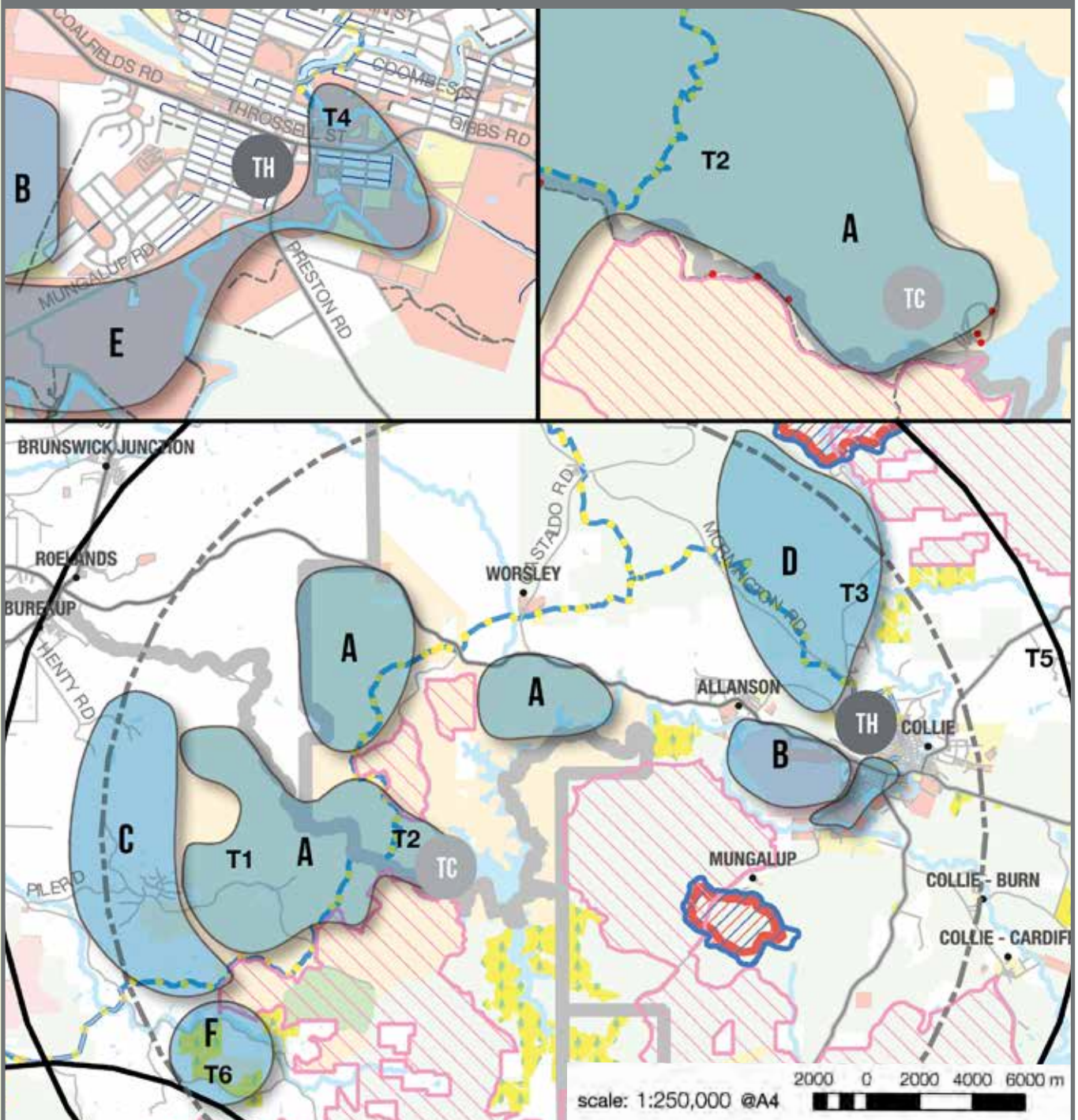
ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
T1	Mt Lennard	Network	XC	43km	Below Avg	GN BU BL	Poor (20+)	Avg / Avg
T2	Sika Track	Individual	XC	10km	Average	WH	Exclnt (100+)	Poor / B-Avg
T3	Rays Trail	Network	XC	10km	Below Avg	BU	Poor (10+)	Nil / Avg
T4	River Trail	Individual	XC	2km	Below Avg	GN	Town	Nil / Poor
T5	Collie Darkin	Individual	TR	47km	Average	WH	NA	NA
T6	Welli Mills	Network	DH	3km	Below Avg	BL	Poor (20+)	Nil / Nil

Key Features	Complementary	Facility Opportunities	Trail Opportunities	Existing Infrastructure
Collie River, Wellington Dam, Significant Topography, Diverse Vegetation.	Campgrounds, Accommodation Providers, Commercial Attractions.	Wellington Dam Trail Centre, Collie Trail Hub.	River Trails, Downhill Gourmet/Farmland Trail, Challenge Park.	Wellington Dam, Collie Townsite, Wellington Mills, Campsites, Commercial Attractions.

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS
<b>A</b>	<b>WELLINGTON NATIONAL PARK</b> Land Tenure Conservation Reserve Land Manager Parks and Wildlife	Trail centre collocated with Wellington Dam. Core biodiversity & landscape experience. Improve existing area quality and manage existing use.	Conservation reserve, environmental issues, recreation user conflict, aboriginal heritage, DRA
			Trail Model Priority Timeframe Trail Types Classifications Compatibility
			Trail Centre High Medium XC AM GN BU BL DB Medium
<b>B</b>	<b>WESTRALIA CONSERVATION PARK</b> Land Tenure Conservation Reserve Land Manager Parks and Wildlife	Trail from town centre connecting to diverse forest, granite outcrops, significant watercourse and potentially Wellington Dam trail centre.	Conservation reserve, recreation user conflict, aboriginal heritage, environmental issues,
			Trail Model Priority Timeframe Trail Types Classifications Compatibility
			Trail Network High Medium XC AM FR GN BU BL Medium
<b>C</b>	<b>COMMERCIAL PRIVATE LAND</b> Land Tenure Private Land Manager Individual	Trail from trail centre connecting to accommodation, rolling hills and commercial attractions.	Private land access, land use conflict, funding mechanisms, surrounding land use & social impacts.
			Trail Model Priority Timeframe Trail Types Classifications Compatibility
			Individual Trail Moderate Long XC, AM GN BU BL Medium

<b>D</b>	<b>ARKLOW STATE FOREST</b>	Trail from town centre connecting to forest, and existing network, potential to connect to commercial attractions.	Conservation reserve, competing demands, environmental issues, timber harvesting	Trail Model Priority Timeframe Trail Types Classifications Compatibility	Trail Network Low Short XC GN BU BL High
<b>E</b>	<b>SHIRE RESERVES</b>	Accessible trails for recreation, challenge park, connection from town centre to Westralia Conservation Park.	Recreation user conflict, scale of site, management conflict, surrounding land use & social impacts.	Trail Model Priority Timeframe Trail Types Classifications Compatibility	Trail Network Low Medium XC PK GN BU BL DB High
<b>F</b>	<b>PINE PLANTATION</b>	Land management allows diverse riding styles & significantly higher impact trail development	Intensive land management, land use conflict, longevity.	Trail Model Priority Timeframe Trail Types Classifications Compatibility	Trail Network Moderate Short DH AM GN BU BL DB Low

### COLLIE/WELLINGTON INDICATIVE PRIORITY SITES



## DONNELLY

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
Moderate	Trail Network	Nil	Donnelly	Southern Forests

### Overview

The area surrounding the Donnelly River valley is an iconic landscape with steep slopes and large karri trees. Although the area has good opportunity for development it is significantly constrained by PDWSA, limiting future development of the area. If future development in the location was not so constrained it would be a much higher priority, and should the PDWSA constraints change in the future the location may need to be reassessed. The area has existing mountain bike demand due to one of the preferred Munda Biddi Trail sections being located in the area. Should constraints be removed, the area would be capable of hosting a significant trail network serving the Manjimup recreation market and tourism markets from nearby regional and national locations. The environmental issues and PDWSA are identified as the location's largest constraints.

Potential Partners: Parks and Wildlife, SoM, DSR

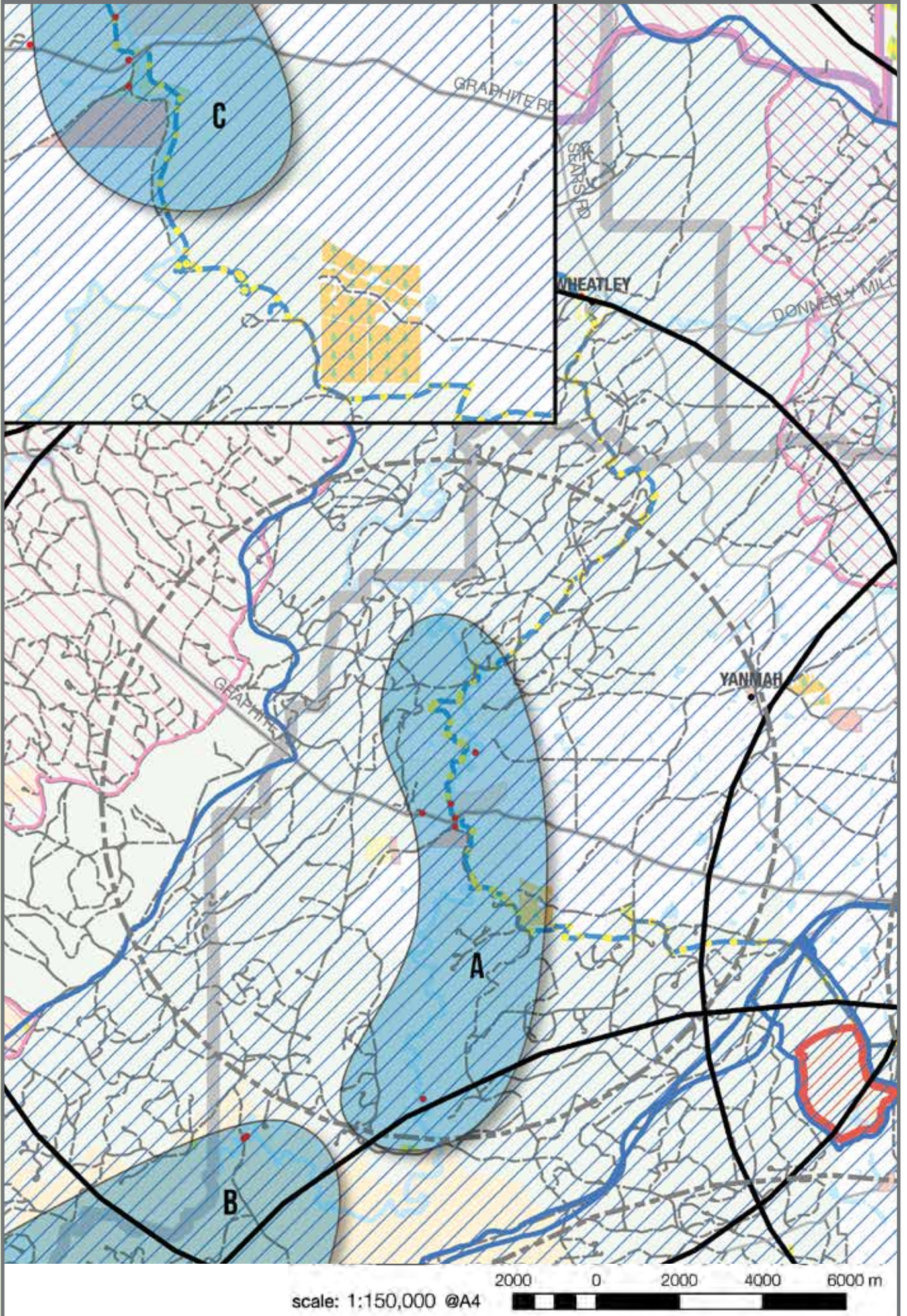
Assessment	Significance	Opportunity	Deliverability
	Connectivity	24% Tenure	33% Demand
	Scope	87% Access	54% Supply
	Character	87% Value	90% Stakeholders
	Profile	77% Quality	88% Planning
	Desirability	30% Diversity	68% Land Use
	<b>Local</b>	<b>61% Good</b>	<b>67% Long</b>
			<b>45%</b>

### Existing Trails

ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
	NIL							
Key Features		Complementary		Facility Opportunities		Trail Opportunities		Existing Infrastructure
Watercourse, Deeply Defined Valleys, Karri Trees, Natural Pools		Campgrounds, Natural Attractions.		Donnelly Trail Network		Donnelly River Valley Trails		4 Aces, One Tree Bridge, Glenoran Pool, Campground.

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS
<b>A</b>	<b>STATE FOREST</b>	Trail network featuring Donnelly River, karri trees, watercourses, valley slopes and natural pools. Connected to Munda Biddi Trail	Conservation reserve, competing demands, environmental issues, PDWSA.
	Land Tenure Conservation Reserve Land Manager Parks and Wildlife		
			Trail Model Priority Timeframe Trail Types Classifications Compatibility
			Trail Network High Medium XC GN BU BL High
<b>B</b>	<b>GREATER BEEDELUP NATIONAL PARK</b>	Extended trail network featuring significant landscape of the Donnelly River and Beedelup National Park.	Conservation reserve, competing demands, environmental issues, PDWSA.
	Land Tenure Conservation Reserve Land Manager Parks and Wildlife		
			Trail Model Priority Timeframe Trail Types Classifications Compatibility
			Trail Network Moderate Long XC GN BU BL High
<b>C</b>	<b>RESERVE</b>	Extended trail network featuring higher impact trail development.	Recreation user conflict, scale of site, management conflict, environmental constraints, PDWSA.
	Land Tenure Reserve Land Manager Parks and Wildlife		
			Trail Model Priority Timeframe Trail Types Classifications Compatibility
			Trail Network Moderate Long XC AM GN BU BL High

DONNELLY INDICATIVE PRIORITY SITES



## DONNYBROOK

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
Moderate	Trail Network	Nil	Blackwood	Geographe

### Overview

Donnybrook is a large rural town set in the foothills of the Darling Range and has a good opportunity to develop mountain bike facilities which are accessible for recreation by young people and enthusiasts. While the majority of enthusiasts will utilise trails in the nearby national Wellington location, development of Argyle State Forest would provide an accessible and desirable recreational product with potential to attract the intrastate market. This area is well located close to the township with good connection to the township and infrastructure at the football field. The development of a challenge park within the urban context would be a well-utilised recreation resource especially for young people if located adjoining the existing renowned playground and could be located on a number of sites within the town. The challenge park should provide a variety of opportunities including a pump track and basic cross-country loop. Much like other locations there is opportunity to develop the private land with rolling hills, however this is not seen as a high priority for the area. DRA is identified as the location's largest constraints.

Potential Partners: Parks and Wildlife, SoDB, Private, DSR

Assessment	Significance	Opportunity	Deliverability
	Connectivity	59% Tenure	67% Demand
	Scope	70% Access	74% Supply
	Character	43% Value	40% Stakeholders
	Profile	50% Quality	51% Planning
	Desirability	37% Diversity	42% Land Use
	<b>Local</b>	<b>52% Average</b>	<b>55% Medium</b>
			<b>53%</b>

### Existing Trails

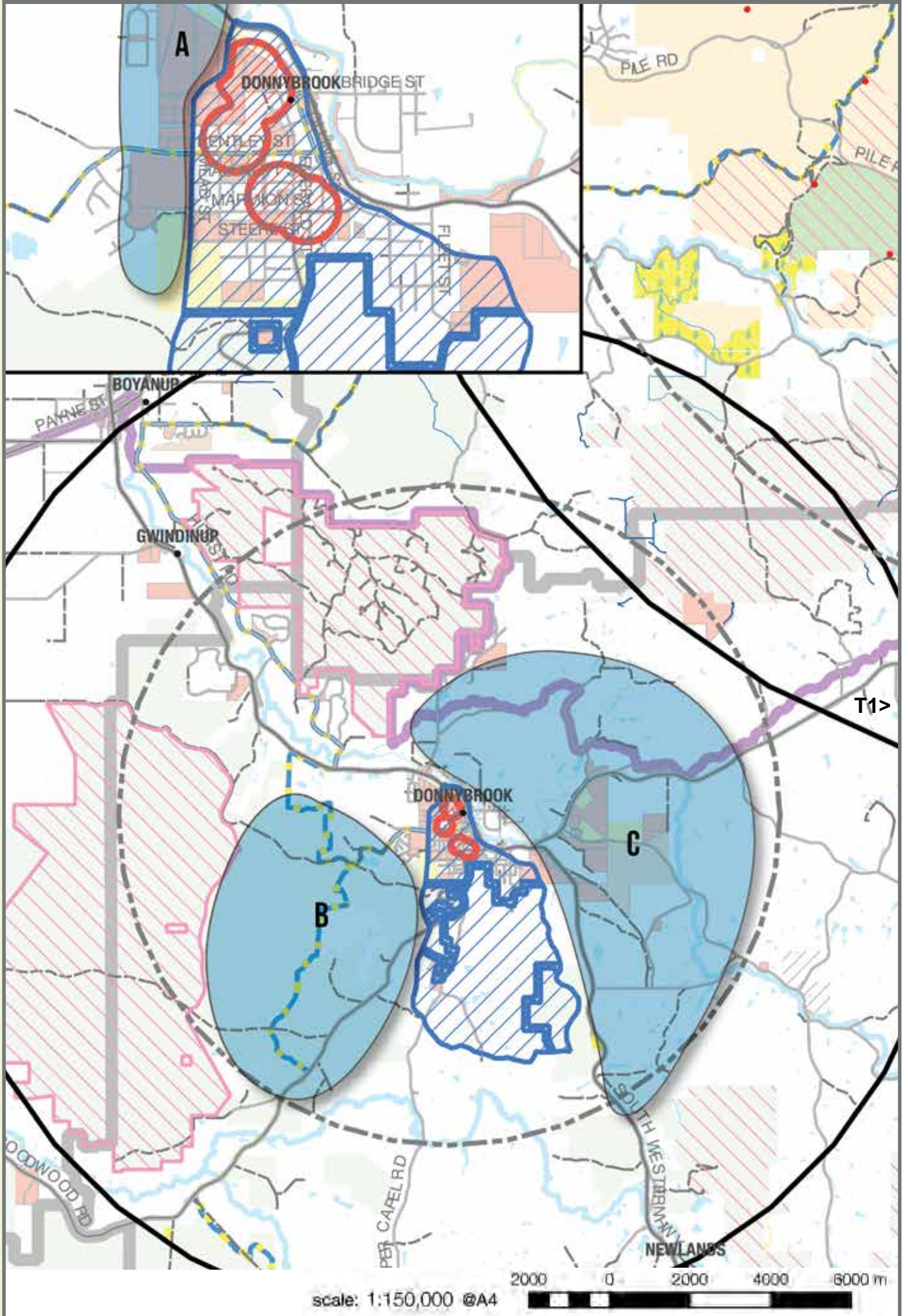
ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
T1	Kambarang	Individual	XC	8km	Average	BL	Informal	Nil / Avg

Key Features	Complementary	Facility Opportunities	Trail Opportunities	Existing Infrastructure
Diverse vegetation. Munda Bididi connection,	Playgrounds, Open Space, Public Bars	Future Minor Trail Hub, Argyle Trail Network	Challenge Park	Townsite, Playground, Football Oval.

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS
<b>A</b>	<b>SHIRE RESERVES</b>	Challenge park with introductory cross-country trails providing accessible recreation resource for young people and enthusiasts.	Recreation user conflict, surrounding land use & social impacts, environmental constraints. PDWSA.
	Land Tenure		Trail Model
	Reserve		Priority
	Land Manager		Timeframe
	SoDB		Trail Types
			Classifications
			Compatibility
<b>B</b>	<b>ARGYLE STATE FOREST</b>	Trail along Munda Bididi Trail or football oval connecting to forest, and trail network.	Conservation reserve, competing demands, environmental issues, DRA.
	Land Tenure		Trail Model
	Conservation Reserve		Priority
	Land Manager		Timeframe
	Parks and Wildlife		Trail Types
			Classifications
			Compatibility
<b>C</b>	<b>COMMERCIAL &amp; PRIVATE LAND</b>	Trails networks connecting farmland, growers and producers.	Private land access, land use conflict, safety & road user conflict, funding mechanisms.
	Land Tenure		Trail Model
	Private		Priority
	Land Manager		Timeframe
	Individual		Trail Types
			Classifications
			Compatibility



**DONNYBROOK INDICATIVE PRIORITY SITES**



## DUNSBOROUGH

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
High	Trail Centre	Trail Hub	Blackwood	Margaret River Wine Region

### Overview

Dunsborough is renowned for beaches, granite headlands, vegetation diversity, wine, food, and most importantly, stunning coastal landscapes, and should be developed to regional significance. The area already has significant demand for mountain bike trails and further considered development of the area will provide a major recreation resource for Dunsborough and greater Busselton residents, and an opportunity to capture all segments of the tourism market. The Dunsborough & Districts Country Club's (DDCC) surrounding iconic natural landscape, unique opportunities, generally underutilised existing infrastructure and proximity to highly desirable landscapes makes it ideal for trail centre development. Improvement and redevelopment of the existing Meelup Regional Park Zone 6 area should be the initial focus, establishing the location as an enthusiast-focused facility with recreation and intrastate market potential. This improvement and redevelopment should be careful not to overdevelop the area and must consider cohesive connection with the Country Club trail centre, provision for the location's events, and potential trail networks in both the greater Meelup Regional Park and on private land. In order to meet the long-term vision for the greater area, the high priority should be the appropriate development of the iconic and unique opportunities in the greater Meelup Regional Park (MRP), Leeuwin Naturaliste National Park (LNNP) and private land. There is also opportunity to utilise the existing infrastructure at Cape Naturaliste Lighthouse or Ngilgi Cave to provide visitor services, and potentially a trail centre. These areas will provide an excellent regional recreation resource and will capture the interstate and international markets through biodiversity, landscape, and wine and food core experiences. Environmental issues, including dieback, and high levels of recreation use and potential conflict are identified as the region's largest constraints.

Potential Partners: Parks and Wildlife, CoBT, CMB, DDCC, MRBTA, MRPMC, Private, DSR

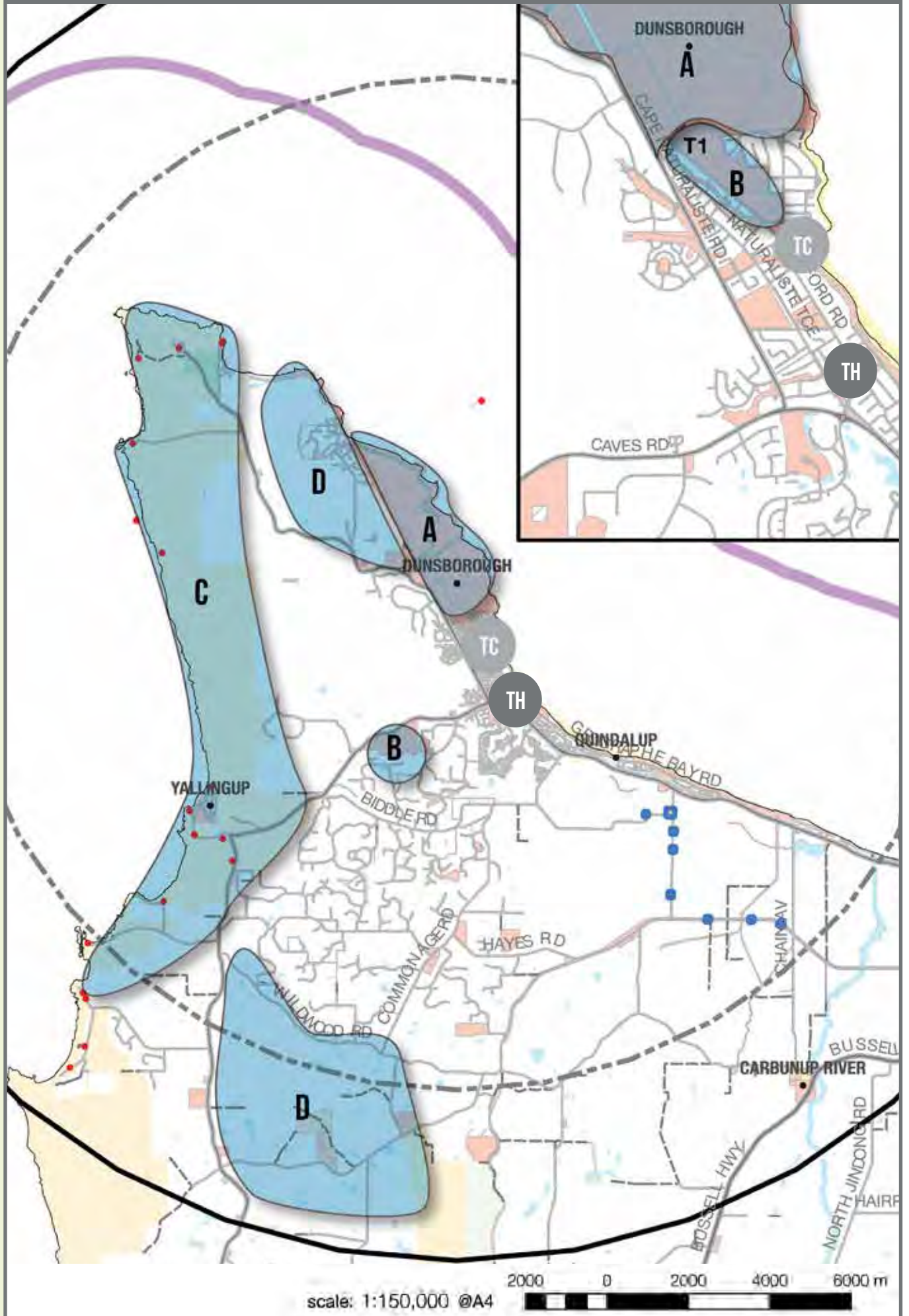
Assessment	Significance	Opportunity	Deliverability
	Connectivity	63% Tenure	60% Demand
	Scope	70% Access	78% Supply
	Character	80% Value	90% Stakeholders
	Profile	100% Quality	72% Planning
	Desirability	57% Diversity	62% Land Use
	<b>Regional</b>	<b>74% Excellent</b>	<b>72% Short</b>
			<b>60%</b>

### Existing Trails

ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
T1	Bike Park	Network	XC	11km	Good	GN BU	ExclInt (30+)	B-Avg / Avg
Key Features		Complementary		Facility Opportunities		Trail Opportunities		Existing Infrastructure
Coastal Landscapes, Granite Headlands, Commercial Attractions and Unique Vegetation.		Food & Wine Attractions, Beaches and Accommodation Providers.		District Country Club Trail Centre, Future Dunsborough Trail Hub Meelup Trail Network .		Coastal Trails, Gourmet Trail, Challenge Park, Cape to Cape MTB track.		Dunsborough Districts Country Club, Coastal Nodes, Commercial Attractions, Lighthouse

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS		
<b>A</b>	<b>MEELUP REGIONAL PARK</b>	Excellent access to trail hub and private land. Landscape with coastal views and access, granite headlands, and diverse vegetation. Education	Recreation user conflict, environmental (including dieback), flora & fauna management plan, social impacts, safety & road user conflict.		
	Land Tenure			Trail Model	Trail Network
	Conservation Reserve			Priority	High
	Land Manager			Timeframe	Short
	CoBT			Trail Types	XC, AM, PK
<b>B</b>	<b>SHIRE RESERVES</b>	Trail centre located at country club with infrastructure, facilities and visitor services. Connection to MRP, Private and LNNP trails.	Recreation user conflict, Scale of site, management conflict, surrounding land use & social impacts, Environmental constraints.		
	Land Tenure			Trail Model	Trail Hub
	Reserve			Priority	High
	Land Manager			Timeframe	Medium
	CoBT			Trail Types	XC PK
<b>C</b>	<b>LEEUWIN NATURALISTE NATIONAL PARK</b>	Trail connected to trail centre and townships, featuring coastal landscapes, lighthouse, cave and biodiversity.	Recreation user conflict, conservation estate,		
	Land Tenure			Trail Model	Trail Network
	Conservation Reserve			Priority	Medium
	Land Manager			Timeframe	Long
	Parks and Wildlife			Trail Types	XC
<b>D</b>	<b>COMMERCIAL PRIVATE LAND</b>	Trails from trail centre connecting to wineries, brewery, producers, restaurants and farms, offering a wine and food core experience on trails.	Private land access, land use conflict, safety & road user conflict, funding mechanisms.		
	Land Tenure			Trail Model	Individual
	Private			Priority	Medium
	Land Manager			Timeframe	Medium
	Individual			Trail Types	XC
		Classifications	GN BU		
		Compatibility	Low		
			Classifications	GN BU	
			Compatibility	Medium	

DUNSBOROUGH INDICATIVE PRIORITY SITES



## HARVEY

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
Moderate	Trail Network	Nil	Wellington	Geographe

### Overview

Harvey is a large rural town set in the foothills of the Darling Range and has an excellent opportunity to develop mountain bike facilities close to the town centre. Using the existing infrastructure, the primary focus should be on developing a trail network from Harvey Visitor Centre connecting to the excellent topography of Clarke State Forest. A key element of this development would be the connection of the Munda Biddi Trail into Harvey and directly to the visitor centre, but the focus should be on delivering a trail network with multiple styles and classifications catered for. The development could also connect to Logue Brook which will offer campsites and other unique opportunities for trail development. In order to develop this vision a number of stakeholders across multiple tenures, including private, will need to work together. The various tenures all offer different opportunities including, valley views, diverse vegetation, open rolling terrain, Harvey Dam, Brockman Dam and significant topography. If developed well the trail centre could not only provide an excellent and accessible recreation resource, but also attract day use and potentially short break markets due to its proximity to Perth. In addition to the trail centre and associated network, a challenge park could also be developed in the vicinity providing a recreation resource for young people and enthusiasts. Environmental constraints and land access are identified as the locations largest constraints.

Potential Partners: Parks and Wildlife, SoH, HVC, DSR

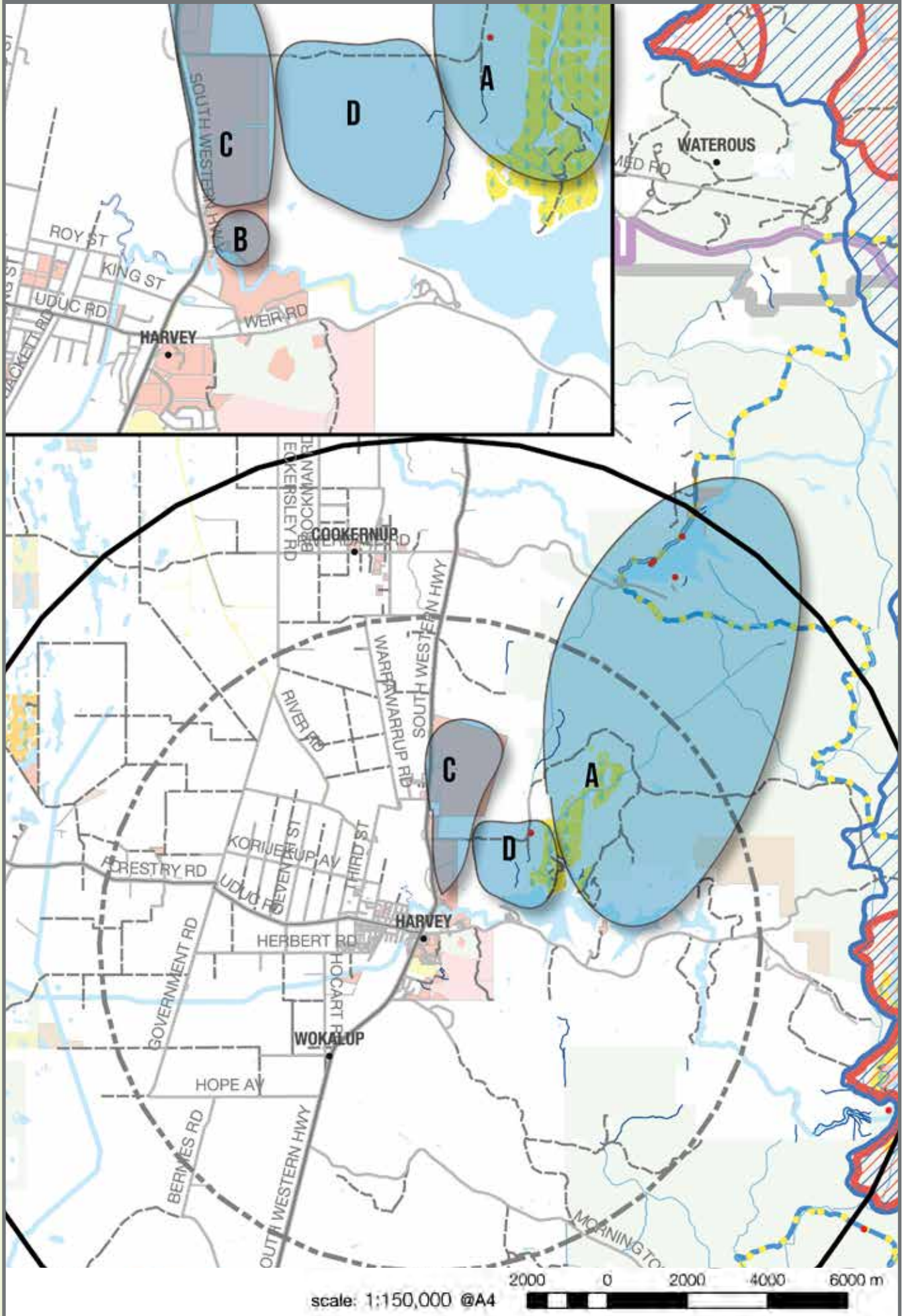
Assessment	Significance	Opportunity	Deliverability
	Connectivity	66% Tenure	80% Demand
	Scope	80% Access	64% Supply
	Character	50% Value	60% Stakeholders
	Profile	57% Quality	75% Planning
	Desirability	17% Diversity	65% Land Use
	<b>Local</b>	<b>54% Good</b>	<b>69% Medium</b>
			<b>51%</b>

### Existing Trails

ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
NIL								
Key Features			Complementary		Facility Opportunities		Trail Opportunities	Existing Infrastructure
Harvey Dam, Brockman Dam, Diverse Vegetation, Significant Topography.			Campgrounds, Accommodation Providers, Attractions.		Future Harvey Visitor Centre Trail Centre, Clarke Trail Network.		Harvey Dam Trail, Munda Biddi Trail Extension.	Visitor Centre, Town centre, Logue Brook, Harvey Dam, Wildflower Day Use.

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS		
<b>A</b>	<b>CLARKE STATE FOREST</b>	Significant topography, excellent view, steep terrain and diverse vegetation. Logue Brook Facilities, Connect Munda Biddi Trail to Harvey.	Conservation reserve, competing demands, environmental issues.	Trail Model	Trail Network
				Priority	High
				Timeframe	Long
				Trail Types	XC AM DH
				Classifications	GN BU BL DB
Compatibility	Medium				
<b>B</b>	<b>AGRICULTURE SCHOOL</b>	Accessible trails from trail centre, connection to Clarke State Forest. Land management allows higher impact trail development.	Scale of site, management conflict, surrounding land use & social impacts, land use conflict.	Trail Model	Trail Network
				Priority	High
				Timeframe	Short
				Trail Types	XC, AM, PK
				Classifications	GN BU BL DB
Compatibility	Low				
<b>C</b>	<b>RESERVES</b>	Open rolling topography, land management allows diverse riding styles & significantly higher impact trail development	Recreation user conflict, surrounding land use & social impacts, land use conflict,	Trail Model	Trail Network
				Priority	Moderate
				Timeframe	Medium
				Trail Types	XC AM
				Classifications	GN BU BL DB
Compatibility	High				
<b>D</b>	<b>COMMERCIAL &amp; PRIVATE LAND</b>	Connection to Clarke State Forest	Private land access, land use conflict, safety & road user conflict, funding mechanisms.	Trail Model	Trail Network
				Priority	Low
				Timeframe	Medium
				Trail Types	XC, AM
				Classifications	GN BU
Compatibility	Low				

# HARVEY INDICATIVE PRIORITY SITES



## NANNUP

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
Moderate	Trail Hub	Trail Centre	Blackwood	Blackwood River Valley

### Overview

Nannup is a picturesque town with large rolling hills formed by the Blackwood River which flows through the region, and should be developed to regional significance. It is well regarded within the mountain bike community and has the opportunity to provide a product unique to the region. Development should be considerate of the Balingup location and the ability to co-locate facilities between the townships. If development is well considered, the cluster of Balingup, Bridgetown and Nannup could become a major trail provider in the region. While development of the Nannup area will only provide a recreation resource for a limited population, the economic potential mountain bike trails could bring by capturing all segments of the tourism market is significant. The location will provide for the short break or day trip market which have mountain biking as a primary motivator. The opportunities surrounding the township and the existing infrastructure and services provided, make the township suited to trail hub development. Development of Ellis Creek State Forest will establish the location as a destination for the enthusiast and gravity mountain bikers and has the potential to develop into a trail centre. This area will provide an excellent recreation resource and will be an intrastate market driver, however the more unique opportunity is surrounding the Blackwood River and on the rolling hills above which are typically farmland and privately owned. This farmland could be developed to offer a unique open farmland trail with long flowing descents. When combined with Balingup and Bridgetown's offerings, the area will provide excellent mass-market opportunities which will capture the interstate and international markets from surrounding national locations. The shire reserves and surrounding timber plantations also provide opportunity for a level of intensive development not available on conservation reserves however the nature of timber reserves and their intensive management are the most significant constraint of the area. All development should consider the need for event infrastructure and appropriate event trail layouts.

Potential Partners: Parks and Wildlife, SoN, WBSA, PDMBC, Private

Assessment	Significance	Opportunity	Deliverability
	Connectivity	43% Tenure	53% Demand
	Scope	92% Access	74% Supply
	Character	77% Value	60% Stakeholders
	Profile	67% Quality	77% Planning
	Desirability	30% Diversity	75% Land Use
	<b>Regional</b>	<b>62% Good</b>	<b>68% Medium</b>
			<b>55%</b>

### Existing Trails

ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
T1	Downhill	Network	DH	3km	Below Avg	BL DB	Poor (30+)	Nil / Nil
T2	Sidings Trail	Linear	TR	26km	Average	WH	Good (30+)	Avg / Avg

Key Features	Complementary	Facility Opportunities	Trail Opportunities	Existing Infrastructure
Blackwood River, Rolling Farmland, Significant Elevation, Steep gradients.	Campgrounds, Natural Pools, Accommodation Providers and Public Bar.	Nannup Trail Hub, Future Ellis Creek Trail Centre	Downhill Trails, River Trail, Rolling Hills Flow Trail, Tree To Sea Trail, Challenge park.	Townsite, Barrabup Pool

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS
<b>A</b>	<b>PRIVATE LAND</b>	Trails from town centre connecting to rolling topography farmland and the Blackwood River offering unique riding landscape.	Private land access, land user conflict, safety & road use conflict, funding mechanisms, surrounding land use & social impacts.
	Land Tenure Private		Trail Model Individual
	Land Manager Individual		Priority High
			Timeframe Medium
			Trail Types XC AM
			Classifications GN BU BL
			Compatibility Medium
<b>B</b>	<b>ELLIS CREEK STATE FOREST</b>	Significant elevation and steep topography, Shuttle access, Permanent downhill facilities	Conservation reserve, competing demands, environmental issues, surrounding land use & social impacts, DRA.
	Land Tenure Conservation Reserve		Trail Model Trail Network
	Land Manager Parks and Wildlife		Priority High
			Timeframe Short
			Trail Types XC AM DH
			Classifications GN BU BL DB
			Compatibility High
<b>C</b>	<b>BARRABUP STATE FOREST</b>	Trails from town centre connecting to diverse forest and significant watercourse.	Conservation reserve, competing demands, environmental issues, safety & road user conflict, surrounding land use & social impacts.
	Land Tenure Conservation Reserve		Trail Model Trail Network
	Land Manager Parks and Wildlife		Priority Moderate
			Timeframe Medium
			Trail Types XC AM
			Classifications GN BU BL
			Compatibility High
<b>D</b>	<b>PINE PLANTATIONS</b>	Significant elevation and steep topography, Land management allows diverse riding styles & significant development.	Competing demands, intensive land management, land use conflict, longevity.
	Land Tenure Timber Reserve		Trail Model Trail Network
	Land Manager Parks and Wildlife		Priority Low
			Timeframe Short
			Trail Types DH XC AM
			Classifications BU BL DB
			Compatibility Low

**E SHIRE RESERVES**

Land Tenure  
Reserve  
Land Manager  
SoN

Challenge Park, Recreation resource for young people, Connection to township.

Recreation user conflict, scale of site, management conflict, surrounding land use & social impacts.

Trail Model

Priority

Timeframe

Trail Types

Classifications

Compatibility

Trail Network

Moderate

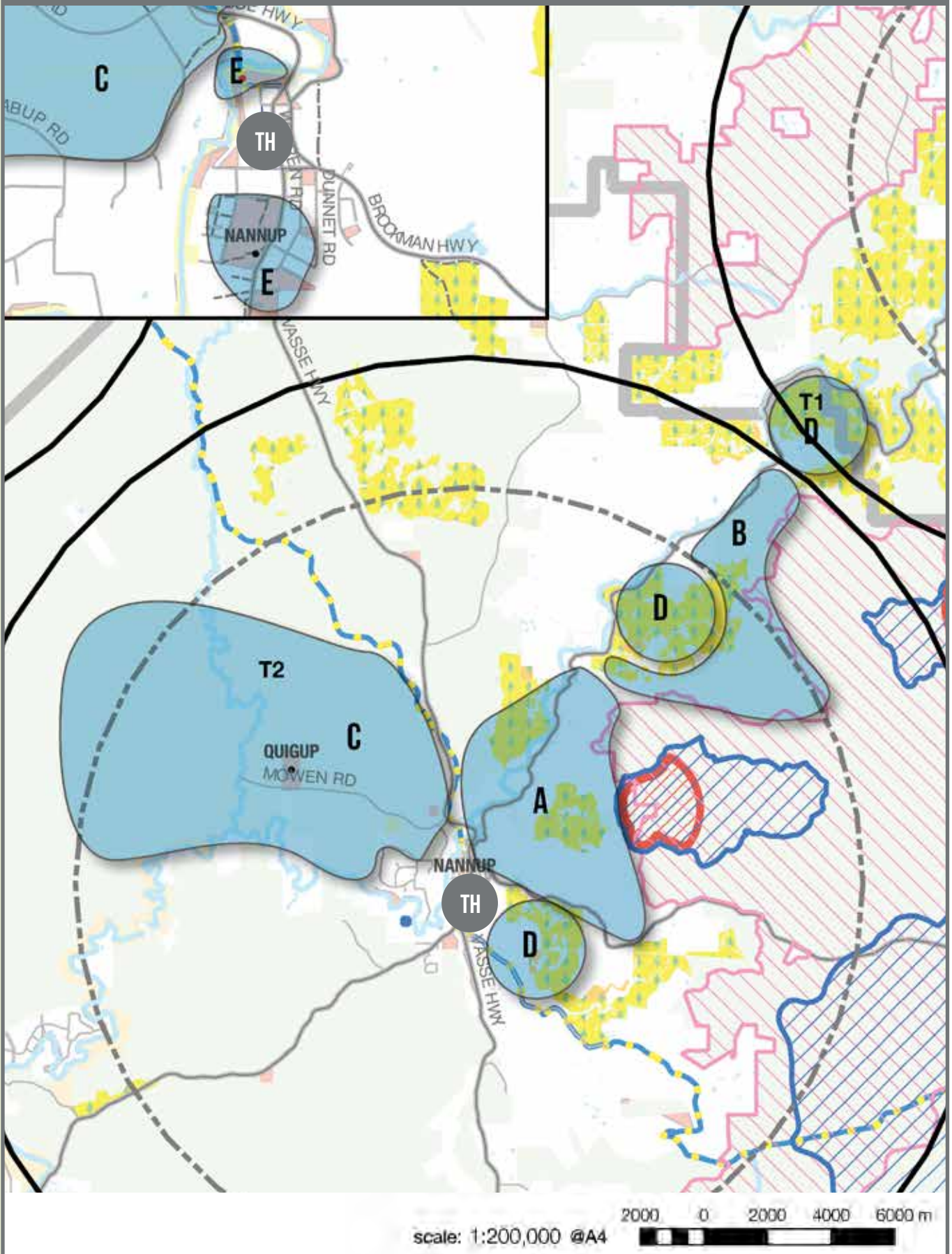
Long

PK

GN BU BL DB

High

**NANNUP INDICATIVE PRIORITY SITES**



## MANJIMUP

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
Moderate	Trail Network	Nil	Donnelly	Southern Forests

### Overview

Manjimup is a large rural town which should be developed to local significance. It has an opportunity to develop mountain bike facilities which are accessible for recreation by young people and enthusiasts. While the majority of core enthusiasts will utilise trails in the nearby national Pemberton location, development of Dingup State Forest would provide an accessible and desirable recreational product with potential to attract the intrastate market. This area is well located close to the township with good connection to the township and has the Munda Biddi Trail passing through. The development of a challenge park within the urban context would be a well-utilised recreation resource especially by young people if located close to the town centre. The challenge park should provide a variety of opportunities including a pump track and basic cross-country loop. Much like other locations there is opportunity to develop the private land with rolling hills, however this is not seen as a high priority for the area. There is also opportunity to develop Diamond State Forest utilising the existing facilities at Diamond Tree. PDWSA is the location's major identified constraint, precluding the western portion of the township from development.

Potential Partners: Parks and Wildlife, SoM, DSR

Assessment	Significance	Opportunity	Deliverability
	Connectivity	43% Tenure	33% Demand
	Scope	72% Access	68% Supply
	Character	43% Value	40% Stakeholders
	Profile	77% Quality	37% Planning
	Desirability	17% Diversity	43% Land Use
	<b>Local</b>	<b>50% Below Average</b>	<b>44% Medium</b>
			<b>56%</b>

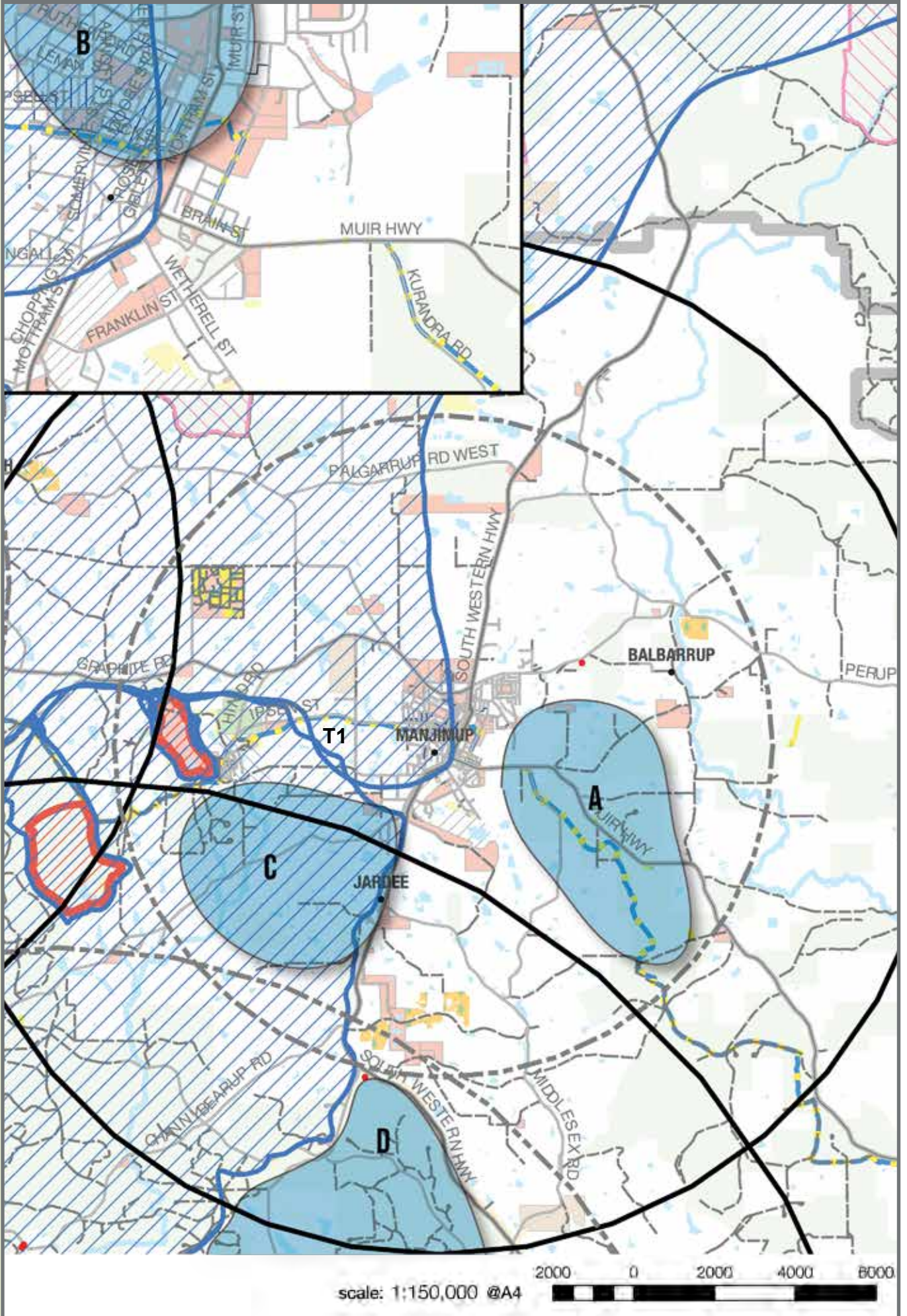
### Existing Trails

ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
T1	Deanmill	Network	TR	6km	Avg	WH		Avg / Avg
Key Features		Complementary		Facility Opportunities		Trail Opportunities		Existing Infrastructure
Gently Inclined Topography, Variation In Vegetation, Munda Biddi Trail		Attractions, Food & Wine, Accommodation Providers.		Manjimup Trail Network Challenge Park		Dingup Trail		Town centre, Heritage Park, Attractions

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS		
<b>A</b>	<b>STATE FOREST</b>	Following Munda Biddi Trail from town centre connecting to cross country network in Dingup forest and featuring the gently inclined topography.	Conservation reserve, competing demands, environmental issues.	Trail Model	Trail Network
	Land Tenure			Priority	Moderate
	Conservation Reserve			Timeframe	Short
	Land Manager			Trail Types	XC
	Parks and Wildlife			Classifications	GN BU BL
			Compatibility	High	
<b>B</b>	<b>SHIRE RESERVES</b>	Challenge park with introductory cross country trails providing accessible recreation resource for young people and enthusiasts.	Recreation user conflict, surrounding land use & social impacts, safety & road user conflict, environmental constraints, PDWSA.	Trail Model	Trail Network
	Land Tenure			Priority	High
	Reserve			Timeframe	Medium
	Land Manager			Trail Types	XC PK
	SoM			Classifications	GN BU BL
			Compatibility	High	
<b>C</b>	<b>COMMERCIAL &amp; PRIVATE LAND</b>	Trails networks connecting farmland, growers and producers.	Private land access, land use conflict, safety & road user conflict, funding mechanisms, PDWSA.	Trail Model	Trail Network
	Land Tenure			Priority	Moderate
	Private			Timeframe	Medium
	Land Manager			Trail Types	XC
	Individual			Classifications	GN BU
			Compatibility	Medium	
<b>D</b>	<b>DIAMOND STATE FOREST</b>	Trail network from Diamond Tree featuring large karri trees and gently inclined topography.	PDWSA, Conservation reserve, competing demands, environmental issues,	Trail Model	Trail Network
	Land Tenure			Priority	Moderate
	Conservation Reserve			Timeframe	Long
	Land Manager			Trail Types	XC AM
	Parks and Wildlife			Classifications	GN BU BL
			Compatibility	High	



MANJIMUP INDICATIVE PRIORITY SITES



## MARGARET RIVER

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
High	Trail Hub	Trail Centre	Blackwood	Margaret River Wine Region

### Overview

Margaret River is renowned for its wine, food, water courses, caves and stunning coastline, which already sees significant demand for mountain bike trails, and should be developed to national significance. Development of the area will provide a major recreation resource for Margaret River residents and an opportunity to capture all segments of the tourism market, including those already visiting the region for whom mountain biking isn't a primary motivator. The opportunities immediately surrounding the township and the significant existing infrastructure and services provided, make the township ideal for trail hub development. The iconic and unique opportunities in the greater location also provide an opportunity for co-locating a trail centre with existing caves infrastructure and visitor services. Development of Bramley National Park and the shire reserves will cement the location as a top trail provider. These areas will provide an excellent recreation resource and will be an intrastate market driver, however the more unique opportunities are in the greater location featuring caves, coastline, and wine and food attractions, which should be the highest priority. The Leeuwin Naturaliste National Park and private land, with wineries and other commercial attractions, provide excellent opportunities. They should be the focus of iconic development capturing the interstate and international markets through biodiversity, landscape, and wine and food core experiences. The shire reserves and surrounding timber plantations also provide opportunity for a level of intensive development not available on conservation reserves. The location boasts excellent connectivity and the planned Wadandi Track, extension of the rail trail, provides future cycling access to some sites. All development should consider the need for event infrastructure and appropriate event trail layouts to cater for existing and future events. The environmental and heritage issues, and high levels of recreation use and potential conflict are identified as the region's largest constraints.

Potential Partners: Parks and Wildlife, SoAMR, MRBTA, MRORCA, Private, DSR

Assessment	Significance	Opportunity	Deliverability
	Connectivity	58% Tenure	67% Demand
	Scope	90% Access	100% Supply
	Character	67% Value	70% Stakeholders
	Profile	100% Quality	75% Planning
	Desirability	90% Diversity	63% Land Use
	<b>National</b>	<b>81% High</b>	<b>75% Short</b>
			<b>78%</b>

### Existing Trails

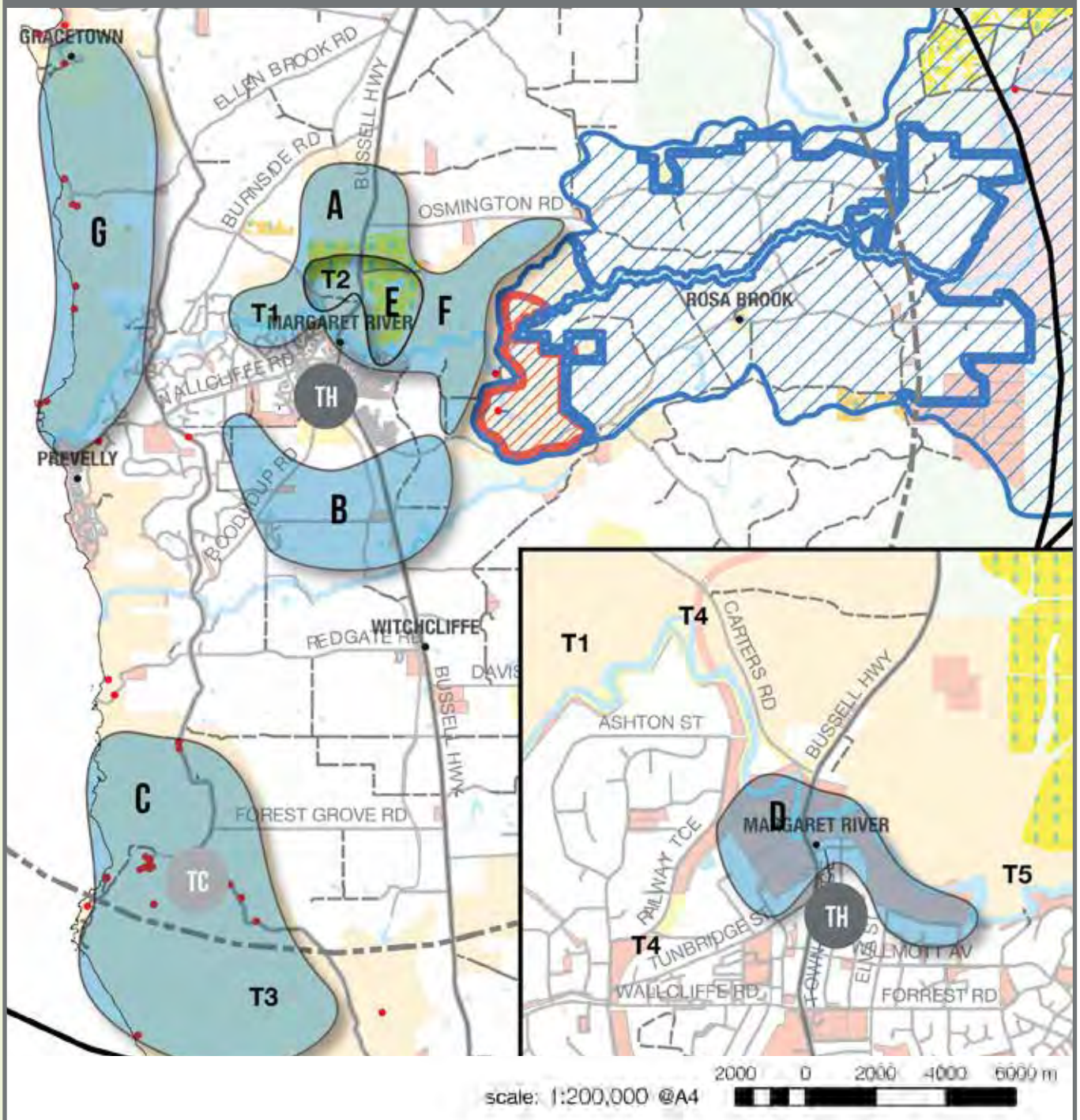
ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
T1	Carters	Network	XC	16km	Below Avg	BU	Poor (12+)	Nil / Nil
T2	The Pines	Network	XC	13km	Average	BU	Shares above	Nil / Nil
T3	Boranup	Network	XC	10km	Below Avg	BU	Nil	Nil / Nil
T4	Rail Trail	Linear	TR	24km	Average	WH	Nil	Nil / Poor
T5	10 Mile	Linear	XC	9km	Average	GN	Exclnt (30+)	B-Avg / B-Avg

Key Features	Complementary	Facility Opportunities	Trail Opportunities	Existing Infrastructure
The Margaret River, Wine and Food, Coastline, Caves, Diverse Vegetation	Campgrounds, Accommodation Providers, Attractions	Margaret River Trail Hub Future Boranup Trail Centre Bramley Trail Networks	River Trails, Gourmet Trail, Coastal Trail, Rotary Challenge Park, Cape To Cape MTB Trail	Townsite, Rotary Park, Caves, Coastal Nodes, Commercial Attractions.

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS
<b>A</b>	<b>BRAMLEY NATIONAL PARK WEST</b> Land Tenure Conservation Reserve Land Manager Parks and Wildlife	Diverse vegetation and watercourses. Connectivity to township, existing trails and attractions. Manage existing use & improve quality	Conservation reserve,
			Environmental issues,
			Recreation user conflict,
			Trail Model
			Trail Network
<b>B</b>	<b>COMMERCIAL PRIVATE LAND</b> Land Tenure Private Land Manager Individual	Trails from town centre connecting to wineries, brewery, producers, restaurants and farms, offering a wine and food core experience on trails.	Private land access, land use conflict, safety & road user conflict, funding mechanisms, surrounding land use & social impacts.
			Trail Model
			Individual
			Trail Model
			Trail Network
<b>C</b>	<b>LEEWIN NATURALISTE NATIONAL PARK SOUTH</b> Land Tenure Conservation Reserve Land Manager Parks and Wildlife	Trail centre featuring trails to coastline, forests and caves. Connection to existing infrastructure including visitor services. Manage existing use.	Conservation reserve, competing demands, environmental issues,
			Trail Model
			Trail Network
			Trail Model
			Trail Network
<b>D</b>	<b>SHIRE RESERVES</b> Land Tenure Reserve Land Manager SoAMR	Connection of existing trails, River Trail, Race Course, Challenge Park.	Recreation user conflict, scale of site, management conflict, surrounding land use & social impacts.
			Trail Model
			Trail Network
			Trail Model
			Trail Network

<b>E</b>	<b>PINE PLANTATION</b>	Land management allows diverse riding styles & significant development.	Competing demands, intensive land management, land use conflict, longevity.	Trail Model	Trail Network
	Land Tenure			Priority	Low
	Timber Reserve			Timeframe	Medium
	Land Manager			Trail Types	XC AM PK
	Parks and Wildlife			Classifications	GN BU BL DB
				Compatibility	Low
<b>F</b>	<b>BRAMLEY NATIONAL PARK EAST</b>	Diverse vegetation and watercourses. Connectivity to township and river.	Conservation reserve, Environmental issues, Recreation user conflict, PDWSA,	Trail Model	Trail Network
	Land Tenure			Priority	Moderate
	Conservation Reserve			Timeframe	Medium
	Land Manager			Trail Types	XC AM
	Parks and Wildlife			Classifications	GN BU BL DB
				Compatibility	Medium
<b>G</b>	<b>LEEUWIN NATURALISTE NATIONAL PARK NORTH</b>	Long distance trails featuring trails to coastline and forests. Potential to connect with township.	Conservation reserve, competing demands, environmental issues,	Trail Model	Trail Network
	Land Tenure			Priority	High
	Conservation Reserve			Timeframe	Long
	Land Manager			Trail Types	XC
	Parks and Wildlife			Classifications	GN BU BL
				Compatibility	Medium

### MARGARET RIVER INDICATIVE PRIORITY SITES



## NORTHCLIFFE

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
Moderate	Trail Network	NIL	Donnelly	Southern Forests

### Overview

Northcliffe is a small town south of Pemberton and has a good opportunity to improve significantly on the existing mountain bike facilities featuring the area's tall forest and watercourses. Development should focus on the improvement and redevelopment of the existing trail in Boorara Gardner National Park to include a trail network with diverse styles and classifications ensuring accessibility demand from tourism and event markets. The redeveloped trail network should feature the natural landscapes of the area including the Boorara Brook and Lane Pool Falls. Forest Park also offers the opportunity to be redeveloped providing more diverse trail classifications and trail types making it more desirable for recreation. The environmental issues and lack of management plan are identified as the locations largest constraints.

Potential Partners: Parks and Wildlife, SoM, NVC, DSR

Assessment	Significance	Opportunity	Deliverability
	Connectivity	26% Tenure	53% Demand
	Scope	88% Access	70% Supply
	Character	77% Value	60% Stakeholders
	Profile	57% Quality	55% Planning
	Desirability	17% Diversity	55% Land Use
	<b>Local</b>	<b>53% Average</b>	<b>59% Medium</b>
			<b>50%</b>

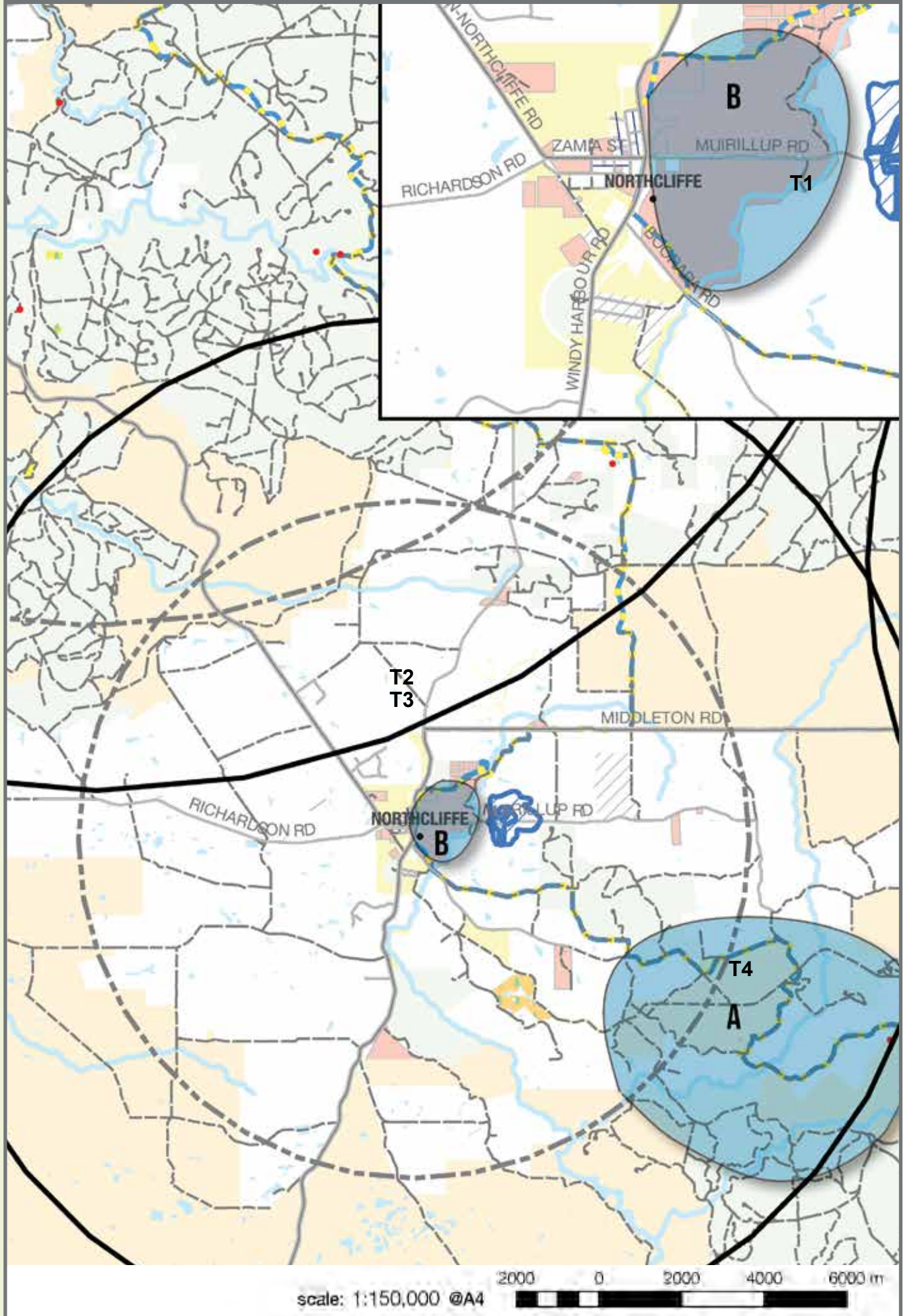
### Existing Trails

ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
T1	Round Tu It	Individual	XC	6km	Avg	BU	Good (20+)	Nil / Avg
T2	Forest Park	Individual	XC	7.5km	Below Avg	GR	Good (20+)	Avg / Avg
T3	Federation	Individual	XC	0.5km	Below Avg	GR		
T4	Boorara	Individual	XC	6km	Below Avg	BU		

Key Features	Complementary	Facility Opportunities	Trail Opportunities	Existing Infrastructure
Tall Karri Trees, Watercourses, Munda Biddi Trail	Visitors Centre, Accommodation Providers, Campgrounds	Future Northcliffe Trail Hub, Boorara Trail Network, Forest Park Trail Network.	Boorara Trail	Townsite, Boorara Tree, Northcliffe Visitors Centre

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS
<b>A</b>	<b>BOORARA – GARDNER NATIONAL PARK</b>	Improvement of existing trail including developing network to cater for all classifications. Featuring karri trees and lane pool falls.	Private land access, land use conflict, safety & road user conflict, funding mechanisms, surrounding land use & social impacts.
	Land Tenure		Trail Model
	Conservation Reserve		Priority
	Land Manager		Timeframe
	Parks and Wildlife		Trail Types
			Classifications
			Compatibility
<b>B</b>	<b>FOREST PARK</b>	Improvement of existing trail including developing network to cater for more classifications.	Recreation user conflict, scale of site, surrounding land use & social impacts, environmental constraints.
	Land Tenure		Trail Model
	Reserve		Priority
	Land Manager		Timeframe
	SoM		Trail Types
			Classifications
			Compatibility

NORTHCLIFFE INDICATIVE PRIORITY SITES



## PEMBERTON

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
High	Trail Hub	Trail Centre	Donnelly	Southern Forests

### Overview

Pemberton is renowned for its magnificent tall karri trees, meandering watercourses, picturesque town and loamy soils, and should be developed to national significance. Development of the area will provide a major recreation resource for Pemberton, as well as the larger population of nearby Manjimup, and will provide an opportunity to capture all segments of the tourism market. The opportunities immediately surrounding the small township, the services provided and Munda Biddi Trail passing through, make the township ideal for trail hub development. The iconic and unique opportunities in the greater location also suggest a dedicated trail centre could be developed. The existing bike park and its governance model give it the ability to be heavily developed providing a catalyst for growth of the activity in the location. The park will provide an excellent recreation resource and will be an intrastate market driver, however the more unique opportunities in the greater location capturing watercourses and old growth forest should be the long term priority. The Gloucester and Warren National Parks, which have existing access and infrastructure and host two of the Pemberton climbing trees, provide excellent opportunities and should be the focus for iconic development capturing the interstate and international markets through biodiversity and landscapes core experiences. The surrounding state forest also provides opportunity for an expanded network. The location also boasts several compatible commercial attractions which if developed would compliment the natural offerings. The location's wineries, brewery, trout farm and producer's farmland could offer wine and food core experiences as part of a potential gourmet trail. The tourist tramway offers opportunities to develop very unique products, with carriage transport to more remote parts of the greater trail hub network. All development should consider the need for event infrastructure and appropriate event trail layouts to cater for existing and future events. The lack of management plans, PDWSA and high maintenance nature of the Karri Forest are identified as the region's largest constraints.

Potential Partners: Parks and Wildlife, SoM, PVC, Private, DSR

Assessment	Significance	Opportunity	Deliverability
*originally rated regionally significant, but increased after practical assessment.	Connectivity Scope Character Profile Desirability	43% Tenure 100% Access 100% Value 90% Quality 40% Diversity	87% Demand 100% Supply 60% Stakeholders 72% Planning 73% Land Use
	<b>National*</b>	<b>75% Excellent</b>	<b>78% Short 78%</b>

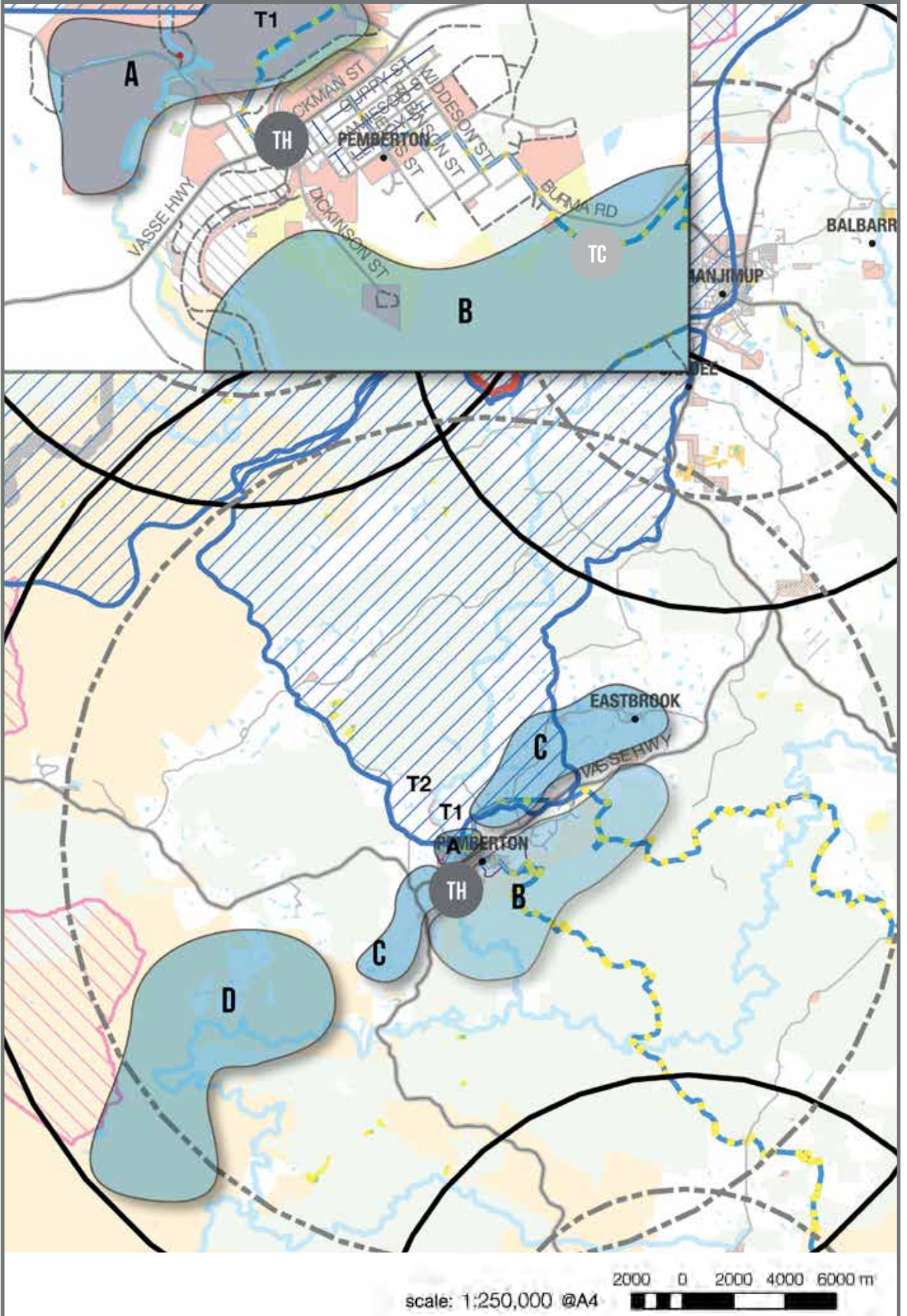
### Existing Trails

ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
T1	Bike Park	Network	XCAMPK	14km	Good	GN BU BL	Avg (30+)	Avg / Avg
T2	Rainbow	Linear	TR	9km	Average	WH	Avg (20+)	Good / Avg

Key Features	Complementary	Facility Opportunities	Trail Opportunities	Existing Infrastructure
Tall Karri Trees, Watercourses.	Campgrounds, Food & Wine Attractions, Accommodation Providers.	Pemberton Trail Hub Warren Trail Centre Foresters Park Network Gloucester Trail Network.	Bike Park, Warren River Trail, Gourmet Trail, Tramway Trail, Climbing Trees Trail.	Townsite, Bicentennial Tree, Gloucester Tree, Cascades, Commercial Attractions.

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS
<b>A</b>	<b>PEMBERTON FOREST PARK</b> Land Tenure Reserve Land Manager PVC	Excellent access to township, land management allows diverse riding styles & significant development, user education	Recreation user conflict, PDWSA, governance structure & management model, scale of site.
			Trail Model Priority Timeframe Trail Types Classifications Compatibility
			Trail Network Moderate Short XC AM DH PK GN BU BL DB High
<b>B</b>	<b>GLOUCESTER NATIONAL PARK &amp; BROCKMAN SF</b> Land Tenure Conservation Reserve Land Manager Parks and Wildlife	Trail network connected to town centre featuring Gloucester Tree, Big Brook & Cascades. Improve existing trail sustainability. Link to Munda Biddi Trail.	Recreation user conflict, debris management, conservation estate,
			Trail Model Priority Timeframe Trail Types Classifications Compatibility
			Trail Network High Medium XC AM GN BU BL Medium
<b>C</b>	<b>COMMERCIAL PRIVATE LAND</b> Land Tenure Private Land Manager Individual	Trails from town centre connecting to wineries, brewery, producers, restaurants and farms, offering a wine and food core experience on trails.	Private land access, land use conflict, safety & road user conflict, funding mechanisms, PDWSA
			Trail Model Priority Timeframe Trail Types Classifications Compatibility
			Individual Moderate Medium XC GN BU Medium
<b>D</b>	<b>WARREN / GREATER HAWKE NP</b> Land Tenure Conservation Reserve Land Manager Parks and Wildlife	Trail centre featuring Warren, Hawke and Yeagerup. Focus on Warren River & potentially Yeagerup Lake & dunes. Link to campgrounds.	Conservation reserve, management plan compatibility, competing demands, environmental issues, distance from population centre, DRA.
			Trail Model Priority Timeframe Trail Types Classifications Compatibility
			Trail Centre High Long XC AM GN BU BL DB Medium

PEMBERTON INDICATIVE PRIORITY SITES



## SHANNON

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
Moderate	Trail Network	Nil	Donnelly	Southern Forests

### Overview

Shannon National Park is situated around an old mill town which is now the site of a growing campground. The area boasts high quality landscapes and magnificent old growth karri forest on the banks of the Shannon River and Shannon Dam. Development of the area should focus on creating a trail network utilising the topography and exploring natural features. The trail network should provide for diverse classifications of cross country trails and potentially some all mountain trails. There is also opportunity to locate a basic challenge park at the campground. Although the site is not highly accessible, if developed well it has the potential to attract significant day use from the nearby Pemberton nationally significant location. The environmental issues associated with national park are identified as the location's largest constraints.

Potential Partners: Parks and Wildlife, SoM, PVC, DSR

Assessment	Significance	Opportunity	Deliverability
	Connectivity	20% Tenure	27% Demand
	Scope	68% Access	42% Supply
	Character	73% Value	70% Stakeholders
	Profile	67% Quality	78% Planning
	Desirability	40% Diversity	60% Land Use
	<b>Local</b>	<b>54% Average</b>	<b>55% Long</b>
			<b>47%</b>

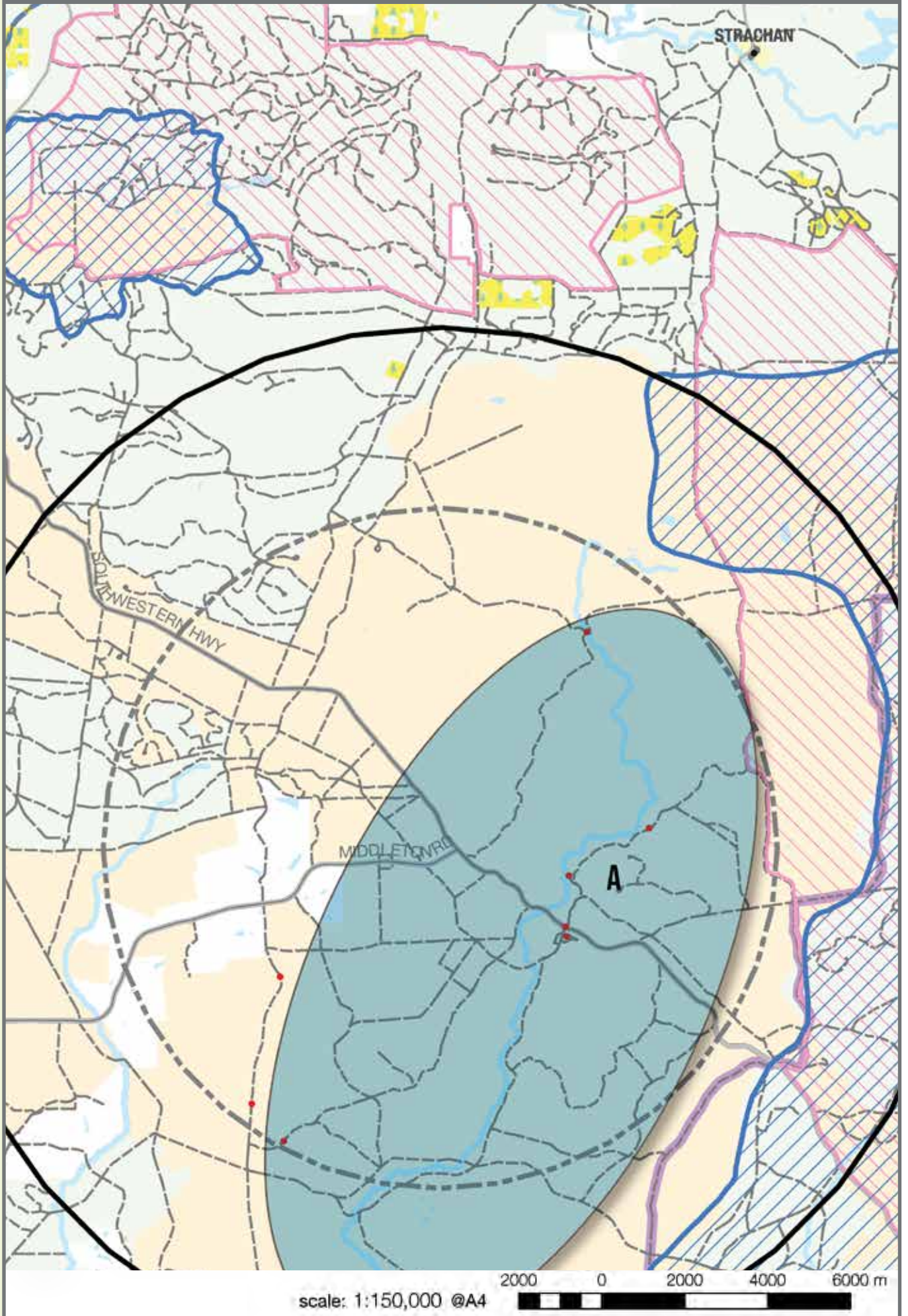
### Existing Trails

ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
	NIL							
Key Features		Complementary		Facility Opportunities		Trail Opportunities		Existing Infrastructure
Shannon River, Tall Karri Trees, Shannon Dam, Diverse Vegetation		Campground, Walk Trails		Shannon Trail Network, Basic Challenge Park		River Trail, Valley Trail, Pump Track		Campground And Day Use Area.

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS
A	SHANNON NATIONAL PARK	Trail network connected to campground and day use area to cater for all classifications. Featuring diverse vegetation watercourse and river pool.	Recreation user conflict, conservation estate, environmental constraints.
	Land Tenure		Trail Model
	Conservation Reserve		Priority
	Land Manager		Timeframe
	Parks and Wildlife		Trail Types
			Classifications
			Compatibility
			Trail Network
			NA
			NA
			XC AM
			GN BU BL
			Medium



SHANNON INDICATIVE PRIORITY SITES



## WHICHER

Priority	Primary Trail Model	Secondary Trail Model	Parks and Wildlife District	Sub Region
Moderate	Trail Network	Nil	Blackwood	Margaret River Wine Region

### Overview

Whicher Scarp, including Whicher National Park and Abba State Forest, are Busselton's closest significant forests and are well known for their vegetation diversity and steep rise from the Swan Coastal Plain. The area has significant demand for mountain bike trails and considered development would provide a major recreation resource to the Greater Busselton residents. In the future development could focus on the provision of a trail centre to cater for the growing Busselton population ensuring accessible trails for all cohorts. Trail network development will provide an accessible entry point into the activity and an opportunity to capture the day trip tourism market from surrounding national and regional locations. It should also consider this future trail centre potential. The lack of management plan, environmental issues and PDWSA are identified as the location's largest constraints.

Potential Partners: Parks and Wildlife, CoBT, CMB, SWMTBC, MRBTA, DSR

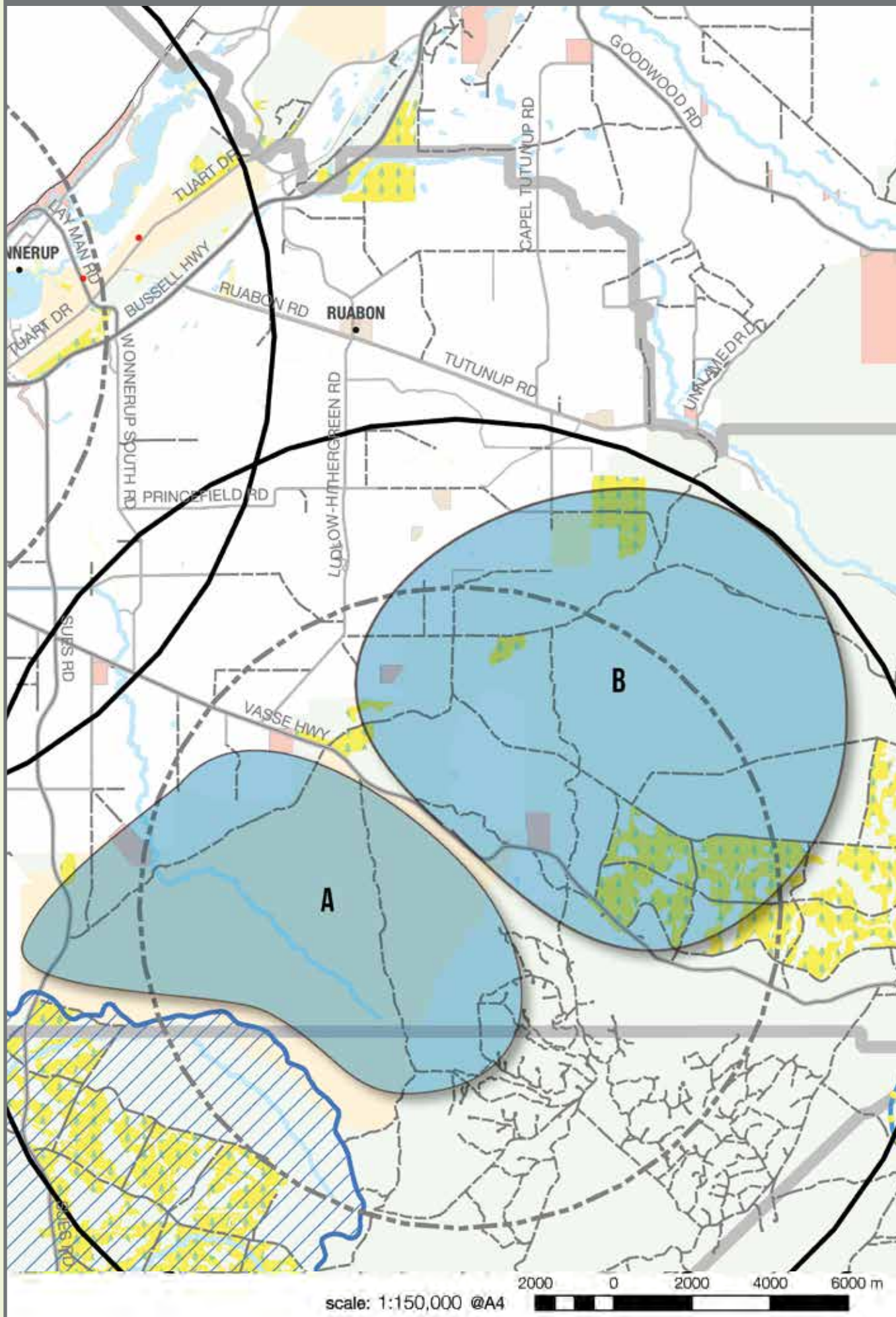
Assessment	Significance	Opportunity	Deliverability
	Connectivity	70% Tenure	47% Demand
	Scope	73% Access	44% Supply
	Character	60% Value	80% Stakeholders
	Profile	90% Quality	77% Planning
	Desirability	40% Diversity	57% Land Use
	<b>Local</b>	<b>67% Good</b>	<b>61% Short</b>
			<b>60%</b>

### Existing Trails

ID	Name	Model	Type	Length	Quality	Category	Parking (N°)	Trailhead / Signage
	NIL							
Key Features		Complementary		Facility Opportunities		Trail Opportunities		Existing Infrastructure
Unique vegetation, Minor Watercourses, Proximity To Busselton		Accommodation Providers		Future Trail Centre, Forest Trail Network		Forest Trails		Roads Only

ID	PRIORITY SITE	OPPORTUNITY	CONSTRAINTS
<b>A</b>	<b>WHICHER NATIONAL PARK</b>	Trail centre featuring Whicher Scarp, unique vegetation and terrain.	Recreation user conflict, conservation estate,
	Land Tenure		Trail Model
	Conservation Reserve		Priority
	Land Manager		Timeframe
	Parks and Wildlife		Trail Types
<b>B</b>	<b>STATE FOREST</b>	Whicher Scarp, unique vegetation and terrain, higher impact trail development.	Conservation reserve, competing demands, environmental issues.
	Land Tenure		Trail Model
	Conservation Reserve		Priority
	Land Manager		Timeframe
	Parks and Wildlife		Trail Types

# WHICHER INDICATIVE PRIORITY SITES



# VISION

## FIVE UNIQUE LOCATIONS AND EXPERIENCES

MARGARET RIVER – Gourmet Experience

PEMBERTON – Tall Trees Experience

COLLIE/WELLINGTON – River Valley Experience

DUNSBOROUGH – Coastal Experience

NANNUP – Rolling Hills Experience

This master plan is seen as a platform for the development of mountain biking in the South West. Its successful delivery will rely on a concerted and coordinated effort from a range of key stakeholders ideally guided by a single management body. The vision provides a framework for the implementation of the key development areas including; Facility, Governance, Promotion and Event Development.

## FACILITY DEVELOPMENT

Figure 33 outlines the ideal staging, process and responsibilities for facility development. The recommendations are aspirational and do not seek or constitute approval for the development of the location. The proposed level of development is beyond the existing capacities of agencies involved and additional funding is required to be identified and sourced in order to successfully implement the complete facility development recommendations.

	FACILITY DEVELOPMENT RECOMMENDATIONS	GAP (FIGURE 22)	LEAD RESPONSIBILITY	TIMEFRAME
1	Develop trail facilities in line with location significance and opportunity planning and to the timeframes outlined in the recommended delivery schedule.	A C E	South West Management Body (SWMB)	Ongoing
2	Develop a series of trail hubs throughout the region to develop mountain bike communities and provide for recreation and attract tourism markets. Where possible make accessible via the Munda Biddi Trail forming strategic connections.	J E A B N C	SWMB	0 to 3 years
3	Develop a series of trail centres throughout the region to provide unique and highly accessible opportunities for all markets to improve participation.	P D E B	SWMB	3 to 5 years
4	Link development to existing infrastructure and visitor services to focus investment on high quality trails.	P O K	SWMB	Ongoing
5	Adopt the Western Australian Mountain Bike Management Guidelines as the guiding document for all trail development in the region, including following the outlined trail development process and classification system.	F G H K L R	SWMB	Ongoing
6	Prior to development ensure a sustainable management model is in place for the on going management of the facility.	R Q F	SWMB	Ongoing
7	Prior to development of new facilities, review the opportunity to redevelop and improve existing trail systems to ensure they meet the Western Australian Mountain Bike Management Guidelines requirements and are high quality, desirable, sustainable, accessible and coherent.	F K L	Parks and Wildlife	Ongoing
8	Consider event requirements for all development of regional and national locations.	N	SWMB	Ongoing
9	Initially develop local scale trail systems focused primarily on intermediate and advanced classifications for enthusiast and gravity cohorts, with a component of beginner trails, to establish strong mountain bike communities. Once established, develop leisure and further beginner enthusiast trails to promote entry into the activity.	A B E C	SWMB	0 to 3 years
10	Undertake planning for a series of pilot projects focused on improving existing use areas and considering the location's future primary trail model.	B A M	SWMB	Immediate
11	Develop a series of pilot projects in high demand locations, with existing landowner support, to create exemplars for future development.	A B C F K L	SWMB	0 to 3 years
12	Review existing trail systems on a 5 year cycle to identify potential opportunities for revitalisation.	B	SWMB	Ongoing

Figure 33: Facility development vision

## RECOMMENDED DELIVERY SCHEDULE

Figure 34 sets out a recommended delivery schedule intended to guide major investment and development. The schedule is not intended to preclude locations from developing recreation, tourism or event resources should there be opportunity, stakeholder support and a sustainable management model. The schedule is based on priority locations being developed to their recommended scale of development using the Recommended Development Scenario 2 (Figure 27). This guides the development of a location to a lower significance rating in the location's identified deliverability timeframe and then to its full significance rating in the timeframes outlined below.

TIMELINE	DELIVERABLE	DESCRIPTION	RECOMMENDED DEVELOPMENT	PLANNING	CONSTRUCTION
Immediate	Planning Phase 1 (Pilot Projects)	Planning should focus primarily on developing trail networks for core enthusiasts and gravity markets of higher classifications to develop brand and advocates, but should include a component of beginner trails. Development should focus on improvement and revitalisation of existing areas.	Margaret River (30km) Collie/Wellington (30km) Pemberton (30km) Dunsborough (15km)	105KM	
1 to 3 years	Planning Phase 2	Planning should focus on developing trail hubs and centres including visitor services, which are accessible and appeal to all cohorts and abilities in major priority locations.	Margaret River (50km) Collie/Wellington (50km) Pemberton (50km) Dunsborough (15km) Nannup (15km) Bunbury (20km) Whicher (20km)	220KM	
	Construction Phase 1 (Pilot Projects)	Construction should focus primarily on providing trail networks for core enthusiasts and gravity markets of higher classifications to develop brand and advocates, but should include a component of beginner trails.			105KM
3 to 5 years	Planning Phase 3	Planning should focus on developing trails which are aimed at core enthusiasts but accessible to all cohorts and abilities in remaining priority locations.	Nannup (15km) Bridgetown (20km) Augusta (20km) Busselton (15km) Manjimup (15km) Donnybrook (15km) Harvey (15km) Northcliffe (15km)	130KM	
	Construction Phase 2	Construction should focus on developing trail hubs and centres including visitor services, which are accessible and appeal to all cohorts and abilities in major priority locations.			220KM
5 to 8 years	Planning Phase 4	Planning should focus on developing trails which are aimed at core enthusiasts only.	Shannon (10km) Balingup (10km) Blackwood (10km) Donnelly (10km)	40KM	
	Construction Phase 3	Construction should focus on developing trails which are aimed at core enthusiasts but accessible to all cohorts and abilities in remaining priority locations.			130KM
8 to 10 years	Construction Phase 4	Construction should focus on developing trails which are aimed at core enthusiasts only.			40KM
<b>TOTAL TRAIL DEVELOPMENT</b>				<b>495KM</b>	

Figure 34: Facility delivery schedule

## GOVERNANCE DEVELOPMENT

A sustainable mountain bike destination requires good management models and a governance hierarchy with clear responsibilities. The existing mountain bike organisations, clubs, groups and volunteers have been the driving force behind development and management of trail facilities in the South West to date. They have played a significant role in boosting participation and creating awareness. Their role in the successful delivery of this Master Plan will be considerable, however the delivery and management of a mountain bike region with a minimum of 495km of purpose built singletrack trail can not rely solely on these stakeholders. Equally the responsibility for the planning, development, management and maintenance of trail facilities should not rest with individual land managers. Based on industry feedback, in order to maintain sustainability and consistency across the region it is ideal to have one responsible body for overseeing all development and management. The recommendations set out in Figure 35 will ensure a trail development and management is sustainable into the future.

	GOVERNANCE DEVELOPMENT RECOMMENDATIONS	GAP	LEAD RESPONSIBILITY	TIMEFRAME
13	Establish a South West Management Body (SWMB) to implement the master plan. <i>SWMB should comprise representatives from key stakeholders including WestCycle, WAMBA, Parks and Wildlife (State), DSR, Regional Tourism Organisation (ASW), Development Commission (SWDC), Regional Development Australia (RDA SW), and District Working Group representatives. WestCycle should provide secretariat support to the SWMB.</i>	Q R F	WestCycle	Immediate
14	Create or nominate South West Region Coordinator role responsible for supporting the SWMB in the delivery of the master plan.	Q R F	SWMB	3 to 5 years
15	Formalise Sub Region Working Groups based loosely on the tourism sub region boundaries to report to the South West Management body. <i>Include membership from Parks and Wildlife (district), Local Government, Local Tourism Organisations and Local Mountain Bike organisations.</i>	Q R F	SWMB	0 to 3 years
16	Create or nominate South West Sub Region Officer roles reporting to the SWMB Region Coordinator and responsible for overseeing development and management across all tenures in the sub tourism region including management of volunteer groups.	Q R F	SWMB	5 to 8 years
17	Formalise all roles and responsibilities for trail development and management. <i>Possibly executed through the creation of Memorandum of Understanding and preferably between the land owner and SWMB with sub agreements to include local bodies and volunteer groups.</i>	Q R F	WestCycle	0 to 3 years
18	Undertake ongoing advocacy with stakeholders to realise high priority, longer-term projects, which may not currently have support.		SWMB	Ongoing
19	Establish a template for private land access, potentially looking at leasing or licensing areas, and work with key private land owners to develop public trails in iconic locations which are identified in the opportunity planning.	I J K Q R	SWMB	0 to 3 years
20	Implement the Western Australian Mountain Bike Management Guidelines in relation to development of maintenance schedules, Memorandum of Understanding and other pro forma resources for use by Sub Region Working Groups in the development and management of trail facilities.	R Q I	SWMB	0 to 3 years
21	To ensure consistency of quality and to reduce risk, adopt a region-wide system for condition monitoring and reporting, and maintenance scheduling and reporting.	R Q F	SWMB	0 to 3 years
22	Develop or adopt a volunteer program to assist in the on-going management of facilities on all land tenures. Coordination by SWMB Sub Regional Officers with the assistance of local mountain bike organisations will ensure it is accessible, well-promoted, well-coordinated and well-resourced.	F Q R	SWMB	0 to 3 years
23	Create or adopt a centralised volunteer management system across the region (or state) allowing people to register for volunteering across all land tenures.	T M	SWMB	3 to 5 years
24	Install single standard research tools and data collection devices on all existing and new facilities to develop a region-wide catalogue of information. Develop or improve an existing system for collecting tourism visitation data.	T M Q	SWMB	0 to 3 years
25	Annual review of recommendations to monitor progress and ensure outcomes are achieved.	Q	SWMB	Ongoing
26	Review master plan within 10 years to examine implementation, monitor the priority locations and to ensure its ongoing relevance.	Q	Westcycle	5 to 8 years

Figure 35: Governance development vision

### RECOMMENDED GOVERNANCE HIERARCHY

The ideal and recommended governance hierarchy is for a single South West Management Body (SWMB) to oversee development of the region. The Region Coordinator role is imperative to the success of this body.

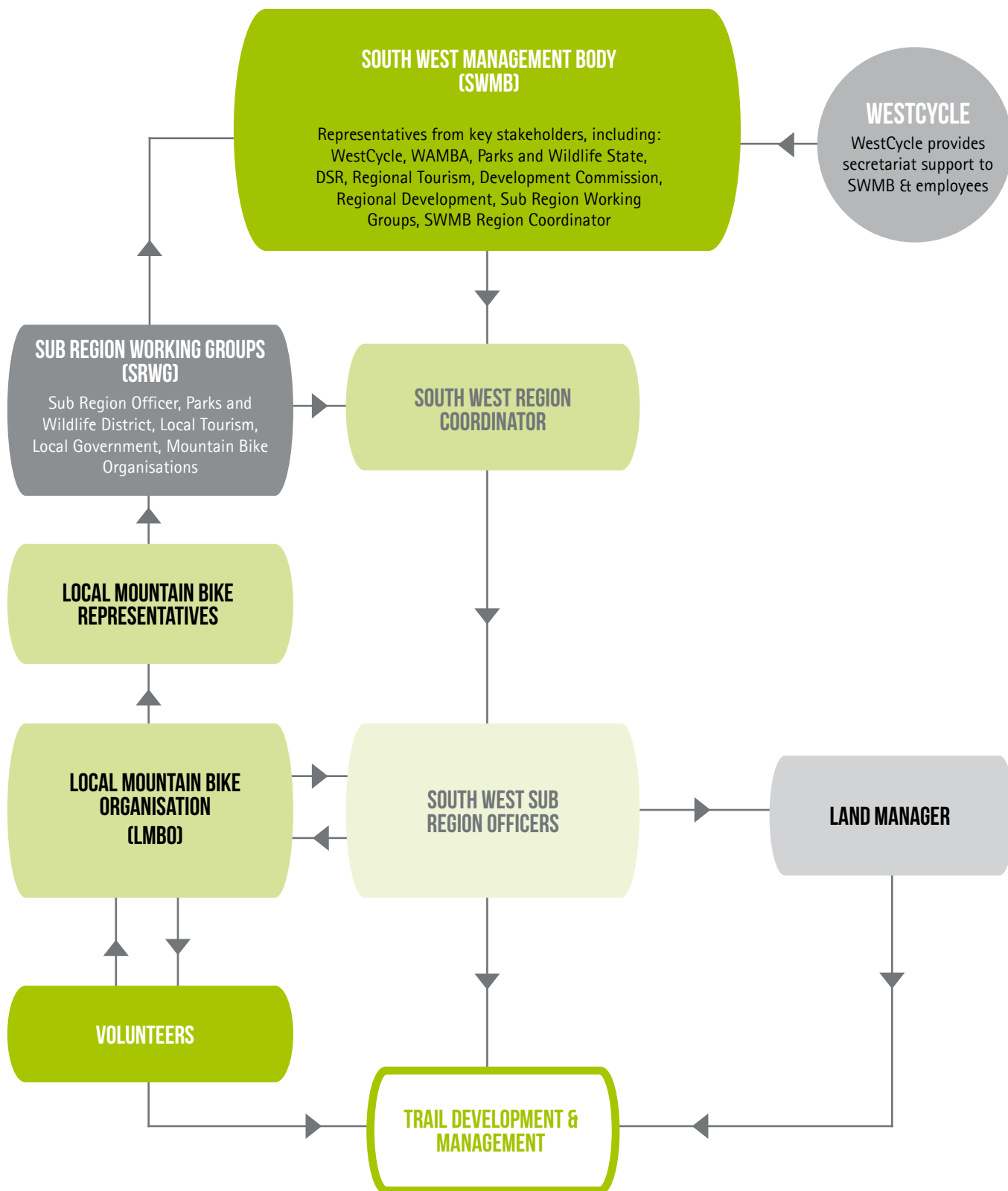


Figure 36: Governance hierarchy

**PROMOTION DEVELOPMENT**

	<b>PROMOTION DEVELOPMENT RECOMMENDATIONS</b>	<b>GAP</b>	<b>LEAD RESPONSIBILITY</b>	<b>TIMEFRAME</b>
27	To ensure promotion is not undertaken before a product is ready for market-savvy users, interstate and international destination marketing should only be undertaken once critical mass is reached and priority locations are at their minimum scale of development and have developed the minimum key requirements.	S C	SWMB	Ongoing
28	Develop a clear and marketable product hierarchy to differentiate the various location significances and trail facilities.	S	SWMB	0 to 3 years
29	Develop industry and media advocates and ambassadors through hosting regular media and industry familiarisation events and information seminars.	S	SWMB	0 to 3 years
30	Develop a regional brand identifying the overall mountain bike opportunities in the South West including development of consistent marketing collateral across the region including website, printed maps, digital maps, apps, brochures, social media, video campaigns, regional guide and e-newsletters.	S	SWMB	3 to 5 years
31	Develop brand for marketing the entire state trail network.	S	SWMB	5 to 8 years
32	Market whole state as mountain bike destination to interstate and international markets.	S	TWA	5 to 8 years
33	Market the region as a combined product to intrastate, interstate and international markets.	S	ASW	3 to 5 years
34	Develop sub-regional branding which identifies individual opportunities in each sub region and focuses on the nationally and regionally significant locations.	S	SWMB	0 to 3 years
35	Direct marketing of trail facilities including specific information on the locations offering, but linking to the main regional website for maps and detailed information.	S	LTO	0 to 3 years
36	Market recreation resources to community to increase awareness and participation in the activity.	S	LGA	0 to 3 years
37	Develop unique and individual character, culture and location style and market it within the core mountain bike community to differentiate between the various locations.	S	SRWG	0 to 3 years
38	Develop a large range of packaged opportunities with compatible tourism product focusing on core experiences in the region.	S	SWMB	3 to 5 years
39	Add all trail facilities to commercial and non commercial online resources including, but not limited to, Trails WA.	S	SWMB	Ongoing
40	Develop a regionally consistent approach to signage including ensuring there is adequate directional signage from roads.	S	SWMB	0 to 3 years
41	Leverage existing and future events in the South West to promote the regions greater offerings.	S	SWMB	Ongoing
42	Engage with volunteers and develop product understanding to build advocates for the area.	S M	SWMB	Ongoing
43	Develop industry and agency awareness through regular presentations to TWA, ASW, LTO's, Development Bodies.	S	SWMB	Ongoing
44	Develop information packages and host workshops with private operators and providers to build awareness and understanding of mountain bike requirements.	S	SWMB	Ongoing
45	Create or adopt a bike friendly program to engage business.	S	SWMB	3 to 5 years

Figure 37: Promotional development vision



## EVENT DEVELOPMENT

Events are a vital part of mountain biking and they assist in building location awareness and introducing people to the activity, however in isolation they do not develop a location. There is a significant established event market, and investment in event infrastructure, including trails should precede significant investment in event development. Where possible and appropriate, all priority locations should cater for a variety of event types including the development of event specific facilities and infrastructure. Events should pay management bonds with land managers and make contribution for the use of a trail system with proceeds assisting the ongoing management of the facility.

	EVENT DEVELOPMENT RECOMMENDATIONS	GAP	LEAD RESPONSIBILITY	TIMEFRAME
46	Where appropriate and following facility development, create new events considering the effect on established events and recreation participation.	B N	WAMBA	Ongoing
47	Ensure all major locations consider event infrastructure and racing formats during the early stages of the development process.	N O P	SWMB	Immediate
48	Deliver at least one venue with trails, facilities and associated infrastructure capable of staging UCI-sanctioned national and international mountain bike events.	N S P	SWMB	5 to 8 years
49	Assess existing facilities for improvement to meet event requirements as part of any redevelopment.	F N	SWMB	Ongoing
50	Support existing events and provide event infrastructure to ensure their ongoing viability.	N P O	SWMB	0 to 3 years
51	Work with racing clubs, event managers and MTBA to host a range of events within the region.	N	SWMB	3 to 5 years
52	Develop a regional website showcasing an event calendar.	N S	SWMB	3 to 5 years

Figure 38: Event development vision



# APPENDIX



# PRIORITISATION FRAMEWORK

## SUMMARY

### CATEGORY

HIERARCHY	TOTAL	0%	HIERARCHY SUMMARY	
	1. Connectivity	0%	Situation	Aspiration
	2. Scope	0%	Objective	Establish hierarchy of towns and/or locations throughout the region where trail systems should be developed.
	3. Character	0%	Outcome	Scale and distribution of trail systems.
	4. Profile	0%	Final Ratings	National > 80%, Regional >60%, Local & Community <60%
	5. Desirability	0%		
OPPORTUNITY	TOTAL	0%	OPPORTUNITY SUMMARY	
	1. Tenure	0%	Situation	Potential
	2. Access	0%	Objective	Prioritise the potential of the location on a regional level
	3. Value	0%	Outcome	Overall potential of location relative to matching hierarchical locations
	4. Quality	0%	Final Ratings	Excellent >80%, Good >60%, Average >40%, Below Average <40%
	5. Diversity	0%		
DELIVERABILITY	TOTAL	0%	DELIVERY SUMMARY	
	1. Demand	0%	Situation	Current
	2. Supply	0%	Objective	Establish the existing demand and constraints
	3. Stakeholders	0%	Outcome	Recommended project delivery timeframe relative to demand and constraints
	4. Planning	0%	Final Ratings	Immediate >80%, Short term >60%, Medium term >40%, Long term <40%
	5. Land Use	0%		

## DETAIL

### HIERARCHY

SUB CATEGORY	CATEGORY DESCRIPTION	SCORING CATEGORY	Weighting (1-3)	Scoring Comments
Connectivity	Demographics Population & Connectivity	Permanent Population or Within Major Population Catchment Pool	3	population for greater areas by postcode (ABS 2011) 0 (0-1.5k) 1 (1.5-5k) 2 (5-10k) 3 (10-20k) 4 (20-40k) 5 (40k+)
		Population Target	3	predicted % growth for shire (WAPC to 2026) 0 (0-2.5%) 1 (2.5-5%) 2 (5-10%) 3 (10-15%) 4 (15-20%) 5 (20%+)
		Available short stay accommodation types	3	One point for each (Camping/Caravan, Hostel/Backpackers, Chalet/Holiday House, Hotel/Motel/Units, Resort)
		Proximity to capital centre (hrs driving from perth)	2	0 (3.5hrs+) 1 (3-3.5hrs) 2 (2.5-3hrs) 3 (2-2.5hrs) 4 (1.5-2hrs) 5 (1-1.5hrs)
		Proximity to regional population centre (hrs driving to 20,000+ pop centre)	3	0 (2hrs +) 1 (1.5-2hrs) 2 (1-1.5hrs) 3 (0.5-1hrs) 4 (15-30mins) 5 (less than 15mins)
		Proximity to Main Roads Primary Distributor	2	Distance to Primary Distributor - 0 (20km+) 1 (10-20km) 2 (5-10km) 3 (3-5km) 4 (1-3km) 5 (on Distributor)
		Proximity to Public Transport	2	Points for distance - Regional airport (2 0-20km, 1 20-40km) Train Station within 35km, Bus Station within 5km (multiple daily service, 1 daily service)
		Proximity to major trail or planned major trail (eg Rail Trail)	1	Points for each - Existing Trail (length, 1 <20km, 2 <50km, 3 >50km) Planned Trail (length, 1 <50km, 2 >50km)
Scope	Available Land	Munda Biddi Access	1	Distance to trail - 0 (50-100km) 1 (20-50km) 2 (10-20km) 3 (5-10km) 4 (1-5km) 5 (passes through)
		Scale of Land Available (hectares available)	3	0 (<100ha) 1 (100-200ha) 2 (200-500ha) 3 (500-1000ha) 4 (1000-2000ha) 5 (2000ha+)
		Scale of individual land parcels (unbroken by sealed roads)	2	0 (<25ha) 1 (25-50ha) 2 (50-100) 3 (100-200ha) 4 (200-500ha) 5 (500ha+)
		Types of Land Ownership	2	Higher points for more diverse land types (State Government, Local Government, Private)
		Distance to Population centre	2	5 (0-2km), 4 (2-5km) , 3 (5-10km), 2 (10-20km), 1 (20-40km), 0 (>40km)
Character	Setting & Landscape appeal	Quality and Value of Available Land	3	Scenic quality of Landform, Vegetation and Waterform relative to Landscape Characters of WA (5 High, 4 Moderate-High, 3 Moderate, 2 Moderate-Low, 1 Low)
		Landmark Locations	3	Expansive Vistas, Water Bodies, Rock outcrops, Significant Vegetation (higher for more landmark locations)
		Compatible Local Character	1	Desirable character, people, culture, landscape & Nature (5 Extremely Desirable, 4 Highly Desirable, 3 Desirable, 2 Moderately Desirable, 1 Some Desirability)
		Uniqueness of Landscape	2	Uniqueness of landscape - scale (5 High, 4 Moderate-High, 3 Moderate, 2 Moderate-Low, 1 Low)

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Profile	Existing Services & Facilities		3	Services & Supply (Food, Beverage & Fuel) Accommodation, Visitor Facilities (information, parking, toilets) (higher for more)
	Existing Tourism Market		2	Established tourism market and marketing - scale based on tourism statistics to destination (higher for more)
	Alternate Recreation & Activities		1	Additional Activities - tours, festivals, events, attractions, dining (higher for more)
Desirability	User demand & desirability	Aspirational Location Priority from User Survey	2	Priority area - scale 0 0-5%, 1, 5-10%, 2 10-15%, 3 15-20%, 4 20-25%, 5 25+% based on desirability percentage from survey
		Sub Region Priority from User Survey	1	Priority region - scale 0 0-5%, 1, 5-10%, 2 10-15%, 3 15-30%, 4 30-50%, 5 50+% based on regional desirability percentage from survey
		Existing Location Demand from User Survey	3	Existing demand - scale 0 0-2%, 1, 2-5%, 2 5-7%, 3 7-15%, 4 15-30%, 5 30+% based on existing percentage use from survey
<b>OPPORTUNITY</b>				
SUB CATEGORY	CATEGORY DESCRIPTION	SCORING CATEGORY	Weighting (1-3)	Scoring Comments
Tenure	State Government Land		3	Scope and scale of state government land suitable to Mountain Biking (Lower score less suitable)
	Local Government Land		3	Scope and scale of local government land to Mountain Biking (Lower score less suitable)
	Private Land		3	scope and scale of private land to Mountain Biking (Lower score less suitable, commercially operated scores higher)
Access	Proximity to population centre with tourism services (accom, fuel, food)		2	5 (0-2km), 4 (2-5km) , 3 (5-10km), 2 (10-20km), 1 (20-40km), 0 (>40km)
	Nature and extent of road access		3	0 - none, 1 - dirt track, 2 - gravel road, 3 - sealed road, 4 - regional distributor, 5 - primary distributor
	Distance to public transport		3	5 (0-2km), 4 (2-5km) , 3 (5-10km), 2 (10-20km), 1 (20-40km), 0 (>40km)
	Existing Infrastructure		2	Points for each - Parking (1 formal unsurfaced, 2 formal surfaced), Toilets, Shelter, Furniture
Value	Landscape value	Nature and Character	3	Uniqueness of the landscape and general appeal (higher for more unique)
		Landscape Condition	3	Condition and importance of landscape (lower for poorer condition & importance)
Quality	Landscape quality	Topography	3	Score on average elevation change 1 (0-25m), 2 (25-50m), 3 (50-100m), 4 (100-150m), 5 (150m+)
		Landform	3	Scenic quality of landform relative to Landscape Characters of WA (5 High, 4 Moderate-High, 3 Moderate, 2 Moderate-Low, 1 Low)
		Vegetation	2	Scenic quality of vegetation relative to Landscape Characters of WA (5 High, 4 Moderate-High, 3 Moderate, 2 Moderate-Low, 1 Low)
		Waterform	2	Scenic quality of waterform relative to Landscape Characters of WA (5 High, 4 Moderate-High, 3 Moderate, 2 Moderate-Low, 1 Low)
		Soil Types	3	Suitability of soil type for mountain bike trails friability, drainage & erosion (higher for more suitable)
Diversity	Trail diversity and opportunity	Downhill	2	Downhill trails suitability - significant topography, steep gradients, diverse terrain (higher for better)
		All Mountain	3	All mountain trails suitability - considerable topography, varied gradients, varied terrain (higher for better)
		Cross Country	3	Cross country trails suitability - moderate topography, varied gradients, varied terrain (higher for better)
		Touring	2	Touring trails suitability - moderate topography, uniform gradients, uniform terrain (higher for better)
		Jump / Park	1	Jump / park trails suitability - wide & open understory, less conservation value, minor gradients (higher for better)
		Epic	1	Epic trails suitability - large land parcel, uninterrupted landscape, diverse landforms (higher for better)

DELIVERABILITY				
SUB CATEGORY	CATEGORY DESCRIPTION	SCORING CATEGORY	Weighting (1-3)	Scoring Comments
Demand	Established Demand	Existing Users & MTB community (Local, Regional)	3	Existing demand for location from survey - scale 0 0-2%, 1, 2-5%, 2 5-7%, 3 7-15%, 4 15-30%, 5 30+% (percent of South West use)
		Engaged MTB Business & Tourism Operators (Stores, Tours)	3	Point for each - MTB Bike Store, MTB Bike Hire, MTB Guiding, existing MTB marketing, MTB friendly accommodation (cycle friendly)
		Existing Events (local, regional, national)	2	Events - 1 local, 2 regional, 3 state, 4 national, 5 international
		Extent of Unsanctioned trail	2	Well known unsanctioned trail systems - length - 1 <5km, 2 5-10km, 3 10-20km, 4 20-35km, 5 35km+
		Cultural Integration & Community Support	1	Understanding of mountain biking by Shire, Tourism Assoc, Community Groups & other stakeholders
		Supply	Existing Trail & Infrastructure Supply	Legality of existing trails
Supply	Existing Trail & Infrastructure Supply	Scale of existing sanctioned trail network	3	Higher score for less trail, 0 50km+, 1 40-50km, 2 30-40km, 3 20-30km, 4 10-20km, 5 <10km
		Balance of sanctioned technicality (grade)	2	Deduct one point per grade - white, green, blue, black, double black (higher score for less balance)
		Balance of sanctioned trail styles	2	Deduct one point per style - Touring, Cross Country, All Mountain, Downhill, Park, Epic (high score for less diversity)
		Nature and effectiveness of existing trails	3	Lower score for more effective existing mountain bike trail systems
		Existing Facilities for Trail Centre or Trail Hub	2	Buildings and facilities which suit trail centre's (café, information, parking, toilets) (higher for more)
		Existing Facilities for users	3	Services & Supply (Food, Beverage & Fuel) Accommodation, Visitor Facilities (information, parking, toilets) (higher for more)
		Existing Parking (Scale)	2	Point for each - formal unsurfaced, formal surfaced - capacity 1 10-20bays, 2 20-40bays, 3 40+bays
		Stakeholders	Governance Land Manager & Stakeholder Aims and Objectives	Governing Body (management, maintenance, funding, marketing)
Existing MTB Body membership	2			Number of members 0 <10, 1 <20, 2 20-40, 3 40-80, 4, 80-150, 5 150+
Existing MTB Body social media membership	1			Number of social media followers 1 <100, 2 100-250, 3 250-500, 4 500-1000, 5 1000+
Existing Overarching Trails advisory	2			1 point informal trails discussion, 2 points shire trails advisory or similar, 2 points regional trails group (multiple shires)
Planning	Planning Constraints & Sensitivities Land Manager & Stakeholder Aims and Objectives	State Planning Support	3	Level of support - 0 none, 1 very low, 2 low, 3 medium, 4 high, 5 very high
		Local Planning Support	3	Level of support - 0 none, 1 very low, 2 low, 3 medium, 4 high, 5 very high
		Private Support	3	Level of support - 0 none, 1 very low, 2 low, 3 medium, 4 high, 5 very high
		Compatible Land Use to existing Management Plans, Policies and Strategies	3	Lower score for mountain biking being less compatible to existing planning
		Conflicting recreation	2	Conflicting recreation constraints (lower score for more constraints)
		DoW Policy 13, Cultural Heritage, DRA, Flora & Flora Constraints	3	Desktop study constraints for the greater assessment areas (lower score for more constraints across area)
Land Use	Existing Land & Recreation Use	Intensity of Land Use	3	Lower score for more intensive land uses such as managed forest, plantation, farmland
		Land Use management & Patterns	3	Lower score for more frequent disturbance
		Need to Manage Impact & Existing use	1	Higher score for more need to manage recreation
		Sustainability of existing recreational use	3	Lower score for more environmentally sustainable trails of existing recreation use
		Intensity of existing recreational use	2	Lower score for more intensive existing recreation use in area
		Impacts of existing recreational use	2	Lower score for high level of impact from existing recreational use
		Type of use and compatible cohorts	3	Lower score for more competing recreation user groups

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# ACRONYMS

AM	All Mountain	MRPMC	Meelup Regional Park Management Committee
AMBC	Albany Mountain Bike Club	MTB	Mountain Bike
ASW	Australia's South West	NVC	Northcliffe Visitor Centre
BL	Black - Difficult Classification	PDMBC	Peel Districts Mountain Bike Club
BORCAG	Blackwood Off Road Cycling Association Group	PDWSA	Public Drinking Water Source Area
BPA	Balingup Progress Association	PK	Park Trail Type
BU	Blue - Moderate Classification	PMBC	Perth Mountain Bike Club
CALM	Conservation and Land Management	PRVT	Private Trail Type
CMB	Cape Mountain Bikers	PVC	Pemberton Visitor Centre
CMBC	Collie Mountain Bike Club	RDA SW	Regional Development Australia South West
CoBR	City of Bunbury	RPZ	Reservoir Protection Zone
CoBT	City of Busselton	RSRV	Reserve
CVC	Collie Visitor Centre	SoAMR	Shire of Augusta Margaret River
DB	Double Black - Extreme Classification	SoBG	Shire of Bridgetown-Greenbushes
DDCC	Dunsborough Districts Country Club	SoCO	Shire of Collie
DH	Downhill Trail Type	SoDA	Shire of Dardanup
DPaW	Department of Parks and Wildlife	SoDB	Shire of Donnybrook-Balingup
DRA	Disease Risk Area	SoH	Shire of Harvey
DSR	Department of Sport and Recreation	SoM	Shire of Manjimup
EN	Enthusiast Trail Cohort	SoN	Shire of Nannup
FR	Freeride Trail Type	SP	Sport Trail Cohort
FVMP	Ferguson Valley Marketing & Promotions Inc	SRWG	Sub Regional Working Group
GN	Green - Easy Classification	SWDC	South West Development Commission
GR	Gravity Trail Cohort	SWMB	South West Management Body
HVC	Harvey Visitor Centre	SWMTBC	South West Mountain Bike Club
IN	Independent Trail Cohort	TC	Trail Centre
LGA	Local Government Authority	TH	Trail Hub
LMBO	Local Mountain Bike Organisation	TR	Touring Trail Type
LNNP	Leeuwin Naturaliste National Park	TWA	Tourism Western Australia
LS	Leisure Trail Cohort	UCI	Union Cycliste Internationale
LTO	Local Tourism Organisation	WAGE	West Australian Gravity Enduro
MBTF	Munda Biddi Trail Foundation	WAMBA	West Australian Mountain Bike Association
MOU	Memorandum of Understanding	WBSA	Warren Blackwood Strategic Alliance
MRBTA	Margaret River Busselton Tourism Association	WH	White - Easiest Classification
MRORCA	Margaret River Off Road Cycling Association	XC	Cross Country Trail Type
MRP	Meelup Regional Park		



**SOUTH WEST**

**MOUNTAIN BIKE**

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