



Ride Ready Eurobodalla

NSW Small Business Month 2023



Ride Ready workshops

- 2 Workshops
- What's all the fuss about?
- Building an MTB destination
- A bike's worth how much?
- How to assess your business opportunities
- Frothies



Narooma site visits

- More frothies
- Building the referral network
- Defining trail differences
- Community engagement
- Adding value to the visitor experience



Specialist site inspection

- Don't make assumptions about locations and accommodation options
- Don't invest heavily in the early stages
- Use your best assets
- Ask everyone for an opinion, everyone has one



Mogo site visit

- Again, building the referral network
- The technical aspects of building trail
- What's special about the Mogo Trails
- Who is likely to benefit?



Stromlo Forest Park operations

- What's involved in operating an effective MTB park
- Bureaucracy, bureaucracy, bureaucracy
- Getting all the elements right
- Building the referral network



Participant recognition

- You're investing the time in learning
- Responding to opportunities
- What might certification look like, or do we trust an informal system?
- Building the referral network



Next steps...
contact Teresa @ ESC