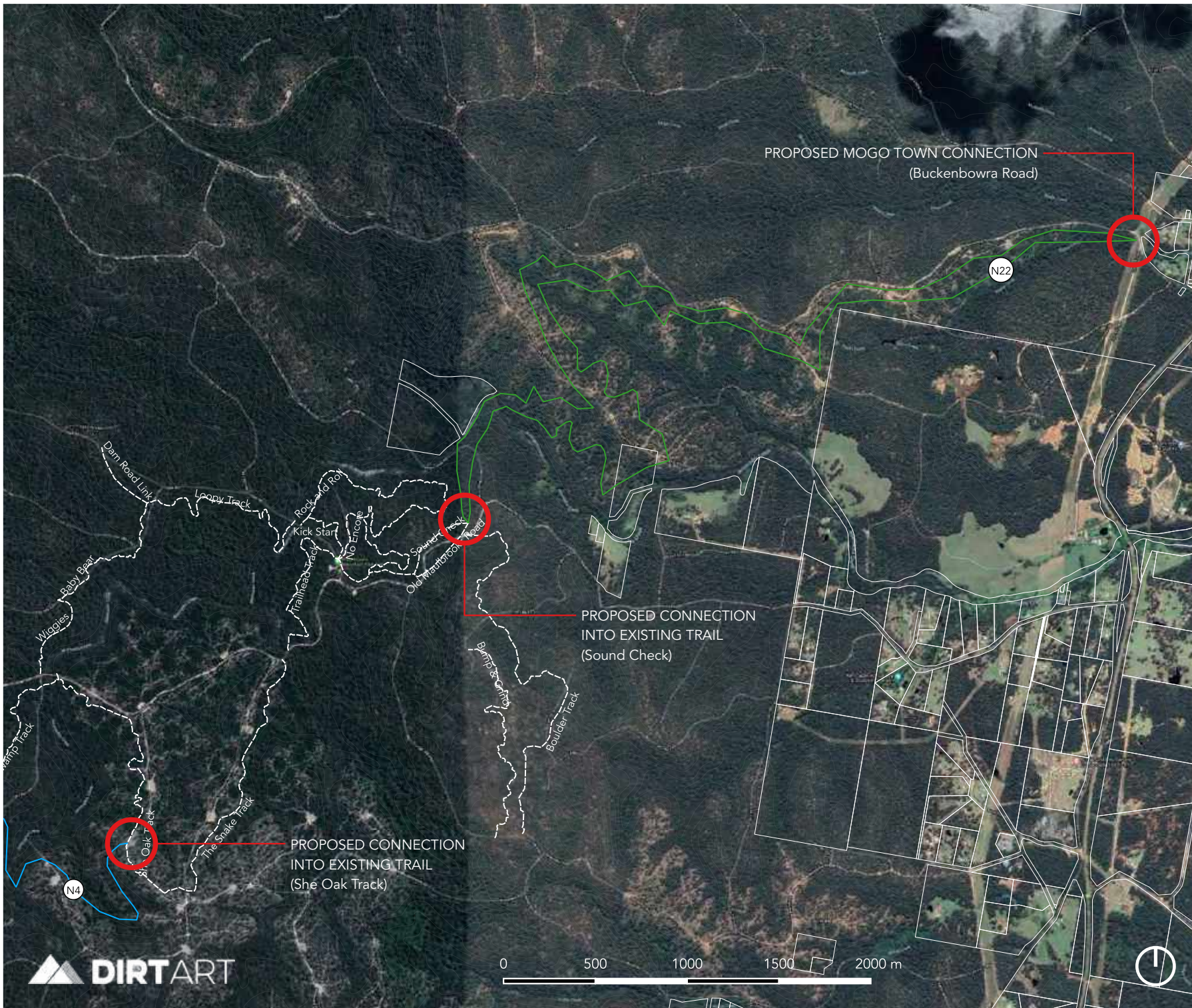


Mogo MTB Masterplan Project

TRAIL CONCEPT MAULBROOKS

11.03.20



12.28 Trail Twenty-Two

Key Stats	
Length	15188m
TDRS	Green Circle
Construction Style	Cross-Country
Format	Loop
Width	900mm
Surface	Natural

Trail Overview

Trail 22 provides a direct connection between Mogo's town centre and the existing Maulbrooks Road trail network. *Dirt Art* acknowledges that there are already ways to ride from the town to the trailhead on existing forestry roads. However, these are neither direct nor offer the intimate experience of riding on singletrack. Thus, the proposed trail offers a looped configuration that can be ridden in its own right or as part of a means of accessing the Maulbrooks Road network via bicycle as opposed to driving there.

13 Gravel Grinding Concepts

13.1 Overview

During *Dirt Art's* infield assessments of Mogo and its surroundings, we came across a network of well-serviced Forestry access roads to the west of the township. It was noted during our visit that the undulating gravel roads, steady gradients, and wide tread make an appealing mixture of ingredients to form the basis of a great series of gravel grinding adventures ranging from 20-100km loops.

As riders travel west through the rolling hills out of Mogo they are greeted with spectacular views to the west as they come out of the tree line and cast their eyes upon the vast grazing plains situated in the basin bounded by Gollarabee Mountain (to the west) and Buckenbowra (to the north). An opportunity exists to utilise established gravel roads to provide a variety of rider experiences that head so far as Monga National Park, which is located approximately 45km north-west from Mogo.

13.2 The Market Opportunity

With the recent rise in popularity of Gravel Grinding in Australia, a significant opportunity exists to utilise the abundance of well-serviced fire trails and non-sealed forestry access roads to the west of Mogo to cater for this largely self-sufficient user group.

The enthusiast market typically starts and finishes their organized rides from a single location, generally one that is sufficiently serviced by cafes, bars, or restaurants. These amenities are important and highly sort after from riders as it fosters the strong social aspect of the activity, which is often a major drawcard for the likeminded individuals who cherish the post ride wind down at local eateries.

As such, Mogo presents an ideal base and epicenter for these gravel grinds to radiate out from and has the very real potential to bring increased visitation and direct economic impact for local businesses. The town already has a unique and eclectic assortment of shops and cafes that would be well-served in catering for an influx of riders participating in these off-road adventures. In addition to this, a variety of well-established gravel/dirt service roads already provide practical links into town along the western fringe; providing the added benefit of keeping cyclists of major roadways with higher volumes of vehicular traffic.

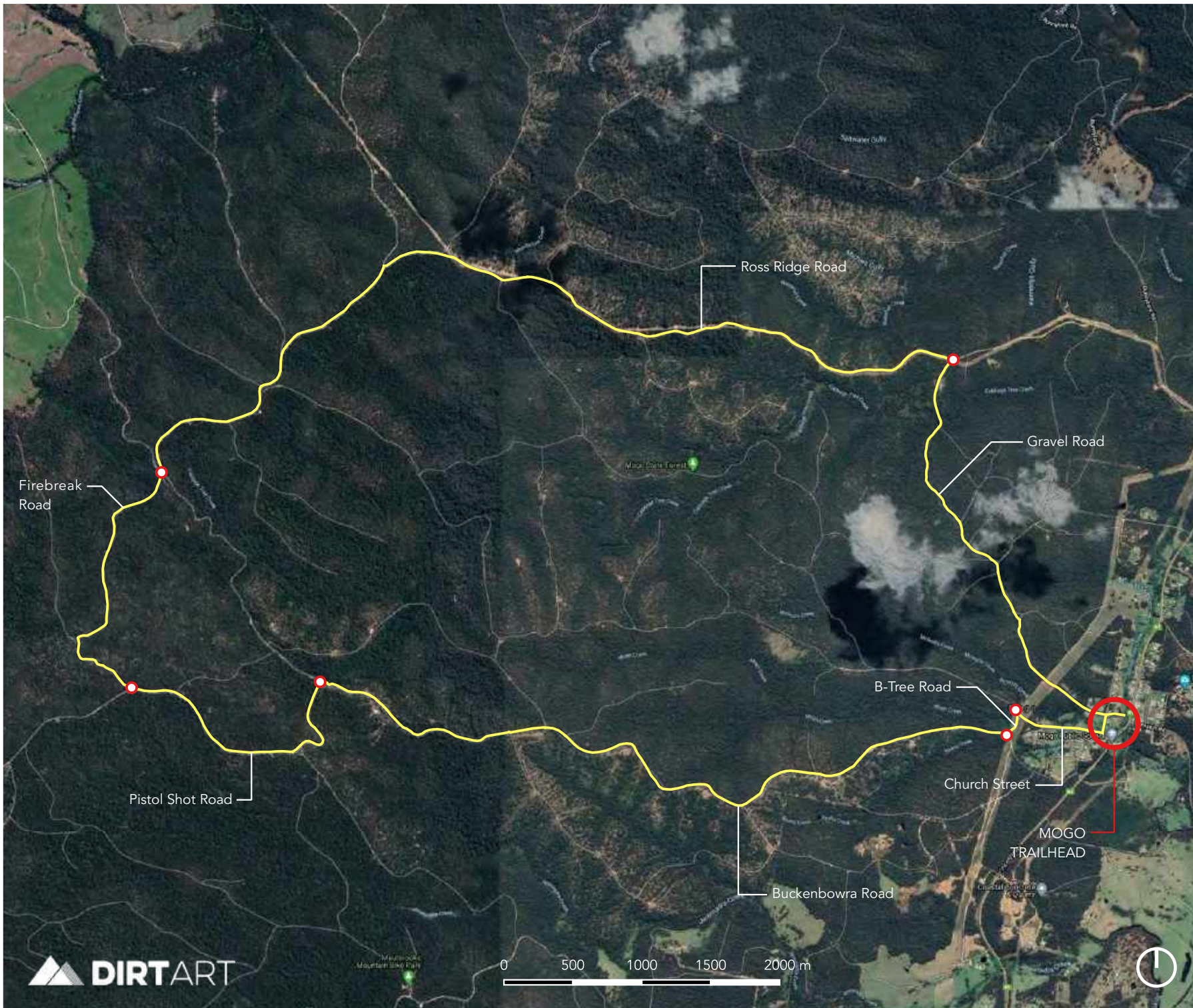
13.3 Proposed Loops

Dirt Art has developed three gravel grinding loops ranging from 22km, 62km, and 107km options. These loops have been designed to cater for a variety of rider fitness levels, time available, and to capitalize on the scenic natural values of the area. The respective loops are detailed in the following pages.

Mogo MTB Masterplan Project

CONCEPT GRAVEL GRIND G1 LOOP

11.03.20



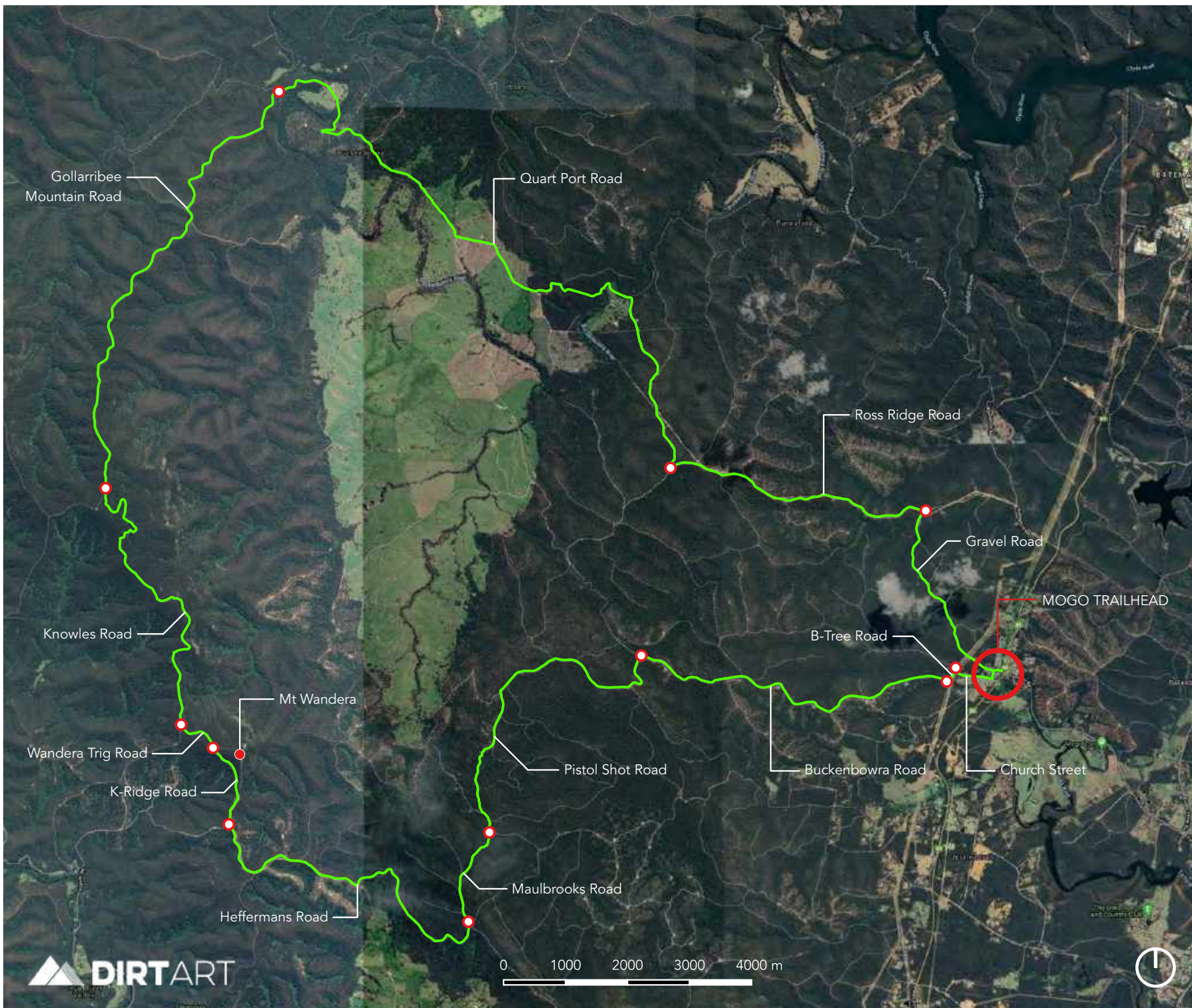
DIRTART

Proposed Gravel Loops
— G1 - 22km

Mogo MTB Masterplan Project

CONCEPT GRAVEL GRIND G2 LOOP

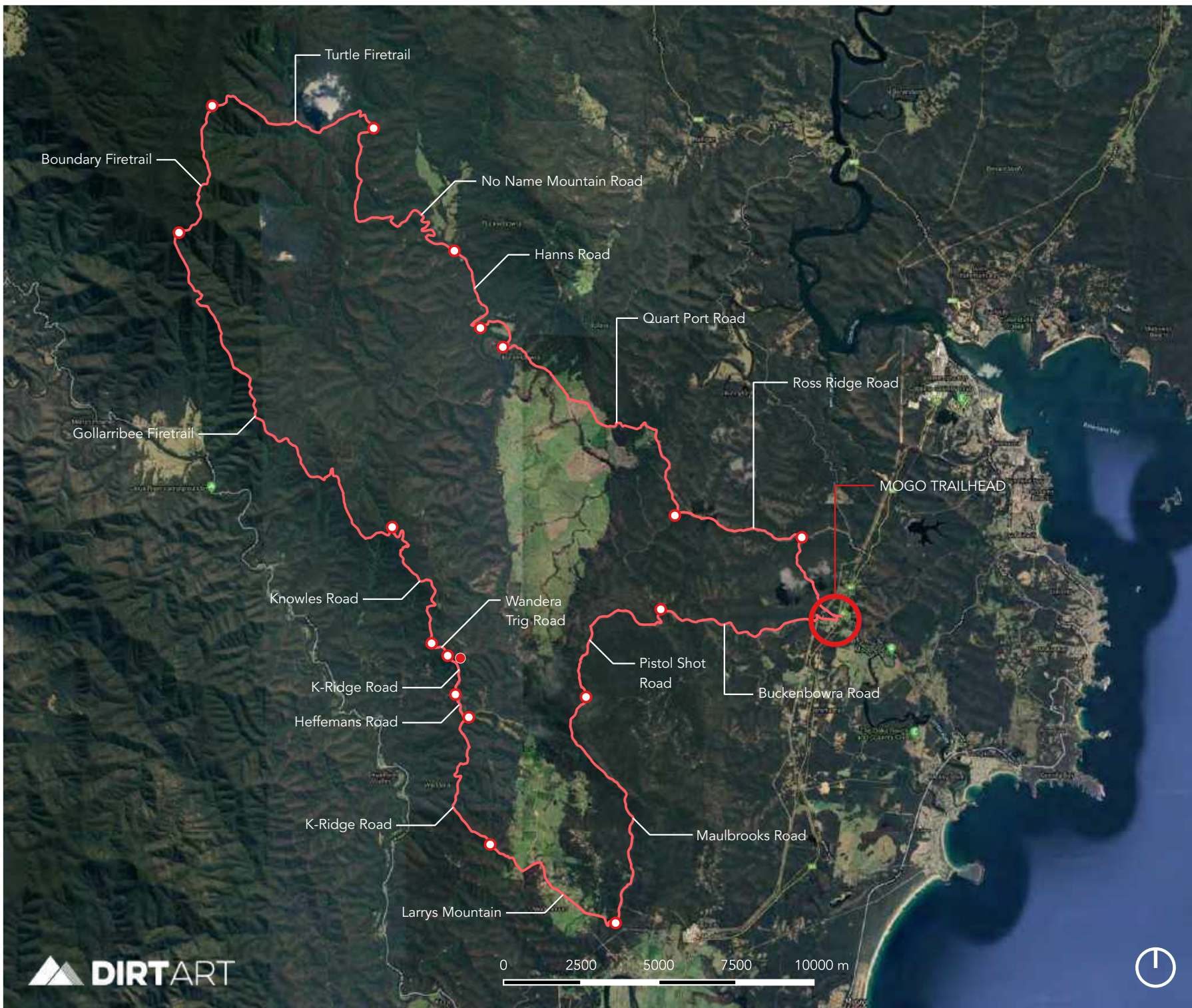
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Mogo MTB Masterplan Project

CONCEPT GRAVEL GRIND G3 LOOP

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13.3.4 Implementation Plan

The formalisation of a series of gravel grinding loops is relatively low cost as the majority of the trails and infrastructure to cater for the routes already exist. For a somewhat modest capital outlay for appropriate signage and maps, there stands a whole lot to be gained in capturing a steadily growing market sector that flocks to these organised gravel grinding events or adventures. The sport is still relatively new to Australia and as a result, any event or organised ride currently attracts a high participation rate.

The addition of gravel grind routes will also significantly benefit the local community, with a large volume of formalised routes suitable for local recreation.

14 Economic Impact Analysis

14.1 Overview

Mountain bike destination development is a proven driver of economic activity across Australia, with a number of successful destinations now demonstrating that the development of trails can stimulate regional economies.

Destinations such as Blue Derby in Tasmania have brought tens of thousands of visitors to regional communities, establishing dozens of new jobs and a wide variety of new businesses. The mountain bike traveler typically seeks an average 7-day holiday, and will spend more than the average traveller⁸.

This report section will examine some economic impact case studies, and will provide a preliminary economic impact assessment for the project.

14.2 Case Studies

14.2.1 Blue Derby

Trail Volume	120
Location	Derby, Tasmania
Visitation (p.a.)	40,000
Economic impact (reported)	\$25m
Year in operation	5

Blue Derby was established in 2020 with an initial 20km of trails. Now with over 120km of trails, the destination reportedly sees visitation of over 40,000 riders per annum. Since the trail opening, the town has seen the development of multiple new restaurants and cafes, and a number of new accommodation venues have been constructed.

Widely recognised as Australia's leading trail centre, the Blue Derby trails projects has transformed the ex-tin mining town into a thriving tourist centre.

14.2.2 Rotorua

Trail Volume	225
Location	Rotorua, New Zealand
Visitation (p.a.)	250,000
Economic impact (estimated)	\$40m
Year in operation	15

⁸ Australian Mountain Bike Park Profile, Dirt Art 2018

Rotorua in New Zealand is widely recognised as one of the world’s leading trail centres. A largely community-driven trail network, the trails are located predominantly in pine plantation area.

While the town of Rotorua has a strong broader tourism industry, mountain biking is a major component of the visitor economy, with an estimated 250,000 annual rider visits.

14.2.3 Maydena Bike Park

Trail Volume	75
Location	Maydena, Tasmania
Visitation (p.a.)	25,000
Economic impact (estimated)	\$15m
Year in operation	2

Maydena Bike Park is Australia’s largest gravity-focused bike park, with 820m vertical elevation and 60+ trails. The park is privately owned, and is operated as a pay-for-use facility with an uplift shuttle service.

In operation for two years, the development of the park has seen property prices in town raise by 100-200%, and the development of two new restaurants and a number of accommodation ventures.

14.3 Estimated Visitation

For the purposes of estimating projected visitation, an assumption has been made that the whole proposed trail network is completed in its entirety. Visitation estimates have been based on comparisons of similar facilities in the Australian industry, using the location and broader context of the proposed trail network. Notably, the Mogo project is benefited significantly through availability of large population bases within driving distance of the trails (Greater Sydney and Canberra).

Notably, the below estimated are considered to be at the low/conservative end of estimates.

Visitation estimates are based on rider days rather than independent visitors. This methodology ensures a greater accuracy through removing the calculation for length of stay for riders. The use of this calculation will make visitation appear higher than if individual visitor numbers were utilised.

Visitation estimates are provided below for the first three years of operation;

Year 1	Year 2	Year 3
45,000	55,000	60,000

14.4 Estimated Economic Impact

Dirt Art has estimated economic impact based on visitor days, rather than estimating length of stays for overnight visitors.

The below estimated economic impact has been based on the following assumptions;

- Overnight visitors spend \$172/day⁹
- Day visitor spend is estimated at \$40/day
- Visitor breakdown is estimated at 25% day visitors and 75% overnight visitors
- A standard tourism development multiplier of x1.9 has been utilised to calculate indirect economic impact

Estimated economic impact is provided below;

Year	Visitor	Volume	Spend	Total Direct	Total Indirect
1	Day	11,250	\$40.00	\$450,000	\$855,000
	Overnight	33,750	\$172.00	\$5,805,000	\$11,029,500
	Total Economic Benefit			\$6,255,000	\$11,884,500

Year	Visitor	Volume	Spend	Total Direct	Total Indirect
2	Day	13,750	\$40.00	\$550,000	\$1,045,000
	Overnight	41,250	\$172.00	\$7,095,000	\$13,480,500
	Total Economic Benefit			\$7,645,000	\$14,525,500

Year	Visitor	Volume	Spend	Total Direct	Total Indirect
2	Day	15,000	\$40.00	\$600,000	\$1,140,000
	Overnight	45,000	\$172.00	\$7,740,000	\$14,706,000
	Total Economic Benefit			\$8,340,000	\$15,846,000

⁹ Eurobodalla Tourism Monitor 2017/18 *Destination Research*

15 Implementation Plan

15.1 Detailed trail design

The concepts provided within this report represent high-level concepts. The trails will require detailed design, including route flagging on the ground. While *Dirt Art* has conducted extensive field surveys, not all trails have been completely ground truthed.

15.2 Approvals

15.2.1 Forestry Corporation of NSW Assessment

Approvals will be required from the Forestry Corporation. Further details will be explored during the next phase of the project.

15.2.2 Development Application

Given the nature, scale and location of the project and proposed works that compose it, it is likely that a development application (DA) will be required. Final determination of a DA requirement will rest with the ESC. A review of environmental factors (REF) will likely form part of the DA process.

15.2.3 Geotechnical Assessment

Geotechnical assessments may be required for some section of trail, particularly at higher elevations.

15.3 Construction Staging

Construction staging will be developed following conclusion of project consultation.

15.4 Construction Approach

15.4.1 Machine construction where possible

Most modern mountain bike trail construction is undertaken with mini-excavators in the size range of 0.8 to two tonnes. The use of excavators offers significant improvements in efficiency relative to hand-building in most environments. A 1.5-1.8 tonne excavator is used for most trail applications in Australia, and a machine in this size range would be suitable for all proposed trails in this plan.

There are some areas of proposed trail that may require hand build construction methodology, particularly where high levels of ground rock are evident. Notably, *Dirt Art*

has worked to minimise construction complexity and is confident that the majority of the trails are able to be constructed by excavator.

It is recommended that where possible machine construction is pursued, where this does not adversely impact the experience provided by a trail and where it does not substantially impact the character of the trail development.

15.4.2 Volunteer construction

While there may be some opportunities to facilitate volunteer construction, ultimately, *Dirt Art* suggest that the project should be planned and budgeted on a complete commercial construction process.

15.4.3 Climatic considerations

Construction at proposed trail network should be viable year round, with optimal build seasons being Spring and Autumn.

15.5 Signage

15.5.1 Overview

Effective signage is critical for the functionality of any destination mountain bike project, while also assisting in risk and incident management. The signage should focus on large map boards, as well as trail head and way marker signage.

Signage should be consistent with relevant council and land manager signage systems and guidelines.

Given the complex nature of the network, and lack of obvious stacked loops, *Dirt Art* suggest signage also consider showcasing a group of rides, which encompass a range of trails. These 'signature rides' should focus on clustering similar trails to create high-quality trail experiences. Showcasing these rides is an important consideration for visiting riders.

An important consideration is also main road signage, ensuring that visitors are aware of the attraction as they approach via vehicle. Road signage should be consistent with the 2018 Eurobodalla Shire Council Council Tourism and Wayfinding Signage Strategy (*Wayfound*).

15.5.2 New brand development

Dirt Art suggest that a brand/identity be developed for the trail project by a professional branding agency. This branding should be utilised along with a style guide to influence all digital presence and signage for the trails. Any branding should be developed within the

framework provide by the Eurobodalla All 'Kinds of Natural' branding, which can be found at www.eurbodalla.com.au.

15.5.3 Budget

Dirt Art suggest a signage budget of 2.5% of capital investment (\$25,000/\$1m investment).

15.6 Suggested Development Budget

15.6.1 Overview

See suggested project budget at **Appendix 1**.

16 Operational Considerations

16.1 Management Models

Dirt Art suggest that the trails are managed under a single management entity. For most projects of this type this entity would be a local government agency. While this does not necessarily require the agency to accept management responsibility, it ensures the public have a clear contact point for the trails. In most cases this type of agreement would involve the lease/license of trail corridors rather than entire land parcels.

Dirt Art suggest that the future maintenance of the trail network will likely be best delivered through a combination of paid and volunteer maintenance. The new trail development proposed is likely to bring significant additional local visitation to the park, which may provide opportunities to re-invigorate the past volunteer construction program to an extent.

16.2 Trail Maintenance

Trail maintenance is one of the key operational considerations of any trail destination. In general terms, a high -quality mountain bike destination will require regular maintenance, to ensure trails are maintained to a standard expected by the traveling mountain bike rider.

Dirt Art suggest a maintenance budget of approximately \$1.50/metre annually for trails.

While some volunteer maintenance may be possible, *Dirt Art* suggests that maintenance should be budgeted at the above commercial rates. While volunteers contribute meaningfully to maintenance of many trail networks, their capacity to manage larger-scale tourism focused trails networks is extremely limited.

16.3 Uplift Opportunities

16.3.1 Overview

Uplift-assisted riding is growing in popularity, with a number of services across Australia proving highly popular with local and visiting riders. Uplifting is generally undertaken using buses and/or 4WD vehicles using trailers or bike racks to transport bikes.

16.3.2 In park uplift opportunities

There is an in park uplift opportunity at the Deep Creek Dam, where an uplift accessed descending trail network has been proposed. While this network only offers 100m vertical descent, this is adequate enough to warrant consideration of a professional uplift service. Guidelines for uplift service management can be found at Appendix 3.

16.4 Risk and Incident Management

Risk and incident management is a critically important consideration for any mountain bike trail development and should be considered continually throughout the development and construction process.

Incidents can be minimised through the following key considerations;

- Predictability in trails
- Low consequence trail features (limited gap jumps, blind drops etc.)
- Appropriate trail difficulty grading
- Appropriate signage
- High-quality trail design and construction

Incidents can be managed through the following key considerations;

- Liaison with emergency services
- Noting of key access routes
- Noting of emergency points on all trails
- Consideration of aerial rescue points

17 Branding and Marketing

17.1 Overview

In an increasingly competitive mountain bike destination marketplace, marketing and branding are critical components of any successful trail destination.

Dirt Art strongly suggest the development of a comprehensive marketing plan prior to commencement of works developing new trails.

17.2 Key Strengths

The key strengths of the completed trail network and brand will be;

- A large network of world-class trails
- Excellent elevation opportunities
- Wide variety of loop format trails
- Uplift opportunities
- Coastal location and broader tourism opportunities
- Climate
- High-quality natural environments and viewpoints
- Challenging enthusiast trails

The above key strengths should form the basis of a new branding package.

17.3 Marketing Plan

17.3.1 Overview

The development of the Mogo trail destination should be backed by a comprehensive marketing plan. The plan should work across a range of formats and platforms to target existing and new audiences in the destination's key rider markets.

The marketing plan should not be enacted until significant capital works have been undertaken to ensure the strategy aligns with quality new and upgraded existing trails. Enacting the plan and 'going to market' early risks creating an inflated expectation, which may result in many visitors disappoint, with a genuine risk they may not return.

17.3.2 Marketing formats and channels

17.3.2.1 Content Creation

Quality content is a fundamental component of any marketing strategy. The Mogo Project should develop a large content library of photo and video media, which directly aligns with the core values and strengths of the destination.

A high-quality digital asset library is critical to the marketing strategy as it will provide the content required to drive marketing initiatives through a wide range of channels. Content creation includes self-produced photo and video content, where the destination may produce their own content for distribution through their and other channels. Self-produced and distributed content can be a cost-effective way of producing content that directly aligns with the values of the destination.

17.3.2.2 Social Media

Social media provides a marketing channel that is generally well-aligned with the mountain bike consumer and provides a simple and cost-effective marketing opportunity. While a range of platforms existing, *Dirt Art* suggest that Facebook and Instagram are the two key platforms for targeting mountain bike consumers. Facebook will generally target a slightly older audience, and Instagram a slightly younger audience. Twitter is not considered a highly-relevant platform for mountain bike destinations due to its generally older demographic and journalistic and political focus. Snapchat is a challenging platform to manage relevant content through, and generally offers little scope to target key audiences due to its millennial user focus. If another platform is desired, You Tube is recommended, with scope to create a fantastic video content library. Should You Tube be pursued it must be understood that significant cost and effort will be required to produce regular video updates.

Content should generally be curated specifically to Facebook and Instagram, with the platforms suited to the below approach;

- Facebook: Written content and information (must always be shared with a high-quality image), events, article links
- Instagram: Imagery, video, shorter format written content
- The following key tips are relevant to both platforms;
- Written personality: The writing style portrayed should match the target audience (professional but light hearted), and should be consistent across posts and platforms
- All image and video content should be high-quality, professional
- Content should not be shared identically across platforms unless it is critical news
- Ideal posting regularity is 5 times a week for Facebook and 7 times a week for Instagram (reinforcing the importance of a large content library)
- Video links will generally be downranked by Facebook unless they are directly loaded into the platform

- Web site links will generally be downranked by Facebook

17.3.2.3 Influencers

Influencers are a potentially valuable marketing methodology. When engaging influencers, care should be taken to ensure that the influencers channel and audience aligns with the values of the destination. For example, gravity-focused athletes and influencers should not be used to market a cross country-focused trail network.

When utilising influencers, *Dirt Art* recommend keeping scripting and curation to a minimum, instead relying on the influencer to control content so it may be as organic as possible. Basic key messaging notes can be provided to the influencer to ensure that their outputs are consistent with the values of the destination.

17.3.2.4 Digital Media

Digital media provides a range of potentially valuable marketing opportunities, including but not limited to; destination showcases, competitions, and standard news pieces. In Australia, the main digital news outlet specific to mountain bike is Flow Mountain Bike.

Australian destinations have also been known to utilise Pink Bike (a North American supplier, and the world's biggest mountain bike media outlet).

Dirt Art recommend the above two outlets as high-quality opportunities for content creation and distribution. Destination showcases are a particularly strong opportunity well when curated and presented so they are entirely consistent with the key strengths and values of the destination.

17.3.2.5 Print Media

Print media remains a valuable marketing opportunity, though its reach is diminishing as customers continue to shift to digital media consumption. The main print media outlets specific to mountain biking in Australia are; Australian Mountain Bike Magazine, Revolution MTB Magazine and Mountain Biking Australia Magazine. These magazines have the following key reader markets;

- Australian Mountain Bike: Broad audience with a trail riding focus
- Revolution MTB: Gravity-focused with a younger audience
- Mountain Biking Australia Magazine: Trail riding focused with an older audience

When engaging print media, content should be high-quality and consistent with the values of the destination. Paid advertising may also be used in conjunction with destination showcases, strengthening the package.

As the profile of mountain biking continues to grow further towards a mass market

activity, there are a growing number of more diverse print media opportunities. These include but are not limited to; airline magazines, travel magazines and outdoor magazines. Trail destinations with a strong beginner-intermediate focus will benefit particularly well from general print media opportunities.

17.3.2.6 Web site

A web site is a functional aid for riders but can also act as a valuable marketing tool. Mountain bike destination web sites should include the following information at a minimum;

- Location information
- Trail information and maps
- Accommodation information
- Local business information (food, beverage and services)
- Regional trail information
- Other things to do (focus on family friendly activities, and non-rider activities such as wineries etc.)

In recent years it has also become common for trail destinations to develop their own bespoke phone app. A phone app can be useful for mapping and trail information, though the public application Trail Forks has usurped the need for the mapping function in most bespoke destination apps.

17.4 Marketing Budget

When developing new trails and infrastructure, *Dirt Art* recommend a year one marketing budget of 2.5% of capital spend (\$25,000/\$1m spent). This budget provides a high-level guide, though notably if a large impact is sought from a small investment, then the percentage marketing spend may need to be 5+% of capital investment. When marketing a broader destination showcase it may also be relevant to request some support (financial and/or in-kind) from the local business community.

18 Conclusion

The Mogo and Batemans Bay areas have been recently devastated by fires, with much of the local bushland severely damaged by fire, along with many houses lost. The local tourism, accommodation and hospitality industries have been severely affected by these fires, and more recently by the COVID-19 pandemic. The potential development of a large-scale mountain bike destination offers genuine potential assist in the recovery of the local economy.

The master plan for this project proposes over 120km of new trail development, which capitalises on the key strengths of the area to create a world-class mountain bike destination. The proposed trail system caters for a broad audience of riders, and a wide variety of riding styles. The hero trail of the project is an iconic wilderness ride descending from Wandera Peak, which provides an epic backcountry descending trail ride, and a potential 'mountains to beach' riding opportunity. The remaining trail system provides a diverse network of trails connecting Batemans Bay and Mogo, and includes a gravity zone from Mogo Hill. The gravity zone provides an uplift opportunity for enduro-focused riding.

The trail system has been designed to minimise approval and construction complexity and costs, and also works to minimise ongoing maintenance. Trails have been located in areas that are conducive to high-quality, sustainable and cost effective trail construction, while maximising potential to create engaging, enjoyable trail experiences.

The potential economic impact of the project is profound, with a conservative estimate of 45,000 rider days achieved in year one. With the majority (75%) of visitors expected to stay overnight, there will be significant flow on effects into the broader regional economy. It is estimated that the year one indirect economic impact will exceed \$10m, with significant potential for new business and job creation.

The Mogo mountain bike destination project provides a genuine opportunity to create a world-class mountain bike trail centre, which will attract strong visitation from across New South Wales and around Australia. The project has strong potential to become a major pillar in the economic recovery of the region following fires and the tourism downturn associated with the COVID-19 virus.






19 Appendix 1- Proposed Development Budget

Available as a separate document.

20 Appendix 2- Uplift Service Provider Plan

21 Appendix 3- IMBA TDRS

IMBA Trail Difficulty Rating System

	 VERY EASY White Circle	 EASY Green Circle	 INTERMEDIATE Blue Square	 DIFFICULT Single Black Diamond	 EXTREME Double Black Diamond
Description	Likely to be a fire road or wide single track with a gentle gradient, smooth surface and free of obstacles. Frequent encounters are likely with other cyclists, walkers, runners and horse riders.	Likely to be a combination of fire road or wide single track with a gentle gradient, smooth surface and relatively free of obstacles. Short sections may exceed these criteria. Frequent encounters are likely with other cyclists, walkers, runners and horse riders.	Likely to be a single trail with moderate gradients, variable surface and obstacles. Dual use or preferred use Optional lines desirable	Likely to be a challenging single trail with steep gradients, variable surface and many obstacles. Single use and direction Optional lines XC, DH or trials	Extremely difficult trails will incorporate very steep gradients, highly variable surface and unavoidable, severe obstacles. Single use and direction Optional lines XC, DH or trials
Trail Width	2100mm plus or minus 900mm	900mm plus or minus 300mm for tread or bridges.	600mm plus or minus 300mm for tread or bridges.	300mm plus or minus 150mm for tread and bridges. Structures can vary.	150mm plus or minus 100mm for tread or bridges. Structures can vary.
Trail Surface	Hardened or smooth.	Mostly firm and stable.	Possible sections of rocky or loose tread.	Variable and challenging.	Widely variable and unpredictable.
Average Trail Grade	Climbs and descents are mostly shallow. Less than 5% average.	Climbs and descents are mostly shallow, but may include some moderately steep sections. 7% or less average.	Mostly moderate gradients but may include steep sections. 10% or less average.	Contains steeper descents or climbs. 20% or less average.	Expect prolonged steep, loose and rocky descents or climbs. 20% or greater average
Maximum Trail Grade	Max 10%	Max 15%	Max 20% or greater	Max 20% or greater	Max 40% or greater
Level of Trail Exposure	Firm and level fall zone to either side of trail corridor	Exposure to either side of trail corridor includes downward slopes of up to 10%	Exposure to either side of trail corridor includes downward slopes of up to 20%	Exposure to either side of trail corridor includes steep downward slopes or freefall	Exposure to either side of trail corridor includes steep downward slopes or freefall
Natural Obstacles and Technical Trail Features (TTFs)	No obstacles.	Unavoidable obstacles to 50mm (2") high, such as logs, roots and rocks. Avoidable, rollable obstacles may be present. Unavoidable bridges 900mm wide. Short sections may exceed criteria.	Unavoidable, rollable obstacles to 200mm (8") high, such as logs, roots and rocks. Avoidable obstacles to 600mm may be present. Unavoidable bridges 600mm wide. Width of deck is half the height. Short sections may exceed criteria.	Unavoidable obstacles to 380mm (15") high, such as logs, roots, rocks, drop-offs or constructed obstacles. Avoidable obstacles to 1200mm may be present. Unavoidable bridges 600mm wide. Width of deck is half the height. Short sections may exceed criteria.	Large, committing and unavoidable obstacles to 380mm (15") high. Avoidable obstacles to 1200mm may be present. Unavoidable bridges 600mm or narrower. Width of bridges is unpredictable. Short sections may exceed criteria.