

Mogo Adventure Trails Hub Strategy

Final Report | August 2019

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Prepared by

The Mogo Adventure Trails Hub Strategy has been prepared by TRC Tourism Pty Ltd for Eurobodalla Shire Council.

Acknowledgements

We would like to acknowledge the Traditional Owners of the land that the geographic scope of the Strategy covers and elders past and present.

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Executive Summary

With effective coordination across all the key stakeholders, and the right level of investment and strategic effort, Mogo village and the surrounding State Forest and Crown Land in Eurobodalla Shire offers significant potential to become a successful adventure trails hub and the region's leading mountain bike destination.

Over the past decade there has been a significant increase in the number of trails built throughout Australia. During this process of trail development, communities and local governments have realised the economic, health and social value of trails to the community. In particular, the popularity of mountain biking has increased significantly, and state and local governments are investing in the development of trails and trail hubs specifically to leverage this growth and associated benefits.

The Deep Creek Dam catchment area (Crown Land) and surrounding Mogo State Forest, contain a range of trails and forest roads that are currently used for mountain bike riding, bush walking, trail running and trail bike riding. Many of These trails have been established by local mountain bike enthusiasts. Some of the trails are of high quality, however the trail network is not currently authorised by FCNSW or Crown Lands.

Mogo State Forest is managed by the Forestry Corporation of NSW (FCNSW) as a sustainable forest, harvested and regrown for timber. State Forests are also used for recreation activities and FCNSW is recognised as a significant provider of walking and mountain trail networks. It provides more permitted mountain bike trails than any other public land manager in NSW.

For use of the trails in the Mogo State Forest to continue, a permit will be required by local mountain bike clubs and other users. There is some reluctance amongst local club members to apply for a permit to use the trails, however without a permit the trails are at risk of being closed by FCNSW.

Eurobodalla Shire Council and its stakeholders understand the benefits of the existing trail network. There is a view that the existing trails in Mogo State Forest and their proximity to the historic village of Mogo, present an opportunity to establish the area as an outstanding adventure trails hub.

The Mogo Adventure Trail Hub Strategy 2019 – 2025 confirms this view in that there is potential for growth through investment in a critical mass of trails in the Mogo State Forest and surrounding areas and trail related services in Mogo village and the wider region. Mogo’s potential can be further enhanced when clustered with other iconic regional products identified in the Eurobodalla Nature based Tourism Feasibility Strategy. Mogo and surrounds has this potential because:

- It is already an established tourism destination with existing infrastructure to support visitors
- It utilises existing infrastructure and services which will reduce capital investment
- Local businesses are supportive and see the opportunity
- The community is generally supportive of the concept and they will benefit
- The hub could provide accessible trails especially for community, families and young people
- Most trails are on state owned land
- The hub could offer a cohesive trail network offering multiple classifications and trail types within a single area.
- Without adequate funding and support for infrastructure development the region is at risk of product decline, low tourism growth and potential negative consequences for the region and state.

The Mogo Adventure Trail Hub Strategy 2019 – 2025 provides strategic guidance to assist the Eurobodalla Shire Council (ESC) and its stakeholders to establish Mogo and the surrounding area as a premier trail hub that caters for a range of trail-based activities and events with a focus on mountain biking. The Strategy, with a variety of integrated and interdependent initiatives, provides a framework to assist the planning of the adventure trails hub within the area for the next 5 to 10 years.

The recommendations aim to establish Mogo and surrounds to be the base from which a range of trail activities can occur, and attract overnight domestic visitors from Canberra, regional NSW and elsewhere which will support tourism and economic growth in the region.

This strategy is intended to provide the ESC, NSW Government agencies and other community stakeholders with the confidence to (i) invest in and develop an adventure trails hub at Mogo and the surrounding area (ii) establish it as a significant tourism asset for Eurobodalla and SE NSW and (iii) provide meaningful recreational, social and economic benefits to the local community.

The primary purpose of the Mogo Adventure Trail Hub Strategy is to establish Mogo as one of the State’s premier adventure trail hubs, with a focus on mountain biking...

Actions in this strategy aim to:

- coordinate trail planning, development, management and monitoring through effective governance
- leverage investment to support trail development, facilitate business and event development; and
- coordinate marketing and promotion of the adventure trails hub.

It is estimated that the Mogo Adventure Trails Hub will support the growth of tourism which currently contributes around \$295 million to the regional economy, as well as being directly responsible for 2,844 full time equivalent jobs. A high-level economic analysis of the potential market indicates that targeted future trail development at Mogo has the potential to introduce 10,000 to 20,000 new visitors per annum to the local area (dependent on the scale of investment). The economic benefit of 10,000 people per annum, staying for a single two-day stay, would be \$3.2m per annum; or at 20,000 visitors \$6.4m per annum.

Increased visitation and expenditure in the region will benefit existing operators and potentially attract further investment from the private sector to develop products and services. Critically, implementing the Strategy will ensure the profile of the region is strengthened as a premier mountain bike trail destination, attracting new and younger markets to the region. This is aligned to the state government's strategic goals for regional development and tourism growth.

Participation in trail activities offers many social, health-related, and cultural benefits to residents and visitors alike. An increased profile for the region as a result of increased investment in the trail network is also likely to contribute towards greater regional pride within local communities. Other regional locations in Australia have successfully increased community participation and spirit through similar projects. It could be expected that the project will help to mobilise the local community and provide optimism and energy across the local economy and communities.

With effective coordination across all stakeholders, and the right level of investment and strategic effort, the region is well placed to become a premier adventure trail hub that will revitalise Mogo village and deliver significant economic and employment benefits to the region and NSW more broadly.

Small tourism-focused towns like Mogo, offer facilities and services and a local vibe that is attractive to riders and could easily become known as trail town

1 Introduction

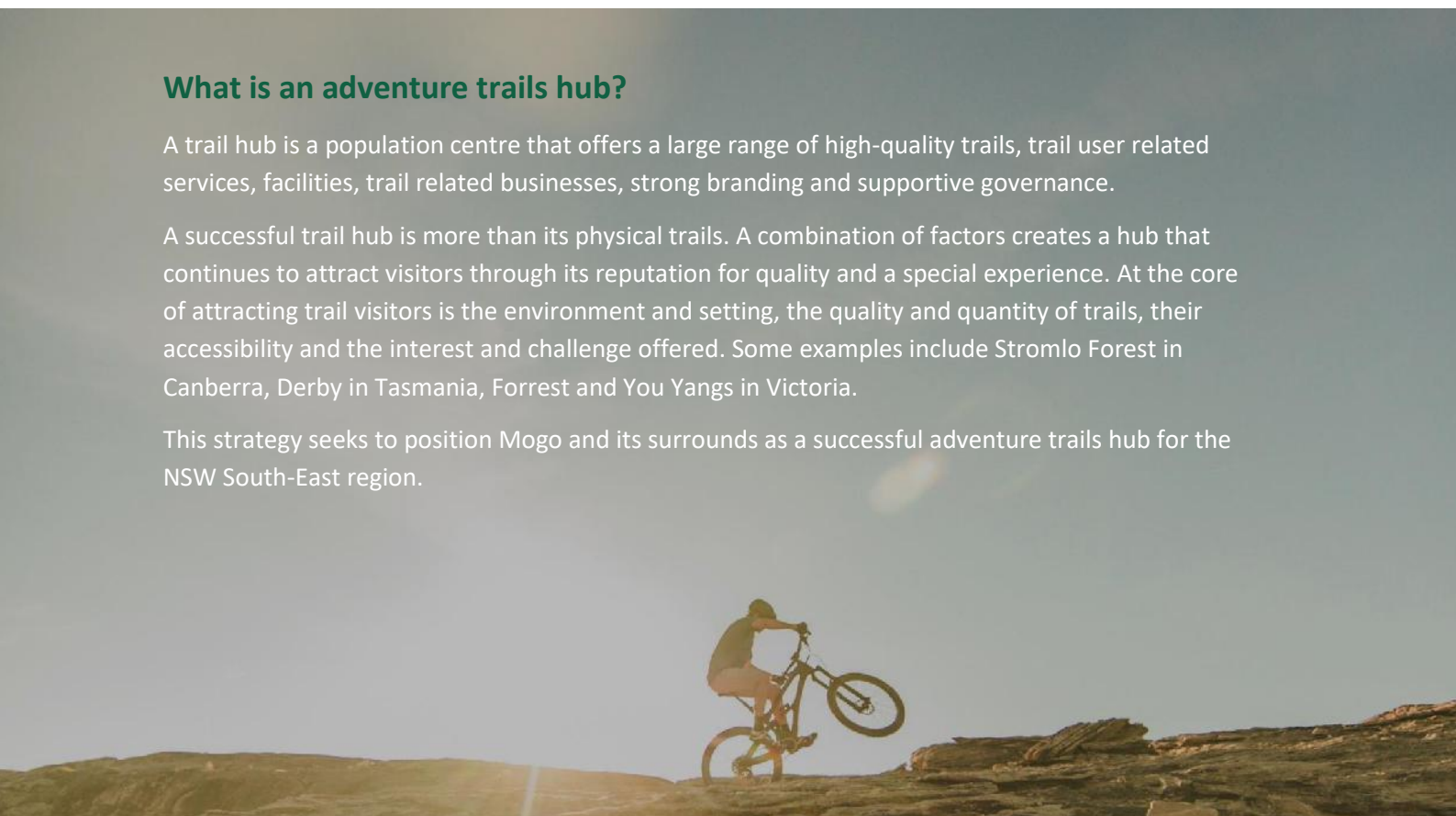
The Mogo Adventure Trail Hub Strategy 2019 – 2025 has been developed to provide strategic guidance to assist the ESC and its stakeholders to establish Mogo and the surrounding area as a premier trail hub that caters for a range of trail-based activities and events with a focus on mountain biking. The Strategy, the vision and objectives, with a variety of integrated and interdependent initiatives will provide a framework to assist the planning of the Mogo Adventure Trails Hub within the area for the next 5 to 10 years.

What is an adventure trails hub?

A trail hub is 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.

A successful trail hub is more than its physical trails. A combination of factors creates a hub that continues to attract visitors through its reputation for quality and a special experience. At the core of attracting trail visitors is the environment and setting, the quality and quantity of trails, their accessibility and the interest and challenge offered. Some examples include Stromlo Forest in Canberra, Derby in Tasmania, Forrest and You Yangs in Victoria.

This strategy seeks to position Mogo and its surrounds as a successful adventure trails hub for the NSW South-East region.





1.1 Background

Mogo is a small village located 10kms south of Batemans Bay and 15kms north of Moruya on the NSW south coast in Eurobodalla Shire. It is approximately four hours' drive south of Sydney, two hours' drive from Canberra, and three hours' drive north of Merimbula.

The Deep Creek Dam and Mogo State Forest are near Mogo village, and both contain a range of trails and forest roads that are currently used for mountain bike riding, bush walking, trail running and trail bike riding. These areas have been identified as having the potential to become an adventure trail hub that caters for a range of trail-based activities and events for residents and visitors to the region.

Over several decades there has been a significant increase in the number of trails built throughout Australia. During this process of trail development, communities and local governments have realised the economic, health and social value of trails to the community. In particular, the popularity of mountain biking has increased significantly, and state and local governments are investing in the development of trails and trail hubs specifically to leverage this growth.

At a local level this increase in popularity is evident by the high number of people already using trails in the Mogo State Forest, the Deep Creek Dam area and indeed, other trails located across the Eurobodalla Shire.

Noting the number of established walking trails in the region and the growing need and opportunity for mountain bike trails, an audit of trails in Eurobodalla was undertaken in 2018¹. The audit provides a snapshot of the current mountain bike trails including trails in Mogo State Forest. The report concluded that there is significant potential for Mogo to become the South Coast's leading mountain bike destination that would attract significant national attention. With its coastal villages and hinterland offering unique and engaging terrain, and with several existing trails and stunning scenery, the report concluded that the area possesses all the key attributes required to develop a premier regional trail destination.

¹Eurobodalla Mountain Bike Trail Audit Report Eurobodalla Shire Council 2018

1.2 Purpose and Need for an Adventure Hub Trail Strategy for Mogo

This strategy is intended to provide an integrated and realistic approach for ESC, NSW Government agencies and other community stakeholders to (i) invest in and develop an adventure trails hub at Mogo and the surrounding area (ii) establish it as a significant tourism asset for Eurobodalla and SE NSW and (iii) provide meaningful recreational, social and economic benefits to the local community.

The Strategy will assist ESC to:

- Work with the community and stakeholders to achieve the long-term vision for Mogo to become a leading adventure trails hub for the south east region of NSW;
- Provide guidance for the coordination and governance of trails, with different trail land holders and community groups;
- Coordinate the planning, construction and management for existing and future trails and supporting infrastructure;
- Coordinate and embed cycle friendly services marketing and promotion within the visitor economy; and
- Assist with securing financial resources for trail planning, development and management.

1.3 Methodology

The development of the Strategy has involved five stages as outlined below.

Literature Review

This stage of the project involved a review of the relevant plans and strategies relating to economic development, tourism and specific recreation activities relevant to the study area. These reports were reviewed to identify any specific recommendations relating to proposed infrastructure developments or other opportunities relevant to the study area.

Site Analysis

The consultants undertook a field trip to the study area to assess the potential opportunities for a trail network and adventure trails hub and to gather technical and contextual information.

Stakeholder Consultation

Consultations were undertaken with a range of stakeholders including local mountain bike clubs, local and State Government representatives, local businesses, public and private land managers, tourism associations, user groups and clubs, event organisers and tour operators. The primary focus of the consultation process was to gather local information relating to the feasibility of the concept.

Assessment of Development Opportunities and Report Preparation

The final stage of the project involved compiling the findings from the previous stages of the project into a draft strategy for consideration and discussion with key stakeholders and the community. The draft strategy will be finalised following feedback from ESC, key stakeholders and community.

1.4 Report Structure

The remainder of this report is presented in five separate but related sections:

SECTION 2

State and Regional Context:
Provides an overview of the regional context for the Mogo Adventure Trails Hub Strategy

SECTION 3

An overview of Mogo and its Trail Network:
Presents an overview of Mogo and the existing trail network in the Mogo State Forest

SECTION 4

Assessment of Mogo as an adventure trails hub:
Outlines the characteristics of successful trail hubs and assesses Mogo's potential

SECTION 5

Mogo Adventure Trails Hub:
Presents the Strategy for Mogo to become a successful trails hub and summarises its potential benefits.



2 State and Regional Context

2.1 Regional Profile

Eurobodalla Shire is located on the south coast of New South Wales and is home to over 38,288 residents². Eurobodalla Shire encompasses a total land area of over 3,400 square kilometres and is a rural and growing residential area and popular tourist destination. Eurobodalla also has a high proportion of non-resident ratepayers, exceeding 30%. There is significant and relevant residential growth on the coastal fringe to the south of Batemans Bay and to the east of Mogo.

The region's primary road connectors are the Princes Highway and the Kings Highway. The main residential centres are Batemans Bay, Narooma and Moruya.

The population is forecast to grow to 45,515 in 2036. Between 2016 and 2026, the age structure forecasts for Eurobodalla Shire indicate a 15.5% increase in population under working age, a 23.7% increase in population of retirement age, and a 0.5% increase in population of working age.

Key employment sectors in Eurobodalla Shire include retail trade, accommodation and food services, tourism, health care and social assistance, education and training, and construction. Tourism is an important industry, with natural attractions including national parks, nature reserves, beaches, lakes, rivers and small islands, and a range of built attractions. Three-quarters of Eurobodalla Shire is national park or state forest.

2.2 Strategic Planning and Economic Development

It is vital that the trails hub concept is relevant to local planning strategies and embodies the direction of existing state policies and regional development strategies. The following strategies and planning documents provide context for the adventure trail hub concept.

Far South Coast Regional Economic Development Strategy

The concept of an adventure trails hub at Mogo is consistent with the findings of the Far South Coast Regional Economic Development Strategy 2018 – 2022. It recognises that the Far South Coast has unique and well-known natural assets that are a key drawcard for tourists however, products built around these assets are relatively undeveloped. It suggests there is significant potential to grow tourism through the development of these products to create a more holistic tourism experience for visitors to the region. This includes the recreation trail network infrastructure across the region (e.g. walking, cycling, coastal access). It identifies Deep Creek Dam (Crown Land) and its adjacent Mogo State Forest environment as a potential opportunity. The Strategy also seeks to facilitate economic growth in key regional and town centres through revitalisation of Eurobodalla business districts which includes the Mogo village activation project.

The Strategy also identifies the development of sport, recreation and cultural assets to increase the appeal of the region as an attractive destination for both tourists and potential residents, particularly younger people and families. It also states that the growth of existing sporting and cultural events could help diversify the tourism product offerings for out-of-season tourism.

² As at June 2018 <https://economy.id.com.au/eurobodalla>

Tourism Strategies and Action Plans

The Destination Southern NSW Destination Management Plan 2018 – 2020, and Eurobodalla Destination Action Plan 2018 – 2021 (EDAP) support the concept of the adventure trails hub. These plans identify the opportunity to develop nature-based tourism, particularly in investing in trail activities, trail events and associated services. The EDAP states that although the region has a relatively stable visitor economy, there are several important challenges that must be overcome in order to achieve its target of increasing visitor expenditure and overnight stays by 25% by 2021.

Eurobodalla Recreation and Open Space Strategy

The concept of an adventure trails hub is in direct response to the Eurobodalla Recreation and Open Space Strategy (ROSS) recommendation E13, stating: “Develop a shire-wide Adventure Trail Strategy to identify opportunities to increase and enhance the trails and track-based activities (walking, horse riding and mountain bike riding) within the public areas for the local communities and visitors”. The ROSS further identifies Deep Creek Dam as an area having a combination of single tracks and forest roads used for mountain bike riding and bush walking.

2.3 Tourism to the Region

Eurobodalla has a spectacular natural environment, renowned for pristine beaches and natural bushland and forests. Eurobodalla Shire received 1.4 million visitors to in 2017/18³. Overnight visitors (818,237), and day visitors (532,000) make up the largest proportion, with a small number of international visitors (37,798).

Tourism is a significant industry for the region. In 2016/17, tourism directly contributed \$294.5 million in value-added, as well as being directly responsible for 2,844 full time equivalent jobs. This accounted for \$138.5 million in household income (wages). There are around 550 tourism businesses in the region.

Canberra is a significant source of visitors and is considered the growth market for the region. The ACT Government promotes “Canberra plus 3 hours” as an economic zone of 800,000+ people. Canberra airport provides direct access to all states and territories and international arrivals from Singapore and Doha. Canberra’s population is forecast to grow from 412,000 to 554,000 by 2036.



³ Eurobodalla Tourism Monitor 2017/18

**Investment in the Mogo Adventure
Trails Hub will assist the region achieve
its target of increasing visitor
expenditure and overnight stays by
25% by 2021**



Cycle Tourism in the ACT - A Key Market for Eurobodalla

A large proportion of ACT residents' cycle and many mountain bike. This represents a significant opportunity for Eurobodalla and is a key consideration in the development of the trail hub concept.

A high-level economic analysis of the potential market for cycle tourism in the ACT and region recognised that increased cycling visitation supports ACT businesses in the accommodation and retail sectors and helps to contribute to a sustainable active transport culture, among many other benefits. The economic analysis demonstrates that the greatest opportunity for growing cycle tourism to the ACT economy lies in the leisure cycling market. While it represents a conservative estimate, based on an overall growth of only 1.1% in visitation, the cumulative economic contribution of cycle tourism by 2030 is likely to exceed \$400 million. It can be assumed that growth in the ACT cycling market will also support growth in cycle tourism in Eurobodalla, given that most visitors to the region are from the ACT.

Source: ACT Cycling Strategy 2018



A Snapshot of Visitors to the Eurobodalla Region

Domestic Overnight visitors

- Key markets are Canberra (32%), Sydney (26%), the South Coast (10%).
- Families with children and older retired persons are the main lifecycle profiles for domestic overnight and daytrip visitors.
- Important activities include social activities (39%) and outdoor nature activities (28 %).
- Domestic overnight travellers spend \$432 per trip (\$128 per night excluding accommodation and \$172 including accommodation).

Domestic Day Visitors

- Important markets are South Coast (60%), Canberra (27%) and Capital Country (7%).
- Lifestyle segments include older retired couples (44%) and families (23%).
- Key activities include social activities (52%) and outdoor/nature activities (23%).

International Visitors

- International visitors are mainly from the UK (17%), Germany (15%) and USA (10%).
- Important activities include social activities (22%) and outdoor/nature activities (21%).
- Backpackers make up 19% of the international market.
- 7% of visitors are on package tours.

Accommodation

- Most visitors (50%) stay in non-commercial accommodation while in the region. This includes staying with friends and relatives (30%), weekenders (8%) and air BNB (3%).
- The average length of stay in the region is around 4 nights.

Source: Eurobodalla Tourism Monitor 2017/18

2.4 Trail Tourism

The use and demand for trails has increased globally over the last ten years, along with the trend for visitors to have experience-based holidays or breaks and find more authentic and immersive ways to experience places and people. Trails are now also an integral part of a community's lifestyle and enable the tourism market to enjoy bushwalking, hiking, horse riding, trail running, mountain biking and trail biking. Shared use trails that support these multiple types of recreation are becoming increasingly popular, allowing different users (both locals and visitors), age groups and group dynamics (couples, families, friends) to enjoy the experience.

Tourism Research Australia conducted research into the cycle tourism market in Australia in 2015. This research showed that since 2013, there has been average growth of 6% per annum in the day trip cycle market, 8% growth in overnight cycle market and 9% in international cycle market (all cycling).

Trails play an important part in community health and wellbeing by improving the liveability of communities and providing prospective visitors with a reason to visit and stay. They also generate economic and commercial benefits. The main benefits can be summarised as follows:

Community and Social Benefits

providing opportunities for families and friends to enjoy time together and enhancing quality of life.



Economic Benefits

increased tourism revenues, greater business investment and enhanced property values.



Educational Benefits

providing an outdoor classroom for physical activity, sport, nature, culture and history.



Environment Benefits

enhanced environmental awareness, improved understanding of our natural heritage and stewardship of the environment.



Health and Fitness Benefits

improved health and physical well-being for both individuals and communities, reduced health care costs and enhanced productivity.



Heritage and Cultural Benefits

recognition and respect for Aboriginal culture and historical values.





2.5 Trail Preferences

Trails across Eurobodalla Shire are used by residents and visitors to the region for walking, running, mountain biking, horse riding and trail biking. Table 1 below provides a short summary of the different use of trails and their trail preferences.

Table 1. Summary of trails use and preferences

Market	Description	Experience Needs and Preferences
Walkers 	<p>Wide range of users and ability levels including people using trails for exercise, commuting, relaxation and leisure activities.</p>	<ul style="list-style-type: none"> • Safe short trails for daily use. • A range of all-ability access trails. • Short to long trails for weekend leisure activities both close to population centres and within easy weekend travel from home. Appealing destinations. • Linked or nearby activities, attractions and accommodation. • Short to long hiking trails in a variety of locations (from near-urban to remote) at a range of difficulties. • Links from accommodation hubs to areas of interest. • Accessible trailheads with adequate parking and facilities. • Regional residents often seek areas away from the busy tourism hot spots in peak periods to continue to enjoy their local area highlights.
Trail Runners 	<p>People running on trails for exercise, training for events and for adventure.</p>	<ul style="list-style-type: none"> • Range of short and long trails in and near urban areas, parks and reserves. • Challenging backcountry trails for extended running. • Connected trails. • Range of participative and competitive trail running events.
Mountain Bikers 	<p>Children and families seeking a safe entry level or skills development experience.</p> <p>Riders in the young adult to middle age groups.</p> <p>Experienced local riders who have ridden for many years in the region, and who continue to contribute to the trail network through building, maintenance and other activities.</p>	<ul style="list-style-type: none"> • Trails and bike parks accessible from population centres and together offering a range of trail types. • Inter-connected trail networks offering a range of difficulty levels and technical challenges. Ideally offering at least a day's riding. • Skills parks and technical trails. • Participative and competitive events. • Trailheads with appropriate facilities including signage, car parking, bike wash-down, food services, shuttle transport. • A range of trails accessible for shorter 1 to 4 hour rides near places of work and living. Trails generally for the local user market although will travel more broadly to key trails regionally and will travel nationally for longer weekend breaks and short holidays. • Some feature rides that might include long descents, well designed and constructed features, outstanding scenery and other features.
Horse Riders 	<p>Individuals and small groups likely to be members of local horse riding clubs.</p>	<ul style="list-style-type: none"> • Bridle trails accessible from horse agistment areas/equestrian centres or with adequate horse trailer parking and unloading facilities. • Some further dedicated bridle trails with the appropriate facilities.

Market	Description	Experience Needs and Preferences
Schools and Education Groups 	<p>Schools, outdoor education and youth groups from within and near the region.</p>	<ul style="list-style-type: none"> • Guided or self-guided walking, hiking, cycling, mountain biking or horse riding experiences that offer environmental or cultural learning, outdoor skills development, challenge and team building opportunities. • A range of trails will be needed suited to different ages and skills. • Nearby accommodation and education facilities suited to school and youth groups. • Trails experiences may be part of longer learning products or packages. • Good pre-trip information and booking. • Engaging, immersive interpretation.
Trail Bike Riders 	<p>Riders in the young adult to middle age groups.</p> <p>Experienced local riders who have ridden for many years in the region.</p>	<ul style="list-style-type: none"> • Trails accessible from population centres. • Inter-connected trail networks offering a range of difficulty levels and technical challenges. Ideally offering at least a half day or day's riding.

2.6 The Australian Mountain Bike Market

Mountain biking continues to grow as one of the fastest and most popular family friendly lifestyle activities in Australia. The mountain bike market is not a homogenous group but rather a collection of user types which display different characteristics and needs e.g. beginners, family groups, downhillers, tourers, trail enthusiasts, technical riders etc.

The size, activity patterns and needs of the Australian MTB market fall into three broad categories:

Family/leisure riders



Ride occasionally for recreation and enjoyment

Enthusiasts



Ride at least fortnightly and enjoy more technical rides

Hardcore riders



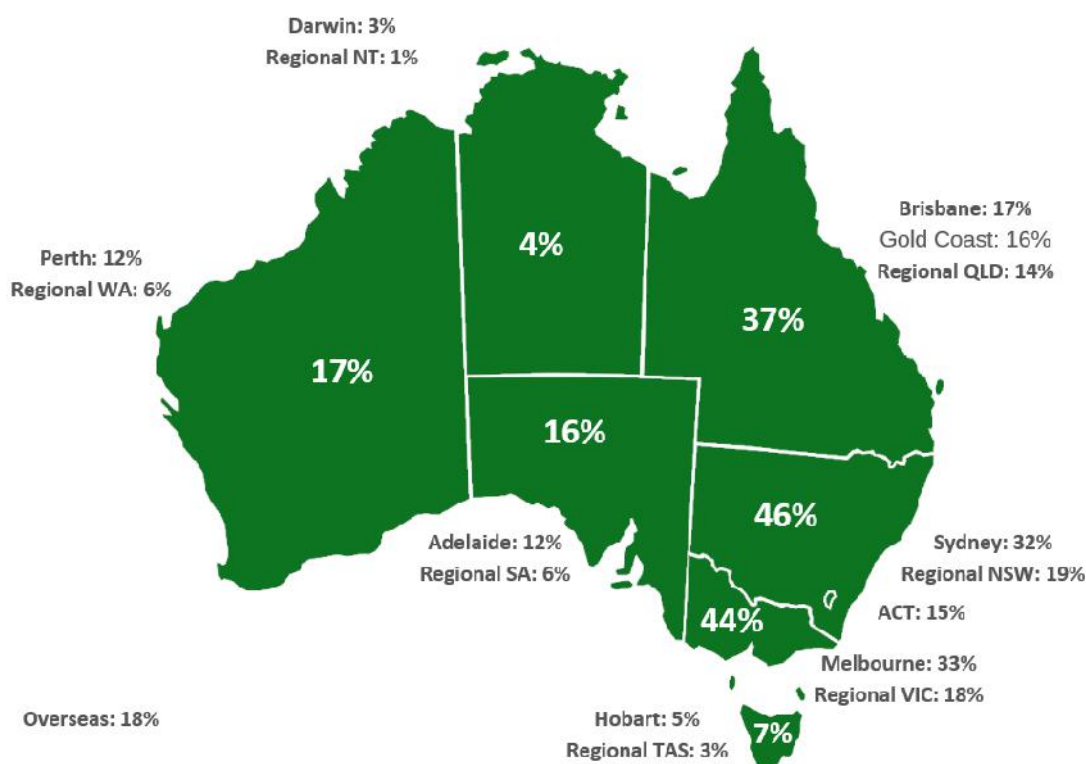
Ride weekly (some daily) and participate in competitions, events and group rides.

Participation

The Australian resident mountain bike market is estimated to be around 679,000 people⁴. Cycling research undertaken by Ernst and Young 2015 suggests that the highest rate of cycling participation at a state level was from NSW (46%) followed by Victoria (44%). Of all Australian cyclists, 18% had participated in a cycling experience overseas. Participation rates for mountain biking in Australia has been categorised within broader cycling participation research which has found:

- 3.6 million (17% of) people ride a bike in Australia each week and 7.4 million (37%) had ridden at least once in the previous year.
- Approximately 70% of the bikes sold in Australia are mountain bikes.
- 5.1% of Australians are commuter cyclists, compared with 14.1% for recreation or exercise.
- Over a third of our children ride a bike weekly – the highest levels of cycling participation is from 2 to 9 year old children where 44% had ridden in the previous week, and 32% of 10 to 17 year old's.
- 55% of households have at least one bicycle in working order.

Figure 1. National cycling participation rates per state/territory⁵



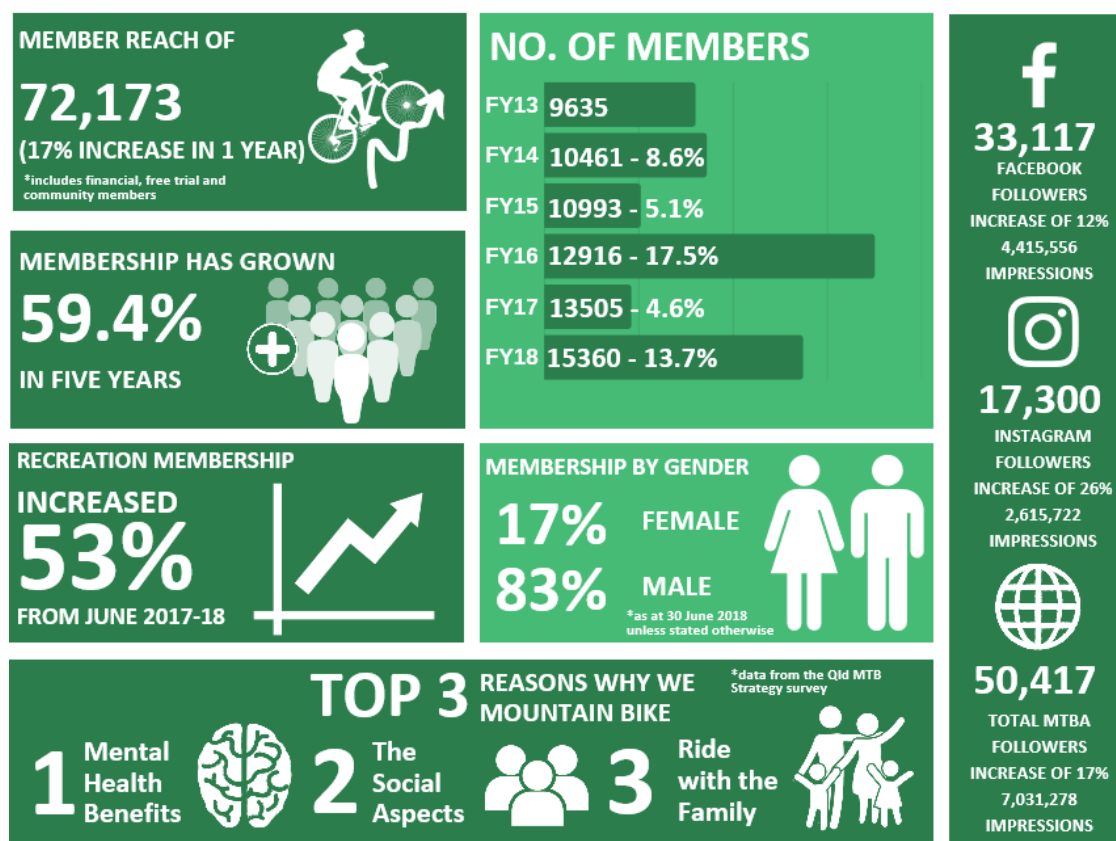
MTBA's database reach now exceeds 70,000 individual members with a financial member increase from 2018-2018 of 13.7%. Over the last four years, MTBA's financial membership has grown by 45%, with nine new clubs established in 2018 taking total club representation across Australia to 168. This growth is attributed to public and stakeholder engagement and awareness through hosting forums, providing MTB coaching training and 'come and try' sessions.

⁴ Eurobodalla Trail Audit 2018

⁵ 2015 Ernst & Young – EY Sweeney. Growing Cycling Tourism in Victoria – Report – September 2015

Out of a total of 168 Clubs affiliated with MTBA, NSW has the highest number of clubs (52), affiliated schools (4) and members 4,417 – an increase of 36.3% since 2015. Club membership in NSW is dominated by males (85%). While the number of female members has increased by 10 per cent between 2015 and 2018, the number of male members increased by 30 per cent.⁶ Across all States and Territories, the ‘Race Senior’ (45%) and ‘Senior Recreation’ (22%) categories attributed to the largest memberships.

MTBA’s Company Snapshot 2018⁷ is presented below.



The Changing Nature of Riding

In the last few years there have been significant advances in mountain bike technology, which is contributing to defining the type of riding experience achievable for and desired by riders. The current mountain bike market is dominated by longer travel cross country mountain bikes, broadly referred to as ‘all mountain’ bicycles. Electric and power assisted bikes represent one of the fastest growing segments of the bike industry as they allow riders to extend their cycling distances. Currently riders are seeking a broad range of experiences from local urban and peri-urban trails through to remote wilderness style longer distance riding experiences.

Trail demand has continued to see sustained and exponential growth both in Australia and overseas. The next few years will see bike technology stabilise following a huge increase in bicycle capability in the past five years. The all mountain category of riding will continue to grow, resulting in an increasing demand for more locations offering vastly different.

⁶ MTBA membership 2015-2018

⁷ MTBA Annual Report 2018

A photograph of three mountain bikers in a forest setting, overlaid with a dark green semi-transparent panel containing text. The bikers are wearing helmets and cycling gear. One biker is on the left, another in the center, and a third on the right, all looking towards the right. They are standing next to their mountain bikes on a path covered with fallen leaves.

A Snapshot of Mountain Bike Riders

- Predominately male, with an age of 22-55 years and a high disposable income. They are generally professional with above average earning capacity.
- Travelling with their spouse or partner (53%) or children (46%). Overall, 64% of participants/spectators engaged in the cycling experience with at least two others (i.e. three or more people), highlighting the social aspect of the activity.
- The family and the wider visitor market continue to demand a range of activities, not just mountain biking.
- Use their own bike (68%) or hire a bike (30%)
- Are cycling tourists – stay overnight and travel more than four hours or 50km away from home (72%).
- There has been growth in demand for mountain bike programs aimed at 5 to 8 year old's. The trend demonstrates the need to focus on a diversity of users with a range of offerings.
- Apart from the very extreme riders or the very dedicated youth, most visitors also undertake other activities during their stay.
- The cycle tourist is much more likely to undertake a range of other activities compared to non-cycle tourists, explaining why the cycle tourist's average spend is much higher than non-cycle tourists. Of interest is their tendency to eat at restaurants, go to licensed venues and go shopping; all activities which would benefit Eurobodalla's economy.

Regional Response to Mountain Bike Growth

Over the last ten years mountain bike trail networks and bike parks offering a range of trails and events attracting local, domestic and international visitors have been developing across Australia. Appendix A provides several case studies documenting their success.

A large proportion of existing authorised MTB trails in NSW had their origins as unauthorised or unsanctioned trails, i.e. built without the formal permission of the land manager. Over time many trails have subsequently been authorised as a result of the trail builders or user groups engaging respectfully with the relevant land managers and stakeholders, and following the formal, and in many cases legislated, processes they require. Many sanctioned trail networks in NSW have been designed, built and are maintained by volunteers from mountain bike clubs, groups or trail alliances, operating with the permission and oversight of the relevant land managers, for the benefit of the community.

From a land tenure perspective, the FCNSW hosts the largest number of kilometres of sanctioned trails for mountain biking, particularly in regional NSW. They are followed by Crown Land, Councils, private land and the National Parks & Wildlife Service.

The NSW Government is preparing a state-wide Mountain Bike Strategy as is the ACT Government to leverage the growth of this market and the associated economic and community benefits. There are 90 trails available in the state for MTB experiences (this does not include private trails for private use only).

NSW has the most clubs affiliated with MTBA (52 clubs), highest membership (4,172 members), highest number of affiliated schools (4), most MTBA accredited coaches (179 coaches). MTBA NSW members include 85.4% males and 14.6% females. It is important to recognise that as with many nature-based active pursuits (MTB, trail running, bush walking, paddling etc), that the true number of users is most certainly and significantly higher than data capture may suggest, given the nature of the activity: it can be and is often undertaken outside of membership based organisation and/or event structures.

The summary provided in Appendix B provides details on mountain bike riding opportunities across the region and those under development. This strong groundswell of effort being put into developing trails in ACT and Snowy Mountain's regions reflects the popularity of the sport. Eurobodalla needs to understand its advantages in order to position itself as a strong contender within this increasingly competitive space. While these developments could potentially threaten the popularity of an adventure trails hub at Mogo it could also present opportunities for collaboration and growth.

Numerous other small and large-scale mountain bike networks and facilities exist around Australia and are returning strong community and tourism benefits. The most notable example is Blue Derby (Tasmania). An investment of \$3.1million in developing over 85km of purpose-built mountain bike trails spread across the Derby and Weldborough towns now returns \$15million to Eurobodalla Shire's economy each year and more than \$30m to the state economy. The township of Derby has largely embraced the opportunities provided by mountain biking, with the development of new food and beverage outlets, accommodation and bike stores.

Programs have been established to provide local disengaged youth the opportunity to experience mountain biking in Blue Derby. The experiences have been transformative for young people in St Helens, who have limited alternative options for recreation. The programs provide them with an appreciation of the natural environment, personal health and wellbeing benefits, as well as career options in adventure guiding, mountain bike maintenance and tour guiding.

Successful Trail Destinations – Derby, Tasmania

- Estimated \$30M return on - initial \$3.1M investment
- Estimated 50,000 trail visitors PA
- Avg. stay of 4 to 5 nights + 5 more nights in other parts of Tasmania
- Range of new businesses opening
- Local teenagers come after school to wash bikes – pride and confidence in their eyes



Successful Trail Destinations - Harcourt Bike Park, Victoria

- Opened in March 2018 with 34km of newly constructed single track
- The Park has 11 x trails that cater to riders of all abilities from beginner to advanced
- The Victorian Government provided \$1.99M investment through the Regional Jobs and Infrastructure fund
- A Community Reference Group played an important role during the development, planning and construction of the Park
- The Park is managed by a volunteer committee of management
- The Park is expected to generate 25,000 visitors in 2018 - 100,000 PA within the next 5 years



2.7 SUMMARY OF FINDINGS

- Trails tourism is a growth market being targeted by all jurisdictions across Australia. NSW and ACT are now focusing on cycle tourism and are developing mountain bike tourism strategies.
- Cycle tourism is appealing due to the higher spend of cycle tourists and the younger demographic that it attracts.
- A destination with attractive scenery, trails and services which meet the needs of a range of cycle tourists is well placed to capitalise on this lucrative market.
- Tourism is a significant industry for the region with an estimated 550 tourism businesses in the region.
- Canberra's population is forecast to grow from 412,000 to 554,000 by 2036. It is a significant source of visitors to the region and is considered Eurobodalla's main growth market. The ACT Government promotes "Canberra plus 3 hours" as an economic zone of 800,000+ people.
- A large proportion of ACT and NSW residents ride a mountain bike and willing to travel for the experience. This is a significant opportunity for Eurobodalla and key consideration in the development of its trail network.
- The optimal experience is provided through adequate services and facilities and good trail design and destinations that have developed these combinations are proving successful such as Harcourt Hill in Victoria.
- The development of an adventure trails hub is relevant to Eurobodalla's economic development and local planning strategies. It also embodies the direction of existing state policies and regional development strategies.





3 An Overview of Mogo and its Trail Network

3.1 Mogo Village

Mogo is located between two region centres of Batemans Bay and Moruya, along the Princes Highway. The village is located 10kms south of Batemans Bay and 17kms north of Moruya. Mogo village is a popular tourism destination offering a range of attractions including Mogo Zoo, the Mogo Gold Rush Colony and the Eurobodalla Regional Botanic Gardens as well as a range of visitor services including cafes and retail in a heritage village setting. Mogo's village atmosphere, historic charm and attractions make it a popular stopover for visitors to the region. The Gold Rush Colony is the only commercial accommodation in Mogo. It offers self-contained cabins and bunk house accommodation for large groups. There is a range of commercial accommodation in the surrounding region.

The Mogo village Business Chamber is made up of Mogo business owners who work together to support the Mogo community and encourage local business growth.



3.2 Eurobodalla Regional Botanic Gardens

The Eurobodalla Regional Botanic Gardens (ERBG) is approximately 42 hectares and managed by ESC. The land is part of Mogo State Forest and is located adjacent to Deep Creek Dam. FCNSW leases the land to ESC on the understanding that it will be used for a botanic garden.

Since its establishment, the number of visitors to the site has been increasing steadily over the last 5 years with approximately 72,000 people visiting the site annually⁸. Most visitors are residents (65%), domestic overnight visitors (30%) and a small number of international visitors (<5%)⁹. The ERBG hosts several events throughout the year, together with several school education and adult learning programs.

Redevelopment of the Visitor Centre, a new café and function/venue space and other improvements are underway to provide for the attraction's growing popularity and to improve revenue opportunities. Over eight kilometres of walking tracks have been constructed throughout the site.

Cyclists are not permitted on the trails; however, it is a popular stop over as the gardens are located adjacent to the Deep Creek trail network and a short ride to the trails.

⁸ Eurobodalla Regional Botanic Gardens 2019

⁹ Ibid

3.3 Mogo State Forest

Mogo State Forest is managed by the FCNSW. Mogo State Forest is managed as a sustainable forest, harvested and regrown for timber. The forest is actively harvested and often visually changes for short periods as a result.

State Forests are also used for recreation activities and FCNSW is recognised as a significant provider of walking and mountain bike trail networks and provides the most permitted mountain bike trails than any other public land manager in NSW¹⁰.

Walking trails are also provided in state forests. The Mogo Walking Track starts near the entrance to Old Mogo Town and is a 20-30-minute looped walk. A visitor carpark is available at the start of the walk. The track is a well-defined path, weaving through towering spotted gum forest and burrawang undergrowth.

South East Coast Secondary School Mountain Biking Championships

Currambene State Forest, Shoalhaven

South East Coast Secondary School Mountain Biking Championships also known as the “The Coondoo Classic” was held at the Currambene State Forest, Falls Creek, 8km south of South Nowra in June 2019. The Championships were staged on the fire roads and single tracks within the forest. The area is a favourite mountain bike site for the local South Coast United Mountain Biking Club. The club has a Land Based Forest Permit with FCNSW. Vincentia High School apply for a FCNSW Event Permit each year due to the benefit it provides the sport. FCNSW supply hats, drink bottles and buffs to each student. Shoalhaven City Council provide information for visitors. This partnership has been in place for twelve years.

¹⁰ NSW Premiers & Cabinet 2019

Mogo State Forest Trail Network

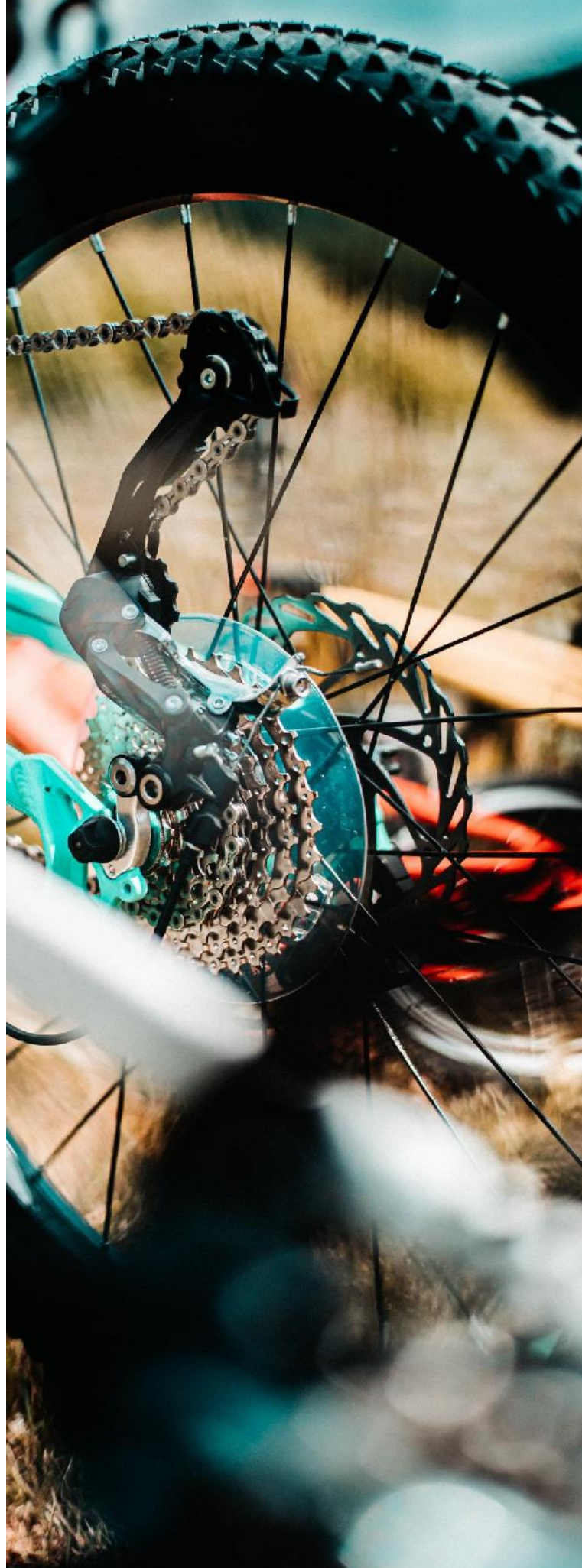
The Mogo State Forest has a significant network of existing, albeit unauthorised (not permitted) trails connecting Deep Creek Dam and Maulbrooks Road areas. The area also includes a large network of service roads, many of which provide valuable links in the trail network. The trails are used by residents for walking, trail running and mountain bike riding. Horse riders and trail bike riders also use the road networks. Trail bike riders will also use the trails from time to time. Trail bike and horse-riding are permitted on public roads within the Mogo State Forest; however, they are not permitted on trails.

Whilst the volume and frequency of use is not measured in Mogo State Forest, anecdotal evidence suggests that trail use has significantly increased in the last few years as mountain biking as a recreational activity continues to grow.

The existing network of mountain bike trails in Mogo State Forest were initially developed by trail bike riders and later maintained and repaired by local mountain bike riders. The quality of existing trails is highly varied, with most trails featuring sound alignments and good trail flow, though some trails require realignment and renewal.

Several mountain bike groups, both formal and informal, use the Mogo State Forest to ride including Eurobodalla Cyclists (including Off Camber), Narooma Mountain Bikers and Eurobodalla Bicycle User Group (EuroBUG).

Forest permits are designed to manage recreational use in State Forests by organisations, clubs, recreational user groups for events and occupation of State Forest sites. The Eurobodalla Cyclists previously held an agreement over about 11kms of the Maulbrooks Road trail network; however, the permit expired and was not renewed by the club. FCNSW has indicated support for potential mountain bike opportunities in the Eurobodalla Shire, including the opportunity for a Forest Permit to create, manage and maintain a permitted trail network in Mogo State Forest.



Crown Land NSW - Deep Creek Dam

The immediate area of land surrounding Deep Creek Dam area is designated Crown Land and is managed by ESC under licence from Crown Lands NSW for the purpose of 'environmental studies'. The area is approximately 241ha.

The Deep Creek Dam contains 14km of trails with multiple access points including the main car park of the Eurobodalla Regional Botanic Gardens, and numerous FCNSW roads including the corner which intersect with The Ridge Road, Dog Trap Road and Myrtle Creek Road (See Figure 2). The Mogo Dam Loop consisting of 8.7km of trail is in this area. The remainder of the trails are located on FCNSW land.

The area contains numerous endurance trails, fire/service trails and mountain bike trails. The area is heavily used by mountain bikers and has the highest density of maintained trails when compared to Maulbrooks Road. The single track is maintained by the local riders and combined with the network of fire trails makes for many ride combinations. The trails have become popular for local riders as they are easier to maintain and closer to residential areas for easy access. The trails are located within riding distance from Batemans Bay and surrounding population areas.

The Mountain Bike Trail Audit¹¹ provides detailed guidance on the stock of trails, with accurate assessments according to value to network, sustainability, ride quality and IMBA trail standards. An assessment of the trails in the Deep Creek Dam area is presented in Appendix C.

Whilst the Deep Creek Dam area is not logged, the land surrounding the Deep Creek Dam in the Mogo State Forest is regularly logged which has significant impact on the visual amenity of the area that some trails pass through. Some trails have been destroyed as a result of the logging operations.

The Trails Audit concluded that Deep Creek Dam trail area should be considered for continued sustainable mountain biking use and potential future development given the number of existing trails, suitable land forms, soil, vegetation, and topography and its proximity to local population areas, access hubs, parking and amenities.

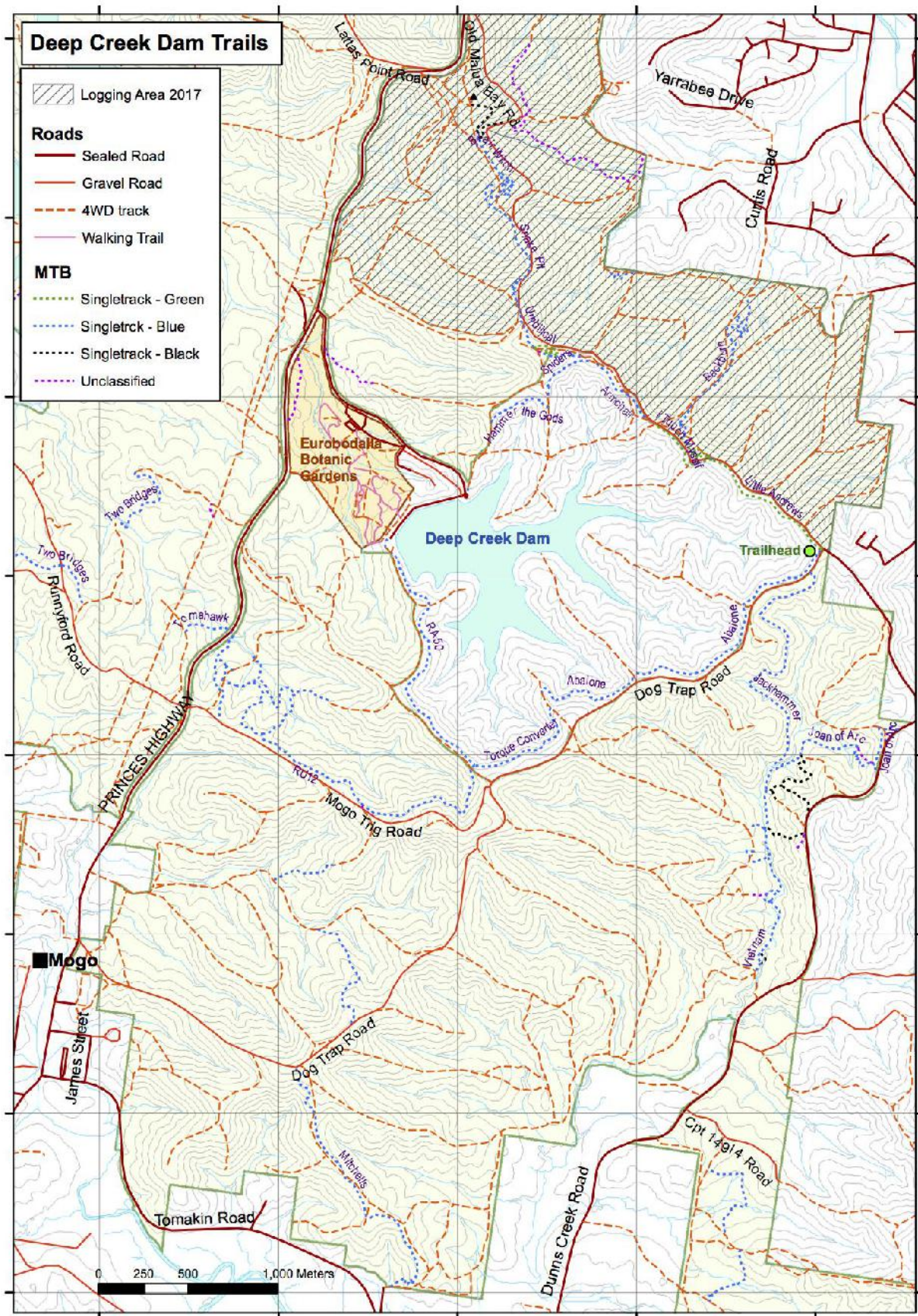
For trail development and use to continue, a club or other entity such as ESC will need to apply to FCNSW for a permit, and the trails must be maintained and managed in accordance with FCNSW requirements. This is an important consideration as it remains the only avenue for permitting and actively promoting the existing trail network for use and events in Mogo State Forest.

Key Considerations:

- Deep Creek Dam is located on Crown Land and managed under licence to ESC. Any proposed trail development within the immediate vicinity of Deep Creek Dam will need to be consistent with this licence and with the approved use of the area. A request for variation of the purpose of the tenure to accommodate the proposal may also be required. Native Title will be a key consideration as to whether the purpose can be varied.
- Any proposed trail development in the area adjacent to Deep Creek Dam and within the Mogo State Forest will require approval and a permit for use from FCNSW.
- Any future trail use and development will need to consider the FCNSW forward logging program and how this may impact on trails and access.
- Environmental and cultural heritage assessment of proposed trails will be required.
- The area is also the subject of a current claim under the Aboriginal Land Rights legislation that will need to be resolved before any action can be taken.

¹¹ Eurobodalla Shire Council 2018

Figure 2. Mogo State Forest – Deep Creek Dam Exsiting Trails



Maulbrooks Road

There is a 33km of trail network around Maulbrooks Road within the central part of Mogo State Forest, just south of Mogo. This area has a main access point from the trailhead at the corner of Maulbrooks Road and Dam Road and can also be accessed from trails via the Deep Creek Dam area.

Some of the single track is maintained by the local riders and combined with the network of fire trails makes for many ride combinations. The Eurobodalla Cyclists previously held an agreement over the Mogo State Forest trail hence the high density of trail development, both formal and informal. Currently this area contains numerous motorbike trails, fire/service trails, and a high density of mountain bike specific trails (no longer covered by a land permit). The area was logged in 2015 and subsequently trail maintenance and use has decreased significantly.

The Mountain Bike Trail Audit¹² provides detailed guidance on the stock of trails, with accurate assessments according to value to network, sustainability, ride quality and IMBA trail standards. An assessment of the trails in the Maulbrooks Road area is presented in Appendix D.

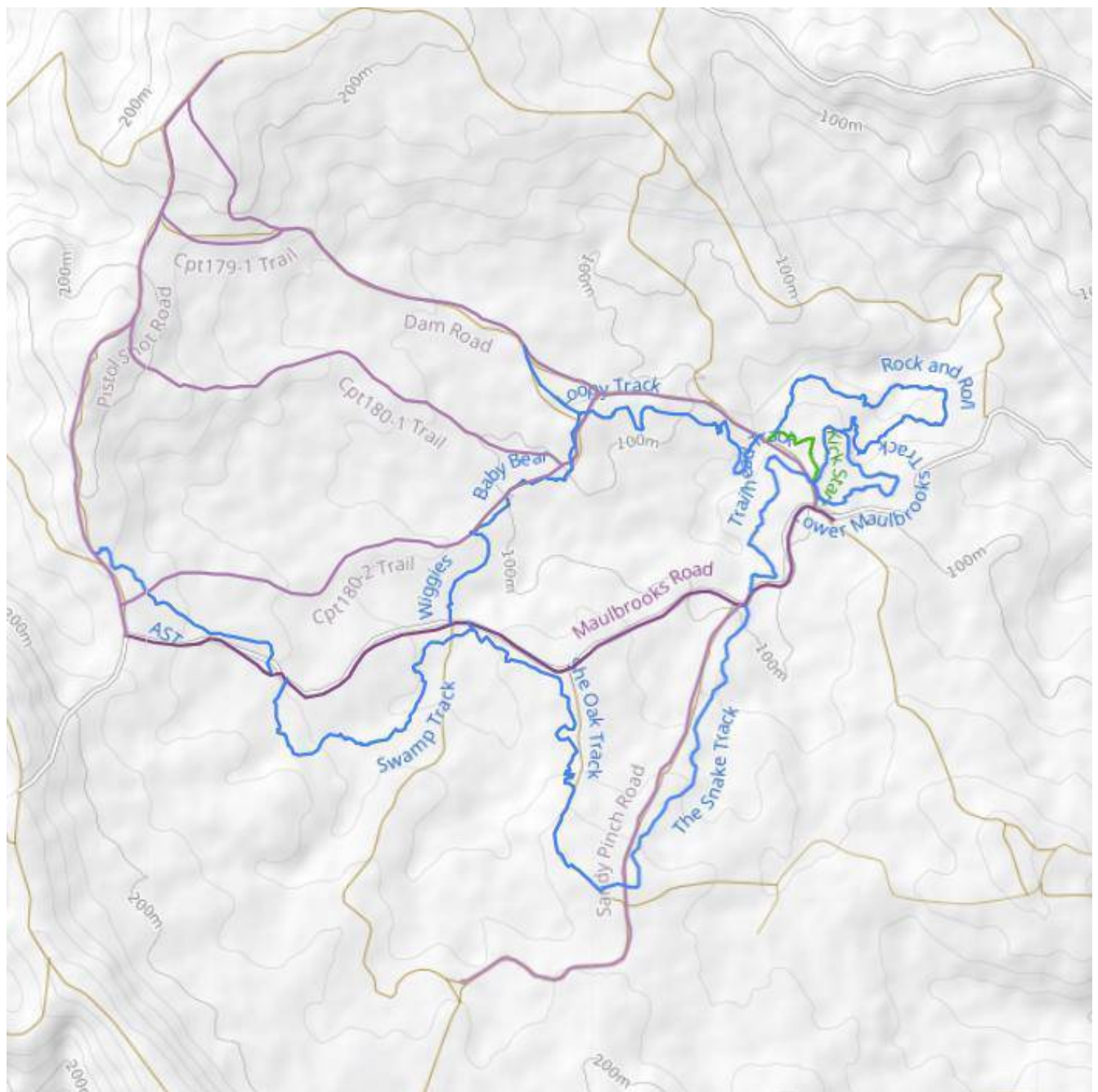
The Trail Audit concluded that Mogo State Forest trail area should also be considered for continued mountain biking use.

Key Considerations:

- Any proposed trail development in the area of Mogo State Forest managed by FCNSW will require approval and a permit for use.
- The area is logged and any and future trail use and development will need to consider the FCNSW forward logging program and how this may impact on trails and access.
- Environmental and cultural heritage assessment of proposed trails will be required.



Figure 3. Mogo State Forest - Maulbrooks Road Existing Trails



3.4 Events

Events are an important part of mountain biking and have the potential to contribute to the regional economy. Due to its topography, Mogo State Forest has previously hosted several events ranging from short loop endurance events to long-distance cross-country events. The Mogo sportsground was used in the past for the Angry Doctor Ride – 25km, 50 km and 100km trail event between Mogo and Eurobodalla Regional Botanic Gardens making use of the culverts under the Princes Highway to link with the Mogo State Forest mountain bike trails.¹³ Similarly the Mogo Resurrection Ride started from the Original Gold Rush Colony in Mogo and used similar trails. A summary of events held in the Mogo State Forest is presented in Table 2 below.

The proposed staging of a new event in late 2019 demonstrates the ongoing interest of event organisers.

Table 2. Mogo State Forest events summary

EVENT	DETAILS
Jetblack Wild Wombat MTB Challenge	This event run by Rocky Trail Entertainment Pty Ltd was a 12-hour solo or relay style event conducted on the 8km loop around Deep Creek Dam on Crown Land. The Jetblack Wild Wombat MTB Challenge is part of the Rocky Trail cross-country events portfolio targeting the 25-49 year predominately male demographic.
Mogo Resurrection Ride	This event, run by Elite Energy was made up of 3 distances; 25, 50 & 100km's and was based from the Original Gold Rush Colony in Mogo. The event incorporated trails between Mogo and the Botanic Gardens on the eastern side of the Princes Highway and used the culverts under the highway to access trails on the western side of the highway and incorporated the trails located around Maulbrooks Road.
Singletrack Mind Series	The Singletrack Mind Series featured five mountain bike endurance events of 7 and 4 hours duration. In 2014, Chocolate Foot held a 6 hour endurance ride around the 12km loop at Maulbrooks Road attracting nearly 300 riders.
The Angry Doctor Ride	This event was made up of 3 distances; 25, 50 & 100km's and was based from the Mogo Shopping Village and sports field. The event incorporated trails between Mogo and the Botanic Gardens on the eastern side of the Princes Highway and used the culverts under the highway to access trails on the western side of the highway and incorporated the trails located around Maulbrooks Road. This event operated from 2009 to 2012 with numbers built up to over 800 riders.

¹³ The event operated between 2009 – 2012 with up to 800 riders involved (source Eurobodalla Shire Council Mountain Bike Trail Audit Report)

Attracting Events

Attracting events is an important consideration for any trail destination. In particular, mountain bike event organisers often look for venues that cater for different racing formats and have enough space for group starting areas, overflow parking, spectator viewing, and provision of essential services such as power and water and should be family friendly and include village activities. For national or state events, preferred venues are generally:

- within 90 minutes' drive of a major airport, enough access to car hire services and easy access for freight deliveries.
- located in an area with wide range of accommodation options located at or near the venue.
- offer a wide range of visitor services and facilities at venue location (supermarket, restaurants, take away food, tourist services, medical services, garages, chemists and bike stores).
- offer onsite venue services and additional benefits must include access to office accommodation or close and economical supply of site sheds, hire companies, bus and driver rentals, crowd control fencing, security services, parking, first aid and medical services, timing, public toilets, fire and emergency service and State Emergency Service nearby.
- have a local mountain bike club located at the venue location, a local hospital within a 30-minute drive and a shuttle uplift service for downhill races.



3.5 Consultation on the Concept of a Mogo Adventure Trail Hub

Consultation on the concept of a Mogo Adventure Hub occurred with key stakeholders between April and June 2019. Business organisations and community groups consulted included:

- Eurobodalla Regional Botanic Garden
- Local User groups – mountain bike clubs, walkers, horse riders, trail runners and trail bike riders
- Event Organisers
- Local Businesses/Chamber of commerce
- Mogo Local Aboriginal Land Council
- Government Agencies - FCNSW, Crown Lands and National Parks.

The main points raised are summarised below:

- The concept of a trail hub at Mogo has merit and is a potential opportunity for tourism to the region.
- It has potential to offer local riders and visitors' access to good trails all year round compared to other regional trail destinations.
- The trails within Deep Creek Dam (Crown Land) and adjoining Mogo State Forest offer good opportunities for mountain bike riding because of location and views.
- The trails around Maulbrooks Road in Mogo State Forest have different geology and therefore the trail experience is very different. It is a separate hub.
- If done well, the hub could be a model for Eurobodalla – linking to other areas (Batehaven, Surf beach, Tomakin) and can also be a midway point between other mountain bike destinations (Tathra, Nowra, Cooma). Other longer trails, for example Mogo to Nelligan could also start and finish at the hub.
- In order to be successful, the hub will need to have:
 - Facilities that service mountain bike riders and non-riders such as good access, parking, water refill stations, signage at the trail head and at key entrance and exit points at Mogo and adjacent to suburban areas that support the ride-in and ride-out concept.
 - Other facilities such as food, toilets, parking, coffee, bike hire, shuttle option, bike wash facilities.
 - A good single use trail network that provides progression for beginners to intermediate to experienced riders.
 - Trails that provide a mix of gradients and switchbacks, construction, variety of terrain and a variety of technical features (fun tracks, jumps, and downhill).
 - Multi use trails - trails for everyone so there is something to do for others who do not ride (which may mean creating trails just for walkers).
 - Activities for non-riders in the hub or close by.
 - Signage to allow people to learn and understand about Aboriginal heritage.
 - Wayfinding signage from accommodation hubs e.g. Batemans Bay to Mogo.
 - Bike racks and storage in Mogo and at Botanic Gardens.
 - Parking for horse floats will also be required if horses are permitted on the trails.

- The appearance of logged areas detracts from the visual experience and therefore it is best to maximize use of areas not used for logging.
- A challenge will be to manage the trail network within the logging program.
- A lower dam loop would be good for non-riders with a nice walk around the dam.
- There is a need to manage local resident conflicts around the Dam Track. A lot of nearby residents use the tracks for dog walking etc.
- From a bushwalker's perspective:
 - The area around Deep Creek Dam is heavily logged forest and poor bushwalking country.
 - The best area is around Deep Creek Dam, but it needs prettier trails.
 - Bushwalkers don't like to share trails with mountain bike riders.
 - Generally, bushwalkers prefer national park trails to state forest trails.

Parking and Congestion

- Parking and congestion is an issue at Mogo particularly in peak holiday periods – it would be best to plan for multiple track heads to disperse use.
- Highway safety is an ongoing concern and any development will have to be mindful of its impact.

Connecting Trails to Key Areas

- Connecting trails with accommodation hubs and other suburban trails is important so users are not forced to drive to the trails. This is particularly important for school students who use the trail network as part of their education program.
- The opportunity to link the Botanic Gardens into the hub would be a good idea. People can enjoy the café and gardens if they are not riding.
- Note that there is limited accommodation in Mogo – so riders will be coming from other areas - therefore connectivity is vital (seaside to Mogo).

Trail Network

- A good single use trail network that provides progression for beginners to intermediate to experienced riders.
- Trails that provide a mix of gradients and switchbacks, construction, variety of terrain and a variety of technical features (fun tracks, jumps, and downhill).
- The existing trail network could be improved and made smarter with some trails upgraded and others not prioritised or identified as part of the trail network.

Trail Maintenance

- There are ongoing issues with trail maintenance within Deep Creek Dam area and Mogo State Forest. A sustainable maintenance system will need to be developed.

Different Markets – Family and E bikes

- The plan should consider opportunities for the family market. Facilities such as a junior mountain bike park, skills park, pump track and more accessible green trails with clear signage to indicate trail level are suggestions.

- Electric mountain bike use is increasing. This will make it much easier for people to access mountain bike trails with ease – use is increasing nationally and makes it more appealing and it is levelling out the market.
- Botanic Gardens are located at an ideal location for trail hub, and an attraction for riders looking to use facilities (café, toilets).
- The increased use of the trailhead for Dam Creek Loop near Ridge Road has created concern for nearby property owners. Location lacks adequate room for a car park.
- Motocross (off road motorcycles) are heavy users specifically around Maulbrooks Road.

Events

- To attract events, the region will need good quality trails. Mountain bike club trail quality is varied and often do have the infrastructure or suitable trailhead for events of 200-700.
- Event bases require minimal infrastructure – such as open flat ground, toilets, event headquarters, access to power.
- Over the last few years, destinations are working up an event program with councils and are attracting events with seed funding.
- Eurobodalla’s trail network offers a lot of opportunity, but it is currently disjointed, varying quality, lacking infrastructure including trail heads and event centre.
- Gold Rush Colony at Mogo has the potential to make a good event base.





4 Assessment of Mogo as an Adventure Trails Hub

4.1 What Makes A Successful Trails Hub?

A trail hub is 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.

A successful trail hub is more than its physical trails. A combination of factors creates a hub that continues to attract visitors through its reputation for quality and a special experience. At the core of attracting trail visitors is the environment and setting, the quality and quantity of trails, their accessibility and the interest and challenge offered.

A key component of a successful trails hub is the capacity to service the needs of the trails tourist through an adequate supply of services. Trail users today have higher expectations about their trail experience and are anticipating ease of planning and fact finding, access, high quality regularly maintained infrastructure, facilities and services and complementary packaged options including accommodation, food and beverage and other value-add activities. It is important that the user experience is central to each element of trail design and management.

The following factors tend to characterise successful trails hubs and can be categorised into two areas:

Trail Infrastructure, Design, Support Facilities and Management

- Diversity of trail types, styles and destinations
- Concentration of trail opportunities
- High quality, sustainable trail infrastructure
- Leading and supporting trails
- Accessibility
- Effective governance, coordination and management
- Community and industry engagement and support
- Trail Maintenance and Day-to-Day Management

Visitor Experiences

- Distinctive experiences
- Quality pre-trip information
- A range of quality support services and facilities
- Trail, food, beverage and retail products and businesses
- Strong trail destination positioning and marketing

4.2 Local, Regional/State or National Significance

For ease of planning, many strategies categorise MTB trails and hub types into three types – local/community trail, regional or state trail and Must Do, Iconic or Signature Trail.

LOCAL SIGNIFICANCE	REGIONAL SIGNIFICANCE	NATIONAL SIGNIFICANCE
<ul style="list-style-type: none">• A trail commonly designed by Local Governments to encourage healthy community lifestyles and also support alternative commuting around townships such as bike and walking trails.	<ul style="list-style-type: none">• These may be a network of trails that form short walks for local people and visitors alike in regional areas. Some may also be lesser known multi-day experiences. Mostly used by intrastate or domestic visitors, these trails traverse through natural locations often in national parks or state forest reserves.	<ul style="list-style-type: none">• This type of trail experience is internationally renowned. Visitors undertake these experiences as a must-do when visiting a destination. The experience may be themed (e.g. gourmet trail, rail trail) or be included in an international event such as trail running or mountain biking.

Each category has a different set of criteria and characteristics.

Table 3 on the following page provides a summary of category description and characteristics.¹⁴



¹⁴ Adapted from Wellington Regional TRAILS FOR THE FUTURE September 2017 A strategic framework for trails in the Wellington Region

Table 3. Local, regional and national trail descriptions and characteristics

CRITERIA	LOCAL	REGIONAL	NATIONAL
Description	A trail commonly designed by Local Governments to encourage healthy community lifestyles and support alternative commuting around townships for bike and walking trails.	These may be a network of trails for local people and visitors alike in regional areas. Some may also be lesser known multi-day experiences. Mostly used by intrastate or domestic visitors, these trails traverse through natural locations often in national parks or state forest reserve.	This type of trail experience is internationally renowned. Visitors undertake these experiences as a 'must do' signature experience when visiting a destination. The experience may be themed (e.g. gourmet trail, rail trail) or be included in an international event such as trail running or mountain biking.
Length of trails	Up to 20km	20 - 80km	>80km
Number of loops	2+	2+	4+
% of singletrack	>80%	>50%	>50%
Minimum area of site	>250ha	>500ha	>1,500ha
Location	Selected areas	<40km from 15,000 population	<180km from airport /major transport links
Road access	Must have clear public road access	<10 km from highways & primary roads. Must be within 1km of a national or state road	<20km from major highways Must be within 1km of a national or state road
Exclusion zones		>45 km from another national or regional scale centre	>90 km from another national scale centre
Minimum Infrastructure required	<ul style="list-style-type: none"> ✓ Car park ✓ Toilets ✓ Trail head signage ✓ Trail markers 	<ul style="list-style-type: none"> ✓ Car park ✓ Toilets ✓ Trail head signage ✓ Trail markers 	<ul style="list-style-type: none"> ✓ Car park ✓ Toilets ✓ Trail head signage ✓ Trail markers ✓ Accommodation ✓ Bike hire ✓ Cafe

4.3 The Potential Opportunity for Mogo

Mogo State Forest and its surrounds offers significant potential to be the South Coast's leading mountain bike destination that will be a regional/state attraction. This potential can be realised through development of a critical mass of trails and trail related services in Mogo village and the surrounding area. Mogo and the region can be ideally positioned as a trail hub surrounded by a range of trail and outdoor activities throughout the entire South Coast region. Whilst most trails will focus on mountain biking to attract a young and new growth market segment, Mogos potential can be further enhanced when clustered with iconic regional product identified in the draft Nature based Tourism Feasibility Strategy¹⁵.

The recommendations aim to build capacity within Mogo and surrounds to be the base from which a range of trail activities can occur, and which would ultimately attract overnight domestic visitors from Canberra and Sydney.

Developed correctly Mogo has the potential to become an outstanding state significant Trails Hub. It is well placed to achieve this because:

- It is already an established tourism destination with existing infrastructure to support visitors.
- It utilises existing infrastructure and services which will reduce capital investment.
- Local businesses are supportive and see the opportunity.
- The community is generally supportive of the concept.
- It can provide accessible trails especially for community, families and young people.
- Majority of trails are on state owned land.
- It can offer a cohesive trail network offering multiple classifications and trail types within a single uninterrupted area.

The assessment of Mogo against the successful trails hub criteria is summarised in Table 4.



¹⁵ Inspiring Places 2019

Assessment of Mogo as a Potential Adventure Trail Hub

Table 4. Potential adventure trail hub assessment criteria

CRITERION	CHARACTERISTICS	ANALYSIS OF MOGO STATE FOREST	RECOMMENDATIONS
TRAIL INFRASTRUCTURE, DESIGN, SUPPORT FACILITIES AND MANAGEMENT			
Diversity of trail types, styles and destinations	<p>A diversity of trails suited to a range of users and markets is desirable to broaden the destination's appeal— both for people for whom a trail experience is the main reason for the visit and visitors for whom a trail is one of several activities they undertake. This can be achieved in a variety of ways, such as trails in different locations and landscapes, long and short trails or different loops and journey options; a range of challenges.</p> <p>Successful mountain biking destinations typically offer trails for a variety of riding styles, skill levels (beginner, intermediate and advanced) and technical challenges. Internationally accepted guidelines for sustainable mountain bike trail design are provided by the International Mountain Bicycling Association (IMBA).</p> <p>Design of shared use trails (such as with walkers) needs to take account of the safety of all users, such as through lines of sight and measures to limit bicycle speed on corners and downhill sections.</p>	<p>Diversification of the Mogo trail network is critical as the existing network primarily caters for intermediate to experienced riders with most trails rates as IMBA Blue. Consultation with key stakeholders also indicated the need for a greater diversity of trails. Snaketrack, within Maulbrooks trails, could conceivably be rated IMBA green.</p> <p>The terrain at Deep Creek presents good potential for a range of mountain-biking from beginners, intermediate to technical and a better mix of trails. Deep Creek Dam provides excellent 'feature anchor points': views over Batemans Bay/coast, views over dam, Botanic Gardens, art installations, Mogo township.</p> <p>Sections of Maulbrooks Road have high local user rates, specifically the Snake Track for repeated shuttle runs. This is based on flow-nature of the trail, high quality maintenance, all-skill level useability. This area lacks infrastructure at trail head and is separated from Mogo Town. Transit/linking trail ride quality likely low vs. benefit of ride-to access.</p>	<ul style="list-style-type: none"> Two major sites present as preferred options for future trail network master planning as part of the Mogo Adventure Trail Strategy: (i) Deep Creek Dam and environs; and (ii) Maulbrooks Rd trailhead. The two areas are best kept as two separate riding experiences - due to their location, terrain and riding experience. The existing trail network at Deep Creek Dam is sufficiently expansive to form the basis of a high-quality trail network appealing to both core mountain bikers and visitors to the region seeking a mountain biking experience. The trails at Maulbrooks Road offer the potential to be included as an alternative experience/ second day experience for riders. Connecting trails that link to Botanic Gardens and the suburban areas around Batemans Bay) and possibly be connected to the upper dam loop by several offshoot trails. Trails can be designed for shared use in some cases however most trails are suited to cycling. The areas offer potential for some walking/running. A walking track around the dam (lower area) should also be considered for non-riders and visitors to the Botanic Gardens.
Concentration of trail opportunities	<p>Ideally, different visitor markets should have access to trail opportunities that cover at least 2 days of riding activity. Depending on the market, this might include linear trails that offer multi-day journeys; trail networks or trails accessible from a visitor hub with a variety short trail or day options.</p>	<p>Overall, the network lacks connectivity with many missing links between trails and between trail heads and townships. Whilst the current network allows riders to link up various combinations of rides and ride lengths, all require non-desirable sections of fire/access roads to link up.</p>	<ul style="list-style-type: none"> Mogo adventure trail hub could offer 2 days of riding opportunities for the average enthusiast if the network is formalised Trail development and upgrade will be required to create a series of trails to create a 2 day experience.

CRITERION	CHARACTERISTICS	ANALYSIS OF MOGO STATE FOREST	RECOMMENDATIONS
		Best majority single track loop is Deep Creek Dam loop (consisting of several named trails RU50 etc and with extension of RU12).	
High quality, sustainable trail infrastructure	<p>The trail's location and design should enhance the user's overall experience – whether it is a short walk showcasing a special feature, a long journey through different landscapes, a remote nature experience, a challenging mountain bike ride or an event. Trails and associated infrastructure (trailheads, signage, amenities) need to be designed and constructed to be fit for purpose and level of use, to be compatible with surrounding natural and cultural features, and to minimise environmental and social impacts.</p> <p>Trails and infrastructure should be designed and managed to be safe for the proposed uses, including shared use trails. There should be clear, accessible information (on signs and online sources) on orientation and wayfinding, trail standards, difficulty ratings, appropriate user behaviour and journey length.</p> <p>Trailheads should be accessible and provide route and other information. Trails should be well signed. There should be provision for visitor amenities such as water, toilets, shelter and picnic facilities close to trails.</p>	<p>Timber harvesting remains an issue for the trail network and its users. It has the potential to compromise the experience if the trails are not planned around the timber harvesting program. However, there are examples elsewhere where this issue is managed in collaboration with the land manager.</p> <p>Quality of many existing mountain bike trails is moderate to high in the historical context of their grassroots, informal build development.</p> <p>Trail heads are informal, not defined.</p> <p>Signage and interpretation is present, albeit limited, informal and inconsistent. Dam loop has a few hand-made wooden map boards at informal trailheads.</p> <p>Some excellent art installation on Deep Creek trails, majority on main loop.</p> <p>Botanic Gardens: cyclists cannot take bikes inside Garden or trails creating a security issue of leaving bikes unattended and unsighted in car park.</p>	<ul style="list-style-type: none"> Consolidation and improvement of existing trails will address issues of quality and sustainability. High-quality trailhead facilities will be required at Deep Creek, Mogo and other trails heads as a high priority with trailhead and parking facilities and information on orientation and wayfinding, trail standards, difficulty ratings, appropriate user behaviour and journey length. The Botanic Gardens are located at an ideal location for a trail hub, and an attraction for riders looking to use facilities (café, toilets). Botanic Gardens is an obvious trail hub/anchor point for users. Botanic Gardens represents significant mutually beneficial opportunity for trail integration (no riding within grounds), with connecting trails and bike storage, signage and carparking provided.
Leading and supporting cycling experiences	<p>Successful mountain biking destinations will have one or more leading trails or rides that characterise the experience offered and attract many riders.</p> <p>The setting in which trails are located is integral to their attraction to visitors. Spectacular or unusual settings and places of interest near trails are significant attractions for visitors and add to the pool of visitors likely to use trails. The natural and</p>	<p>There is scope to improve rider experience within the existing network by re-designing some trails to make better use of available elevation and vantage points.</p>	<ul style="list-style-type: none"> There are some potential leading trail experiences - for example the Dam Loop, and Snake Track and the local artwork installations create a great trail experience with potential to be leading trail experiences. Trail development and upgrade will be required to create a series of leading trails.

CRITERION	CHARACTERISTICS	ANALYSIS OF MOGO STATE FOREST	RECOMMENDATIONS
	cultural features of a destination also provide stories that add interest to the trail experience.		
Accessibility	<p>Trails need to be easily accessible to visitor markets from a destination's population, tourism and transport hubs. Transport arrangements and facilities need to be tailored in ways users wish to access trails, their points of origin and their logistical requirements. Examples include:</p> <ul style="list-style-type: none"> • Road access to trailheads with adequate car parking facilities • Transport services to trailheads, with facilities for transporting packs and bicycles • People, bike and luggage transfer services that facilitate one-way journeys • Bike shuttle services (and lifts) at mountain bike trails • All ability accessible facilities to encourage the broadest community use possible. 	<p>Whilst there is good road access to the trails overall, the network lacks connectivity with many missing links between trails and between trail heads and townships.</p> <p>It is understood that residents have expressed concern about parking at the intersection of Ridge Road. This issue will be resolved if the trail head is relocated in an adjacent area to provide more parking.</p> <p>The trail network is currently self-drive or ride.</p>	<ul style="list-style-type: none"> • Connecting trails to Mogo village and suburban locations on the eastern side of Deep Creek (Sunshine Bay, Batehaven etc) are required for local rides and visitors to the region. It is important to note that the new Batemans Bay Link Road will impact on links to the suburbs. • Parking and trail head areas away from local residential areas will need to be considered. • There is some potential for local businesses to provide shuttle services to/and from local suburbs trail heads and Mogo.
Effective governance and sustainable management of trail networks	<p>An effective structure (or structures) to facilitate collaboration, coordination and quality control among the different trail managers and stakeholders is critical to delivering quality trails infrastructure and experiences across a destination.</p> <p>The most effective trail governance entities tend to be those that:</p> <ul style="list-style-type: none"> • have a clear mandate for achieving a trail vision and a capacity for leadership, agreed by the relevant partners • Have a clear understanding of roles and responsibilities among the different partners • Incorporate personnel with relevant skills and experience • Have access to adequate financial and human resources for trail development, maintenance, ongoing operations, experience development and marketing. 	<p>This is the most significant issue for the development of the Mogo Adventure Trail Hub. The current lack of permit on State Forest land means that the trails are 'not authorised' and are not under the formal care and management of any entity, placing the existing trails at risk of damage (as a result of forestry operations) or closure by State Forests.</p>	<ul style="list-style-type: none"> • Some trails are located within Mogo State Forest while others are located within the immediate vicinity of Deep Creek Dam located on NSW Crown Land. • For trails within the Mogo State Forest a permit will be required for use of the existing trails and any proposed new trails. It is recommended that the permit for the Mogo State Forest be obtained by ESC in partnership between FCNSW, ESC and the local mountain bike riders. The permit will be required prior to any further planning and trail development and is a critical step in the formalisation of the trail network and further investment for trail development and maintenance. • For the trails located within the immediate vicinity of Deep Creek Dam approval from NSW Crown Lands will be required to ensure that use

CRITERION	CHARACTERISTICS	ANALYSIS OF MOGO STATE FOREST	RECOMMENDATIONS
	<p>Adequate resourcing at the destination level and the level of individual trails is crucial to delivering the destination experience. A lack of trail maintenance or delivery of promised services and standards can affect a destination's reputation. Trail organisations need to be proactive in raising funds and pursuing investment opportunities.</p> <p>In many places the local mountain biking community is an important participant in management and trail maintenance. This involvement is also an effective way to channel the interests of local mountain bikers into formal trails and divert interest from developing illegal trails which have unacceptable environmental impacts.</p> <p>A budget and income sources need to be allocated for trail management and maintenance. This may include allocation of a proportion of trail user fees to this purpose.</p>		<p>of the area is consistent with ESC's current license. The land is managed as public land under the Local Government Act 1993 (under licence from NSW Crown Lands) and will need to be managed according to a plan of management.</p>
Events to drive visitation and market positioning	<p>Events and competitions at the local, regional and national/international levels have been important in growing many mountain bike destinations.</p>	<p>Events held in the area include Mogo Resurrection Ride, Singletrack Mind Series, The Angry Doctor Ride and Wild Wombat. There are several issues with events that have been held previously in the area associated with approval and permits.</p> <p>Events will be critical for the trail network to become known and to grow its reputation. Events will create the economic benefits to Mogo and surrounding towns</p>	<ul style="list-style-type: none"> • It is important to continue to build/evolve these events and explore opportunities to develop new events and/or host others to attract different markets. • Mogo offers significant potential to become an event base with support from operators such as Mogo Gold Rush Colony. • Approval to host events on the trail network will not be granted by FCNSW unless there is a permit over the trails. • Event coordination is essential for success and this can only be done in partnership with land managers, ESC and local mountain bike clubs.
Local community support	<p>In the best trails destinations, local communities and the tourism industry are well informed about the destination's objectives and participate in the delivery of the destination experience either directly (through offering products and services,</p>	<p>There is a strong existing MTB community and culture the surrounding area of Moruya and Batemans Bay and relatively high rates of cycling participation across the community broadly.</p>	<ul style="list-style-type: none"> • MTB clubs will be integral to future growth in mountain biking and will need to ensure a strategic approach that enables them to focus their efforts in the most effective manner. • Interest in mountain biking across the region will complement and encourage the community to

CRITERION	CHARACTERISTICS	ANALYSIS OF MOGO STATE FOREST	RECOMMENDATIONS
	<p>participation in management) or indirectly by creating a welcoming atmosphere.</p> <p>Community and industry partnerships assist in collaborative delivery of trail experiences. A destination's trails are an important local recreational and lifestyle asset and local people have a vested interest in maintaining and improving their quality. In many cases local groups have been instrumental in trails development and seek ongoing involvement in their management.</p> <p>Example: Bibbulmun Track Foundation. Queenstown Trails Trust, Makara Peak, MTB Park Wellington,</p>		<p>support the activity where they see it is contributing a range of social, economic and health benefits.</p> <ul style="list-style-type: none"> There is a heightened level of tension within the MTB community with FCNSW concerning recent events and trail maintenance issues. Considerable effort will need to be given to build trust and collaboration between these MTB groups and FCNSW. ESC will need to facilitate further discussions between FCNSW and MTB groups to enable the concept to develop to the next stage and discuss appropriate governance models. The continued support of the local MTB community and clubs is an essential component of generating cycle tourism growth in the region.
Trail Maintenance and Day-to-Day Management	<p>A significant determinant of trail sustainability will be how the network is managed and maintained as well as how it is designed and built. An actively managed trail monitoring and maintenance program that combines dedicated professional resources with community input is recommended.</p>	<p>Local mountain bikers and clubs are partners in many mountain biking destinations, making significant contributions to trail management and maintenance.</p> <p>There is much goodwill and capability within the local mountain biking community for supporting management of the trail network, including past and current informal and unstructured contributions to trail development and maintenance. This community contribution will be a critical ingredient in managing the trail network successfully in future. A key challenge will be in how best to formalise the community's role in managing the trail network and the relationship with land management agencies.</p>	<ul style="list-style-type: none"> Formalisation of governance and trail maintenance is required as a matter of urgency to prior to planning for trail development.

CRITERION	CHARACTERISTICS	ANALYSIS OF MOGO STATE FOREST	RECOMMENDATIONS
THE TOURISM/VISITOR EXPERIENCE			
A strong overall visitor experience	<p>A nature-based experience is important to many mountain bikers as part of the trail adventure. Spectacular natural settings and other destination activities are also important motivations for mountain bike visitors.</p> <p>A strong destination experience is needed to attract general visitors who may then undertake mountain biking as part of their holiday.</p> <p>Many iconic mountain biking destinations are in attractive natural settings – such as Whistler in British Columbia (Canada), Rotorua and Queenstown (New Zealand), 7Stanes (Scotland).</p>	<p>The terrain at Deep Creek presents good potential for a range of mountain-biking from beginners, intermediate to technical and a better mix of trails. Deep Creek Dam provides excellent ‘feature anchor points’: views over Batemans Bay/coast, views over dam, Botanic Gardens, art installations, Mogo township.</p>	<ul style="list-style-type: none"> • The existing trail network at Deep Creek Dam is sufficiently expansive to form the basis of a high-quality trail network appealing to both core mountain bikers and visitors to the region seeking a mountain biking experience. • The trails at Maulbrooks Road offer the potential to be included as an alternative experience/ second day experience for riders. • Mogo has the potential to be the village to best service the trail users due to its location and provide a unique experience for riders and non-riders. The Regional Botanic Garden can play a significant role as an attraction within the trail hub to add to the visitor experience.
High quality pre-trip and on-site information	<p>Quality websites, apps and maps are needed to provide prospective visitors with reliable information about the trails in a destination, the services available and the destination in general. Ideally, a trail destination will have a ‘one stop shop’ website that provides comprehensive information on all the trails; the range of experiences and services; and facilities or links for booking trail experiences, tours, transport, services and accommodation.</p> <p>Examples are the Whistler Mountain Bike Park website (www.whistlerblackcomb.com); Fruita Colorado (gofruita.com/play) where mountain biking information is integrated with total destination information; Ride Rotorua website (www.riderotorua.com) covering Rotorua mountain biking opportunities; Stromlo Forest park, Canberra, Australia (www.stromloforestpark.com.au); and 7Stanes in Scotland (www.7stanesmountainbiking.com).</p>	<p>There is no primary all-trail mapping data or interpretation online or in situ. Data is spread across user personal collection, Strava, Moves Count, AllTrails, TrailForks websites.</p> <p>A comprehensive mountain biking website and information services are not available at present.</p>	<ul style="list-style-type: none"> • A comprehensive integrated website complemented by maps and links to other websites such as Trailforks will establish and promote the region as a trail/MTB destination and enable trip planning by visitors to the region. This integrated information network should also contain information on accommodation and other visitor services in the region. A good example is https://www.ridehighcountry.com.au/ • The trail code for shared use should also be made available and promoted on this website.

CRITERION	CHARACTERISTICS	ANALYSIS OF MOGO STATE FOREST	RECOMMENDATIONS
A range of quality support services and facilities	<p>Successful trail destinations provide the range of trail users with the services they need to access and enjoy trails. They assist in providing a seamless experience where the logistics of accessing trails, transporting people and equipment, and finding a place to stay are easily handled. The support services need to recognise the special needs of trail visitors. It is becoming more prevalent for trail destinations to run walker or bike friendly schemes where service and accommodation providers offer products and packages that cater for needs such as secure bike and equipment storage, clothes and equipment washing, packed lunches, opening hours convenient to trail users. Typical trail destination support services include:</p> <ul style="list-style-type: none"> • People, equipment and luggage transport to and from trailheads and accommodation • A range of guided and self-guided trail tours • Equipment, bike hire, repair and retail for tramping, and other user needs including bridle equipment • Car rental services that facilitate carrying of equipment and bikes • Car parking at or near trailheads • A range of trail-friendly accommodation that caters for walkers and riders • Other attractions for the non-riders and days visitors are not riding 	<p>Existing businesses in Mogo, Moruya and Batemans Bay have expressed their strong support for MTB development in the region.</p> <p>Whilst there is limited accommodation in Mogo there is a diverse range of accommodation that would appeal to the variety of visitors who would use tracks and trails. This ranges from resorts, hotels and motel, bed and breakfasts, farm-stays, holiday parks, caravan and camping sites and privately-owned holiday properties.</p>	<ul style="list-style-type: none"> • Development and strengthening of bike related support services will be required through cooperative efforts by industry, government and other stakeholders. Regional attractions and local businesses should be encouraged to become bike friendly. The Ride High Country Preferred (RHCP) program for businesses providing exceptional service to cycle visitors in Victoria's North East is a good example. https://www.tourismnortheast.com.au/tools-and-support/ride-high-country-preferred-program/ • Mogo village, Batemans Bay and Moruya businesses may require support to develop their capacity to provide bike-related support services through industry development workshops and information on how to become a bike friendly business. • Supporting infrastructure such as carparking, bike racks, storage, signage, interpretation water fountains are will be required at key locations such as Eurobodalla Regional Botanic Gardens and Mogo village.
Trail, food, beverage and retail products and businesses	<p>Trail visitors need to have accessible places, open at the right times, in order to purchase food and equipment. Cafes and restaurants are also important as places to relax and enjoy the destination. In many places cafes have evolved as places for walkers and riders to meet and socialise – often forming an intrinsic part of a walking or riding experience. Outdoor and bicycle shops are also important places to make trip-related</p>	<p>There is a good foundation of infrastructure in the region to support visitors, cafes, restaurants, shopping bike shops etc.</p>	<ul style="list-style-type: none"> • Additional effort will be required in working with the tourism industry, business, government agencies and other organisations to develop and publicise bicycle-friendly services. • Cycle tourism industry development workshops and information packages are recommended for local businesses. Tourism North East (Vic) staged a series of these workshops for its tourism operators and are now seeing quantifiable results

CRITERION	CHARACTERISTICS	ANALYSIS OF MOGO STATE FOREST	RECOMMENDATIONS
	purchases, obtain local information and arrange hire or repair of equipment and bikes.		in the growth of their cycle tourism market and overall visitor numbers to the region.
Quality cycling experience products and packages	<p>A range of commercial mountain bike tours and services is important to attract non-expert mountain bikers to visit a mountain biking destination or undertake a riding experience while in a destination.</p> <p>Commercial products (guided tours, skill schools) also have a role in assisting mountain bikers to improve skills and undertake new experiences.</p>	<p>There is an opportunity for Mogo to position itself as a beginner/ non-expert friendly MTB destination, with terrain suitable for developing high quality introductory and intermediate level trails. (Very few Australian MTB destinations have done this well to date).</p> <p>Department of Education (Batemans Bay and Moruya High Schools) have expressed specific interest in provision of MTB skills development infrastructure to support existing junior sports development programs. This could be offered across the region to encourage greater participation. However, it needs to be acknowledged that transport is an issue for local schools, strengthen the importance of connecting trails to enable travel.</p>	<ul style="list-style-type: none"> • Opportunities for commercial cycling products (guided tours, skill schools) will have an important role in assisting mountain bikers to improve skills and undertake new experiences. Event development is a critical component of this opportunity.
Strong trail destination positioning and marketing	<p>With an increasing number of trail destinations, strong destination positioning is needed to position a destination in the marketplace and the minds of prospective visitors. The positioning needs to be delivered consistently across the different trails in a destination through information, messages, imagery, standards, quality of product and quality of service.</p> <p>Collaboration between trail managers, operators, the tourism industry and government agencies is required to develop and deliver consistent position and to market a trails destination in an effective manner.</p>	<p>Development of positioning of MTB experiences in the region is in the process of commencing.</p> <p>There is considerable mountain bike market in Canberra, and Visit Canberra are hoping to attract additional bikers with the new Mountain Biker Strategy.</p> <p>Mogo offers a significant opportunity to market favourable Coastal riding opportunities in winter months when compared with Canberra and Thredbo.</p>	<ul style="list-style-type: none"> • Integration of Adventure Trail /MTB marketing into broader regional tourism marketing is required. Eurobodalla's tourism marketing campaign will be launched on 31 July 2019 and while not specifically addressing mountain biking, is based on nature-based experiences. • There is an opportunity to leverage further marketing opportunities with both Destination NSW and Visit Canberra.

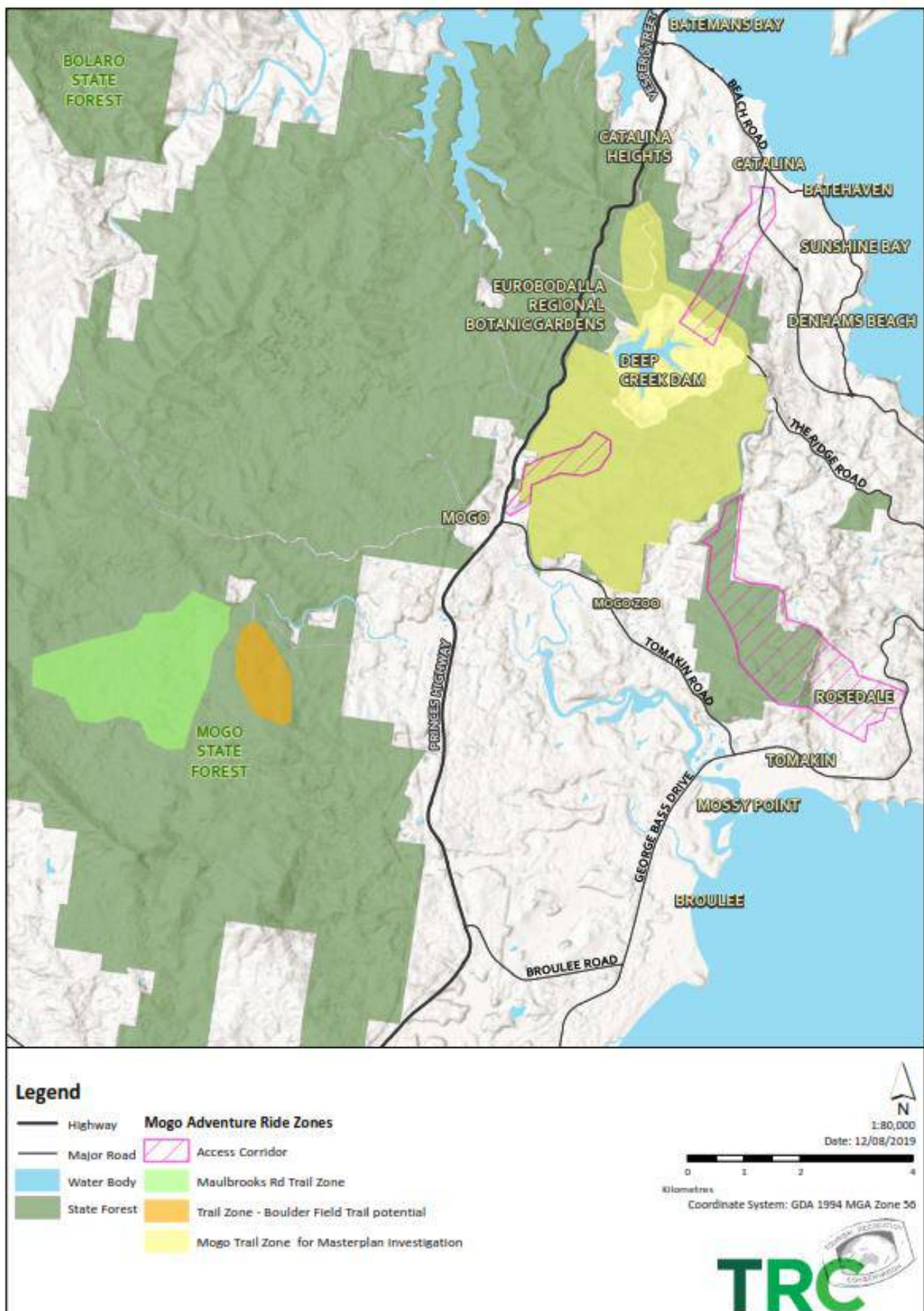
4.4 Leveraging the Opportunity

In summary Mogo has the potential to be a leading adventure trail hub for the NSW South Coast. The key findings of the analysis are summarised below.

Overview of Both Sites

- Both sites in and adjacent to Mogo State Forest are worthy of further detailed master planning to formalise the existing trail network, provide for new trails and linkages to defined trailheads that channel riders to Mogo and the suburbs of Batemans Bay. Environmental analysis will be required for all new trails and existing informal trails to ensure their sustainability.
- Figure 2 and 3 provide an overview of the proposed trail networks for Deep Creek Dam and Maulbrooks Road to be considered as part of the trail master plan. Each trail network is shown in a different colour on the map, simply for identification purposes.
- Deep Creek Dam and environs is the highest priority area for further investigation and focus. This is due to the higher concentration of trails combined with better access from major population centres (Mogo, Batehaven) and more suitable geography with higher sustainability values. It has steeper and elevated terrain compared to potential town hub locations.
- Trailhead development should be considered for:
 - Mogo village (major hub – south west of Mogo State Forest)
 - Batehaven (trailhead – north. Potentially at BMX track site)
 - Botanic Gardens (trailhead – south west, major drive-to hub, rest hub)
 - Corner of The Ridge Rd and Cpt 139/1 (trailhead – north, major route to/from Batehaven and Batemans Bay)
- It is important to ensure events can leverage the trail network. Consideration of an event trail headquarters at Mogo village and at Batehaven should be considered as part of the master plan. Requirements include greenfield space, parking and facilities (water, toilets, power).
- Consideration should be given to developing a suite of high quality ‘gravel grind’ and/or backcountry touring routes and providing another cycle tourism opportunity. This will require route selection/mapping and interpretation/information/promotional materials, with some signage offered on route(s).
- It is possible to mix single use and multi-use trails within the trail system. Single use trails should be developed exclusively for mountain biking that can be a marketable product and minimise trail user conflict.
- Multiple use trails require consideration of trail speed, sight-lines, passing opportunities and safe intersections and require effective communication and clear codes of conduct (refer IMBA and International trail codes).
- Work with FCNSW to review other state/regional approaches to permissible motocross zones to ensure this community is serviced, managed, and user conflict minimised.

Figure 4. Mogo Adventure Hub Trail Network Overview

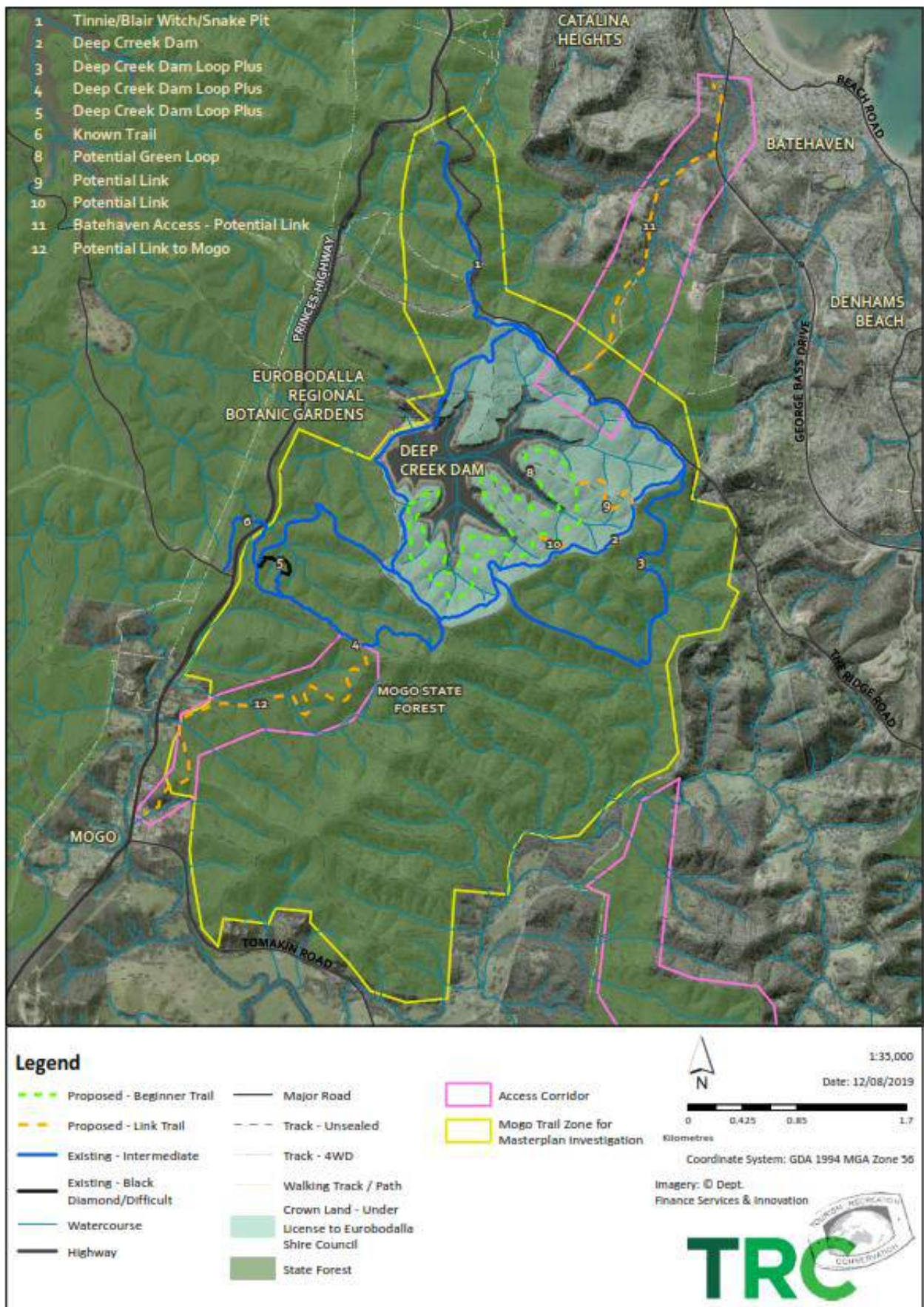


Deep Creek Dam - Mogo State Forest and NSW Crown Lands

The potential trail network for Deep Creek Dam is presented in Figure 5. The key features of the proposed trail network are as follows:

- Master planning be completed for Deep Creek Dam trails with a clear focus on connectivity and linking trails to defined trailhead sites.
- All existing trails in the Deep Creek Dam area should re-evaluated as part of a master planning process to identify priority trails, specific upgrades and re-alignments, along with the feasibility of new trails to extend the network.
- The masterplan will need to consider linkages to towns on both western (Mogo) and eastern (Batehaven) sides.
- There is potential for a trail route from the north side of Dam Creek Loop, to the BMX Track hub and/or Batemans Bay High School located in Batehaven which will serve community use and links to local schools and events at Corrigan's Beach Reserve.
- Providing for entry level trails is essential and priority consideration should be given to a green-rated loop considered in the south and eastern embankment zones of Deep Creek Dam, linked into the Botanic Garden trail hub and consider the environmental constraints.
- Create a Four Cross (MTB) track at Mogo trail hub, to increase usage, access for families, visibility and pathways for junior riders.
- Consideration should be given to running/walking route(s) with trailheads on western and eastern sides of Deep Creek, leveraging off trails unused by mountain bikes and/or linked to feasible multi use sections (i.e. new lower 'green' trail at Deep Creek) and/or specific new route development.

Figure 5. Mogo State Forest and Deep Creek Dam Proposed Trail Network



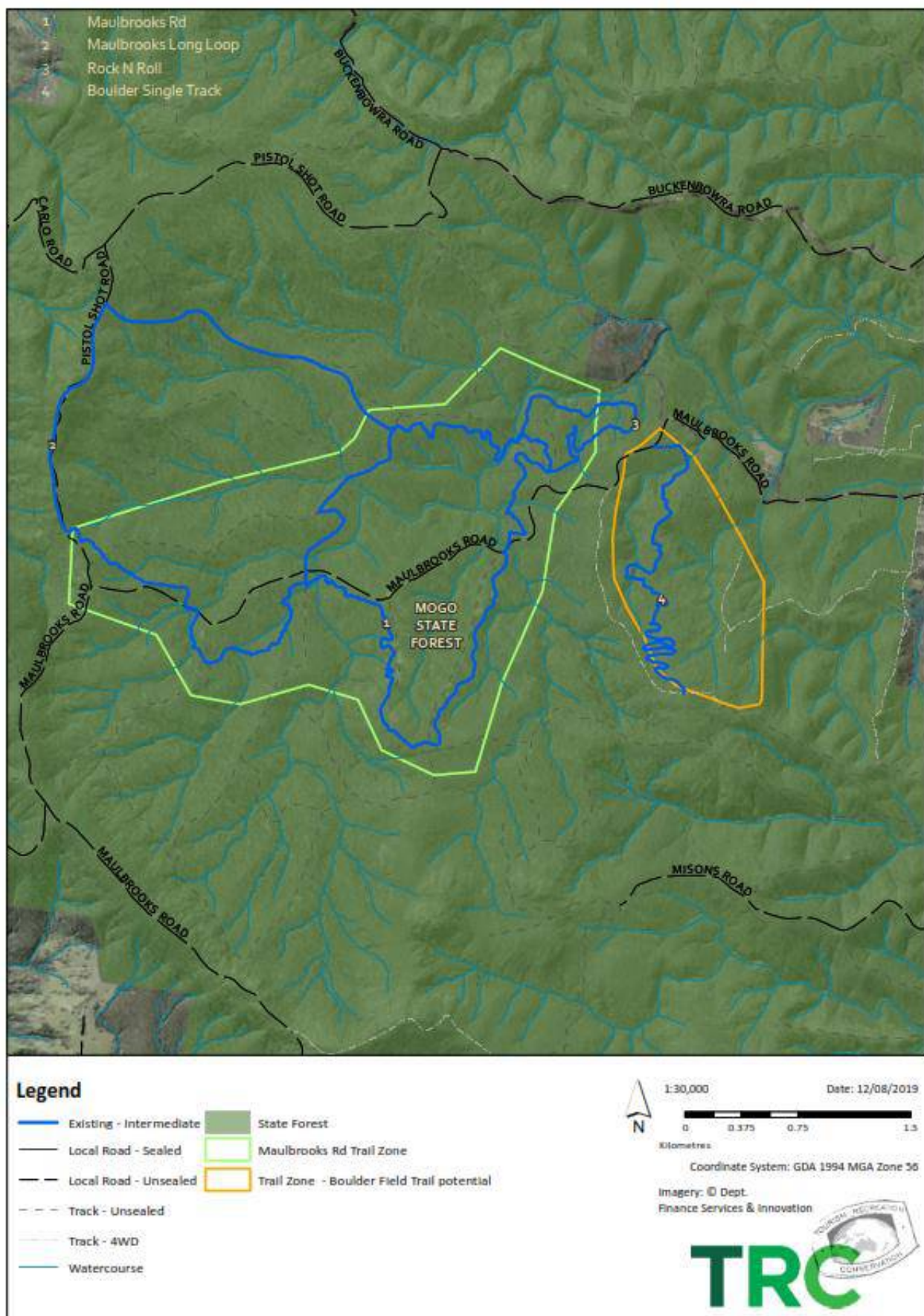
Maulbrooks Road - Mogo State Forest

The potential trail network for Maulbrooks Road is presented in Figure 6. The key features of the proposed trail network are:

- Maulbrooks Road be developed as a stand-alone network site linked by proximity and offering a different ride experience to Deep Creek.
- Given its distance from Mogo and the low-quality rating of the trail transit experience to the site, the network will predominately be accessed by vehicle (i.e. it will not be linked by singletrack to Mogo).
- The network will require stand-alone trail head facilities, trail upgrades, re-alignments and new builds as defined by a proposed masterplan.
- Further development of trails should follow the style of the Snake Track, creating a significant point of difference to Deep Creek Dam site.
- Potential to create new, high quality 'rock garden/ boulder field' trail by re-aligning an existing route within the Maulbrooks site (to the east). This could be a significant feature.
- There is the potential to link the network to Mogo via existing trails and fire roads. This may also facilitate the potential for Enduro events (25-50kms rides).



Figure 6. Mogo State Forest Maulbrooks Road Proposed Trail Network



4.5 Effective Governance and Management of the Mogo Trail Hub

In reviewing successful trail-based destinations, particularly mountain bike parks and hubs, clear effective governance is one of the central pillars that helps the destination operate effectively. This section provides discussion on governance, why it should be considered in trail-based developments, what is required for good governance, some models for governance and some relevant case studies within Australia and New Zealand.

An effective governance model will be required for the Mogo Adventure Trails Hub to develop successfully. The most successful management models for trail networks across Australia and New Zealand have the following characteristics:

- Governance and accountability is clear and simple to initiate and administer over the longer term.
- The strengths and expertise offered by each partner in the model are recognised and the preferred model allocates responsibilities and authority accordingly.
- The visitor experience and presentation of the trail network are substantially improved or continually improving, and the new model facilitates commercial tourism positioning, product development and marketing.
- The trails are supported by a range of funding sources with a revenue raising mechanism to enhance cash flow to enable self-generated investment into facilities, assets and services.
- An effective control environment is in place to reduce key risks (to staff, volunteers and visitors) and each agency's operations are not adversely affected (i.e. there is no dilution of effectiveness).
- The benefits of the new model are visible to the community and it is inclusive of user and community groups.

A Clear, Committed and Skilled Governance Entity

Trails that realise their potential and operate sustainably over time tend to have governance entities:

- With a clear mandate for trail development and provision of leadership and vision.
- With clear statements of roles and responsibilities of the various parties involved in the governance structure and in management tasks.
- That incorporate personnel with the skills and experience relevant to leadership, effective decision-making related to the trail and governance tasks.
- That include arrangements/agreements at an organisational level with any agencies tasked with trail management and maintenance.

Effective Trail Planning

Strategic planning by the trail governance entity for development and operation of the trail over time is important to provide a consistent direction, identify objectives, provide strategies to address issues and achieve objectives, identify investment needs and define roles and responsibilities. Where trails are developed in stages dependent on the availability of funds, a strategic plan, master plan or business plan will provide clarity on future funding needs.

Clear Coordination Function

Where trail governance and management involve multiple partners, there needs to be clear allocation of coordination responsibility. There needs to be an organisation, group or person that can drive an integrated and consistent approach to trail management, follow up on tasks and planning priorities, and report to the governance entity on progress.

People Resources Dedicated to Management

Trail management requires people resources to provide executive support to, and implement the decisions of, the governance body (whatever its structure); oversee implementation of actions in trail plans; and coordinate activities by other agencies and stakeholders.

Adequate Resources for Trail Operations

Operating a trail entails a host of tasks that impinge on land management and may include:

- Infrastructure maintenance and repair (trail surfaces, signage, parking areas, amenities, waste management).
- Environmental management – erosion and runoff control, vegetation management, weed and pest control, significant species protection and fire management which will have associated legislative requirements.
- Emergency management – emergency access provision, issue of emergency notices (such as for fire, flood) and trail closures.
- Visitor management – overseeing compliance with any use requirements, management of trail events.

Ongoing Funding

The lack of funding and a high reliance on government grants has characterised the development of many trails in Australia, especially small local trails. Trail development can occur in a 'stop-start' sequence dependent on successful grant applications and in some cases, there has been limited provision of funds for future management and maintenance, leading to heavy reliance on volunteers. Obtaining an allocation for initial management or ongoing maintenance costs in grants has been an effective strategy. Sponsorship is also an effective method of funding ongoing trail maintenance. There are many examples in Australia of trail networks being supported by local businesses through cash donations or in kind support in the form of materials and machinery for trail building and maintenance.

Stakeholder and Community Partnerships

The mechanisms used for involving the community, business and tourism stakeholders in trail development and visitor experiences vary widely and include:

- Representation on governance boards, steering or advisory groups.
- Coordination groups, such as the Otago Central Rail Trail Operators' Group.
- Friends groups, which serve as a focus for community stewardship, volunteering and donations.
- Liaison with local user and health groups and organisations to develop opportunities for local people, health and exercise initiatives and events.
- Schemes to encourage tourism operators to provide trail-related products and services – such as the Bibbulmun Track Foundation's Walker Friendly Business Program and the Queenstown Trails Trust's Official Partners Program.

Supportive Government Environment

Local, regional and central Government policies, plans and programs that encourage and support trails and identify trail investment priorities have been important for the funding of trail development and management. Ideally, trail governance entities need to have the skills and resources to leverage such potential opportunities offered by a supportive Government environment in applying for grant funding.

Marketing, Promotion and Experience Development

Understanding a trail's current and potential local and visitor markets is an important part of trail business – it assists promoting a trail to, and developing the right products and services for, the people most likely to be attracted to the trail. Most trails will involve a combination of local and visitor markets.

Monitoring and Evaluation Frameworks

Monitoring and evaluation are essential elements of good governance and good management, but ones often overlooked. Elements that may need to be monitored include:

- Visitor numbers and expenditure patterns to determine the cost effectiveness and profitability of the trail hub/destination
- Types of visitor – are the markets targeted responding to the information and types of experiences offered?
- Visitor satisfaction including areas for improvement of the products, services and experiences had in the destination (these can be periodic)
- Environmental performance – is the trail development supporting strong environmental stewardship or is it having some consequence to strong environmental performance on site?
- How is the trail supporting good economic outcomes in the business and broader community surrounding the hub or destination?

In Perth, Australia, partners constructed a sanctioned technical trail system adjacent to a sensitive National Park which had been affected by illegal riding and trail building. The environmental impact on the National Park was significantly reduced after the adjacent bike park was completed, demonstrating the benefit of partnerships between land management and trail stewardship organizations in decreasing the negative impacts of unsanctioned trail use.¹⁶

¹⁶ Mountain Bikers of Santa Cruz, Mountain Biking Impact Review <http://mbosc.org/mtb-impact-faq/>

4.6 Different Models of Management

There is no one governance model that suits every trail development situation and each model has its advantages and disadvantages.

The models fall into three broad categories:

Option 1: Sole Agency Management

This model essentially provides for the one authority to utilise the land they are individually responsible for or licenced to use for trail development and use. There is no sharing of accountability and user groups are allowed or supported to volunteer their services. This model applies to the mountain bike trails generally built on one land tenure, and not involving community or business directly (and in some cases indirectly). The examples here would include NSW National Parks and Wildlife Service managed land and also the FCNSW. Some trail hubs or destinations on Council managed land would also fit within this category.

In this example, marketing is generally undertaken by the agency although some external marketing through mountain bike clubs or third-party websites such as Trail Forks may occur.

Visitor servicing is also generally directly undertaken by the management agency although in the case of the FCNSW, this may fall to the local clubs who are permitted to use the land for mountain biking purposes.

Option 2: A Public/Private Partnership Structure

This model would see a greater role for user groups in a partnership with ESC. This model provides for the land manager to focus on core business (forestry operations) and remain a partner in the development of the trail network. Several variations to this model can occur including the development of a Memorandum of Understanding (MOU), the expanded roles of Trust models and reducing the number of authorities involved through contracts or other models.

If a partnership is the appropriate model – there are several mechanisms in which this can occur. These are broadly described below:

- **An MOU**
Generally applied to less formal arrangements where coordination and sharing tend to be the higher order functions for the partnership. This model can best be applied when one dominant land manager occurs. For example, if 90% of all trails are in State Forest, and 10% is on Crown Land, an MOU may be developed to allow one partner to manage with support and input from other partners.
- **An Incorporated Association**
Incorporated Associations are created and administered under the NSW Associations Incorporation Act (2009). They must have a minimum membership, become a legal person that can enter into contracts and can sue or be sued.
This form of partnership has advantages and disadvantages. Incorporated Associations are usually only used in complex situations where land managers, trail users, Councils and businesses seek to develop a formal partnership. It can also bind members to a set of rules commonly known as a constitution.

- **Crown Land Reserve Trust**

The Reserves Trust handbook developed by the Department of Industry Lands and Water provides guidance as to where and when a Trust can be established. They generally only apply to lands reserved under the Crown Lands Management Act and have a set of rules and reporting requirements attached to them. These rules were updated in 2018 to provide a stronger governance framework.

- **Section 355 Committee – Local Government Act**

Under the Local Government Act 1993 Section 355 Council is able to delegate some of its functions to a committee of Council. Council uses this delegation and appoints community people to manage its facilities or functions through a committee or board of management.

Community involvement in managing community facilities provides better outcomes for locals whilst engaging and including local people, both new and existing residents, and providing an opportunity to participate in local community life.

The committees provide a mechanism by which interested persons can have an active role in the provision/ management of Council facilities or services. This provides a two fold benefit by giving protection to the committee operating under the banner of Council, and by providing Council with assistance in the carrying out of its functions. Memberships consist of a Councillor and community representatives.

- **Delegation and Volunteerism**

This model applies to land managers who are comfortable delegating the running, operations, maintenance or other elements of the trail destination to a voluntary group. In some instances, these are established through formal agreements. For example, the FCNSW use a Forest Permit to allow operations on their land by mountain bike clubs. The trails must be free to the community and the club must be affiliated with Mountain Bike Australia (MTBA).

A great example is a partnership between the Noosa Trail Blazers mountain bike club, Noosa Council and Queensland Parks and Wildlife Service (QPWS). The Noosa Trail Blazers have a formal agreement with QPWS to maintain the mountain bike trails in Wooroi (Tewantin National Park), which are located on State Government managed land, using volunteers and professional contractors, and Noosa Council provides funding toward this program.

Option 3: Private Arrangements

This model would potentially see one entity take management control of the trails, raises the necessary funding to operate, market and maintain the trails and puts management control and authority in one entity. This usually occurs on private land.

Appendix E provides examples of some trail governance arrangements under each of the categories. The table also provides an analysis of the characteristics of each model. Option 1 and 2 are the most practical and realistic options for the Mogo Adventure Trails Hub given the land managers are FCNSW and Crown Lands NSW.

Criteria for Assessing the Right Model for Mogo

Trail managers and developers have a range of options to consider when developing the most appropriate governance arrangements for their trails. Outlined within this study are a range of models with their advantages and disadvantages and in what circumstances they are best applied.

A range of criteria may help Eurobodalla Council, local mountain bike clubs and FCNSW consider the best model for their circumstance, noting that most mountain bike developments have their own nuances to be considered in the governance model. These are:

- Does the model provide the simplest and clearest governance for the land tenure and purpose of the trail destination?
- Are the accountabilities clear for the land manager and entity governing the users?
- Is the proposal legal and allowed for under NSW legislation, regulation and policy?
- Does the proposed model maximise the partnership opportunities with other organisations where it adds value?
- Will the new model provide the optimal visitor servicing for the markets chosen?
- Does the model maximise the commercial viability of the proposed mountain bike hub, noting the need for ongoing maintenance and income for growth?
- Does the model allow for community input and engagement and does it allow for community volunteerism?
- Does the model reduce duplication and uncertainty?
- Does the model provide a suitable mechanism for managing risk including safety?

Applying the criteria to a matrix will enable managers to work logically through the process of determination of the best model for their circumstances. Various governance models are available in NSW and some are better suited to the circumstances than others. This study outlines those models, their strengths and weaknesses, and provides advice for managers on how to best choose the most appropriate model.



Table 5. Government assessment criteria example

CRITERIA	OPTION 1 SOLE AGENCY	OPTION 2 MOU	OPTION 3 ASSOCIATION	OPTION 4 PRIVATISE
1. Does the model provide the simplest and clearest governance for the land tenure and purpose of the trail destination?	Strong Alignment	Poor Alignment	Moderate Alignment	Poor Alignment.
2. Are the accountabilities clear for the land manager and entity governing the users?				
3. Is the proposal legal and allowed for under NSW legislation, regulation and policy?				
4. Does the proposed model maximise the partnership opportunities with other organisations where it adds value?				
5. Will the new model provide the optimal visitor servicing for the markets chosen?				
6. Does the model maximise the commercial viability of the proposed mountain bike hub, noting the need for ongoing maintenance and income for growth?				
7. Does the model allow for community input and engagement and does it allow for community volunteerism?				
8. Does the model reduce duplication and uncertainty				
9. Does the model provide a suitable mechanism for managing risk including safety?				

Ranking and numbering the alignment of the option with the criteria can also provide a numerical method for determining the best fit model. i.e.:

3 = Strong Alignment | 2 = Moderate Alignment | 1 = Low Alignment | 0 = No Alignment or Not Allowed

4.7 A Preferred Model of Management for Mogo Adventure Trails Hub

Any strategy recommendations pertaining to Mogo State Forest will necessarily involve FCNSW as an approving authority, under the legislation. The recommended model is for ESC to apply for a permit to assume management and maintenance responsibilities for an MTB trail network in Mogo State Forest to support the development of Mogo State Forest and surrounds as an adventure trail hub. This would provide for consistency in the planning and management of trails located within Deep Creek Dam area.

The Tasmanian Blue Derby model is operated under a similar model. The trail network is operated under a commercial lease (like a permit) by local council with Sustainable Timber Tasmania (FCNSW's equivalent in Tasmania) to manage an MTB trail network. The council utilises government grant funds to maintain and manage the trail network and evolve the product. A variety of commercial businesses supporting riders and their needs has evolved around the Blue Derby trail network.

It is also recommended that ESC invite (i) local mountain bike clubs (ii) business representative (Mogo Chamber of Commerce and Bateman Bay Chamber of Commerce) and (iii) representatives from the Eurobodalla Regional Botanic Garden to become partners in the development of the Mogo Adventure Trails Hub and determine the most appropriate governance model as per the criteria above. The MOU would provide all the parties with assurances regarding roles and responsibilities and determine approaches to grant funding, trail planning design and construction, business development, signage and infrastructure development

FCNSW has indicated their intention to explore further partnership opportunities where possible as part of the Mogo Adventure Trail Hub Strategy (e.g. the provision of sustainable hardwood materials for infrastructure needs) where appropriate. FCNSW currently maintains a strong partnership with Planet Ark in promoting the carbon stored in hardwood structures, such as the FCNSW supported outdoor area at Eurobodalla Regional Botanic Gardens. This partnership has the potential to offer benefits to both ESC and FCNSW.





MAKARA PEAK MTB PARK – A BEST PRACTICE MANAGEMENT MODEL

Makara Peak MTB Park, which is located just outside Wellington, New Zealand, is a 250 hectare reserve with a trail network of over 40 km. More than 80,000 visits are made to the park annually by mountain bikers of all ages and abilities as well as hikers and runners (who constitute around 30% of visits).

The park is situated on Wellington City Council land and managed under a partnership between the Council and a pro-active membership-based community organisation known as Makara Peak MTB Park Supporters. The group contributes more than 4,500 volunteer hours annually to park projects including trail maintenance and development and conservation work. Since inception in 1998 the Makara Peak Supporters have developed more than 40kms of predominantly hand-built single-track, planted over 35,000 native plant seedlings and contributed to pest plant and animal control, waterway restoration and bushfire risk reduction activities. The group is also very active in fundraising to support the park through both donations and grants. They host events including corporate work parties and promote the park and its use through their website, social media platforms and regular newsletters.

The park has received numerous awards, including the Wellington Airport Regional Community Awards 2014 and NZ Recreation Association 'Most Outstanding Park' 2010. Source: www.makarapeak.org

5 Mogo Adventure Trails Hub Strategy

The Mogo Adventure Trails Hub Strategy has been developed to provide strategic guidance to enable the ESC to become a primary trails destination: It includes objectives and a variety of integrated and interdependent trails and trail hub projects which provide a framework to assist planning within for the next 5 years (2020 – 2025).

The primary purpose of the Mogo Adventure Trail Hub Strategy is to establish the region as a premier adventure trail destination, with a focus on mountain biking.

5.1 Our Ambition

To establish Mogo and surrounding area as the NSW South Coast's premier adventure trail hub offering outstanding trail experiences in a unique coastal heritage setting

5.2 Our Objectives

Objective 1: Trail Network

- Develop, upgrade and maintain a high quality and sustainable trails network to suit a wide range of experience levels and interests

Objective 2: Trails infrastructure and Services

- Provide high quality facilities and services which directly encourage the use of the trails network.

Objective 3: The Visitor Experience

- Support exceptional trail based visitor experiences which will deliver economic, social and tourism benefits to the community

Objective 4: Governance, Management and Cooperation

- Optimise governance, management and cooperation across land managers, stakeholder groups and regional partners in order to support Mogo's position as the region's central trail hub and trails destination

Objective 5: Marketing and Promotion

- Co-ordinate trail marketing and promotion activities across the region to optimise visitor awareness of the trail network and supporting products and services

5.3 Potential Partners and Key Stakeholders

The successful implementation of this vision will require time, resources and cooperation between stakeholders:

- Eurobodalla Shire Council
- Forestry NSW
- Crown Lands NSW
- Eurobodalla Regional Botanic Gardens
- Local Businesses/Chambers of Commerce
- NSW Premier and Cabinet
- Local Mountain Bike Clubs
- Destination Southern
- Mogo Local Aboriginal Land Council
- User groups
- Residents of Eurobodalla Shire
- Event Organisers



5.4 The Market

For the purpose of this strategy, the key markets are:

- Leisure and recreation market, including cycling and noncycling markets, such as walkers and runners
- Mountain Biking market including cross country, technical trails as well as gravity/ downhill and 'enduro' trails.

The size, patterns and needs of the of these markets can be divided according to whether they are residents or visitors and according to their riding preferences such as:



Social Trail Riders

- MTB is often part of a broader itinerary. A mixture of age groups – from young to elderly. They ride with groups of friends or family and look for day or overnight trips. They generally ride up to 50 km/day on easy – moderate terrain. Seeking challenge, but nothing risky or extreme. Sense of adventure and achievement is important. Scenery and points of interest are very important. They require good information online and in print, and rustic to mid-range accommodation for overnight trails. This group are interested in experiencing cafes, cellar doors, historic sites and small towns/villages along the way, and they like to showcase their activities on social media.



Active Retirees or 55+ Market

- Groups of predominantly working or semi-retired men. They participate in regular social riding activities and like 'bragging rights' associated with their activities. Enjoy a mix of riding, sightseeing and other activities. Budget – mid level accommodation with quality dining options. Will participate in events and offer potential for repeat visitation.



Endurance Trail Rider

- In the age group of 22–50 years, predominantly male and higher income groups. They have a strong interest in challenging terrain, steep climbs and descents. They will ride long distances, up to 75km/day and are compatible with multi-day experiences. They may complete more than one segment of a multi-day ride per day, depending on conditions. This group will travel to destinations that offer quality experiences and epic rated rides, they will spend on riding experiences and equipment.



Active Families

- Active families are attracted to a destination that offers happy, healthy, sustainable and safe family adventure. There is a strong trend in tourism driven by the motivation of many city-living families to escape the urban environment. They seek opportunities for their children to experience the great outdoors and self-select a break from screen time by providing a fun and exciting alternative. This increasingly includes short breaks. Depending on skill levels they may be drawn to easier but varied terrain, and safe rides of up to 35km per day. They like points of interest, views, places to rest and break up the journey, and keep children interested in their surroundings. Support services (equipment, shuttle) and complementary visitor experiences may be of interest to this group.



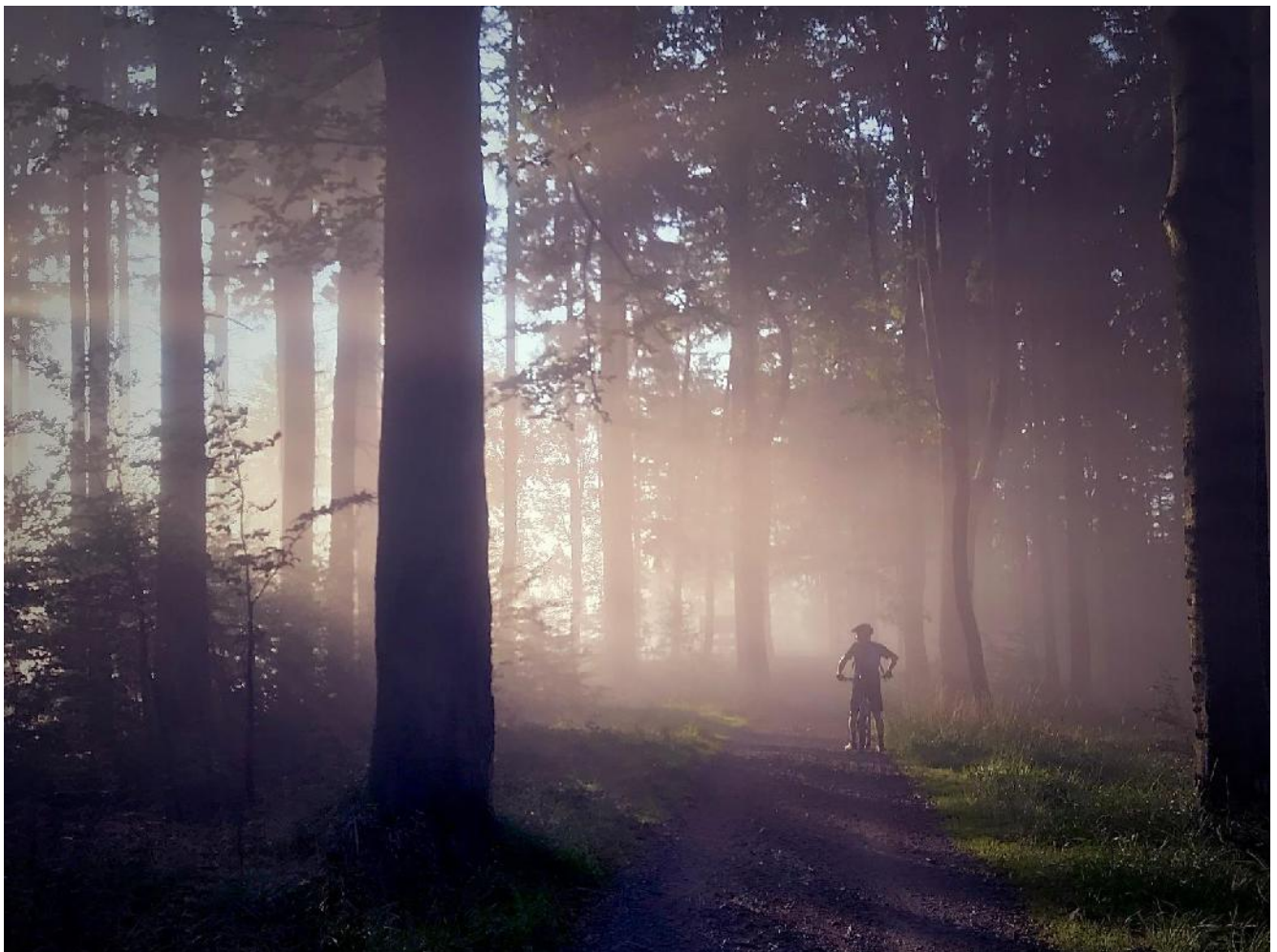
Schools, Corporates and Other Special Interest Groups

- Mountain biking is often part of a broader itinerary, often involving younger participants who ride with a guide or support service. This group prefer riding on consistent easy surfaces of approximately 8-20km in length catering for a broad range of experience levels. This provides groups with an opportunity for outdoor education, team building and socialisation in an attractive natural setting. This market needs access to good transport services and bike hire with experienced guides or instructors that can cater for larger groups.

Size and Demand for these Markets

It is difficult to accurately size or estimate the future demand for cycle tourism. However, there is a continuing growth of interest in trails in Australia and globally, which underpin the conservative but robust economic modelling undertaken as part of the Strategy development. The leisure and special interest mountain biking markets are the largest markets that would facilitate earliest and sustainable growth opportunities for the region

Whilst most of the visitation growth lies in the leisure cycling market, a key challenge in sizing the markets is the lack of existing, consistent data on the number of participants. This is more complex given participation rates by the local community for either leisure or commuting and the role of events. However, the National Cycling Strategy 2011-2016 recognises that over 1.9 million people now cycle in Australia with 60 % of children cycling regularly. Forecasts indicate that the compound annual growth rate between 2016 and 2024 of the global bicycle market is around 4%. An important driver of growth as is the increasing adoption of e-bikes for 'recreational, commuting and trekking purposes.' E-bikes have experienced significant technological improvements, which makes them more accessible and enhanced their attractiveness to a broader audience.

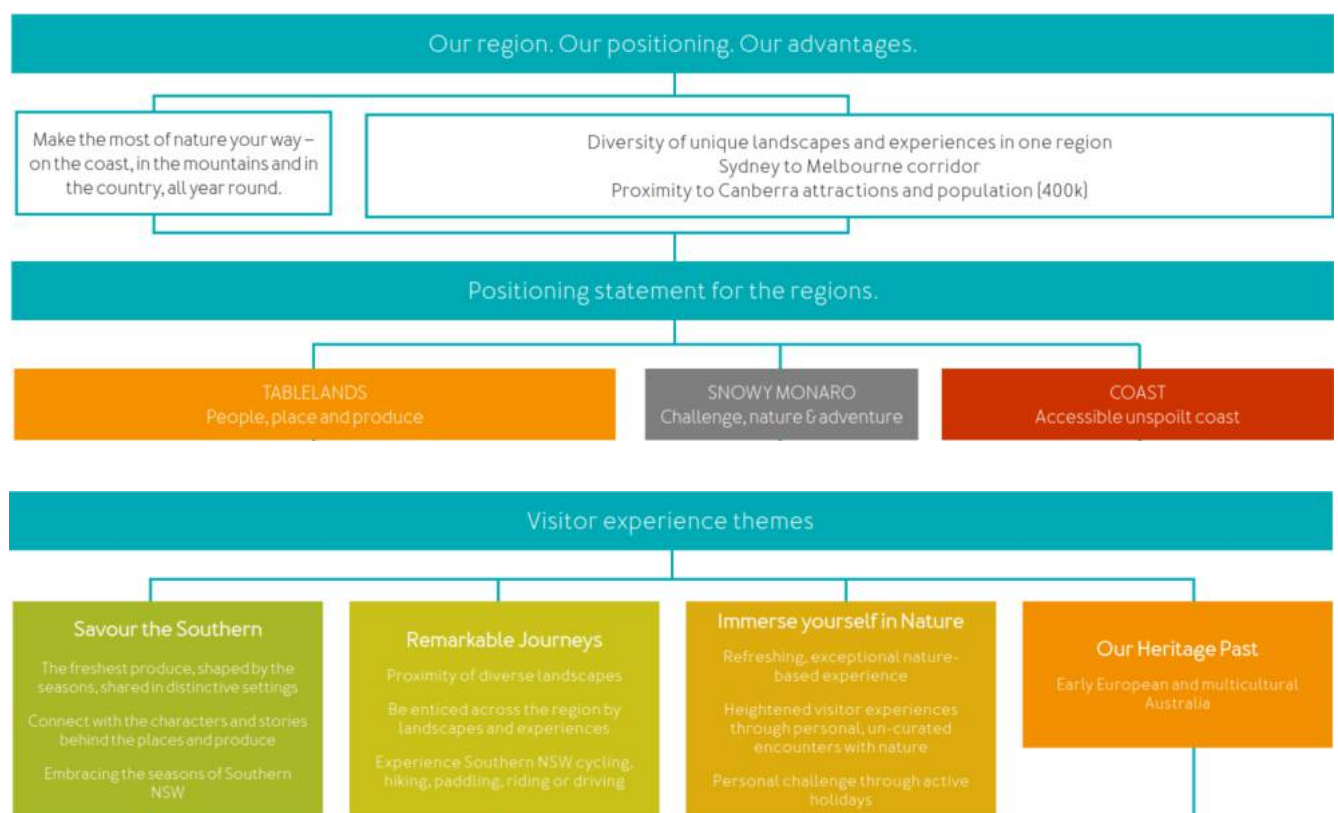


5.5 Positioning

From the Destination Southern NSW, Destination Management Plan 2018-2020, the Eurobodalla Shire is positioned as an accessible, unspoilt coast. This positioning provides a broad framework that is aspirational; invitational; based on consumer insights and resonates with the target markets. Importantly it leverages the unique destination positioning. It provides the context and an emotional reason to choose the South Coast as a destination over any other.

The Adventure Hub Strategy is consistent with the three of the experience themes (i) Remarkable journeys, (ii) Immerse yourself in nature and (iii) Our heritage past as illustrated in Figure 7.

Figure 7 Destination Southern NSW Destination Management Plan Positioning and Experience Themes.



5.6 The Benefits

Mountain biking is one of the fastest growing areas of unstructured recreation in Australia and around the world. Mountain biking has a proven history of stimulating regional and urban economies, through growing local use and a rapidly expanding adventure tourism sector.

- Australia's domestic visitor economy continues to set new records with the latest figures for 2017 revealing strong growth in overnight trips, nights and expenditure. In the year ending December 2017, there were 96 million overnight trips (up 7%), 347 million visitor nights (up 6%) and \$63.7 billion in overnight expenditure (up 7%)⁴. The domestic tourism results highlight the trend for more Australians to holiday or undertake short breaks in Australia.
- A significant positive change relates to the purpose for travel being to visit friends and relatives, which has increased by 8%, and an important market for Eurobodalla.
- Adventure trail tourism developed for the leisure market would contribute to an increase in the length of stay and spend — importantly, this will strengthen the region's seasonal offering in off peak periods. It would also support the diversity of offering on the south coast consistent with the Regional Destination Management Plan prepared by Destination Southern 2018.
- Support for sustaining existing and attracting new events will generate an increase in revenue to the region.
- There are also clear benefits for the community and businesses of the ACT region, including but not limited to creating opportunities for new jobs within the visitor economy, preventive health outcomes, and enhanced recreational opportunities and social connectivity.

Economic Assessment

The Eurobodalla Mountain Bike Trail Audit¹⁷ identified the trails currently being used by mountain bikers, their value to the network, sustainability, ride quality and grading in accordance with the IMBA Australia Trail Difficulty rating system.

A high-level economic analysis of the potential market indicates that targeted future trail development at Mogo has the potential to introduce 10,000 to 20,000 new visitors per annum to the local area (dependent on the scale of investment). This figure is based upon several market research projects undertaken across Australia. The base economic benefit using the above rationale of 10,000 people per annum, staying for one two-day stay, would be \$3.2m per annum; or at 20,000 visitors \$6.4m per annum.

Investment Attraction and Regional Stimulus

Increased visitation and expenditure in the region as a result of the trail network is also likely to attract further investment within the region. The trail network presents an opportunity for entrepreneurs to develop products and services to meet the needs of visiting riders. This could include transport, merchandise, accommodation, food and beverages, and other ancillary services.

There are existing operators in the region that will also stand to benefit considerably from the increase in visitation. They are likely to capitalise on this opportunity and provide additional services, products and experiences for the trail users.

The increased expenditure will also provide significant stimulus to region. There will be increased expenditure particularly within the accommodation and food services industry. An increased length of stay for existing markets will improve the occupancy rate of accommodation facilities and may also result in investment in new accommodation infrastructure to meet market needs.

¹⁷ Eurobodalla Shire Council

5.7 Strategies and Actions

Short = 1 year; Medium = 2 - 4 years; Long = 4 - 5 years +

Table 6. Detailed strategies and actions

OBJECTIVE	STRATEGY	OUTCOME	IMPLEMENTATION	RESPONSIBILITY	INDICATIVE COST
Develop, upgrade and maintain a high-quality trails network for a broad range of outdoor adventure trail users.	Discuss permit requirements with FCNSW and Crown Lands and staged approach to establishing permit and governance arrangements to establishment of trails hub.	An agreed approach to trail governance and management in Mogo State Forest.	Immediate	ESC/FCNSW/ Crown Lands	Internal resources Cost for permit on application
	Work with key stakeholders to complete a trails master plan for the proposed trail network as outlined in Section 4, Figures 4 -6.	A trails master plan is completed for the Mogo Adventure Hub to guide investment and development	Short	ESC	\$30,000
	Undertake environmental and cultural heritage assessments, as required for the trail network as required by FCNSW.	Sustainable trails that protect the natural and cultural features of the area	Short /Medium	ESC/FCNSW	\$20,000
	Work with key stakeholders to design a phased and prioritised approach to trail development in the trails precincts, commencing with trails within the Deep Creek Dam area and expanding outwards. The staging should include planned forestry operations that may impact on trail development and use.	A staged implementation plan that is agreed to by all stakeholders	Short - Medium	ESC/FCNSW	Subject to Master Plan
	Prepare funding and grant applications to implement the actions in the Strategy and master plan.	An investment strategy for development of the adventure trail hub	Short - Medium	ESC and preferred management group	Internal Resource
	Implement trail master plan and construct, repair and remediate trails as required	A well-designed high-quality trail network	Medium	ESC and preferred management group	Subject to trail design in master plan >\$1million
Well planned and designed facilities and services which directly encourage the use of the trails hub	Develop a standard approach to trailheads, signage and style guidelines to identified priority trails as per master plan to reflect the brand and positioning of the hub – refer to existing trail guidelines in other jurisdictions for guidance). Use IMBA recognised classification system for mountain bike trails and Australian Walking Track Standards	A Mogo Adventure Hub Style Guide	Medium	ESC/ preferred management group/FCNSW/Crown Lands	\$5,000

OBJECTIVE	STRATEGY	OUTCOME	IMPLEMENTATION	RESPONSIBILITY	INDICATIVE COST
	Develop facilities at trailheads and supporting infrastructure for identified key locations in the trail master plan for a variety of trail user groups.	Trail head facilities and services in key locations as per master plan	Medium - in conjunction with trail build	ESC	\$300,000
Support to provide an exceptional trails visitor experience which will deliver economic and tourism benefits to the community	Develop a unified brand of trails, maps, linking to existing brand and positioning of NSW South Coast (Destination NSW) in a variety of digital and print format.	A strong branding and Mogo Adventure Trail Hub used across all channels	Medium	ESC/ preferred management group	\$5,000
	Develop a coordinated marketing strategy, linking signage, maps and other marketing collateral through a central portal to increase awareness of the trails and services in Mogo and surrounding area. Invest in the creation of cycle tourism content that can be repurposed through all tourism/marketing channels	Identifiable brand for Mogo Adventure Trails Hub	Medium	ESC/Chambers of Commerce	\$20,0000
	Work with local businesses in Mogo to become a cycle friendly town; including cycle tourism workshops and a comprehensive package of information for business (refer North East Victoria – Cycle Ready Program)	Mogo is known as a cycle friendly village hosting visitors and events	Medium	Preferred management group / Chambers of Commerce	\$10,000
	Investigate opportunities to leverage the student market) through the development of high school cycling programs, events and school sport activities	Schools are using the trail network in the adventure trails hub for school sport, events and other skill development	Medium	Preferred management group / Department of Education (local and regional schools)	
	Develop content which promotes multi-day itineraries that include adventure trail hub activities and other experiences consistent with the themes in the Destination Management Plan	A series of itineraries for visitors to the region that link riding and non-riding opportunities with the Adventure Trail Hub	Medium	ESC/Destination Southern NSW/ Destination NSW	Internal resource
	Work with business and event organisers to encourage, sponsor and coordinate events in the adventure trails hub in seasonal off-peak periods and strengthen visitation throughout the year.	A series of community and commercial events in the Mogo Adventure Trail Hub	Short/Medium	ESC/ Preferred management group/ Business Chambers/FCNSW/ MTB club	
	Establish a skills-based independent committee as the management mechanism to guide	Effective governance arrangements to oversee	Short	ESC/FCNSW	Cost of permit and development of

OBJECTIVE	STRATEGY	OUTCOME	IMPLEMENTATION	RESPONSIBILITY	INDICATIVE COST
Governance, management and Cooperation	implementation of the Mogo Adventure Trails Hub Strategy which involves local mountain bike clubs.	development and management of the Mogo Adventure Trail Hub			cooperative agreement to establish management committee
	Link identified priorities (e.g. key, precinct projects, budget, maintenance and responsibilities) to ESC's Asset Management and Financial Plans to ensure an ongoing commitment and progress towards the Mogo Adventure Trails Hub Strategy.	Effective governance arrangements to oversee development and management of the Mogo Adventure Trail Hub	Short	ESC	Internal Resource
	Identify and develop funding models and business cases which will create ongoing operational sustainability.	Effective governance arrangements to oversee development and management of the Mogo Adventure Trail Hub	Short	ESC/ Preferred management group	Internal resource
	Seek funding through state and federal grant opportunities for tourism, regional infrastructure and community health to support the development of the Mogo Adventure Trails Hub Strategy.	Sustainable funding for development and maintenance of the trail network	Short/Medium	ESC/ Preferred management group/ /MTB club	Internal resource
	Develop & implement a Communications Plan to assist uptake and ownership of initiatives stemming from the Mogo Adventure Trails Hub Strategy.	Community support and stewardship of the Mogo Adventure Trails Hub	Short/Medium	ESC	\$5,000
	Ensure the Mogo Adventure Trails Hub Strategy is adequately referenced in relevant future key strategic planning documents including the NSW Mountain Bike Strategy	Strategic opportunity for regional economic development is realised	Short/Medium	ESC	Internal resource
	Undertake trail use monitoring to measure return on investment	Quantified benefits of the adventure trails hub to community and business	Short/Medium	ESC/ preferred management group/ /MTB club	\$ 10,000 per annum

6 Conclusion

Located on the doorstep of the ACT, the region's scenic landscapes, varied terrain, natural and cultural tourism attractions provide a strong basis for establishing Mogo as an adventure trails hub.

Investment in the adventure trails hub will provide a major tourism and recreational product of state significance, capable of generating new and complementary tourism investment and contributing to the economic growth of the wider region.

The short to medium term benefits that are likely to arise from the construction of the trail adventure hub are:

- Regional investment in the trail network and related businesses
- Increased complementary benefits for the community in terms of recreation, health, social benefits
- Diversification of the state and region's tourism product mix
- Increased awareness of the region through branding and marketing
- Greater attraction of a high value and fast-growing segment of the visitor market (increase in mountain bike visitors).

Longer term benefits are likely to be:

- Increased employment and economic development opportunities for regional economies
- Increased employment and economic development opportunities for the state economy
- Enhanced reputation as adventure tourism destination.



APPENDIX A – CASE STUDIES OF OTHER TRAILS AND TRAIL DESTINATIONS



Case Study 1 - Barwon South West Adventure Trails, Victoria, Australia

The Barwon South West region of Victoria wanted to plan and position itself as an adventure trails destination. The region covers 9 local government areas and incorporates numerous reserves, natural areas and visitor destinations.

Previous planning efforts for walking, cycling and mountain biking had been challenged by the complexity of the region, its numerous stakeholders and the large range of trails and trail management arrangements.

Over 20 trails already existed in the region, including 6 international and nationally significant trails and mountain biking hubs. An impressive calendar of international and national cycling and trail-based events was also in place.

A Vision and Business Case, Action Plan, Cycle Tourism Strategy, Marketing Strategy and Guidelines for Trail Planning, Design and Management were each prepared to achieve a coordinated and collaborative approach in developing a leading trails destination.

The approach taken was visitor-centric, rather than a landowner/manager approach and best-practice from world leading trail developers was utilised.

The outcomes included successful buy-in to the importance of lead and support trails, and agreement on which; community support and an understanding of the roles of the different trails; trails construction and management guidelines to assist the community; agreement to the commitment of funds to jointly invest in the priority trails; and a business case for investment.

Importantly, the project was been implemented with the stakeholders continuing to work closely together on the agreed strategy. This included giving priority to a small number of iconic trails that could position the region, without being parochial. These would be priorities for investment, development and marketing within the bounds of expected resources.

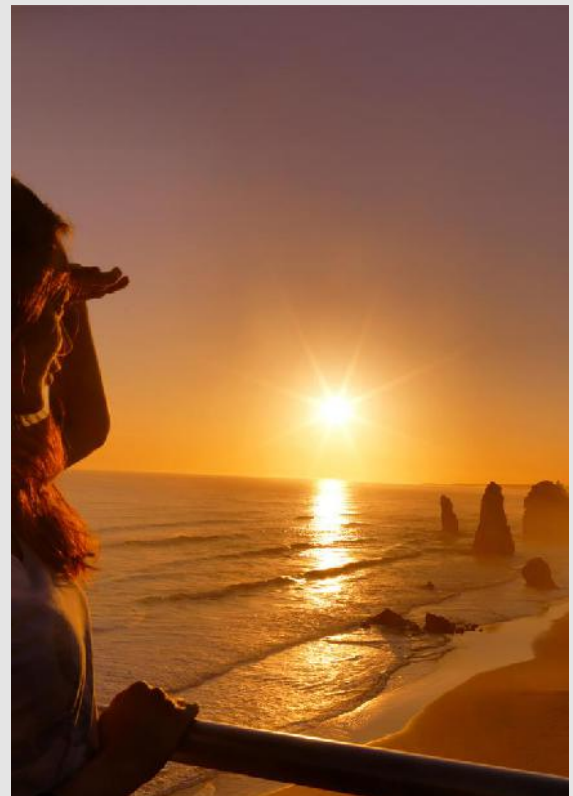
These prioritised trails would become flagships for the region, form the core adventure trails and cycle tourism offering in the region and be used to attract private and public sector investment, and would offer the best opportunity for revenue generation.

- Great Ocean Walk
- Grampians Peaks Trail
- You Yangs MTB Trails
- Surf Coast Walk
- Forrest MTB Trails
- Twelve Apostles Trail
- Great South West Walk

With implementation of the proposed improvements and if the leading trails continued to attract existing and new visitors to the region, it was estimated that a 10% increase in visitor numbers could be achieved. This would result in an estimated \$24 million in direct visitor expenditure per annum in the region and 273 jobs. In addition, the flow-on effects as a result of indirect expenditure were expected to be greater.¹⁸

The Barwon South West Adventure trail network is expected to deliver significant economic benefits to the Victorian community. With a 6 year investment of \$40 million, the trail network net upgrade is expected to deliver \$74.7 million in benefits over 10 years.¹⁹

TRC's success in developing a workable and consistent regional approach to partnering in the delivery of a trail destination in the Barwon South West region of Victoria was recognised in the Planning Institute of Australia (PIA) Awards for Planning Excellence. The Guidelines won the Victorian Best Planning Ideas – Large Projects Award in 2015. The project also received an award from Parks and Leisure Australia in 2016.



¹⁸ TRC Tourism, Growing Adventure Tourism in Barwon South West Region, A Business Case for Investing in Regional Trails in Barwon South West Region, June 2015

¹⁹ TRC Tourism, Growing Adventure Tourism in Barwon South West Region, A Business Case for Investing in Regional Trails in Barwon South West Region, June 2015



Case Study 2 – Queenstown Trails, Queenstown, New Zealand

Queenstown Trails are a successful example of visionary planning to respond to changing trends and extend the trails offering. TRC's work in planning for this trails network is a benchmark in ongoing planning and adaptive management of a major trails network.

An initial strategy was developed in 2004 to guide development of a world-class 190+ km network of walking, hiking and biking trails across multiple tenures in the iconic nature-based and adventure destination of Queenstown. This trail network became an important local and tourism asset, with 90% of the plan having been implemented.

In 2015, a new strategic plan to guide the next 10-year phase of trail development and management was developed. In close consultation with trail stakeholders and community, outcomes of the first strategy and changes affecting use of the trails were analysed, and a vision and performance target were agreed.

The new plan consolidated work completed to-date and looked to respond to new opportunities not foreseen 10 years before. It also provided a solid footing for further growth in the trail use across the region and addressed the need to complete trail linkages for local resident and visitor use; strategies to improve trail experience delivery; ways to promote increased use and community stewardship of trails; improved information gathering; and sources of sustainable funding for trails development and management.



A survey of Queenstown Mountain Bike Club members and trail users in 2016/17 indicated a range of economic impacts resulting directly from the Queenstown Mountain Bike trails:

- Mountain bike trail users were estimated to spend \$64 million per year in the Queenstown region. This spending covered bike related expenses, food and beverage, other retail spending, other adventure tourism spending and for overnight visitors, spending on accommodation.
- The trails generate a total of \$25 million in income for the Queenstown region annually.
- The operation of the trails and the users are estimated to generate a total of 335 FTE jobs in the region (both direct and indirect).²⁰

The Queenstown Trails are undeniably a part of the success of the tourism industry in Queenstown, with visitation growth and spending at record levels. Queenstown was the South Island's number one visitor destination in 2018.²¹

The Queenstown Trails Trust Trail Count Report dated 3rd April 2017 reported that there have been 'a total 1,294,144 trail journeys and 5,758,941 total trail movements (clicks) since opening in October 2012, this includes 114,982 journeys so far in 2017, compared to 109,538 in the same period in 2016, a 5% increase year on year so far.'

In late 2018, Google mapped 120 km of the trail to bring the trails into the digital age and publish the hiking and cycling tracks online.

Further expansions to link the resort's outer suburbs are planned in 2019, with the first stage of building works expected to start by the end of the year.

Queenstown Trails are also currently part of a new project, which will connect 4 existing Great Rides and link 30 communities along a 530 km continuous cycle trail network across Otago. The Government has committed over \$13 million in funding for this proposed extension, which will be matched by local funding to reach the total \$26 million required.



²⁰ Review of Economic Impact of Queenstown Mountain Bike Trails Draft Report May 2017

²¹ Radio NZ Article 28th January 2019 <https://www.radionz.co.nz/news/national/381129/queenstown-remains-top-south-island-destination>



Case Study 3 – The Timber Trail, Central North Island, New Zealand

The Department of Conservation's concept of a cycle trail through Pureora Forest Park was agreed to in 2010. The trail starts in the old forestry village and heads south along disused logging roads and through mature forests to the farmland and village of Ongarue. New bridges and basic facilities such as toilets and signage were constructed. The total cost was NZD\$5 million.

The business case for the trail estimated 4,000 overnight visitors and 3,000 day visitors by Year 5, with a caveat that accommodation was provided at the midway point.

The trail opened in March 2013 and within a year 3,000 cyclists were using it, many riding it in a single day due to a lack of accommodation. The trail immediately received excellent reviews as the best 1-2 day remote mountain bike Great Ride in New Zealand.

The constraint to growth in the markets was accommodation on the trail. Whilst accommodation at the start and end was developed and camping was available, it took time for the private sector to commit to building a lodge. In early 2017, a 50-bed dedicated trail lodge was opened (Timber Trail Lodge). Shared and ensuite rooms, a licensed restaurant and dedicated cycle touring facilities were provided. The lodge was initiated by local investors who received some financial assistance from Ministry of Business, Innovation and Employment private sector support programme, the now abandoned Tourism Growth Partnership Fund. The total lodge build cost NZD\$3.5 million, with the NZ Government grant contributing one-third of this.

The development of the accommodation complemented a range of local transport and bike hire providers. There are now 4 significant providers surrounding the trail. There has also been the rejuvenation of the villages at the start and finish of the trail with the development of cafes and other accommodation. A proposed serviced camping operation was consented and due to open in the 2018-2019 season.

The users of the trail were initially serious mountain bikers from the main North Island cities of Wellington and Auckland) who would do the trip in one day. This market stimulated the growth of the transport providers. The providers also offered transport from the trail at the halfway point to nearby accommodation, and this grew the market for a 2 day option with accommodation.

The market shifted and expanded to include the older (60-70 years) and family groups. The markets now predominantly come from throughout New Zealand and there are strong emerging markets from Australia and Europe. Specialised bike tour operators are making their presence felt and the current 10% overseas market share is likely to move closer to 25% within the next 5 years.

The customer profile for the Timber Trail Lodge is more varied than predicted. The assumption that the markets would be virtually all cyclists was wrong. The increase in the Timber Trail walkers has opened up the walking market and small group company retreats, and social groups are a strong emerging market for the lodge.

From over 3,000 visitors in the first year of the trail, growth has been solid for the first 5 years with now over 6,000 2 day riders and another 1,000+ day riders. Early market predictions for 2 day riders are up by 50%.

In the last 2 years, the Timber Trail has been incorporated into a major mountain bike event and the Te Araroa Trail, a 3,000 kilometre walk the length of New Zealand.

The impact of the trail for the local region has been regarded, both nationally and internationally, as a very successful part of the regional economic development programme.

The lessons learned from the Timber Trail development include ensuring that:

- There is a well-development business case that is confident there is a market
- The trail has legal access secured
- The trail has a governance group
- Leadership exists for the development of the concept
- There are opportunities for the public sector to support the start-up of SMEs.

APPENDIX B – MOUNTAIN BIKE RIDING OPPORTUNITIES AND THOSE UNDER DEVELOPMENT

Shoalhaven and Illawarra Trail Network

Name	Land Manager	Total Distance (km)	Nearest town	LGA
Greenvalleys MTB Park	Private - Greenvalleys MTB Club	19	Shellharbour	Shellharbour
Currambene & Nowra SF/Coondoo - Butterfly - Superbowl	FCNSW	16	Nowra	Shoalhaven
Woodburn SF - In development	FCNSW	TBC	Ulladulla	Shoalhaven

Sources: Trail Forks: <https://www.trailforks.com/region/new-south-wales/> and Department of Premier & Cabinet, Forestry Corporation of NSW, National Parks & Wildlife Service, Greenvalleys MTB Club

Potential new areas:

- Wollongong: Illawarra Escarpment State Conservation Area - Balgownie, Mt Keira, Mt Kembla-Mt Brisbane

South Coast Trail Network

Name	Land Manager	Total Distance (km)	Nearest town	LGA
Mogo State Forest Deep Creek Dam	FCNSW - leased to Council - Eurobodalla	14	Batemans Bay	Eurobodalla
Manna Park	Private - Manna Park	7	Merimbula	Bega Valley
Tathra - Bundadung & Fire Shed Trails	Bega Aboriginal Land Council/Tathra Community	45	Tathra	Bega Valley
Narooma	FCNSW	10 (est)	Narooma	Eurobodalla

Sources: Trail Forks: <https://www.trailforks.com/region/new-south-wales/> and Department of Premier & Cabinet, Forestry Corporation of NSW, Tathra MTB Club

Tablelands and Snowy Mountains

Name	Land Manager	Total Distance (km)	Nearest town	LGA
Wingello SF	FCNSW	20	Bundanoon	Wingecarribee
Welby MTB Track	Council - Wingecarribee	10	Mittagong	Wingecarribee
Mount Gladstone	Council - Snowy Monaro	16	Cooma	Snowy Monaro
Jindabyne & Mill Creek & Tyrolean	Council - Snowy Monaro	43	Jindabyne	Snowy Monaro
Bungarra	Private - Bungarra Alpine Centre	20	Jindabyne	Snowy Monaro
Lake Crackenback Resort	Private - Lake Crackenback Resort	9	Thredbo	Snowy Monaro
Kosciuszko NP - Thredbo Valley Track	NPWS	22	Thredbo	Snowy Monaro
Kosciuszko NP - Thredbo MTB Park	NPWS	23	Thredbo	Snowy Monaro

Sources: Trail Forks: <https://www.trailforks.com/region/new-south-wales/> and Department of Premier & Cabinet, Forestry Corporation of NSW, Department of Industry— Crown land, National Parks & Wildlife Service, Snowy Monaro Regional Council

APPENDIX C – ASSESSMENT OF THE TRAILS IN DEEP CREEK DAM AREA²²

Audit data – Deep Creek Dam Area Trails

Trail Number	Value to network	Sustainability Score	Ride quality score	TDRS grading	Distance (kms)	Notes
Abalone	5	4	4	Blue Square	2.254km	A fast, flowy traverse along the top of the Deep Creek Dam catchment, with some fun lumps and pumps. Tight through trees on a few sections.
Armchair	5	4	4	Blue Square	0.525km	A nice section of singletrack shadowing the Ridge Road and adjacent fire trails. Complete with some berms, jumps and decent downhill run.
Blair Witch	3	3	3	Blue Square	0.443km	Straight forward section of track dipping in and out of the trees.
Dog Trap Road Climb	3	3	3	Black Diamond	1.399km	
Hammer the Gods	5	4	4	Blue Square	0.339km	A short but fun section of singletrack that drops into and climbs out of Deep Creek Dam.
HoChiMin Climb	4	3	3	Blue Square	0.401km	Climb out of Vietnam via Ho Chi Min so you can link RA50 or pedal back down Dogtrap and hit Jackhammer again.
I Tuuch Myself	5	4	3	Blue Square	0.434km	Connects Armchair to Little Andrews.
Jack Hammer	4	4	5	Blue Square	2.128km	A great section of trail that is a joy to ride downhill. In reverse this trail provides a long and consistent climb out of valley, very doable but will have the legs screaming by the top.
Joan of Arc	4	4	4	Blue Square	0.909km	Good run down into rainforest lined creek and joins up with Jackhammer. Goes through recently logged area so first half is fairly messy right now.
Little Andrew	5	4	4	Blue Square	0.808km	Great section of singletrack running below Ridge Road. Twists in and out of the trees, loads of fun.
Mitchells	4	4	5	Blue Square	1.531km	one of the best descents in the Deep Creek dam trail area, can be incorporated into a loop or simply pedal or 4wd shuttle up the adjacent fire trail
Porno Hill	3	4	4	Blue Square	0.969km	A short climb with some bermed corners leading down to Armchair
RA50	5	4	4	Blue Square	1.584km	A great downhill section of track leading to the dam wall. This is a narrow but fast track, allowing for plenty of speed and some big grins.
RU12	4	4	5	Blue Square	2.019km	Nice bit of singletrack with some steep slopes up and down the contours, taking full advantage of the drainage lines. Track tends downhill so when taken at speed and given narrow nature of the track is a blast to ride.

²² Mountain Bike Trail Audit Report Eurobodalla Shire Council 2018

APPENDIX D – ASSESSMENT OF THE TRAILS IN MAULBROOKS ROAD AREA²³

Audit data – Mogo State Forest Trails

Trail Number	Value to network	Sustainability Score	Ride quality score	TDRS grading	Distance (kms)	Notes
Kick Start	4	4	4	Blue Square	0.481km	A short section of track off the main Maulbrooks Road trailhead to get the heart pumping
Dam Road Link	N/a	N/a	N/a	Access Rd	0.404km	This short section of singletrack allows you to drop off the Loopy Track and climb uphill to meet up with Dam Road. Straight forward start to the Dam Road climb.
Loopy Track	5	4	4	Blue Square	1.637km	A great little track that loops up and down the slope, some decent climbs rewarded but some fast downhill sections.
Baby Bear	5	3	4	Blue Square	0.691km	Coming off Loopy track, this is a shoot section of track that incorporates part of Cpt180-2 Trail at the creek crossing but otherwise ducks and weaves parallel.
Cptr 180 trail	N/a	N/a	N/a	Access Rd	1.611km	An old fire/logging trail running the centre of the Maulbrooks Road mtb park, that acts as a connecting loop trail to other singletrack sections
AST	4	4	4	Blue Square	0.781km	
Maulbrooks Rd	N/a	N/a	N/a	Access Road	0.083km	This section of Maulbrooks Road allows access to other trails within the mtb park area
Thru Track	4	4	4	Blue Square	0.332km	
Swamp Track	4	4	4	Blue Square	1.333km	A short sharp section of track of Maulbrooks Road
She Oak Track	5	4	4	Blue Square	1.876km	A short but twisty section of trail that connects to the start of The Snake Track
The Snake Track	5	5	5	Blue Square	1.685km	The Snake Track is a well-known highlight of the Maulbrooks Rd area of Mogo State Forest. It is a fun, fast, flowing 2km descent. You can ride up the adjacent fire trail and down The Snake Track
Trail Head Track	5	4	4	Blue Square	1.073im	This track takes you back to the trailhead from the end of The Snake Track. A good finishing section of track with some gully drops to keep you on your toes.
Dam Road	N/a	N/a	N/a	Access Road	3.081km	
Capt 179	N/a	N/a	N/a	Access Road	0.599km	
Pistol Shot	N/a	N/a	N/a	Access Road	4.089km	
Lower Maulbrooks Track				Blue Square	0.0997km	This track is a short but fun loop following around below Maulbrooks Road before dropping into the gully and joining Jeremandra Track. Some steep climbs out of the gullies onto the spurs and out to the trailhead. While not well used the track is open and free of major obstacles

Wiggles				Blue Square	0.545km	A short section of track that cuts across to the She-Oak track
Rock and Roll				Blue Square	2.392km	A longish track that loops out and back onto the bottom of Kick Start. Rock and Roll covers a variety of terrain with numerous creek crossings, climbs and short downhills as it loops around. Includes a couple of natural rock faces that provide something of a challenge. While Rock and Roll shows a lack of use it is clear of obstacles and rideable along its length

²³ Mountain Bike Trail Audit Report Eurobodalla Shire Council 2018

APPENDIX E – BROAD TYPES OF TRAIL GOVERNANCE ARRANGEMENTS USED IN NEW ZEALAND AND AUSTRALIA

Governance Type	Features	Examples	Situations where it is applied	Advantages	Disadvantages
Sole Agency Management	<p>Exclusive governance and management of a trail by one or more Central, Regional or Local government agencies – such as Department of Conservation or another land management agency, a local government authority.</p> <p>Ultimate responsibility lies with the governing agency.</p> <p>Visitor products, accommodation and services may (or may not) be provided directly by the agency or through licences to commercial operators.</p> <p>Participation by user groups and volunteer groups in trail management may or may not occur.</p>	<p>All Great Walks in New Zealand.</p> <p>Great Ocean Walk (VIC).</p> <p>Grampians Peak Walk (VIC)</p> <p>Mount Buller Mountain Bike Park (VIC)</p> <p>Larapinta Trail (NT)</p> <p>Mount Stromlo Forest Park - mountain bike and other trails (ACT Government).</p>	<p>Trails that are mostly on public land, such as in national parks, conservation and recreation reserves. (In some cases, single agency management is used where there is a complex destination with multiple tenures and interests.)</p> <p>Easements may be obtained where sections of trail pass over private land.</p> <p>Liaison and arrangements with nearby land owners, government land managers and private landowners may be used to facilitate visitor access to the trail and</p>	<p>Clear management and executive decision-making roles.</p> <p>Quick, clear decision making is possible (but this does not always occur).</p> <p>Operational budgets and access to staff (though not always adequate).</p> <p>Responsibility and expertise to protect natural, cultural and recreational values.</p> <p>Application of consistent service standards across a trail or network may be easier</p>	<p>Visitor experiences, effective tourism industry partnerships and marketing and promotion are dependent on the agency's performance</p> <p>Ability to leverage investment and community support may be limited.</p> <p>Agency-wide priorities and budgets may affect resources available for trail management.</p> <p>Government agencies may not be eligible to apply under some grant programs.</p>
Partnerships	<p>A variety of partnership models exist:</p> <p>(i) vesting control of the trail from a land management agency to a Committee of Management</p>	<p>(i) Murray to Mountains Rail Trail (VIC)</p> <p>(ii) Surf Coast Walk (VIC)</p>	<p>Trails that involve a mix of land tenures, land managers and landholders.</p> <p>Situations where partnerships are</p>	<p>Leverages a broad support base for trail funding, management and maintenance and for on and off-trail products and services.</p>	<p>Effectiveness depends on the way the partnership operates and its access to resources. Challenges that have sometimes been encountered are:</p>

Governance Type	Features	Examples	Situations where it is applied	Advantages	Disadvantages
	<ul style="list-style-type: none"> (ii) an MOU between different management parties, possibly with a coordinating committee (iii) a foundation, trust or incorporated body acting as the governance entity or assisting with management (through activities such as funding, coordination, stakeholder liaison, experience development, marketing and promotion) with agency responsibility for trail maintenance (iv) agency as the primary trail manager drawing on voluntary assistance from trail users and stakeholders for activities such as trail maintenance (e.g. through Friends and user groups). 	<ul style="list-style-type: none"> (iii) Bibbulmun Track (WA) Queenstown Trails (NZ) Otago Central Rail Trail (NZ) Motu Trails – cycle trails (NZ) (iv) Forrest Mountain Bike Trails (VIC) 	<ul style="list-style-type: none"> required to guarantee access over private land. Situations where agency funding is constrained. Situations where there is strong user group and stakeholder involvement in trail development and ongoing management and maintenance. 	<ul style="list-style-type: none"> Governance and business arrangements can define roles and can include access to appropriate expertise and staff. Effective where there is strong commitment and clarity of direction among partners. Eligibility for grant programs. 	<ul style="list-style-type: none"> poor performance of Committees and Boards different cultures of public and private partners high reliance on volunteers and/or part-time personnel leading to burn out over time lack of clarity of roles and responsibilities where there is no single entity charged with overall responsibility for the trail implementation.
Private	<p>Land owner management of trails on private land, often as a tourism venture with associated facilities, accommodation and tour products.</p> <p>Concessions or licences may be negotiated with adjoining public land managers for tour access to public protected areas.</p>	<p>Banks Peninsula Track (Canterbury, NZ) – exclusive self-guided hiking with linked accommodation and products, limited to 12 walkers per day.</p> <p>Welcome Rock Trails (Southland NZ) - shared walking and mountain bike trails with huts and camping.</p>	<p>Private land (one or more properties) where a tourism opportunity is seen, sometimes where no opportunities exist on public land or links can be formed with public land and trails.</p>	<ul style="list-style-type: none"> Clear decision-making. Quick response to market preferences. Can provide niche experiences and add to the variety of trail experiences in a region. 	<ul style="list-style-type: none"> Typically only cater for small visitor volumes. Reliant on owner finances and trail-related income. Vulnerable to economic conditions and may close without public consultation.



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