FORREST MTB STRATEGIC PLAN

REVISION	DATE	AMENDMENT
C	25/02/2015	Final Report
B	17/10/2014	Final Draft for review
A	30/06/2014	Draft – Internal Project Steering Group Review and Comment Only

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Acknowledgements

The Forrest MTB Strategic Plan project was guided by Colac Otway Shire and a Project Steering Group with contributions from key agencies and stakeholders.

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Stakeholder Representatives:
The Corner Store, Forrest
Forrest Brewery
Forrest MTB Club
Friends of Rail Trail
IMBA
World Trails

Valuable input was received from members of the local community who attended the community 'drop in' workshop in September 2013 and the boarder MTB community, who contributed to the project via on online survey in December 2013.

Executive Summary

Strategy scope and purpose

The Forrest MTB Strategic Plan will guide future planning, provision, design, management and maintenance to assist sustainable future development of the Forrest and Yaugher MTB trail network. The Strategic Plan provides direction for multi agency commitment to deliver sustainable MTB development opportunities in Forrest.

The strategic document identifies key actions and recommendations for the following core outputs:

- Develop a Strategic Plan that has the support of key stakeholders and the local community, as determined through extensive community and stakeholder consultation.
- Identify strategic directions for the planning, provision, development, preservation and management of the Forrest MTB trails networks and supporting infrastructure.
- Identify funding opportunities and revenue streams for ongoing management and maintenance of the trails, which supports the growth of MTB activity in Forrest.
- Consideration of cultural heritage and environmental values
- Identify development opportunities to strengthen the MTB offer in Forrest.
- Identify additional recreational opportunities for improved social health and wellbeing for a range of existing and future MTB users.

Key facts and strengths of MTB activity in Forrest

Key facts include:
- Forrest is located approximately 30kms south east of Colac and 36kms from Apollo Bay on one of the major tourist routes connecting the Princes Highway with the Great Ocean Road.
- Following the 2003 State Government 'A New Future for the Otways Tourism Initiative' Forrest has experienced an increased focus on tourism accommodation, product and unique MTB experience.
- The Forrest and Yaugher trail systems offer over 66kms of MTB trails across 16 different trails.
- There are two main trail heads with car parks, signs, toilets and shelter.
- A variety of MTB trail types are provided for, from beginner to advanced.
- DELWP has responsibility for maintenance, signage and risk management of the MTB trails.
- DELWP currently convenes the Forrest Mountain Bike Trails Committee, and coordinates operational matters e.g. maintenance, erosion control, alignment and possible new trails.
- DELWP work closely with the Forrest Mountain Bike and Cycling Club and organises the Forrest Mountain Bike Club Volunteer work program.

Key strengths include:
- Township welcomes and celebrates MTB activities.
- MTB trails are located within and in close proximity to the Forrest Township providing a *'ride from your door step to the start of the trail'* experience.
- Extensive existing MTB trail network.
- The MTB trails have been designed around the village of Forrest and these trails showcase the natural beauty of the Otway Ranges.
- Visitors come to Forrest for its township character and not just MTB activities.

- Forrest is in close proximity to the coast offering a point of difference for people to visit.
- There has been a significant increase in commercial and economic development in the town making Forrest a key inland destination point within the Colac Otway region.
- Forrest town and locals proudly display its timber mining town history.
- Forrest MTB trails are home to a number of annual major cycling events.

Key issues associated with MTB in Forrest

Key issues include:
- Lack of diverse trails in proximity to Forrest.
- Lack of MTB Skills Park.
- Minimal facilities/opportunities for MTB beginners and families in close proximity to town.
- Limited DELWP funds for ongoing management and maintenance of MTB trails.
- Unsafe Colac-Forrest Road crossing (link between Tiger Rail Trail and Boundary Road to Yaugher Trail Head).
- Limited food and beverage options in Forrest during off peak seasons.
- Events held in Forrest can negatively impact on surrounding local residents, e.g. road closures.
- Inadequate signage of trails for users.
- MTB events impact negatively on the MTB trail corridors with limited agency/financial support for DELWP to maintain and manage the trails post events.
- Limited capacity of existing public toilets during events; town not sewered.
- No marketing strategy to identify areas for maximum growth and focus limited resources.

Key recommendations include:
- The formation on an Advisory Group with key agency representatives (from Colac Otway Shire, DELWP, Barwon Water, Parks Victoria and potential stakeholder representatives), to meet, discuss and provide direction for ongoing maintenance, management and funding options for the MTB trail network.
- Establish a new 'blue' trail *Barwon Flow'* within the Forrest MTB Trail Network, providing a new loop trail suitable for intermediate rider ability, in close proximity to the Forrest Township.
- Undertake MTB trail upgrade/enhancement works to existing trails within the Forrest and Yaugher MTB trail network including; Rollercoaster, Red Carpet and Follow the Dog to provide more trail diversity.
- Establish a MTB skills development park adjacent to the Forrest Trail Head site.
- Undertake landscape improvement works at the Forrest Trail Head and improve overall trail entry experience, with enhanced planting, key visitor information, signage and future wash down facility.
- Undertake detailed design for a tunnel underpass (below Colac-Forrest Road) and realignment of the trail link from the Tiger Rail Trail to the Yaugher Trail Head.
- Undertake detailed design for a new off road trail (west of Boundary Road) *'Boundary Rider'* from the new tunnel underpass to the Yaugher Trail Head.
- Change the use of Vista Trail to dedicated equestrian use.
- Upgrade trail signage, including directional, wayfinding and interpretation, across the Forrest and Yaugher MTB trail network.
- Retain and protect existing areas of Native Vegetation and undertake revegetation works in targeted areas.

1.   Strategic Vision

The Forrest MTB Strategic Plan has been prepared to provide strategic guidance and recommendations to present a sustainable future for Forrest's Mountain Bike Trails.

The project has been coordinated by Colac Otway Shire and guided by a Project Working Group (PWG) comprising representatives from key Council departments, Department of Environment, Land, Water and Planning (DELWP), Barwon Water (BW) and key local Stakeholders.

The overall strategic vision is to develop a Strategic Plan that guides and secures an economically sustainable future for the Forrest MTB industry, with the support from agencies, stakeholders and the local community; representing a balance between community and stakeholder views, State Government Policy, commercial opportunities and environmental values.

The development of the Strategic Plan for Forrest MTB Trails will provide an implementable framework to guide future actions and authority responsibilities. The plan will complement the MTB activities and culture as it continues to grow whilst retaining the essential attributes and elements which make visiting Forrest and riding the MTB trails a positive visitor experience.

1.1   Study Area and Context

Forrest is a small rural township located in the Otway Ranges of Victoria approximately 160km south-west from Melbourne. The Forrest Mountain Bike Trails are located on Crown Land to the south and north of the Forrest Township, with the trails network crossing a number of land tenures including the Otway Forrest Park, Great Otway Forest Park and land managed by Barwon Water. The West Barwon River flows to the east of the township and is 1km north of the West Barwon Reservoir, which services Geelong.

Forrest is located approximately 30kms south east of Colac and 36kms from Apollo Bay on one of the major tourist routes connecting the Princes Highway with the Great Ocean Road, which is an iconic Australian tourism destination. It has a population of approximately 160 and is undergoing economic and social transformation resulting from the reduction in logging and agricultural activities and the increasing visitation to the Great Otway National Park, increasing focus on tourism and growth of the MTB industry.

Factors in Forrest's favor were the designation of the Forrest to Apollo Bay Road as a priority north-south Great Ocean Road access from the Princes Highway and the influence of 'Tree

Change Lifestyle' newcomers to the area. An increasing focus on tourism accommodation, product development and visitor experiences was becoming evident and the 2003 State Government, "A New Future for the Otways" Tourism Initiative proposed to further stimulate local economies within the Otway Ranges through the development of tourism. This was to offset the losses in employment and local economy resulting from the cessation of commercial hardwood harvesting. The Forrest Mountain Bike Trails are the product of this strategy.

Forrest Mountain Bike trails are a network of 16 trails that total approximately 66km in length. There are two trail heads with car parks, signs, toilets and shelter facilities. The trails also link to the recently completed Tiger Rail Trial Stage 1.
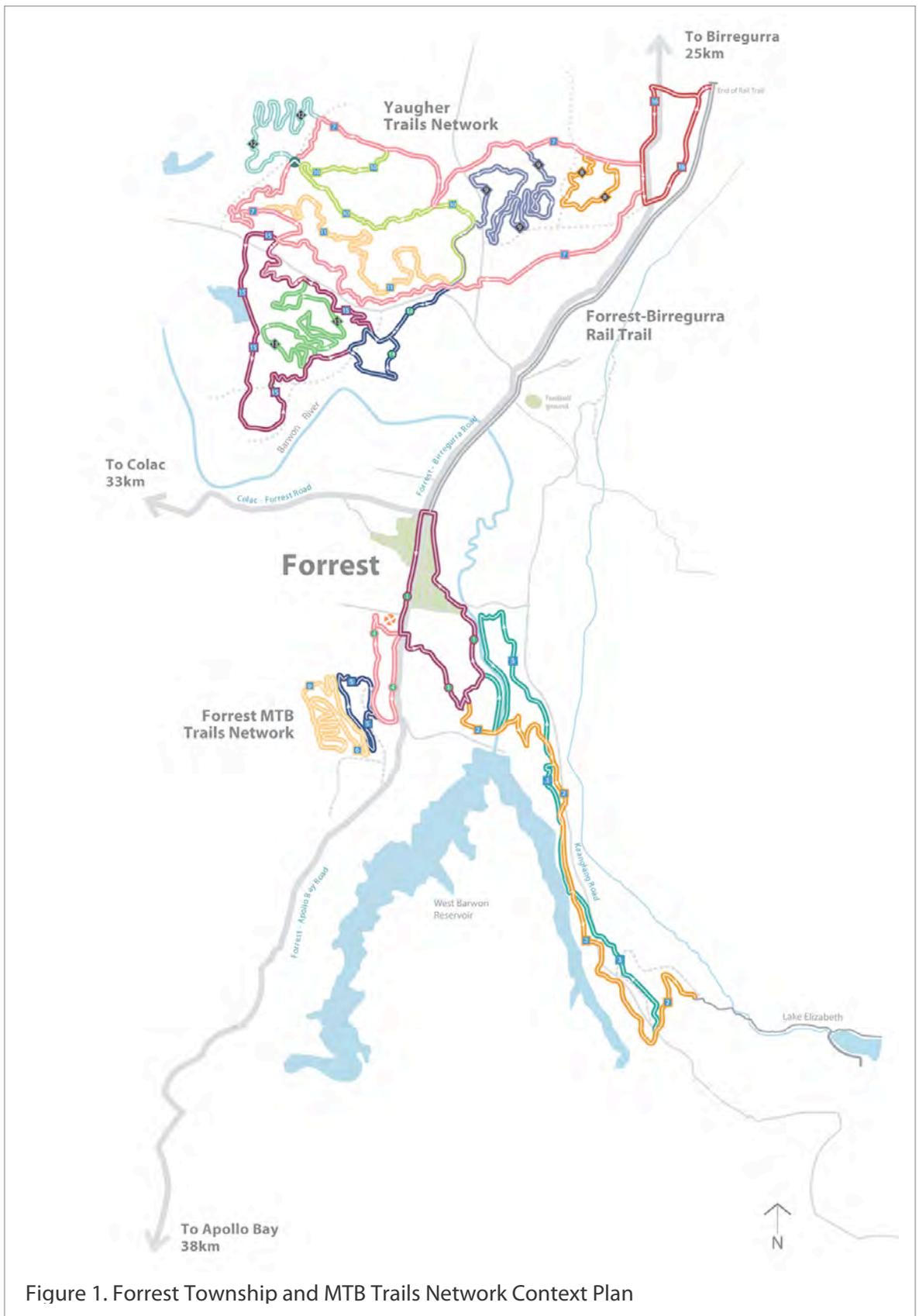
Figure 1. Forrest Township and MTB Trails Network Context Plan

1.2   Summary of project works

1.2.1   Site Analysis

Comprehensive site analysis was undertaken to review existing on site conditions of the MTB Trails, the two MTB trail heads at Forrest and Yaugher, links and connections to town via trails and road network. Assessment was undertaken of the visitor experiences offered within the Forrest Township with consideration of the surrounding site context, site history, character, signage, food and beverage provisions and accommodation options.

The township of Forrest has a 'village' type feel and provides an excellent destination for visitors to stay and explore the MTB trails directly from the town.
Refer to Appendix A - Detailed Site Analysis Summary Report.

1.2.2   Consultation

The development of the Strategic Plan has been informed by detailed site visits, strategic workshops and meetings held with agency and stakeholder representatives, and technical workshops with specialist MTB industry representatives. Important input was gained from the local community via an informal 'drop in' session, and with the broader MTB community via an online survey.

Consultation and engagement with the local Forrest residential community, representatives of local groups, stakeholders and agencies was an important component of the project to ensure the strategy was well informed and reflected local interests.

Agency workshops and meetings were held with representatives from COS, DELWP, BW, PV and Tourism Victoria to discuss and identify strategic project goals and values with a focus on ongoing management and maintenance of the trail network.

Stakeholder workshops and meetings were held with representatives from COS, Forrest MTB Club, Tiger Rail Trail Association, Otway Hinterland Tourism Association/Forrest Brewery, and The Corner Store. Representatives actively contributed to discussions providing valuable insight into the community's historic and present involvement with the development of MTB facility, identifying key issues and opportunities for sustaining MTB activities in Forrest and improving visitation to Forrest to continue to drive the town's economy.

Specialist members from the MTB industry participated in a MTB strategic workshop, to evaluate, discuss and identify overall design principals, technical aspects and key considerations to enhance the existing MTB facility and establish Forrest as a premier MTB destination in Australia. The workshop provided invaluable insights and presented an opportunity to gain expert industry knowledge and information pertaining to the success of MTB industry in Forrest and on how to provide the project with the best technical strategic direction and vision from Australia's MTB experts.

To gain additional broader consultation from the MTB community, an online Forrest MTB survey was developed, and the survey was promoted via Colac Otway Shire website, Ride Forrest website, and relevant Facebook pages. The survey was positively received and provided an additional mechanism to gain additional broader information from MTB riders about what they like about Forrest and what could be improved (e.g. "more diverse trails closer to town"), to complement and enhance the vision and recommendations for the Strategic Plan.

The consultation phase was fundamental to the development of the Issues and Opportunities Paper and underpins the direction of the Strategic Plan. Refer Appendix B - Forrest Issues and Opportunities Paper.

1.2.3 Benchmarking Analysis

Benchmarking analysis was undertaken by Simon McArthur & Associates, in conjunction with TBLD. This work assessed commercially run MTB destinations including Thredbo MTB Trail and Whistler MTB Park (Canada), and non-commercial run MTB/cycle destinations including Ride Rotorua (New Zealand), You Yangs, Old Beechy Rail trail, Murray to Mountain, Lysterfield Park, and Lilydale - Warburton Trail. These destinations were benchmarked in comparison to Forrest in regards to the market, position, product, cost and promotion.
Refer Appendix B- Forrest Issues and Opportunities Paper - Attachment 5

1.2.4 Economic and Tourism Benefits for Forrest

The online survey results indicated that 99% of respondents would encourage their MTB friends to visit Forrest and ride the MTB Trails. The importance of the Forrest Township to the MTB experience is highly regarded as Very important (35%) and Important (42%). This overwhelmingly positive response identifies that the Forrest MTB trails and Forrest Township are linked as one overall visitor experience, and that Forrest is recognised as a destination in itself and an interesting place to visit.

Continued sustainable development of the Forrest Township with the MTB experience as a core destination product provides customers and visitors with an enhanced experience, continually improving range of accommodation options, improved MTB experiences and ease of connectivity to the MTB trails, all benefitting the local economy. Promotion of the township and MTB trails as one integrated experience is also an important aspect in driving new and repeat visitation.

1.2.5 Barwon South West Regional Trails Master Plan, 2009

The Forrest Strategic Plan supports the vision of the Barwon South West (BSW) Master Plan where it states: 'the network of recreational trails in the south west Victorian coast, forests and hinterland will become recognised worldwide as offering social, environmental and economic benefits'.

The Forrest Strategic Plan addressed similar issues as identified including:
• The need for enhanced governance and policy
• The need for coordinated planning, development and ongoing management of trails
• Provide greater emphasis on the development of trail infrastructure to support the activity
• Enhance the user's experience Enhance opportunities for marketing and promotion
• Lack of funding required establishing and maintaining a quality trail network.

The BSW Master Plan identified Forrest as a key destination MTB hub as MTB hubs are to be strategically and equitably spaced across the Barwon South West region, each providing a range of riding experiences, in a variety of settings.

The key recommendations identified in the BSW Master Plan (as part of a 10 year action plan) are in-line with the recommendations identified in the Forrest Strategic Plan, including:
• Clear leadership, policy and appropriate governance structure for the trails.

- Experience-led trail development – including investigation of opportunities for the development of new shared use trails and/or the upgrade to shared use trails where appropriate.
- Expand opportunities for use of trails by people with varying abilities.
- Enhance marketing and promotion of the area and MTB activity through effective and coordinated websites, marketing plans, etc.
- Explore options for increased funding and resources for trail development, management and maintenance.

1.3   Implementation of the Plan

The Forrest MTB Strategy presents visionary, well-resolved, functional and implementable recommendations and actions to create an economically sustainable and exciting future for the MTB industry in Forrest.

The Strategy seeks to build on the substantial strengths of the MTB trails, facilities and associated support industries including MTB hire, accommodation, and food and beverage outlets.

Primarily, the strength of Forrest as a MTB destination lies in the diversification and strengthening of the expansive network of high quality MTB trails that directly adjoin the township of Forrest, providing exciting, year round MTB riding opportunities and experiences.

Secondarily, the commitment, drive and enthusiasm amongst the agencies, local stakeholders and the community, towards the success of the MTB industry is exceptional and extremely valuable.

The recommendations and actions outlined for implementation in the strategy focus on these strengths, defining and building on this clearly differentiated and quality MTB destination product in the expanding MTB market.

In a few short years the people of Forrest, with the support of various agencies, have built an enviable base for the growth of this unique MTB facility that is driving the revitalisation and transformation of the small country town of Forrest into a boutique country sporting visitor destination.

2. Strategic Recommendations and Implementation Plan

2.1 Strategic Project Objectives

The following is a list of strategic objectives for the project;

- Identify strategic and proactive opportunities for diversification and strengthening of the Forrest MTB trail system.

- Provide a mechanism for Forrest and the MTB community to continue to provide and develop sustainable growth of the Forrest township

- Retain the Forrest identity, character, and point of difference from other MTB destinations

- Celebrate Forrest as MTB destination #1 in Australia

- Promote and market the Township of Forrest as a key strength in conjunction with the diversity of MTB trails and experiences on offer

- Investigate broader recreational opportunities to compliment MTB activities

- Promote Forrest and market Forrest to other MTB trail users such as schools, ecological tours, commercial tour operators, etc

- Protect and enhance areas of indigenous and native vegetation.

- Identify a cohesive and feasible management structure to allow the Forrest MTB trails to grow and cater for future and repeat visitation.

2.2 Strategic Plan

The following table outlines the issues assessed and reviewed in detail. The strategic recommendations and actions that form the base of the Strategic Plan provide direction for future planning, provision, development, preservation and management of the Forrest Mountain Bike Trails and supporting infrastructure based on clear evidence of stakeholder and community demand and sustainable asset management.

The authorities responsible for addressing the strategic recommendations and actions have been acknowledged, and priorities have been identified. A technical workshop was held to determine priority trail opportunities.

Priority Key:
Very High: 0 - 1year
High: 1 - 2 years
Medium: 2-5 years
Low: 5 - 10 years

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
2.2.1	Forrest Township			
2.2.1.1	**_Forrest Character and History_** The township of Forrest has retained its old Victorian country town charm with its tall mature gum trees set against the pastoral setting of the rolling green hills. The main street focuses on core services such as the schools, church, pub, general store, etc, and the wide open quite and shady streets are welcoming without urban clutter. There is a relaxed village community feel combined with evidence of the new residents bringing energy and business opportunities to revitalise the town, while retaining a sense of pleasantness within the local community.	• Retain and protect the visual clues of the old Victorian country town character. • Ensure new developments (incl buildings, civil works, public infrastructure, streetscape works, etc) do not detract from the country town theme and activities. • Ensure the township is not genericised or gentrified and maintains its genuine 'Forrest' town character, as a point of difference from the other Colac Otway region small townships. • Retain the wide relaxed feel of the main street, and ensure the town does not become over built or urbanised. • Develop infrastructure that responds to and complements the town character e.g. bike racks, seating, signage, etc.	Colac Otway Shire	Med - High

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
	Remnants of the timber town working aesthetic are still visible and valued by (the community) as the foundations of the town. Evidence of old forestry machinery, vehicles, sheds, buildings, equipment etc are scattered amongst the streetscape and treasured within both private residences and a part of public buildings. Results of the online survey indicate that the element that MTB visitors like most about the Forrest Township is its 'rural township atmosphere' followed by its 'low key' culture.			
2.2.1.2	**Pathway network** There is a number of existing off road paths within the township, including: • The Tiger Rail Trail which provides an off road shared path link, south of Birregurra-Forrest Road, which extends from Station Street to Boundary Road. • A sealed asphalt path (approx 1-1.5m wide) extends from Colac-Forrest Road to Turner Drive (north of the main street) providing a link to the Primary School and Forrest Hall. • A wide gravel path (approx 2.5-3.5m wide) extends south from Henry Street and currently terminates approximately half way towards the General Store. • Barwon Street is an unsealed local access road located parallel between the two main roads of the town, which provides an on-road path link via an under utilised roadway.	• Establish a separate shared trail on the east of the main street (via upgrading and widening the recent path works to min 2.0m wide) to accommodate for the range of expected users including MTB riders, pedestrians, dog walking, children riding to school, etc. • Provide a safe crossing point for users of the shared trail between the north and south of the main street. • Promote Barwon Street as an additional cyclist/walker path through town, as little vehicle traffic utilises this road. Retain as unsealed to retain low speed and rural character of township. • Seek opportunity for multi-use track design to accommodate MTB trails suitable for people with all abilities, e.g. in the redesign of the Roller Coaster Trail.	Colac Otway Shire	Med - High

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
	• Other pathways within the township provide shortcuts through the town e.g. the path link opposite Hennigan Crescent west to Birregurra-Forrest Road. Pathway upgrades have been established recently along the main street.			
2.2.1.3	**Signage** The main Colac Otway Shire 'Forrest' township sign clearly identifies the entrance to the township and notes its MTB role. At the intersection of Colac-Forrest Road and Birregurra -Forrest Road there is an excessive overload of signage and information for a visitor to take in. Rationalisation and consolidation is essential to improve visitor amenity and provide effective information. Interpretation signage is dotted around the township. Green colored recycled plastic posts and boards display images and stories of the previous lifestyle and historic development of the Forrest Township. This material is aesthetically disconnected from the 'timber town' history, character and detracts from the towns' aesthetic character.	• Review and consolidate existing chaotic and duplicated signage. • Develop and design key visitor directional and historic signage at a key public open space site and destination, to be determined in consultation with the community. • Undertake design upgrade to township interpretation signage. Signage form and materials to be developed to reflect the genuine country character and historic qualities of the township.	Colac Otway Shire Otways Tourism Vic Roads	Low - Med
2.2.1.4	**Other sporting/recreational facilities** Other than the primary activity of Mountain Biking, visitors at Forrest can enjoy bushwalking, horse riding, and shared walking path to Lake Elizabeth, active sports and the oval and to the north of town.	• Highlight and promote other local recreational opportunities via public information/signage at a key public open space site. This will allow visitors who have not pre-planned their activities before arriving at Forrest to engage in other recreational activities offered in the area.	Colac Otway Shire Otways Tourism Parks Victoria RDV	Medium

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
2.2.1.5	Forrest is unsewered with a predominant septic system. Unsecured 'dry' toilets are provided at the Forrest and Yaugher Trail Heads and intended for MTB rider use only. The Yaugher Trail Head toilet is regarded as sufficient, given its relatively isolated location off the main road. The Forrest Trail Head toilet is over used, acting as a surrogate public toilet used by tourists en route through Forrest. The public toilets on Station Street are also under capacity during events.	• Agencies to review toilet capacity and location for MTB use in light of longer term strategic opportunities for Forrest.	Colac Otway Shire DELWP	Med - High
2.2.2	Forrest MTB trails network			
2.2.2.1	The **Forrest MTB trails network** provides a range of MTB ride options only a short distance from the township, with 'ride in ride out' convenience. These trails provide visitors with the opportunity to ride and experience the spectacular natural beauty of the Otway Ranges, passing significant eucalypt forests, dry heathland scrub and dense spectacular fern gullies. These trails cater for a variety of MTB riders from family friendly, to beginner, intermediate with limited variety of trails for experienced riders.	• Ensure trail grading signage (e.g. easiest to extremely difficult) is appropriately identified at all entry points to each trail, to ensure riders are informed of the appropriate trail grading before commencing on a section of trail. Install additional sign bollards to clearly denote trail entries, routes and exits. • Provide new and modified trails for implementation as identified in the Technical Workshop and site visit. *Refer Appendix C.* • Construction of new trails/trail upgrades, ongoing maintenance, management and funding applications for the trail network is to be guided and driven with the formation of an 'Advisory Group'. *Refer Recommendation 2.2.13.* • Agencies to review and undertake assessment of cultural heritage and flora and fauna impacts pertaining to new MTB works.	Colac Otway Shire DELWP Barwon Water	High

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
2.2.2.2	Facilities at the **Forrest Trail Head** (located just south of the township) include a sealed car park, a large picnic shelter, picnic tables, low seating wall and a standard DELWP (not flush) public toilet. No water or MTB wash down facilities are currently available.	• Undertake detailed design and costing for upgrade works at the Forrest MTB Trail Head, to provide additional soft landscaping to carpark area, and provide key visitor and information signage, and improve overall trail entry experience. • Following detailed site assessment, community consultation and discussion with agencies and stakeholders, it is recommended that the Forrest Trail Head is the most appropriate site for a drinking fountain and a MTB wash down facility. Detailed design to be informed by discussions with DELWP and the Advisory Group. • The wash down facility was identified in the results of the online survey, as a critical improvement to be made to the Forrest MTB offer to encourage the user to stay longer. • Following detailed site assessment and discussion with agencies and stakeholders, it is recommended that a Skills Park be established at the Forrest Trail Head site. • Undertake detailed design and development of a Skills Park (for beginners to intermediate riders). *Refer Appendix C.*	Colac Otway Shire DELWP	High
2.2.3	**Yaugher MTB trails network**			
2.2.3.1	The **Yaugher MTB trails network** provides a diverse and exciting selection of well laid out MTB loops and trail routes, set within a bushland landscape. These trails cater for a variety of MTB riders from family friendly, to beginner, intermediate and up to experienced riders to undertake technical and challenging sections of trails.	• Ensure trail grading signage (e.g. easiest to extremely difficult) is appropriately identified at all entry points to each trail, to ensure riders are informed of the trail grading before commencing on a section of trail. Install additional entry and directional sign bollards to clearly denote trail entries and nodes • Provide new and modified trails for implementation as identified in the Technical Workshop and site visit. *Refer*	Colac Otway Shire DELWP	Med - High

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
		Appendix C. • Construction of new trails/trail upgrades, ongoing maintenance, management and funding applications for the trail network is to be guided and driven with the formation of an 'Advisory Group'. *Refer Recommendation 2.2.13.* • Agencies to review and undertake assessment of cultural heritage and flora and fauna impacts pertaining to new MTB works.		
2.2.3.2	The **Yaugher Trail Head** is signed along Birregurra -Forrest Road and is located off Boundary Road. The car park is signed using a standard DELWP location and directional sign. **Facilities** at the trail head include an unsealed car park area, standard DELWP (drop) public toilet and a few picnic tables. No water or MTB wash down facilities are currently available.	• Undertake detailed design and costing for upgrade works at the Yaugher MTB Trail Head to provide additional landscaping to carpark area, additional picnic tables, and provide key visitor and information signage, and improve trail entry experience.	Colac Otway Shire DELWP	Med - High
2.2.4	Tunnel Underpass			
2.2.4.1	**Tunnel Underpass** The crossing of Birregurra-Forrest Road (link to Boundary Road and access the Yaugher trail network), is at the apex of a curve and the road is currently designated at 100kms/hr. This presents significant safety crossing challenges and dangerous risks for both MTB cyclists and pedestrians.	• Undertake detailed design for the tunnel underpass (south of Boundary Road) and realignment of the trail. *Refer Appendix C for tunnel underpass indicative location and Appendix D for opinion of probable cost.* • Completion of the tunnel underpass may reduce the need for road closures during events along Boundary Road.	Colac Otway Shire VicRoads	Very high
2.2.4.2	**Boundary Road alignment** MTB riders travelling from Forrest to the	• Undertake detailed trail design for the new off road MTB track alignment (to the west of Boundary Road) to	Colac Otway Shire DELWP	High

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
	Yaugher MTB trail network, cyclists must travel along Boundary Road (an unsealed steep roadway shared with vehicle traffic).	provide safe off road access (where possible) from the new tunnel to the Yaugher Trail Head. *Refer Appendix C for tunnel underpass indicative location and Appendix D for opinion of probable cost of new trails.*		
2.2.5	Future trails			
2.2.5.1	The extent of the current MTB trails is currently not used to capacity (especially within the Yaugher trails network). Sections of trails continually need to be upgraded, and sections rejuvenated to enhance the rider experience and to maintain the status and attraction of Forrest as a key MTB destination.

Market research indicates that successful MTB destinations offer the majority of their product in the intermediate to advanced skill markets, but manage to attract wider markets by having a minority of trails set aside for beginners / skill development / low fitness and / or deviations from the main route that present some interest and respite before returning to the challenging main route.

Results of the online survey and discussions with MTB specialists indicated that the Forrest MTB system is to build on its existing strengths, and that Forrest requires more 'trails that are different' which are 'in close proximity to the township'. | • Provide new or modified MTB trails/upgrades to existing trails at Forrest and Yaugher, for implementation as identified in the Technical Workshop and site visit. *Refer Appendix C and Appendix D for opinion of probable cost.*
• Construction of new trails/trail upgrades, ongoing maintenance, management and funding applications for the trail network is to be guided and driven with the formation of an 'Advisory Group'. *Refer Recommendation 2.2.13.* | Colac Otway Shire DELWP Barwon Water MTB stakeholder community Parks Victoria | Med - High |

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
2.2.6	Accommodation			
2.2.6.1	There is insufficient accommodation during peak holiday periods and events.	• Council to continue to actively support local MTB friendly accommodation development opportunities.	Colac Otway Shire	Low - Med
		• While awaiting expected development of new boutique accommodation, a number of smaller accommodation places could be refurbished and updated to fit unmet target market demand.	Private Sector	Med
		• Investigate the feasibility for the development of an ecolodge within 20 minutes drive of Forrest to meet demand for complementary eco accommodation.	Otway Tourism, DELWP, Parks Victoria, Tourism Victoria, Colac Otway Shire	Med
2.2.7	Events			
2.2.7.1	There are a number of recreational, MTB, food and wine and tourism *events* held within the township of Forrest. A number of other events are held within the Colac Otway Region across the calendar year. The events held in Forrest are generally perceived as well managed and provide positive social and economic impacts for the town and surrounding Colac Otway region	• Continue to work with the existing event operators to continue to improve the management of the events and further enhance the visitor (and local community) experience during the event. • Actively seek financial contributions from event organisers commensurate with the repairs required, to assist in the maintenance and management of the MTB trails following events. • Expand the range of events held in Forrest to provide additional tourism drivers for the town.	Colac Otway Shire Private Event Sector DELWP Barwon Water	Ongoing
2.2.8	Competitive position			
2.2.8.1	**Competitor support services** Market research indicates that the support services and infrastructure (carparks, accommodation, food and beverage, hire and retail) is typically based close to the trail starting / finishing point, making the experience simple,	• Colac Otway Shire to determine an optimum size at which the destination can operate at any one time, and design event-sized supporting infrastructure and services to this. • Undertake the detailed design of a skills park (as noted in Recommendation 2.2.2). This facility could be	Colac Otway Shire Otway Tourism RDV DELWP	Medium

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
	convenient and efficient. In addition, the scale of these facilities make it easy for an event to service most if not all of the participants 'on site' and close together – further enhancing the atmosphere and effectiveness.	designed to include rest / picnic areas for accompanying friends and family to watch and photograph them in a picturesque and fun setting. *Refer Appendix C for Skills Park proposed location and Appendix D for opinion of probable cost.*		
2.2.9	Marketing/tourism products			
2.2.9.1	***Competitor product*** The alpine mountain resorts have several strategic advantages over Forrest as a mountain bike destination, and they have subsequently built highly competitive propositions. There is significant diversity in product (including grades, technical skills and landscape) in these locations. These destinations don't just provide lots of trails; they provide lots of differentiated trails. There is also much value adding of the base trail product, including guided tours, camps, events and ancillary services, including bike hire of different types of bikes.	• Forrest MTB marketing should create differentiation and avoid unnecessary and disadvantageous duplication of MTB experiences. • Promote Forrest MTB activities and promote the Forrest Township as a destination to visit and stay. • Provide resources and support for Forrest driven web based MTB product promotion.	Colac Otway Shire Otway Tourism Private Sector	Medium

2.2.9.2	***Competitor marketing***
	Marketing undertaken by alpine resort mountain bike destination managers is significantly superior to most of the non-commercial sites, evidenced by superior imagery of the experience and landscape, use of well produced videos and effective use of social media and events to drive brand awareness.
	Logistical information is often also superior, such
		• Position the Forrest mountain biking destination to:
		  – lead with its signature trails and place supporting product behind this, in less detail
		  – include accommodation and food and beverage that matches the needs of the target market supported by web based information.
		• Promote the genuine country ambience of the Forrest township experience as a destination value add for riders and visitors:
			Colac Otway Shire
			Otway Tourism
			Private Sector
				High

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
	as the way trails are presented on interactive maps and the way they are profiled so the customer could easily compare and choose. These destinations do not shirk from pricing and present comprehensive pricing information with competition profiled and opportunities for discounts available.	– recognise and promote MTB as an important activity - social and health benefits – promote MTB as an all ages and multi skill activity for visitors. • Advisory Group to pursue opportunities for creating user funding streams, e.g. donations from trail users to contribute to the maintenance of the trails and upgrade of MTB visitor infrastructure at trail heads. • Within the trail network identify the lead experience that brands the overall destination and is used to generate the main awareness and motivation to visit. • Provide resources to develop a destination marketing strategy for mountain biking in the area.		
2.2.9.3	*Promotion*. The marketing of Forest as a mountain biking destination is largely done through the website (http://www.rideforrest.com.au) that blends the township of Forest with the bike riding opportunities. The website includes some You Tube videos showing intermediate bikers on some sections of the trail doing small jumps and fast turns, a short a description for each route and its level of difficulty, whether the trails are open or closed, and a map of the region trails that can be downloaded**.** There is no social media used on the main website	• Support and encourage sustainable/manageable MTB events in Forrest. • Provide resources to generate a set of quality images and videos with soundtracks for the most competitive mountain bike experiences, and allocate responsibility to someone to regularly refresh them. • Ensure Forrest and the MTB trails are identified as a key MTB visitor destination in future government trails website.	Colac Otway Shire Otway Tourism	High
2.2.9.4	*Target markets* Most MTB destinations are targeting intermediate to advanced riders less than 35 years of age, almost always with pictures	• Grow visitation by designing and enhancing trails to provide A and B lines for a diversity of skills sets. Trails closer to the township of Forrest are designed with	Colac Otway Shire DELWP Otway Tourism	Medium

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
	of male riders. Skill development trails are often under-marketed or non-existent.	lesser difficulty while as you travel further out the trails will increase in difficulty. *Refer Appendix C for new trail locations.* • The key target market based on survey feedback, consultation and gap analysis is women and families that may be new to the mountain biking experience. Opportunity to improve skill set via skill development clinics and general skill development via diversified skill development trails and a new skills park area. Growth in this target market will enhance the economic outcome for the township and increase spending and visitation by diversifying the attraction and experience that Forrest has to offer.		
2.2.10	Future Economic Growth and Township development			
2.2.10.1	***Employment*** As outlined in the Tourism Economic Analysis 2012 Report, The Great Ocean Road region supports an estimated 126,404 jobs, of which 8,639 jobs are in the Colac Otway Shire. Of the 8,639 people employed in the Colac Otway Shire, it is estimated that demand by visitors for goods and services supports 643 jobs (highlighted in yellow above). That is, the Tourism sector represents 7.4 % of total employment in the Colac Otway Shire; *compared to 5.6 % for the broader Great Ocean Road region.* The major tourism related activities in Colac Otway include accommodation & food Services (455 jobs), retail trade (86 jobs) and arts & recreation Services (35 jobs).	• Continue to provide support for commercial activities that support this emerging trend, including MTB industry, bed and breakfast accommodation, food and beverage outlets, the microbrewery and other comparable industries for employment opportunities in the town.	Colac Otway Shire Private Sector	Ongoing

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
	Since the cessation of the timber industry in the Otways, a new focus for Forrest has emerged in terms of lifestyle, recreation and eco-tourism opportunities. This includes mountain biking, horse riding, hiking, camping and other nature-based recreational activities. The expansion of these recreational elements will be critical to the ongoing economic and employment sustainability of the town.			
2.2.10.2	**Annual Economic Output** As outlined in the Tourism Economic Analysis 2012 Report, the Tourism sector in Colac Otway Shire is estimated to generate $104.7 Million in annual economic output. The industries contributing most to the Colac Otway Shire's Tourism sector are those that are the greatest beneficiaries of expenditure by visitors. On average, for each dollar spent by a visitor to Colac Otway Shire $0.61 is for accommodation & food Services, $0.09 for ownership of dwellings, $0.08 for retail trade, and $0.08 for transport. For every dollar of direct expenditure by visitors to Colac Otway Shire, the broader local economy is estimated to benefit by a further $0.65 once flow-on industrial and consumption effects are taken into consideration. This can also be expressed as a tourism output multiplier of 1.650.	The region's economy is an interconnected system where direct benefits to one tourism sector industry will flow on to other sectors to varying degrees. • Continue to support, promote and market the MTB industry in Forrest with activities and events, and accommodation and food and beverage development options compatible with the Forrest Township.	Colac Otway Shire DELWP Otways Tourism	Ongoing

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
2.2.10.3	**Commercial Structure** Overall Forrest's commercial structure is limited by the lack of banking facilities, secondary school, petrol station (the closest available fuel is 7km away in Barwon Downs) and limited cell phone coverage. Supermarkets are located in Winchelsea, Colac and Apollo Bay, although the general store does stock some limited grocery items. As identified in the Forrest Structure Plan, in terms of commercial opportunities, given the success of the local Forrest microbrewery and Forrest Corner Store, there are other opportunities within Forrest and the local area for like developments to establish. This could lead to enhanced tourist focus for Forrest.	Overall commercial and industrial infrastructure should be scaled to reflect the population and needs of the town and tourist population. • The upgrade of public facilities within the township e.g. sewer connection, increased public toilet amenities, etc would significantly improve the visitor's experience whilst visiting Forrest, especially during long weekends and during events, when the town is on show.	Private Sector Colac Otway Shire	Med - High
2.2.11	Social/healthy wellbeing			
2.2.11.1	*The **G21 Region Health and Wellbeing Plan (2013-2017)** identifies key priorities for actions to improve the health and wellbeing of people across the G21 region.* *The Plan was developed concurrently with the five local governments, City of Greater Geelong, Colac Otway, Surf Coast, Golden Plains and Queenscliffe, within the region.*	The Local Action Plan for the Colac Otway Shire identifies a list of actions that are drawn from the Council Plan 2013/17 and/or Public Health and Wellbeing Plan 2013/17 that have been identified for Council and that also align with the region wide priorities. In summary these relevant to Forrest MTB activities include: • Provide supportive environments and services to encourage a more active lifestyle. • Develop a strategy that will specifically promote walkability and cycling. • Promote active service opportunities for older people. • Provide opportunities for people of all abilities to participate in physical activities.	Colac Otway Shire	Ongoing

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
		• Identify opportunities for people to meet and participate together in local healthy activities. • Implement the principles of Healthy Parks Healthy People.		
2.2.12	**Environmental considerations**			
2.2.12.1	The MTB trails have been designed and established around the village of Forrest. The trails showcase the natural beauty of the Otway Ranges, passing through tall eucalypt forests dry healthy scrub and dense fen gullies.	• Promote and protect the unique environmental qualities of Forrest given its proximity to the Great Otway National Park and Otway Forest Park that makes it an attractive town for people visiting the area to experience the area's mountain bike trails. • Actively promote the environmental qualities and attractiveness of the Forrest tracks from a local perspective as well as to a broader tourist market, to emphasise Forrest's role as a unique recreation asset for the Shire.	Colac Otway Shire DELWP Barwon Water	Ongoing
2.2.12.2	***Phytophthora cinnamomi***, is a foreign plant pathogen, which attacks the root systems of susceptible plant species. *Phytophthora cinnamomi* does not spread quickly by itself across the landscape; instead people are the prime movers of the pathogen. Protection of the Forrest landscape and surrounding environments where the MTB trails are located is paramount, as there is currently no means to eradicate it in the field.	• Ensure legible and adequate risk and warning signage is provided at the trail heads alerting visitors to the potential spread of *Phytophthora,* and methods riders should take to avoid the spread of the pathogen across the site. • Investigate and establish a MTB wash down facility at the Forrest Trail Head. *Refer recommendation 2.2.2*	DELWP Barwon Water Parks Victoria	High
2.2.12.3	Large parcels of land within and surrounding the Forrest Township are densely vegetated. As promoted through State and Local Planning Policy, where possible native vegetation is to be retained alongside any future development.	Conserve and enhance endangered Ecological Vegetation – Class (EVC) 83 Swampy Riparian Woodland is an important local and regional asset that should be conserved. • Retain and protect exiting areas of Native Vegetation and undertake revegetation works in targeted areas	DELWP Colac Otway Shire Barwon Water Corangamite CMA Land owners	Ongoing

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
	Native Vegetation is classed into **Ecological Vegetation Classes (EVC)**, a range of which are present in Forrest, including the following: • Endangered EVC 83 Swampy Riparian Woodland, occurring in two patches along the Barwon River West Branch; • The vulnerable EVC 18 Riparian Forest occurs on the Barwon River West Branch adjacent to the township starting at Hennigans Crescent extending southwards, upstream in two patches to the base of the Barwon West Reservoir dam. A second linear patch occurs on the Barwon River East Branch North of Kents Road. • The depleted EVC 16 Lowland Forest occurs in numerous patches in and around the township and on the perimeter of the cleared farm land to the North and East of the town.	using indigenous species within the appropriate EVC. • Investigate options for local schools, community and friends groups, etc to participate in planting/revegetation days of targeted bushland areas. The presence of numerous records of many fauna species illustrates the value in retaining native vegetation in large tracts. Retention and enhancement of native vegetation should continue to be a part of the vision for Forrest.	Local Friends Groups	
2.2.13	Land ownership, land management and maintenance			
2.2.13.1	The Forrest Mountain Bike Trails are located on Crown land to the south and north of the township. DELWP maintain over 3 land tenures (DELWP, Barwon Water and Parks Victoria). DELWP has responsibility for maintenance, signage, and risk management of approximately 66kms of MTB trails, with field staff at the Forrest depot. DELWP currently convenes the Forrest	• Following meetings with key agencies and stakeholders, in principle support was gained to establish an 'Advisory Group' for the Forrest MTB trails. The Advisory Group is to be developed at a strategic level with government agency representatives from COS, DELWP, BW and PV. • The Advisory Group will convene as required to discuss and provide direction for ongoing maintenance, management and funding options for the trail network. • It is identified that the formation of the Advisory Group is an urgent and critical action in order to guide implementation of this strategy.	Colac Otway Shire DELWP Barwon Water Parks Victoria	High

No.	Issue	Strategic Recommendation / Action	Responsible Authority	Priority
	Mountain Bike Trails Committee, a stakeholder committee to coordinate operational matters in respect to maintenance, erosion control, alignment and possible new trails. DELWP Forrest has limited dedicated DELWP budgetary allowances or funding for specific MTB maintenance or new works. DELWP works closely with the Forrest MTB and Cycling Club and organises the Forrest Mountain Bike Club Volunteer work program.			

3.   Management Structure

The fundamental importance that underpins the delivery of the Forrest MTB Strategy and all the opportunities identified is the commitment to, and the development of, an Advisory Group.

During the preparation of this strategy The Colac Otway Shire and DELWP have acknowledged a commitment to work collaboratively to develop an interagency management model to take responsibility for the Forrest MTB trails Final Strategic Plan. COS and DELWP are to form an Advisory Group to determine agency responsibilities, and this group would explore options for management structure, funding for staffing and operational funding and for who will undertake the works.

It is recommended that representatives from other agencies including Barwon Water and Parks Victoria be included as part of the Advisory Group. Key stakeholders may also be invited to participate once the group and terms of reference are established at a government governance level.

4.   Funding Models

The following is a summary list of potential funding avenues and opportunities to be further explored by the Advisory Group;

4.1   First tier funding opportunities

4.1.1   Regional Infrastructure Development Fund

The Regional Infrastructure Development Fund was established to improve the competitive capacity of regional Victoria and enhance economic development through investment, job creation and the promotion of export opportunities. Coupled with the enhancement of regional cultural assets, the Building Strategic Tourism and Cultural Assets sub-program aims to encourage varied and quality experiences for those visiting and residing in regional and rural Victoria.

Projects seeking funding will need to demonstrate that they will have a beneficial impact on communities and surrounding regions, and support an improved experience for those who visit and reside in regional Victoria.

Infrastructure grants may be provided for tourism and cultural projects that:
- facilitate nature-based tourism opportunities including iconic walks and cycling trails;
- develop major eco-tourism opportunities including alpine and coastal areas;
- support or develop new iconic regional attractions;
- drive increased visitation and yield; and
- support and expand performing arts centres or regional art galleries and/or   enhance cultural opportunities for regional residents and visitors.

4.1.2 2013 Tourism Industry Regional Development Fund

Victoria's regional tourism operators are invited to apply for round two of the Federal Government's Tourism Industry Regional Development Fund (TIRF) Grants Program. The competitive merit-based TIRF Grants Program offers grants from $50,000–$250,000 (GST exclusive) on a matched dollar-for-dollar funding basis, to assist tourism operators increase the quality and range of visitor experiences in regional Australia. Funding of approximately $9.6 million is available for eligible projects, with approximately 50 projects across Australia expected to be funded in the current round.

4.1.3 T-QUAL

T-QUAL Grants is a competitive merit-based grants program aimed at stimulating sustainable economic growth in the Australian tourism industry. The program provides tourism businesses with matched dollar for dollar funding $15,000 to $100,000 (excl GST) for both large and small-scale tourism projects with the aim of increasing Australia's supply of quality tourism products and experiences and actively encouraging private sector investment in the development of Australia's tourism industry products, services and experiences.

4.1.4 Tourism Victoria Events Program

Tourism Victoria's Events Program assists event organisers, local government and other relevant groups to increase visitor numbers, length of stay and visitor yield at events. Funding is allocated through a cooperative marketing agreement. The primary aims are to enhance the event's tourism marketing strategy as well as to assist with event delivery and development.

4.1.5 Country Victoria Events Program (CVEP)

The CVEP provides up to $10,000 per event to assist events have the potential to develop into significant regional events able to attract intrastate and interstate visitors. Closing dates for applications for the CVEP are 1 April and 1 October annually.

4.1.6 Other sources and strategies to help match above grant programs

The following are other potential sources and strategies for consideration for matching funding:

- Philanthropy Australia, the national peak body for philanthropy and a not-for-profit membership organisation.
- G21 Trails Strategy
- Victoria Trails Strategy
- Bicycle Victoria
- Colac Otway Shire
- DELWP

4.1.7 Other funding for local business development

- Business Victoria's website features a useful interactive search function to help businesses to look for funding avenues and support services available through the Victorian Government, from research and development to management and export available through the Victorian Government.

- The Federal Government's Grants LINK online directory provides information on funding available under a variety of grant programs for individuals, businesses and communities.

- Enterprise Connect's National Tourism Industry Network is a specialist national group. It brings together Business Advisers with expertise to help Australian businesses in the tourism sector. It is targeted at improving operations, productivity, competitiveness and sustainability by providing business advice, development services and industry linkages. Tourism accommodation providers, tourist attractions, tour operators, travel agencies and businesses offering local food and beverage tasting experiences are eligible to apply for Enterprise Connect services, which include matched grant funding. To be eligible, tourism businesses must also be solvent, have an annual turnover between $1 million and $100 million, possess an Australian Company Number and have a trading history of at least three years. Groups of tourism businesses may apply for assistance as well. The group must have minimum revenue or expenditure of at least $2 million combined, with the revenue or expenditure of each business at least $500 000.

4.1.8 Events charges

The Advisory Group is to discuss options for additional charges to be levied on event operators. Funds generated are to return directly to the Advisory Group to undertake essential maintenance of MTB trails and associated infrastructure utilised during events.

Additional event charges (above any existing/management fee events already contribute) are to be determined by the Advisory Group, in consultation with the event managers. Costs per competitor for each event or a % of event fees would be directed to the Advisory Group. The Advisory Group is to determine the most appropriate model.

4.2 Second tier funding opportunities

The following are second tier funding opportunities to be actively pursued by the Advisory Group in the context of the Strategy:

- Contributions from event organisation (hosting events in Forrest)
- Contributions from private sector
- Contributions from branding / product promotion
- Profits from special events.

4.3 Third tier funding opportunities

The following are third tier funding opportunities for further consideration by the Advisory Group:

- Contributions (funding or in kind labor) from local cycling groups
- Contributions (funding or in kind labor) from local community groups.

5.   Implementation of the Strategy

The recommendations and actions in the Forrest MTB Strategy have gained endorsement by relevant agencies that have participated and have an interest in the project to ensure whole of government support across different land tenures and management responsibilities.   The future implementation of the Forrest MTB Strategy has been determined by the PWG to rest with the formation of an Advisory Group (AG).

The formation of the Advisory Group was supported unanimously by the Project Working Group, and regarded as critical to the successful and timely implementation of the plan recommendations - primarily due to many actions (be they strategic, management or operational) require joint agency support to see them realised with best practice outcomes.

It is noted by the that differences in agency management approaches, strategic and resource priorities and variations in funding sources and allocations for capital works and recurrent budgets, results in a less than coherent and coordinated delivery of the current MTB facility.   Therefore, the formation of an Advisory Group was regarded as an urgent priority to coordinate the implementation of actions, and realisation of the strategic vision, for the Forrest MTB facility. Stakeholders and the community supported this management direction in general.

Determining a proven and robust Advisory Group structure for implementation of the Forrest MTB Strategy will be a priority action for the Advisory Group, using a standard government management mechanism.   The plan has identified a range of preliminary objectives that the Advisory Group will determine:

- governance
- terms of reference
- format and structure for decision making
- resource and budget bids, allocations and priorities
- structure for employees and contractors carrying out works
- insurance and OHS
- agreement between agency(s) regarding roles and responsibilities
- community and stakeholder consultation and input
- review of the strategic plan and actions.

The Forrest MTB Strategy defines the recommendations and actions pertaining to the strategy. Further technical detailed trail design and site assessment regarding environmental and cultural heritage values is required. Implementation of these works would be managed by the newly created Advisory Group.

6. Strategic Trails Plan

FORREST MTB STRATEGIC VISION

Forrest Mountain Bike trails are a network of 16 trails that total approx. 66km in length. There are two trail heads with car parks, signs, toilets and shelter facilities. The trails also link to the recently completed Tiger Rail Trial Stage 1, a shared access trail that is planned to eventually link Forrest to the township of Birregurra over a distance of 42kms, subject to funding and planning constraints.

The vision for the project is to develop a Final Strategic Plan that secures a sustainable future of Forrest MTB industry and that has the support of key stakeholders and the local community. The development of the Strategic Plan for Forrest MTB Trails will provide a framework to address future actions, to allow the MTB activities and culture to continue to grow whilst still retaining the essential attributes and elements which make visiting Forrest and riding the MTB trails a positive visitor experience.

1 Yaugher MTB Trail Head
Review and upgrade the Yaugher MTB Trail Head to provide additional landscaping to carpark area, additional picnic tables, and provide key visitor and information signage, and improve trail entry experience.

2 Yaugher MTB Trail Networks
Review and ensure trail grading signage (e.g. easiest to extremely difficult) is appropriately identified at all entry points to each trail, to ensure riders are informed of the trail grading before commencing on a section of trail. Install additional sign bollards to clearly denote trail entries.

On going maintenance, management and funding options for the trail network is to be resolved with the formation of an 'Interagency Management Committee', as outlined in the Draft Forrest MTB Strategic Report.

3 Alternative Boundary Road Trail
Investigate a new off road track alignment (to the west of Boundary Road) to provide safe off road access (where possible) to the Yaugher Trail Head.

4 Tunnel Underpass
The crossing of Birregurra-Forrest Road (link to Boundary Road and access the Yaugher trail network), is at the apex of a curve and the road is currently designated at 100kms/hr. This presents significant safety crossing challenges and risks for both MTB cyclists and pedestrians. Undertake a feasibility study on the options for a tunnel underpass (south of Boundary Road) and realignment of the trail, as required.

5 Forrest Town
Retain and protect the visual clues of the old Victorian country town character. Ensure new developments (incl buildings, civil works, public infrastructure, etc) do not detract from the country town theme.

6 Forrest MTB Trail Head
Review and upgrade the Forrest MTB Trail Head to provide additional landscaping to carpark area, and provide key visitor and information signage, and improve trail entry experience. Investigate installation of a drinking fountain and a MTB wash down facility at the site. The wash down facility was identified in the results of the online survey, as a key improvement to be made to Forrest to encourage the user to stay longer. Investigate the development of a skills park to be located at the Forrest Trail Head.

7 Forrest MTB Trail Networks
Review and ensure trail grading signage (e.g. easiest to extremely difficult) is appropriately identified at all entry points to each trail, to ensure riders are informed of the trail grading before commencing on a section of trail. Install additional sign bollards to clearly denote trail entries.

On going maintenance, management and funding options for the trail network is to be resolved with the formation of an 'Interagency Management Committee', as outlined in the Draft Forrest MTB Strategic Report.

8 New MTB Trails
Investigate the feasibility development of more technical trails/other MTB styles (e.g. long flowing downhill challenging trails). With assessment to include the review and potential rationalisation of existing less used trails.

9 Township Signage
Undertake review of existing information, directional and historical interpretive signage and consolidate where required. Investigate opportunities to provide key visitor information, directional and historic signage at a key public open space site and destination.

THOMPSON BERRILL LANDSCAPE DESIGN P/L

YAUGHER MTB TRAIL NETWORK

To Birregurra & Princes Highway

CEMETERY ROAD

FORREST - BIRREGURRA RAIL TRAIL

BOUNDARY ROAD

YAUGHER ROAD

COLAC - FORREST ROAD

COLAC - FORREST ROAD

FORREST

River

Barwon River

FORREST MTB TRAIL NETWORK

FORREST - APOLLO BAY ROAD

KAANGLANG ROAD

West Barwon Reservoir

To Great Ocean Road & Apollo Bay

STATE FOREST

Key

- Forrest MTB Trail Head
- Forrest MTB Trails
- Yaugher MTB Trail Head
- Yaugher MTB Trails
- Main roads
- Internal town links and trails
- Internal shared trails or on road trails
- Potential new MTB trail areas for investigation
- Investigate safe tunnel crossing at Colac-Forrest Road
- Forrest Birregura Rail Trail

Colac Otway SHIRE

FORREST MTB STRATEGIC TRAILS PLAN

DWG No. FMTB-03

JUNE 2014

NT SCALE

Appendix A.
Detailed Site Analysis Summary

DETAILED SITE ANALYSIS SUMMARY

The following detailed site analysis summary focuses on the three key areas of the Forrest Township, the Yaugher MTB Trails and the Forrest MTB Trails. Site investigation and analysis was undertaken by TBLD in late 2013 during the analysis and consultation phases. This summary of detailed site analysis will directly inform the Issues and Opportunities Paper and subsequent Strategic Plan.

No.	Analysis	Photo
1.0	Forrest Township	
1.1	**Forrest Character and History** The township of Forrest has retained its 'old Victorian country town' charm with its tall mature green trees set against the pastoral green hills, the main street focuses on core services such as the schools, church, pub, general store, etc, and the wide open streets are welcoming without urban clutter. There is a relaxed village community feel with evidence of the new young residents brining an energy and business to revitalise the town, while retaining a strong sense of authenticity and genuineness. Remnants of the timber town working aesthetic are still visible and valued as the foundations of the town within the local community. Evidence of the former mill, old machinery, vehicles, sheds, buildings, equipment, etc are scattered amongst the town streetscape and treasured within both private residences and public buildings.	

No.	Analysis	Photo
1.2	**Pathway network** There is a number of existing off road paths within the township, including; • Tiger Rail Trail which provides an off road shared path link, south of Birregurra-Forrest Road, which extends from Boundary Road to Station Street. • A sealed asphalt path (approx 1-1.5m wide) extends from Colac-Forrest Road to Turner Drive (north of the main street) providing a link to the Primarily School, the Forrest Hall, etc. • A wide gravel (approx 2.5-3.5m wide) extends south from Henry Street and currently terminates approximately half way towards the General Store. • Barwon Street is an unsealed local access road located parallel between the two main roads of the town, which provides an on-road path link via this underutilised roadway. • Other pathways within the township provide shortcuts through the town e.g. the path link opposite Hennigan Cres west to Birregurra-Forrest Road. Following a meeting with COS Traffic Engineer Officer, it was confirmed that COS will undertake an upgrade of the pathway system along the eastern side of the main street to a shared trail width (2.5m).	

No.	Analysis	Photo
	It was discussed that the Forrest MTB Strategic project is to identify enhanced improvements to the proposed path upgrade works to ensure a shared trail can be established to accommodate for the range of users including pedestrians, dog walking, children riding to school, MTB etc	
1.3	**Signage** The Colac Otway Shire 'Forrest' township sign clearly identifies the entrance to the township. At the intersection of Colac-Forrest Road and Birregurra -Forrest Road there is an overload of signage and information for a visitor to take in. Rationalisation and consolidation would improve legibility. Interpretation signage is dotted around the township. Green recycled plastic posts and boards display images and stories of the previously lifestyle and historic development of the Forrest Township. The use of green recycled plastic material appears out of place, weathering and looks cheap. This material is aesthetically disconnected from the timber town history and should be replaced with thematic signage reflecting the genuine country character and qualities of the township	

1.4	**Accommodation** There is a range of accommodation types available in Forrest including camping, B&B's, full service Guest House, secluded self contained cabins and houses with basic amenities which cater for small to large groups. Accommodation is easily sourced and booked via excellent website links and information. The caravan park is well sited and provides excellent links to the adjoining open space of the township with tennis courts, playground. Some of the campground accommodation could be upgraded. Some accommodation could be refurbished, updated and target higher end visitors.	
1.5	**Food and beverage options** There are four key food and beverage outlets within Forrest (within certain operational hours/season basis) - Forrest Brewery - The Wonky Donkey - The Corner Store - Forrest Country Guest House	

1.6	**Ability to purchase provisions**	
	The ability to purchase general provisions in Forrest township is limited. The General Store stocks basic commodities, milk, bread, etc but the range is limited.	
	General provisions are purchased prior to staying overnight at Forrest.	
	There is no bakery in town. Coffee is available at the Brewery, Corner Store and the Forrest Guest House.	

| 1.7 | **Other sporting/recreational facilities**

Other than the primary recreational activity of Mountain Biking, visitors at Forrest can enjoy bushwalking, horse riding and a shared walking path to Lake Elizabeth. Paintball activities are also offered in the area. | |

2.0 Yaugher MTB Trails

| 2.1 | **Yaugher Trail Head facilities and signage**

The Yaugher Trail Head is signed along Birregurra - Forrest Road and is located off Boundary Road. The car park is signed using a standard DEPI location and directional sign.

Facilities at the trail head include an unsealed car park, standard DEPI public toilet (no water) and a few picnic tables. | |

	No portable water or MTB wash down facilities are currently available. At the beginning of the trails is a comprehensive display map of the Yaugher trail network which includes a description of the types of trails, distance of trail and a difficulty rating. Other DEPI information is attached to the sign informing visitors of fire risks, track works, etc.	
2.2	**Yaugher MTB Trails** The Yaugher MTB trails provide a diverse and exciting selection of well laid out MTB loops and trail routes, set within a bushland landscape. These trails cater for a variety of MTB riders from family friendly, to beginner, intermediate and up to experienced riders to undertake technical and challenging sections of trails. There are 10 dedicated MTB trails which make up the 44km's of the Yaugher trail network which include: - Yaugher Super Loop Rating: More Difficult Distance: 11.5kms - Grasstrees Rating: Very Difficult Distance: 1.5kms - Marriners Run Rating: Very Difficult Distance: 4.5kms - Foxtail Rating: More Difficult Distance: 3.5kms - J2	

	Rating: More Difficult Distance: 4kms
	• Yoyo
	  Rating: Very Difficult Distance: 3kms
	• Casper Black
	  Rating: Very Difficult Distance: 5.5kms
	• Barre Warre
	  Rating: Easy Distance: 2kms
	• Vista
	  Rating: More Difficult Distance: 5.5kms
	• Tiger Loop
	  Rating: More Difficult Distance: 3kms		

2.3	**Other Trails (horse & fire tracks)** Sections of trails to the outer fringe of the Yaugher MTB trail network have been created by DEPI for use as fire breaks and management vehicle tracks. These fire break tracks are also utilised by the local horse riding club. Some trails are marked as horse trails only (not MTB).		
2.4	**Trail Signage** The existing trail signage utilises timber posts with directional arrows, numbering and pictorial system. The trail map readily available online or from the Corner Store allows the visitor to easily read the directional signage and navigate the trails. It is assumed without a copy of the trail map on hand navigating the trails could be challenging.		

| 2.5 | **Birregurra- Forrest Road crossing** | |
| | | |

Birregurra- Forrest Road crossing

The point at which MTB cyclists and pedestrians currently cross the Birregurra- Forrest Road (to link to Boundary Road and access the Yaugher trail network), is at the apex of a curve and the road is currently signed at 100kms. The crossing point is informal, unmarked and unsigned with poor sightlines in both directions. Reaction time is very poor as vehicles appear within seconds without warning. This is particularly unsuitable for young people, beginners and older people. Given the critical importance of this link to the Yaugher MTB network from Forrest, a safe solution is required.

Following a meeting on site with the COS Traffic Engineer Officer, it was agreed that the crossing of Birregurra-Forrest Road presents unacceptable safety crossing challenges for both MTB cyclists and pedestrians. This has also been highlighted in community consultation and feedback from Forrest Event organisers.

It was discussed and agreed with COS Officer that the Forrest MTB Strategic project is to recommend that a tunnel underpass be investigated to provide a safe crossing point for all users.

| 2.6 | **Boundary Road alignment**

For MTB riders travelling from Forrest to the Yaugher MTB trail network, cyclists must travel along Boundary Road (an unsealed steep roadway shared with vehicle traffic).

This is not the ideal MTB visitor experience and the shared use presents significant safety risks to young children riding on the road, visitors who may have limited cycling skills, and to vehicles as well.

An off road cycle trail is to be investigated. | |

3.0 Forrest MTB Trails

| 3.1 | **Forrest Trail Head facilities and signage**

The Forrest Trail Head is located just south of the township on the main street (Forrest-Birregurra Road).

Facilities at the trail head include a sealed car park, a large picnic shelter, picnic tables, low seating wall and a standard DEPI public toilet (no water).

No water or MTB wash down facilities are currently available.

At the beginning of the trails is a comprehensive display map of the Yaugher trail network which includes a description of the types of trails, distance | |

3.2	**Forrest MTB Trails**	

of trail and a difficulty rating. Other DEPI information is attached to the sign informing visitors of fire risks, track works, etc.

Forrest MTB Trails

The Forrest MTB trails provide a range of MTB ride options only a short distance from the township. These trails provide visitors with the opportunity to ride and experience the spectacular natural beauty of the Otway Rages passing significant eucalypt forests, dry heathland scrub and dense fern gullies. These trails cater for a variety of MTB riders from family friendly, to beginner, intermediate and up to experienced riders.

There are 6 dedicated MTB trails which make up the 22km's of the Forrest trail network these include;

- Forrest Loop
  Rating: Easy   Distance: 3kms
- Barlidjaru
  Rating: More Difficult   Distance: 6kms
- Red Carpet
  Rating: More Difficult   Distance: 4.5kms
- Roller Coaster
  Rating: Easy Distance: 2kms
- Third Time Lucky
  Rating: More Difficult   Distance: 2kms
- Follow the Dog
  Rating: More Difficult   Distance: 4.5kms

| 3.3 | **Trail Signage** The existing signage along the trails utlises a mix of timber posts with directional arrows, numbering and pictorial system and timber routed signs | |

Appendix B.
Forrest Issues and Opportunities Paper

FORREST MTB STRATEGIC PLAN

Issues and Opportunities Paper
To inform the Draft Forrest MTB Strategic Plan

Draft
For internal Project Steering Group review and discussion only
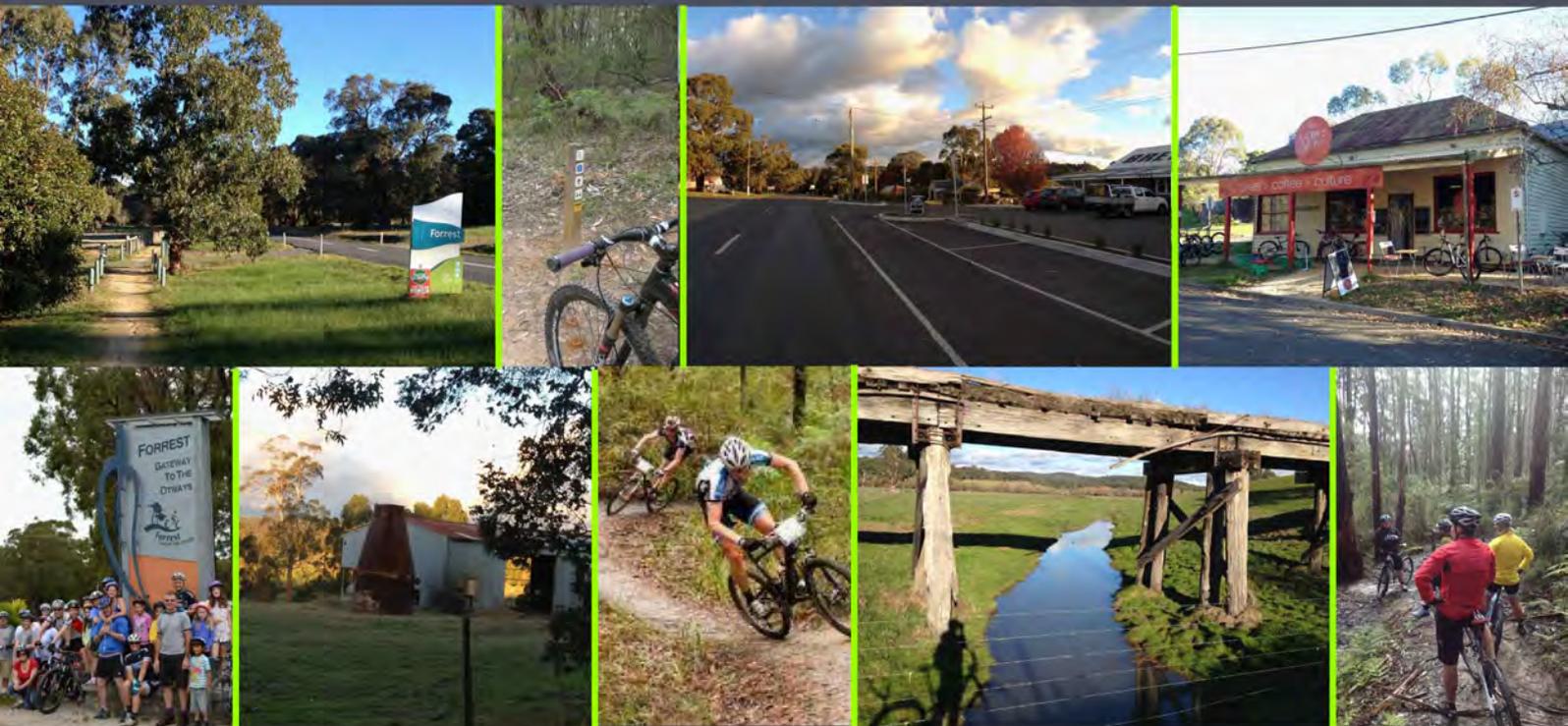
REVISION	DATE	AMENDMENT	
A	27/02/2014	Draft V1 – Internal Project Steering Group Review and Comment	

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Figures

Attachments

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1.   Introduction

The objective for this paper is to outline key directions to inform the strategic plan to guide the sustainable future of Forrest's Mountain Bike Trails. Key topics to be addressed include appropriate land management and maintenance for MTB trail use, potential MTB trail expansion, protection and management of environmental values, recognition, and an understanding the historic values, social values of the Forrest community. The report will also address visitation to Forrest, accommodation, food and beverage, enhanced public recreational access, infrastructure, and provision of public facilities as required to provide sustainable future visitation to the Forrest MTB Trails. This paper will inform the development of the Draft MTB Strategic Plan.

The State Government, through DEPI and RDV, have agreed to support a Strategic Plan to establish a vision for the future development of the Forrest Mountain Bike Trails. The project is being coordinated by Colac Otway Shire and guided by a Project Steering Group comprising representatives from key Council Departments, DEPI, Barwon Water and key local Stakeholders. The paper will develop an exciting strategic vision for the Forrest MTB Trails, building on the current high profile of 'Forrest' as a key MTB destination within Victoria, and further explore the MTB trails connection, relationship and opportunities linked with the Forrest Township.

The development of this paper has also been informed by detailed site visits and conditions assessment, consultation meetings and workshops held with agency and stakeholders representatives including DEPI, Barwon Water, Parks Victoria, Tourism Victoria. A strategic workshop was held with specialist MTB industry representatives and input gained from the local community via an informal 'drop in' session, and via broader community consultation via an online survey.

1.1   Project Context

Forrest is located approximately 30kms south east of Colac and 36kms from Apollo Bay on one of the major tourist routes connecting the Princes Highway with the Great Ocean Road. It has a population of 160 and is undergoing economic and social transformation resulting from the reduction in logging and agricultural activities and the increasing focus on tourism and the Great Otway National Park.

A number of factors have influenced change in the Otways region, including the declining number of dairy farms and an increase in pine and blue gum plantations and the diminished role of small townships as service and supply centres. Logging activities on public land ceased in 2008 and by this time all timber mills in the town had closed.

Factors in Forrest's favor were the designation of the Forrest to Apollo Bay Road as a priority north-south Great Ocean Road access from the Princes Highway and the influence of 'Tree Change Lifestyle' newcomers to the area. An increasing focus on tourism accommodation, product development and visitor experiences was becoming evident and the 2003 State Government, "A New Future for the Otways" Tourism Initiative proposed to further stimulate local economies within the Otway Ranges through the development of tourism. This was to offset the losses in

employment and local economy resulting from the cessation of commercial hardwood harvesting. The Forrest Mountain Bike Trails are the product of this strategy.

Formal MTB trail development commenced in 2004, and the network was opened in 2007. The project was led by the former Department of Sustainability and Environment (DSE) – now Department of Environment and Primary Industries (DEPI), with input from Parks Victoria and Colac Otway Shire. DEPI currently has responsibility for maintenance, signage, and risk management of the total network. DEPI convenes the Forrest Mountain Bike Trails Committee, a stakeholder committee to coordinate operational matters in respect to maintenance, erosion control, alignment and possible new trails. DEPI work closely with the Forrest Mountain Bike and Cycling Club and organises the Forrest Mountain Bike Club Volunteer work program, who provide invaluable assistance to the DEPI staff.

Forrest Mountain Bike trails are a network of 16 trails that total approx. 66km in length. There are two trail heads with car parks, signs, toilets and shelter facilities. The trails also link to the recently completed Tiger Rail Trial Stage 1, a shared access trail that is planned to eventually link Forrest to the township of Birregurra over a distance of 42kms, subject to funding and planning constraints.

The Forrest Mountain Bike Trails are home to a number of major cycling and other recreational and social events including the Forrest Festival that is staged over two days and includes a 3 stage Mountain Bike event. Other events include the Forrest 6 Hour, the Geelong Mountain Bike Club 3 Hour and the popular Otway Odyssey, considered one of the toughest most grueling one day Mountain Bike races in the world. The Forrest Mountain Bike & Cycling Club also regularly runs social rides for members. The popular Corner Store also provides MTB hire, tours, and lessons for visitors.

1.2   Project Vision

The vision for the project is to develop a Strategic Plan that secures a sustainable future of Forrest MTB industry and that has the support of key stakeholders and the local community, representing a balance between community and stakeholder views and State Government Policy.

The project is to establish justifiable strategic directions for the planning, provision, development, preservation and management of the Forrest Mountain Bike Trails networks and supporting infrastructure based on clear evidence of stakeholder and community demand and sustainable asset management.

The Forrest Township is located at the heart of the MTB trail system, physically located between the two MTB trail networks of the northern trails (Yaugher) and southern trails (Forrest). Survey findings indicate that the facilities and services provided by the town to MTB visitors are crucially linked to MTB rider visitation and to the town.

The development of the Strategic Plan for Forrest MTB Trails will provide a framework to address future opportunities to allow the MTB activates and culture to continue to grow whilst still retaining the essential attributes and elements which make visiting Forrest and riding the MTB trails a positive and successful visitor experience.

1.3 Study Area

Forrest, Victoria is a small rural township located in the Otway Ranges, located approximately 160km south west from Melbourne. The Forrest Mountain Bike Trails are located on Crown Land to the south and north of the Forrest Township, with the trails network crossing a number of land tenures including the Great Otway National Park and land managed by Barwon Water. The West Barwon River flows through the township and it is near the West Barwon reservoir, which services Geelong.
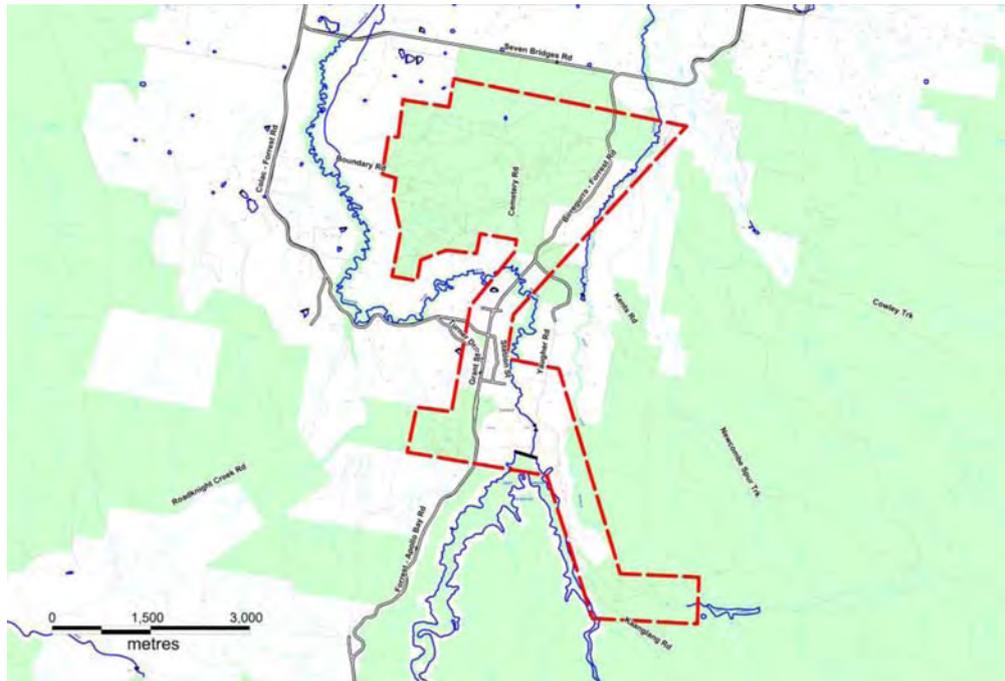
Figure 1. Study Area

Source: Colac Otway Shire Forrest Brief

Refer Attachment 1.   Forrest and Yaugher MTB Trail Network Map

1.4   Project Methodology

Outlined below is a summary of the Project Methodology utilised for the project:

1 Project Vision

↓

2 Workshops & Detailed Site Anaysis ⟷ Newsletter / Agency Workshop / Stakeholder Workshop / Community Drop In Session / MTB Specialist Workshop

↓

3 Detailed Site Analysis Summary

↓

4 Broader Commuity Consutlation ⟷ Online Survey / Summary Report of survey results

↓

5 Issues & Opportunites Paper

↓

6 Draft Strategic Plan

↓

7 Final Strategic Plan
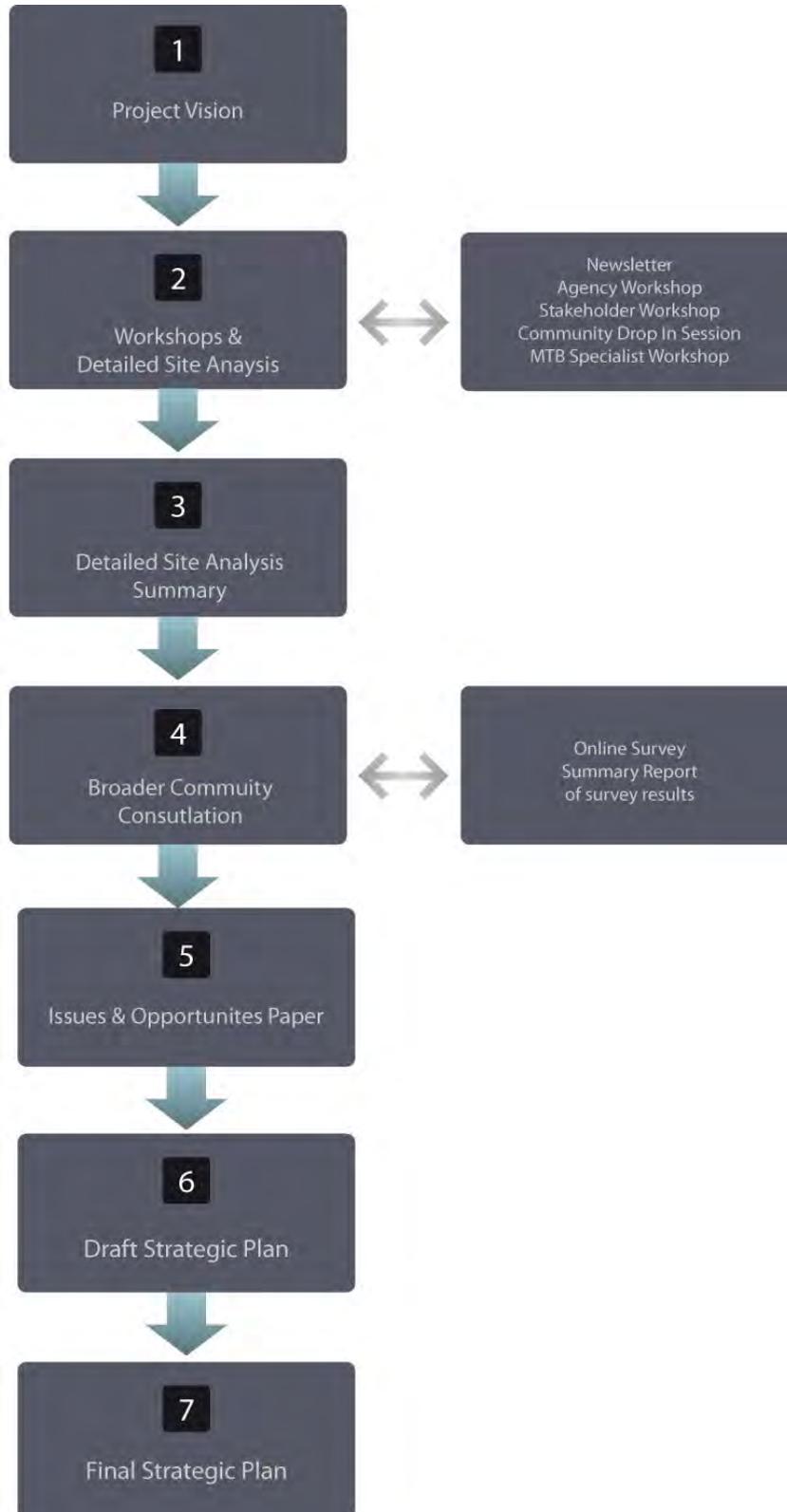
2.   Consultation

2.1   Purpose of consultation

Consultation and engagement with key agencies, stakeholders the local community and the broader MTB community was undertaken during 2013. The consultation phase is considered to be fundamental to the development of the Issues and Opportunities Paper, to inform the Forrest MTB Strategic Plan. Consultation with land managers, local community and the broader community who currently use and visit Forrest to ride the MTB trails, provided an important opportunity to identify relevant issues and opportunities to be considered in conjunction with the Project Working Group, in the development of the Strategic Plan.

As the study area encompasses crown land and crosses a number of land tenures (managed by Colac Otway Shire, VicRoads, DEPI and Barwon Water) the consultation phase provides insight from the various government agencies on their current land management and maintenance procedures and policies, identifying key issues and opportunities to be considered as part of the Strategic Project, focusing on improved interagency shared tasks and responsibilities.

The consultation undertaken to date has been in accordance with the Colac Otway Shire Community Engagement Policy.

2.2   Consultation methods and outcomes

The following is a summary of the consultation works undertaken to date in preparation for the Draft Issues and Opportunities Paper and for consideration in the development of the Forrest MTB Strategic Plan.

2.2.1   Project Steering Group Meetings

As outlined in the brief, the project is under management by the Colac Otway Shire's Acting Manager Economic Development (Michael Swanson and previously by Mick Cosgriff and Mike Barrow). The project is guided by a Project Steering Group consisting of Colac Otway Shire Officers including Tourism Development Officer (Adrian Healey), Recreation & Events Coordinator (Jodie Finchman), Manager Recreation, Arts and Culture (Ian Seuran), DEPI Planning Manager Otway District (Craig Clifford), Barwon Water Catchment Coordinator (Jared Scott) and Parks Victoria Ranger (Michelle Anstee). The Steering Group will meet throughout the project to input and provide direction on key issues.

Following discussions with the Project Steering Group at the Project Inception Meeting, a list of the key stakeholders and community audiences were identified to engage with as part of the consultation phase of the project.

2.2.2   Agency Workshop

An Agency Workshop was held in September 2013, at the Forrest Hall, Forrest. Representatives from Colac Otway Shire, DEPI, Barwon Water and Tourism Victoria attended and actively contributed in discussions to identify the key project goals and values, events, key management and maintenance issues and potential co-management opportunities.

2.2.3   Stakeholder Workshop

A Stakeholder Workshop was held in September 2013, at the Forrest Hall, Forrest. Representatives from Colac Otway Shire, Otway Tourism, Forrest Mountain Bike Club, Tiger Rail Trail Association, Otway Hinterland Tourism Association/Forrest Brewery, and The Corner Store attended and actively contributed in discussions to provide valuable insights into the communities historic and current involvement with the development of the MTB facility, key issues and opportunities for sustaining the MTB trail and visitation to Forrest, and the Forrest Township economy and general community values.

2.2.4   Local Resident Letter

TBLD assisted the Project Manager in the preparation of a letter informing local residents of Forrest of the development of a MTB Strategic Plan and inviting the local residents/community to attend an Informal 'Drop In' Comment and Feedback Session, where the local residents can raise key concerns, issues or opportunities to be considered in the development of the Strategic Plan and future planning.

The Local Resident Letter was supplied to Council and Communications department for review and approval prior to being printed and distributed, by Council. Distribution of the letter was via letterbox drop to all local residents within the Forrest Township.

Refer Attachment 3: Local Resident Letter

2.2.5   Informal Community 'Drop In' Comment and Feedback Session

TBLD's Director (Glenn Berrill) and Senior Landscape Architect (Andrea Szymanski) with assistance from Colac Otway Shire (Mike Barrow) set up large scale printed plans for viewing and ran a 3 hour informal 'Drop In' Session in the Forrest Hall in September 2013, to gain consultation input from the local community. A large number of local residents attending the session and were happy to tell their stories, contribute input as to why they live in Forrest, discuss the changes witnessed in the town since the cessation of logging, and what they value about Forrest and the MTB activities. The community consultation session had a positive atmosphere and the community reinforced how important the MTB trails are to the town in conjunction with retaining the relaxed lifestyle and old timber town character of Forrest.

2.2.6   Specialist MTB Workshop

As part of the consultation phase of the project TBLD invited key specialist members from the MTB industry to participate in a MTB strategic workshop, to evaluate, discuss and identify overall design principals, technical aspects and key

considerations to enhance the existing MTB facility and establish Forrest as a premier MTB destination in Australia.

The Specialist MTB Workshop was held in September 2013, at the Forrest Brewery. Representatives from the International Mountain Bicycling Association Australian (IMBA), World Trails, Rapid Ascent Events and Forrest Bike Hire (The Corner Store) attended the workshop. The workshop provided invaluable insights and presented an opportunity to gain expert industry knowledge and information pertaining to the success of MTB industry in Forrest and on how to provide the project with the best technical strategic direction and vision from Australia's MTB experts.

2.2.7   Online Survey (survey monkey)

To gain additional broader consultation from the MTB community, following approval from Colac Otway Shire, TBLD developed a list of key questions to be used as part of an online Forrest MTB survey. TBLD prepared the online survey (via survey monkey) and the survey was promoted via Colac Otway Shire website, Ride Forrest website, and relevant Facebook pages (with web technical assistance from Norm Douglass) with a successful response.

Refer Attachment 2. Forrest MTB Online Survey Results

3.   Issues and Opportunities

The following tables identify the issues and opportunities identified by stakeholders, agencies and the local community, and broader MTB community during the research, analysis and consultation phase that will directly inform the Strategic Plan. The opportunities will be refined into actions and priorities outlined in the Strategic Plan.

No.	Issue	Opportunity
3.1	**Forrest Township**	
3.1.1	***Forrest Character and History*** The township of Forrest has retained its old Victorian country town charm with its tall mature gum trees set against the pastoral setting of the rolling green hills. The main street focuses on core services such as the schools, church, pub, general store, etc, and the wide open quite and shady streets are welcoming without urban clutter. There is a relaxed village community feel combined with evidence of the new young residents bringing energy and business opportunities to revitalise the town, while retaining a sense of pleasantness within the local community. Remnants of the timber town working aesthetic are still visible and valued by (the community) as the foundations of the town. Evidence of old forestry machinery, vehicles, sheds, buildings, equipment etc are scattered amongst the streetscape and treasured within both private residences and a part of public buildings.	Retain and protect the visual clues of the old Victorian country town character. Ensure new developments (incl buildings, civil works, public infrastructure, etc) do not detract from the country town theme, without becoming folly or kitsch. Results of the online survey indicate that the element that MTB visitors like most about the Forrest Township is its 'rural township atmosphere' followed by its 'low key' culture. Ensure the township is not genersicied or gentrified and maintains its genuine 'Forrest' town character, as a point of difference from the other Colac Otway region small townships. Retain the wide relaxed feel of the main street, retain as kerb free and ensure the town does not become over built or urbanised.
3.1.2	***Pathway network*** There is a number of existing off road paths within the township, including; • The Tiger Rail Trail which provides an off road shared path link, south of Birregurra-Forrest Road, which extends from Station Street to Boundary Road. • A sealed asphalt path (approx 1-1.5m wide) extends from Colac-Forrest Road to Turner Drive (north of the main street) providing a link to the Primary School and Forrest Hall. • A wide gravel path (approx 2.5-3.5m wide) extends south from Henry Street	Establish a separate shared trail on the east of the main street (via the upgrade and widening of recent path works to 2.0m wide) to accommodate for the range of users including MTB riders, pedestrians, dog walking, children riding to school, etc. Provide a safe crossing point for users of the shared trail between the north and south of the main street. Promote Barwon Street as an additional cyclist/walker path through town, as

No.	Issue	Opportunity
	and currently terminates approximately half way towards the General Store. • Barwon Street is an unsealed local access road located parallel between the two main roads of the town, which provides an on-road path link via an under utilised roadway. • Other pathways within the township provide shortcuts through the town e.g. the path link opposite Hennigan Cres west to Birregurra-Forrest Road. Following a meeting with COS Traffic Engineer Officer, it was confirmed that COS will be undertaking an upgrade of the pathway system along the main street.	little vehicle traffic utilises this road. Retain as unsealed.
3.1.3	**Signage** The main Colac Otway Shire 'Forrest' township sign clearly identifies the entrance to the township and notes its MTB role. At the intersection of Colac-Forrest Road and Birregurra -Forrest Road there is an excessive overload of signage and information for a visitor to take in. Rationalisation and consolidation is essential to improve visitor amenity and provide effective information. Interpretation signage is dotted around the township. Green colored recycled plastic posts and boards display images and stories of the previous lifestyle and historic development of the Forrest Township. This material is highly inappropriate and aesthetically disconnected from the timber town history, character and significantly detracts from the towns' aesthetic.	Undertake active review of existing of signage and consolidate. Investigate opportunity to provide key visitor information, directional and historic signage at a key public open space site and destination. Undertake appropriate design to upgrade township interpretation signage. Signage form and materials to be developed to reflect the genuine country character and historic qualities of the township.
3.14	**Other sporting/recreational facilities** Other than the primary activity of Mountain Biking, visitors at Forrest can enjoy bushwalking, horse riding, and shared walking path to Lake Elizabeth, active sports and the oval and to the north of town.	Highlight other local recreational opportunities via public information/signage at a key public open space site. This will allow visitors who have not pre-planned their activities before arriving at Forrest to engage in other recreational activities offered in the area.
3.2	Forrest MTB Trails Networks	
3.2.1	The **Forrest MTB Trails Network** provides a range of MTB ride options only a short	The results of the online survey identified that the most popular trail

No.	Issue	Opportunity

	distance from the township, with 'ride in ride out' ease. These trails provide visitors with the opportunity to ride and experience the spectacular natural beauty of the Otway Rages passing significant eucalypt forests, dry heathland scrub and dense fern gullies. These trails cater for a variety of MTB riders from family friendly, to beginner, intermediate and up to experienced riders.
	
	There are 6 dedicated MTB trails which make up the 22km's of the Forrest trail network these include;
	• Forrest Loop
	    Rating: Easy Distance: 3kms
	• Barlidjaru
	    Rating: More Difficult Distance: 6kms
	• Red Carpet
	    Rating: More Difficult Distance: 4.5kms
	• Roller Coaster
	    Rating: Easy Distance: 2kms
	• Third Time Lucky
	    Rating: More Difficult Distance: 2kms
	• Follow the Dog
	    Rating: More Difficult Distance: 4.5kms
	
	Refer Attachment 1. Forrest and Yaugher MTB Trail Network Map
		within the Forrest system is Red Carpet, followed by Follow the Dog. These trails are exciting and challenging.
		
		The least popular trail is Baridjaru.
		
		The survey results suggest improvement of trails focusing on challenge and skills development. Refer item3.2.5
		
		For a full summary of the online survey results pertaining to MTB trails, refer Attachment 2.

3.2.2	The **Forrest Trail Head** is located just south of the township on the main street (Forrest-Birregurra Road). **Facilities** at the trail head include a sealed car park, a large picnic shelter, picnic tables, low seating wall and a standard DEPI (not flush) public toilet. No water or MTB wash down facilities are currently available. At the beginning of the trails is a large display map of the Forrest trail network which includes a description of the types of trails, distance of trail and a difficulty rating. Other DEPI information is often attached to the sign informing visitors of fire risks, track works, etc.	Investigate design upgrade to the Forrest Trail Head, provide additional landscaping to carpark area, and provide key visitor and information signage, and improve trail entry experience. Investigate installation of a drinking fountain and a MTB wash down facility at the site. The wash down facility was identified in the results of the online survey, as a key improvement to be made to Forrest to encourage the user to stay longer. For a full summary of the online survey results refer Attachment 2.
3.2.4	The existing **trail signage** utlises a mix of timber posts with directional arrows, numbering and pictorial system and timber routed signs	Refer item 3.2.4
3.2.5	**Additional MTB Trails** The extent of the current MTB trails is not	The online survey results clearly

No.	Issue	Opportunity
	used to capacity (especially within the Yaugher trails network). Sections of trails continually need to be upgraded, and sections rejuvenated to enhance the rider experience and to maintain the status and attraction of Forrest as a key MTB destination.	indicate that there are enough trails available at Forrest, especially to accommodate a full two days of riding. If additional trails are to be established this could occur on the proviso that other less utilised MTB trails at Yaugher were rationalised and closed. This would provide improved quality trails in Forrest (to enhance MTB visitor satisfaction and challenge) over lower quantity of trails provided and assist in ongoing maintenance and management issues to improve visitor satisfaction. Investigate development of more technical trails/other MTB styles (e.g. long flowing downhill challenging trails) Investigate the development of a skills park to be located at the Forrest Trail Head.

3.3 Yaugher MTB Trail Network

No.	Issue	Opportunity

3.3.1	The *Yaugher MTB Trails Network* provides a diverse and exciting selection of well laid out MTB loops and trail routes, set within a bushland landscape. These trails cater for a variety of MTB riders from family friendly, to beginner, intermediate and up to experienced riders to undertake technical and challenging sections of trails.
	
	There are 10 dedicated MTB trails which make up the 44km's of the Yaugher trail network these include;
	• Yaugher Super Loop
	  Rating: More Difficult Distance: 11.5kms
	• Grasstrees
	  Rating: Very Difficult Distance: 1.5kms
	• Marriners Run
	  Rating: Very Difficult Distance: 4.5kms
	• Foxtail
	  Rating: More Difficult Distance: 3.5kms
	• J2
	  Rating: More Difficult Distance: 4kms
	• Yoyo
	  Rating: Very Difficult Distance: 3kms
	• Casper Black
	  Rating: Very Difficult Distance: 5.5kms
		The results of the online survey identified that the most popular trail by far within the Yaugher system is Marriners Run, followed by Grasstrees and then closely by Yaugher Super Loop and Foxtail.
		
		The three least popular trails are Vista, Barre Warrre and lastly is Tiger Loop.
		
		For a full summary of the online survey results refer Attachment 2.

No.	Issue	Opportunity

	• Barre Warre
	    Rating: Easy Distance: 2kms
	• Vista
	    Rating: More Difficult Distance: 5.5kms
	• Tiger Loop
	    Rating: More Difficult Distance: 3kms
	
	Refer Attachment 1. Forrest and Yaugher MTB Trail Network Map	

3.3.2	The *Yaugher Trail Head* is signed along Birregurra -Forrest Road and is located off Boundary Road. The car park is signed using a standard DEPI location and directional sign. *Facilities* at the trail head include an unsealed car park area, standard DEPI (drop) public toilet and a few picnic tables. No water or MTB wash down facilities are currently available. At the beginning of the trails is a large display map of the Yaugher trail network which includes a description of the types of trails, distance of trail and a difficulty rating. Other DEPI information is often attached to the sign informing visitors of fire risks, track works, etc.	
3.3.3	***New Trail Rationalisation*** Sections of trails to the outer fringe of the Yaugher MTB trail network have been created by DEPI for use as fire breaks and management vehicle tracks. These fire break tracks are also often utilised by the local horse riding club.	Remove dedicated MTB activities from the lesser used sections of trails; e.g. Tiger Loop, Barre Warre and or Vista and sign as dedicated horse trail.
3.3.4	The existing ***trail signage*** utlises timber posts with directional arrows, numbering and pictorial system. The trail map readily available online or from the Corner Store allows the visitor to easily read the directional signage and navigate the trails. It is assumed without a copy of the trail map on hand navigating the trails could be challenging.	Ensure trail grading signage (e.g. easiest to extremely difficult) is appropriately identified at all entry points to each trail, to ensure riders are informed of the trail grading before commencing on a section of trail. Install additional sign bollards to clearly denote trail entries.
3.4	**Tiger Rail Trail (link between town and Yaugher MTB Trails)**	
3.4.1	***Birregurra- Forrest Road crossing*** The point at which MTB cyclists and pedestrians currently cross the Birregurra-Forrest Road (to link to Boundary Road and access the Yaugher trail network), is at the	It was agreed with COS Traffic Engineer that the Forrest MTB Strategic project is to recommend that a pedestrian/cycle tunnel underpass be investigated to provide a dedicated, safe crossing point

No.	Issue	Opportunity
	apex of a curve and the road is currently designated at 100kms/hr. Following a meeting on site with COS Traffic Engineer Officer, it was agreed that the crossing of Birregurra-Forrest Road presents significant safety crossing challenges and risks for both MTB cyclists and pedestrians. This has also been already highlighted in community consultation and feedback from Forrest Event organisers.	for all users.
3.4.2	***Boundary Road alignment*** For MTB riders travelling from Forrest to the Yaugher MTB trail network, cyclists must travel along Boundary Road (an unsealed roadway shared with vehicle traffic).	This is not the ideal MTB visitor experience and the shared use presents safety risks to families with young children riding, visitors who may have limited cycling skills, and to vehicles as well. Investigate a new off road track alignment (to the west of Boundary Road).

3.5   Relevant directions from current plans

No.	Issue	Opportunity
3.5.1	***Multiple commitments to trail upgrading*** There are a number of recommendations within current plans directly focusing on improving and developing more mountain bike routes and associated experiences, facilities, services, events and promotion across the Region. Potential routes proposed included: 1. A collection of half-day mountain bike routes along existing unsealed roads, designed to reflect varying levels of difficulty and remoteness 2. A much more challenging and specialised mountain biking experience 3. A two-day road tour circuit out of Colac that utilises the Old Beechy Line Rail Trail 4. Improvements to trails around Stevenson's Falls and Lake Elizabeth that include mountain biking options 5. A new Rail Trail between Forrest and Birregurra	It is unlikely that every proposed new route / experience should or would be implemented. The development of mountain biking within the Forest area should be done within the context of regional mountain bike development initiatives identified. This means checking to determine the status and likely implementation of these initiatives, followed by consideration of the Forrest initiative in the context of those implemented or likely to be implemented. The goal should be to create differentiation and avoid unnecessary and disadvantageous duplication.
3.5.2	***Recommended mountain bike facilities and services*** In previous plans, a number of recommendations have been made to improve mountain bike facilities and services within Forrest, including:	The following recommendations should be considered for this Project: 1. Town based equipment hire and tour groups to support tourist recreational needs 2. A mountain bike sales, hire and

No.	Issue	Opportunity
	Mountain bike services	repair store
		3. Mountain bike racks near commercial businesses and lockable storage space at the mountain trail heads.
		4. Public showers and lockers in association with existing public toilet and picnic area and at the mountain bike trail heads locations.
3.5.3	**Recommended brand for region** One target market for Forrest has been set by the Otway's Public Lands Tourism Plan using the Roy Morgan Values segment known as Socially Aware	The regional brand should be taken into account for this MTB Project. The brand provides a useful frame of reference for considering what is and is not appropriate in new products and promotion
3.5.4	**Recommended target markets for region** A regional brand / positioning has been set for the region	The regional target markets should be taken into account when setting mountain bike development and marketing initiatives for this MTB Project

3.6 Township Facilities and Purchasing Provisions

No.	Issue	Opportunity
3.6.1	There are four key **food and beverage** location within Forrest (within certain operational hours/season basis) - Forrest Brewery - The Wonky Donkey - The Corner Store - Forrest Country Guest House	Colac Otway Shire to continue to support local business opportunities.
3.6.2	The **ability to purchase general provisions** in Forrest township is very limited. The General Store does stock limited milk, bread, etc General provisions are generally purchased prior to staying overnight at Forrest. There is no bakery in town. Take away coffee is limited to the Brewery and Corner Store.	Colac Otway Shire to explore opportunities to improve provisions in township.

3.7 Accommodation

No.	Issue	Opportunity
3.7.1	There is a range of **accommodation types** available in Forrest including camping, B&B's, full service Guest House, secluded self-contained cabins and houses with basic amenities that cater for small to large groups. The caravan park is well sited and provides excellent links to the adjoining open space of the township with tennis courts, playground.	Colac Otway Shire to continue to support local accommodation development opportunities. While awaiting development of new accommodation, a number of accommodation places could be refurbished and updated to fit unmet target market demand.

No.	Issue	Opportunity
	There is insufficient accommodation during peak holiday periods and events.	
3.7.2	There is unmet demand for ecolodge accommodation within the region	Lobby for the development of an ecolodge within 20 minutes drive of Forrest

3.8 Events

No.	Issue	Opportunity
3.8.1	There are a number of recreational, MTB, food and wine and tourism **events** held within the township of Forrest, these include; • Forrest Festival (MTB event Nov/Dec 2013) • Giant Odyssey (MTB Marathon event April 2014) • Run Forrest (Marathon event June 2014)	The events held in Forrest are generally perceived as well managed and provide positive social and economic impacts for the town and surrounding Colac Otway region. COS to continue to work with the existing event operators to continue to improve the management of the events and further enhance the visitor (and local community) experience during the event. COS should also look to expand events held in Forrest to provide additional tourism drivers for the town from other recreational and food & wine events.
3.8.2	Rapid Ascent are the event operator's and managers who host the **100km Otway Odyssey** (previous title) titled Giant Odyssey for 2014 event in Forrest. This is a large scale event which attracts approximately 20,000 (tbc) visitors to the town and region. The MTB riders stay within accommodation in town, at the caravan park and a large number camp out at the Forrest Oval (north of the township) where all toilets, shower, food, merchandise stalls and other amenities are provided by club groups /volunteers. The event is generally perceived (by locals and the Shire) as a positive social and economic driver for the town. However the following issues have been identified which negatively impact on the MTB visitor experience and on local community during the event. These include; • Lack of adequate public toilet capacity in Forrest Township.	COS to work with Rapid Ascent to continue to promote and achieve the objectives of the event (as outlined by Rapid Ascent) including; • To showcase the spectacular natural features of the region. • To educate the general public (particularly youth) on the benefits of being fit and healthy. • To educate people on the vast amount of options for enjoying off road leisure and sports activities in Australia's National Parks. • To promote the importance of environmental conservation and protection of our Parks for the enjoyment of future generations. • To assist local communities (Forrest & surrounds) to grow and develop.

No.	Issue	Opportunity
	• Closure of the Birregurra-Forrest Road. • Impact on the condition of MTB trails with no financial compensation to assist with the maintenance and repair following the event.	

3.9 Competitive position

No.	Issue	Opportunity
3.9.1	***Competitor product*** The Alpine mountain resorts have several strategic advantages over Forrest as a mountain bike destination, and they have subsequently built highly competitive propositions. There is significant diversity in product (including grades, technical skills and landscape). These destinations don't just provide lots of trails, they provide lots of differentiated trails. There is also much value adding of the base trail product, including guided tours, camps, events and ancillary services, including bike hire of different types of bikes.	See Opportunity 3.5.1 When planning any track reinvigoration, consider that single tracks that function as an integrated set of cascading and connected loop circuits present more powerfully than unconnected networks, and they present more powerfully than one way routes requiring the rider to turn around and ride the same route back to the start back to the start. Successful destinations offer the majority of their product in the intermediate to advanced skill markets, but manage to attract wider markets by having a minority of trails set aside for beginners / skill development / low fitness and / or deviations from the main route that present some interest and respite before returning to the challenging main route. The customer is looking for a seamless transition between where they stay and where they ride, this can be achieved by: • Having trails lead off from the accommodation node area; and / or • Providing transport between the track and accommodation (be it a chairlift or a shuttle service) Beginner and skill development trails could be designed to include rest / picnic areas for accompanying friends and family to watch and photograph them in a picturesque and slightly exciting section of the trail There is an opportunity to design trails to feature more of the unique features and diversity in a landscape, and integrate more character in the build and technical elements. There is also an opportunity to name trails to reflect this character and some degree of challenge within it, such

No.	Issue	Opportunity
		as at Forrest. The hiring of quality mountain bikes close to the trails is almost essential, and the hiring of different types of bikes and good quality equipment is moving towards being expected
3.9.2	**Competitor support services** The support services and infrastructure (carparks, accommodation, food and beverage, hire and retail) is typically based close to the trail starting / finishing point, making the experience simple, convenient and efficient. In addition, the scale of these facilities make it easy for an event to service most if not all of the participants 'on site' and close together – further enhancing the atmosphere and effectiveness	Determine an optimum and maximum scale for the destination to operate at, at any one time, and design supporting infrastructure and services to this. See Opportunity 3.5.2
3.9.3	**Competitor marketing** Marketing done by alpine resort mountain bike destination managers is significantly superior to most of the non-commercial sites, evidenced by superior imagery of the experience and landscape, use of well produced videos and effective use of social media and events to drive brand awareness. Logistical information was also superior, such as the way trails were presented on interactive maps and the way they were profiled so the customer could easily compare and choose. These destinations do not shirk from pricing and present comprehensive pricing information with competition profiled and opportunities for discounts available.	Positioning the mountain biking destination should: • lead with its signature trails and place supporting product behind this, in less detail; • include accommodation and food and beverage that matches the needs of the target market supported by web based information • promote the genuine country ambience of the Forrest township experience as a destination value add for riders and visitors Within a network of trails there should be a lead experience that brands the overall destination and is used to generate the main awareness and motivation to visit.

3.10 Marketing

No.	Issue	Opportunity
3.10.1	**Target markets** Most destinations are targeting intermediate to advanced riders under 35 years of age, almost always with pictures of male riders. Only one destination offered anything to target women (skill improvement clinics). Skill development trails are under marketed.	See Opportunity 3.5.4 There is an opportunity to grow visitation by designing trails and marketing to target women (via skill improvement clinics) and general skill development via skill development trails
3.10.2	**Positioning** The mountain bike destination is positioned as challenging – the majority of trails are moderate to advanced, with only 3 out of 16 trail designated as easy.	See Opportunity 3.5.3 After reinvigorating the mountain bike experience develop a brand for the destination and clarify and strengthen the way it is positioned.

No.	Issue	Opportunity
	There are few examples of destinations describing their trails beyond the logistical elements (distance, time, gradient and difficulty).	There is an opportunity to design trails to feature more of the features and diversity in a landscape, and more character in the build and technical elements. There is also an opportunity to name trails to reflect this character and some degree of challenge within it, such as there is at Forrest.
3.10.3	**_Promotion_** Marketing of Forest as a mountain biking destination is largely done through the website (http://www.rideforrest.com.au) that blends the township of Forest with the bike riding opportunities. The website includes some You Tube videos showing intermediate bikers on some sections of the trail doing small jumps and fast turns, a short a description for each route and its level of difficulty, whether the trails are open or closed, and a map of the region trails that can be downloaded There is no social media used on the main website	After reinvigorating the mountain bike experience: • generate a set of quality images and videos with soundtracks for the most competitive mountain bike experiences, and allocate responsibility to someone to regularly refresh them • establish a Facebook site Twitter feed, generate with regular stories and allocate responsibility to someone to establish viral campaigning to drive use • introduce a series of challenges that attracts visitors to do all the trails or come back several times within a given period, positioned as a competition with a prize The Colac Otway Shire to: • Define and promote Forrest as a MTB tourism destination • Recognise and promote MTB as an important activity - social and health benefits • Promote MTB as an all ages and multi skill activity for visitors • Support and encourage sustainable/manageable MTB events in Forrest
3.10.4	**_Customer feedback_** TripAdvisor.com.au has two reviews of Excellent and Very Good rating, but feedback suggests the trails are looking tired and need reinvigoration	After reinvigorating the mountain bike experience campaign for more reviews on TripAdvisor to lift the overall amount of positive feedback
3.11	**Future Growth and Development of Township as a MTB Destination**	
3.11.1	• Understanding who the MTB visitor is • Understanding what the MTB product is and where it fits in the market	• Define and promote Forrest as a MTB tourism destination • Providing a greater experience for

No.	Issue	Opportunity
	• Define and maintain the 'point of difference' of Forrest MTB	MTB visitors
		• Support and encourage sustainable/manageable MTB events in Forrest
		• Identify investment opportunities that support compatible future direction for Forrest
		• Recognise and promote MTB as an important activity - social and health benefits
		• Promote MTB as an all ages and multi skill activity for visitors
		• Promote tourism dispersal from Forrest into the region (economic regional growth)
		• Identify appropriate higher level marketing opportunities
		• Attract mid to high income tourists

3.12 Environmental, Historic & Cultural Values

3.12.1	**Environmental Values** The West Barwon River flows through the Forrest township and it is near the West Barwon reservoir, which services Geelong.	As the West Barwon Reservoir is a service reservoir for Geelong, public interaction with the reservoir is prohibited, therefore currently limiting recreational access on the reservoir. In the future if the reservoir ceased to service Geelong, recreational activities on the water body could potentially be allowed. Subject to Barwon Water approval.
3.12.2	**Historic and Cultural Values** The visual aesthetic of the township and local community of Forrest have preserved their historic and cultural values from the timber industry. The railway to Forrest was opened in 1891 and closed in 1957, as a branch line from Birregurra. It serviced the townships of Deans Marsh, Maroon, Barwon Downs, Yaugher and Forrest. At Forrest, numerous tramways ran off into the nearby bush. These lines were used to bring the freshly cut timber to the rail head, and the associated sawmills of which there were 4 in Forrest and nearby Yaugher. All of these mills are now closed. Originally called Yaugher, the name was changed to Forrest when the township was established.	Identify heritage and cultural values to protect and integrate into future town planning and design. Undertake a Forrest Master Plan to identify and guide compatible development direction with the MTB industry.

No.	Issue	Opportunity
3.13	**Land Ownership, Land Management and Maintenance**	
3.13.1	**Land Ownership** The Forrest Mountain Bike Trails are located on Crown land to the south and north of the township. DEPI maintain over 3 land tenures (DEPI, BW, PV).	Noted.
3.13.2	**Maintenance** DEPI has responsibility for maintenance, signage, and risk management of approximately 65kms of MTB trails, with 10 field staff at the Forrest depot. DEPI convenes the Forrest Mountain Bike Trails Committee, a stakeholder committee to coordinate operational matters in respect to maintenance, erosion control, alignment and possible new trails. It works closely with the Forrest Mountain Bike and Cycling Club and organises the Forrest Mountain Bike Club Volunteer work program. During the summer period all DEPI staff is on fire watch, resulting in limited to no DEPI resources or trail maintenance during this period. DEPI manage the trails to a reasonably high standard, giving the lack of resources and funding for MTB trail works. A trails audit was undertaken in 2010 to identify future upgrade and works required to the MTB trails. This audit document has been DEPI's works program.	During the consultation phase, the opportunity to develop an **Interagency Management Plan** was identified and discussed. It was noted that the regional Council's and township's have sparse budgets with little financial resources. Colac Otway Shire could not fund a specific trail officer to manage and maintain the trails. A potential 'Advisory' committee is to be further investigated to develop an interagency management plan at a strategic level from government agencies.
3.14	**Resources and Funding**	
3.14.1	**Resources and Funding** Limited resources for maintenance and management of MTB trails.	Consider financial contributions from event organisers to assist in the maintenance and management of the MTB trails. Investigate potential opportunity for corporate sponsors Investigate potential opportunity for creating funding streams, e.g. donations from trail users to contribute to the maintenance of the trails and upgrade of MTB visitor infrastructure at trail heads.

YAUGHER MTB TRAIL NETWORK

To Birregurra
& Princes Highway

BOUNDARY ROAD

CEMETERY ROAD

BOUNDARY ROAD

FORREST - BIRREGURA RAIL TRAIL

YAUGHER ROAD

COLAC - FORREST ROAD

COLAC - FORREST ROAD

FORREST

To Colac

Barwon River

Barwon River

FORREST - APOLLO - BAY ROAD

FORREST MTB TRAIL NETWORK

KAANGLANG ROAD

THOMPSON BERRILL LANDSCAPE DESIGN P/L

Key

- ⭕ Forrest MTB Trail Head
- 〰 Forrest MTB Trails
- ⭕ Yaugher MTB Trail Head
- 〰 Yaugher MTB Trails
- → Main roads
- ----- Internal town links and trails
- → Internal shared trails or on road trails
- Potential new MTB trail areas for investigation
- ⭕ Investigate safe tunnel crossing at Colac-Forrest Road
- ----- Forrest Birregura Rail Trail

STATE FOREST

Colac Otway
SHIRE

ISSUES AND OPPORTUNITIES PLAN
FORREST MTB STRATEGIC TRAILS PLAN

DWG No. FMTB-02

FEB 2014

SCALE: tbc

OTWAYS
TOURISM

Parks
VICTORIA

Barwon
Water

Colac Otway
SHIRE

Department of
Sustainability
and Environment

State Government
Victoria
Naturally progressive

Apollo Bay

OTWAY

Lorne

RANGES

Forrest

GEELONG

Forrest
mountain bike trails

16 trails showcasing
the natural beauty
of the Otway Ranges

TRAIL SIGN KEY

← Right turn

→ Left turn

↓ Straight ahead

↑ Straight ahead slow

↓↑ Two way

↑↑ Caution

↑↑↑ Extreme Caution

✗ Wrong way

)(Bridge ahead

---

1 Forrest loop

RATING: Easy
DISTANCE: 3Km

The Forrest Town Loop is a dual use trail for walkers and cyclists of all abilities. It has long flowing corners that descend to the West Barwon valley and then climbs back to Forrest where it joins the Forrest Heritage Trail.

2 Barlidjaru

RATING: More difficult
DISTANCE: 6Km

The local indigenous word for Platypus is Barlidjaru, *(bar-lid-ja-ru)*. This trail links Forrest to Lake Elizabeth and climbs most of the way to the Lake Elizabeth carpark.You can leave your bike here and enjoy a walk to the Lake and maybe catch a glimpse of one of the lake's resident platypus.

3 Red Carpet

RATING: More difficult
DISTANCE: 4.5Km

The Red Carpet is a single track return trail from Lake Elizabeth. This trail flows through tall Eucalypt forests featuring fun, challenging descents and tight technical climbs for an exciting return option to Forrest.

4 Roller Coaster

RATING: Easy
DISTANCE: 2Km

Connecting to the main Forrest Mountain Bike Trails trailhead, Roller Coaster takes you on a wide, smooth and free flowing trail. With no obstacles it is ideal for beginners or a quick warm up lap before heading out on a more extended ride.

5 Third time lucky

RATING: More difficult
DISTANCE: 2Km

Third Time Lucky has plenty of trail features including bermed corners and jumps. This is an excellent trail to learn the different skills needed for mountain biking while enjoying the thrilling sensation of riding through the bush.

6 Follow the dog

RATING: More difficult
DISTANCE: 4.5Km

This free flowing trail through tall open eucalypt forest and dense fern gullies offers extended riding with loads of trail features along the way. Long climbs and fast flowing descents characterise this exciting trail.

7 Yaugher Super Loop

RATING: More difficult
DISTANCE: 11.5Km

The Yaugher Super Loop provides access to the entire Yaugher trail network. It is a mixture of single track and fire trails with a full range of trail features all with A and B lines.

8 Grasstrees

RATING: Very difficult
DISTANCE: 1.5Km

Grasstrees packs enough technical features and variety to challenge all riders. Extensive trail features include log rides, rollovers, step ups, drop offs, big 4X berms and jumps.

9 Marriners Run

RATING: Very difficult
DISTANCE: 4.5Km

With long climbs and fast flowing descents, this trail will test your limits. The middle section has enough technical features to pack a punch for the most experienced rider.

10 Foxtail

RATING: More difficult
DISTANCE: 3.5Km

Long fast straights and open corners provide a fun flowing ride with well spaced technical features. This trail takes you from the Yaugher trailhead to Tabletop and on to join the Yaugher Super Loop.

11 J2

RATING: More difficult
DISTANCE: 4Km

Another long flowing descent trail from the Yaugher trailhead. This trail has plenty of features along the way and joins the Yaugher Super Loop for a quick lap.

12 Yo Yo

RATING: Very difficult
DISTANCE: 3Km

A tight and technical trail that as the name suggests goes up and down to test your legs, lungs and skills.

13 Casper Black

RATING: Very difficult
DISTANCE: 5.5Km

Twisting technical climbs and descents with walls of tea tree characterise this tough and challenging trail.

14 *Barre Warre*

RATING: Easy
DISTANCE: 2Km

The Barwon River takes its name from the local indigenous word Barre Warre *(Bar-rah War-rah)* meaning from hills to sea. This high vantage point looks down on the Barwon River valley taking in the view back over the Forrest Township. A good warm up or warm down ride.

15 Vista

RATING: More difficult
DISTANCE: 5.5Km

This long flowing trail has some great fire trail descents and climbs with rewarding valley views. The southern loop has some tough technical climbing thrown in for good measure.

16 Tiger Loop

RATING: More difficult
DISTANCE: 3Km

Provides a link from the Forrest-Birregurra Tiger Rail Trail to the Yaugher Trails network.

You may not be within your network range on some of the Mountain Bike Trails. To be connected to Police, Ambulance or CFA on any network, key in 112, then press the YES key.

Designed around the village of Forrest, these trails showcase the natural beauty of the Otway Ranges, passing through tall eucalypt forests, dry heathy scrub and dense fern gullies.

The trails have been built with real mountain bikers in mind and offer experiences for beginners and the most hard-core dirt fanatics, choose a trail that suits you.

End of Rail Trail

To Birregurra and Princes Highway

Cemetery Road

Centre Road

Football ground

Yaugher Road

Boundary Road

Caspers Road

Barwon River

Colac - Forrest Road

To Colac

Forrest

Forrest - Birregurra Road

Forrest - Apollo Bay Road

Kaanglang Road

West Barwon Reservoir

To Great Ocean Road and Apollo Bay

Lake Elizabeth

Forrest mountain bike trails

1	●	**Forrest loop**
2	■	**Baridjaru**
3	■	**Red Carpet**
4	●	**Roller Coaster**
5	■	**Third time lucky**
6	■	**Follow the dog**
7	■	**Yaugher Super Loop**
8	◆	**Grasstrees**
9	◆	**Marriners Run**
10	■	**Foxtail**
11	■	**J2**
12	◆	**Yo Yo**
13	◆	**Casper Black**
14	●	**Barre Warre**
15	■	**Vista**
16	■	**Tiger Loop**

Ride Forrest
AUSTRALIA'S #1 Mountain Bike Destination
www.rideforrest.com.au

IMBA rules of the trail

The way we ride today shapes the mountain bike trail access for tomorrow. Do your part to preserve and enhance the sport's access and image by observing the following rules of the trail, formulated by IMBA, the International Mountain Bicycling Association.

These rules are recognised around the world as the standard code of conduct for mountain bikers. IMBA's mission is to promote mountain biking that is environmentally sound and socially responsible.

1 Ride on open trails only
Respect trail and road closures (ask if uncertain) and avoid trespassing on private land. The way you ride will influence trail management decisions and policies.

2 Leave no trace
Be sensitive to the dirt beneath you. Recognise the different types of soils and trail construction and practice low-impact cycling. Wet and muddy trails are more vulnerable to damage. When the trailbed is soft, consider other riding options. This also means staying on existing trails and not creating new ones. Don't cut switchbacks.

3 Control your bike!
Inattention for even a second can cause problems. Obey all bicycle speed regulations and recommendations.

4 Always give way
Let your fellow trail users know you're coming. A friendly greeting or bell is considerate and works well; don't startle others. Show your respect when passing by slowing to a walking pace or even stopping. Anticipate other trail users around corners or in blind spots. Give way means slow down, establish communication, be prepared to stop if necessary and pass safely.

5 Never scare animals
All animals are startled by an unannounced approach, a sudden movement, or a loud noise. This can be dangerous for you, others, and the animals. Give animals extra room and time to adjust to you. When passing horses use special care and follow directions from riders (ask if uncertain). Do not disturb flora and fauna. Beware of snakes. Leave gates as you found them, or as marked.

6 Plan ahead
Know your equipment, your ability, and the area in which you are riding—and prepare accordingly. Be self-sufficient at all times, keep your equipment in good repair, and carry necessary supplies for changes in weather or other conditions. Always wear a helmet and appropriate safety gear. Keep trails open by setting a good example of environmentally sound and socially responsible mountain biking.

7 Do your bit
Keep your bike clean. Help keep trails clear by picking up sticks and reporting larger maintenance issues. Join in track maintenance field days.
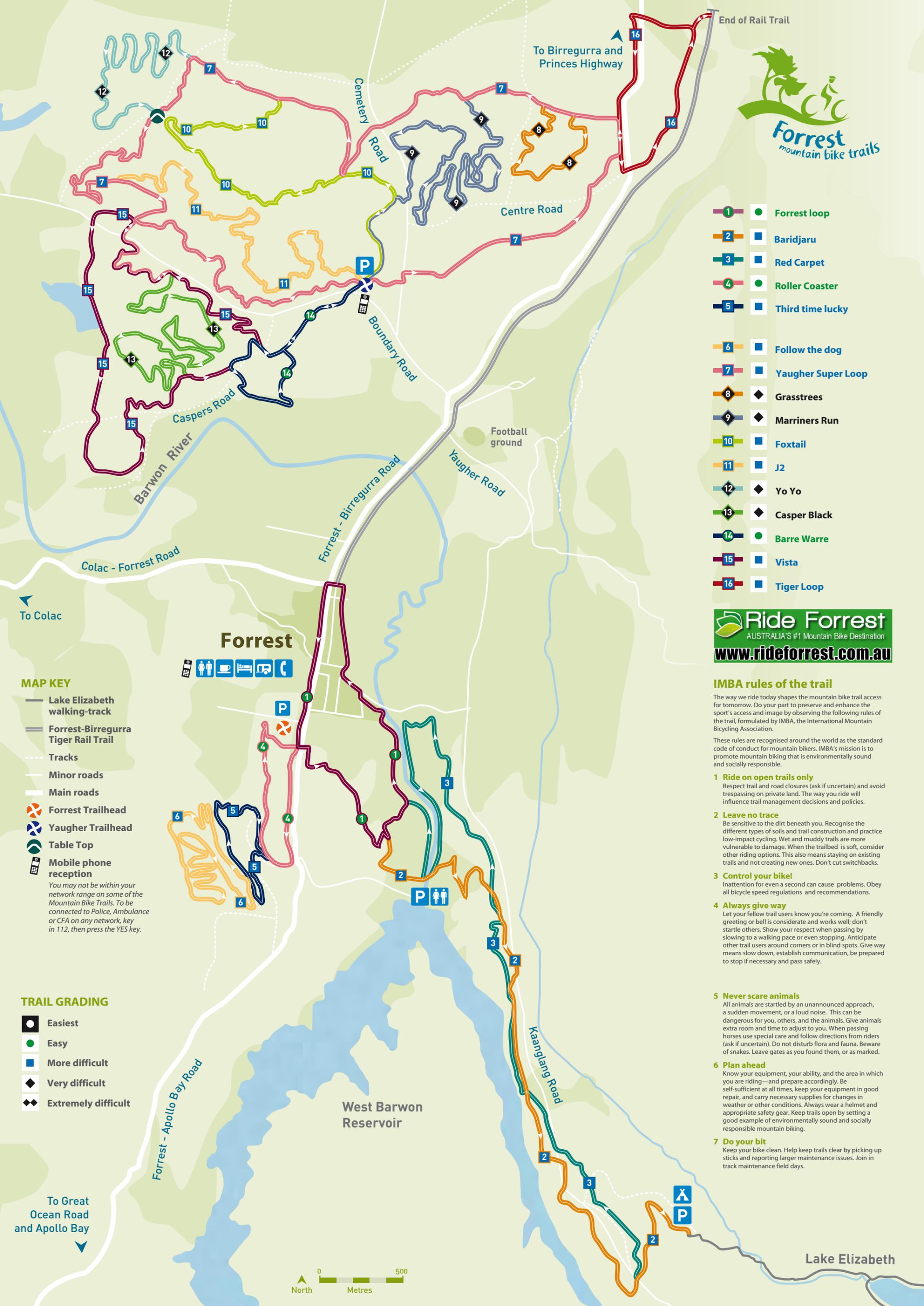
MAP KEY

— Lake Elizabeth walking-track
— Forrest-Birregurra Tiger Rail Trail
--- Tracks
— Minor roads
— Main roads
✺ Forrest Trailhead
❀ Yaugher Trailhead
⌂ Table Top

📱 **Mobile phone reception**
You may not be within your network range on some of the Mountain Bike Trails. To be connected to Police, Ambulance or CFA on any network, key in 112, then press the YES key.

TRAIL GRADING

◆ Easiest
● Easy
■ More difficult
◆ Very difficult
◆◆ Extremely difficult

North Metres 0 500

Attachment 2.
Forrest Online Survey Summary Report

Q1 How frequently do you visit Forrest and ride the MTB trails? (Please tick appropriate box)

Answered: 147   Skipped: 2
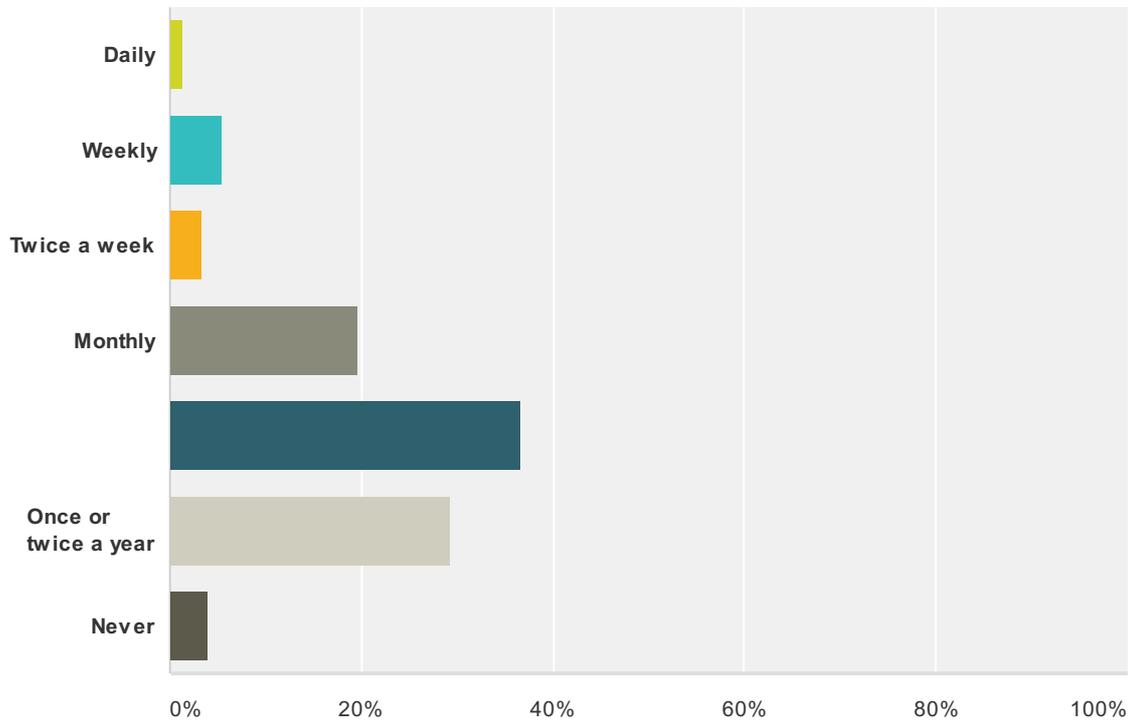
Answer Choices	Responses	
Daily	**1.36%**	2
Weekly	**5.44%**	8
Twice a week	**3.40%**	5
Monthly	**19.73%**	29
Three or four times a year	**36.73%**	54
Once or twice a year	**29.25%**	43
Never	**4.08%**	6
Total		**147**

Q2 How long do you typically spend out on the Forrest MTB trails? (Please tick appropriate box)

Answered: 142   Skipped: 7
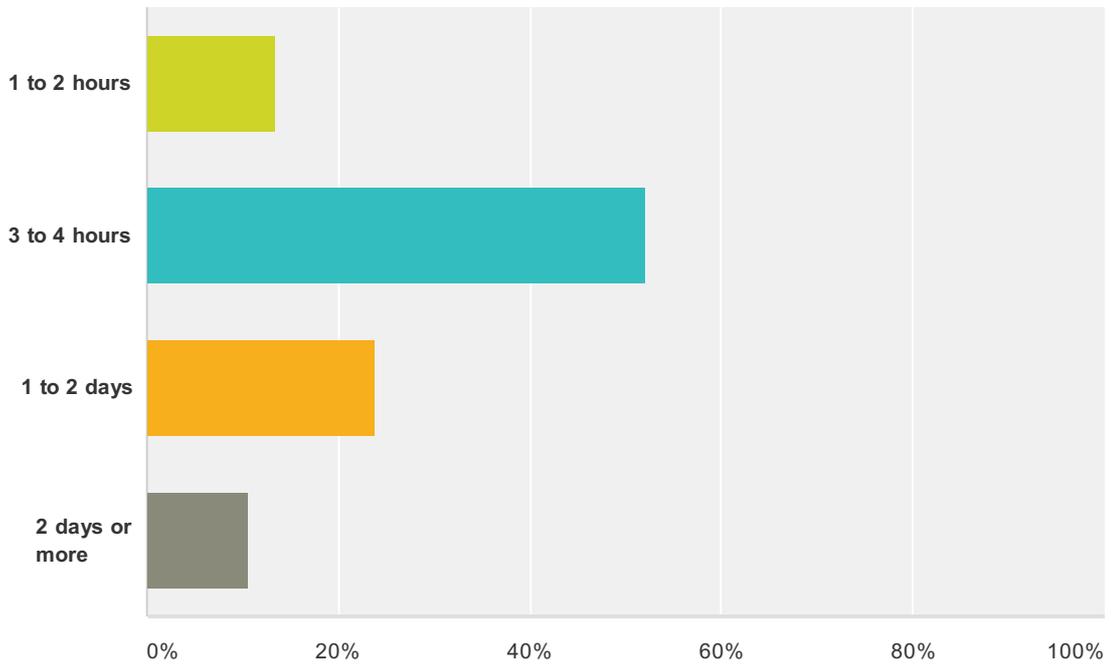
Answer Choices	Responses	
1 to 2 hours	**13.38%**	19
3 to 4 hours	**52.11%**	74
1 to 2 days	**23.94%**	34
2 days or more	**10.56%**	15
Total		**142**

Q3 Who do you ride the Forrest MTB trails with? (Please tick appropriate boxes - you can tick more than one box)

Answered: 142   Skipped: 7
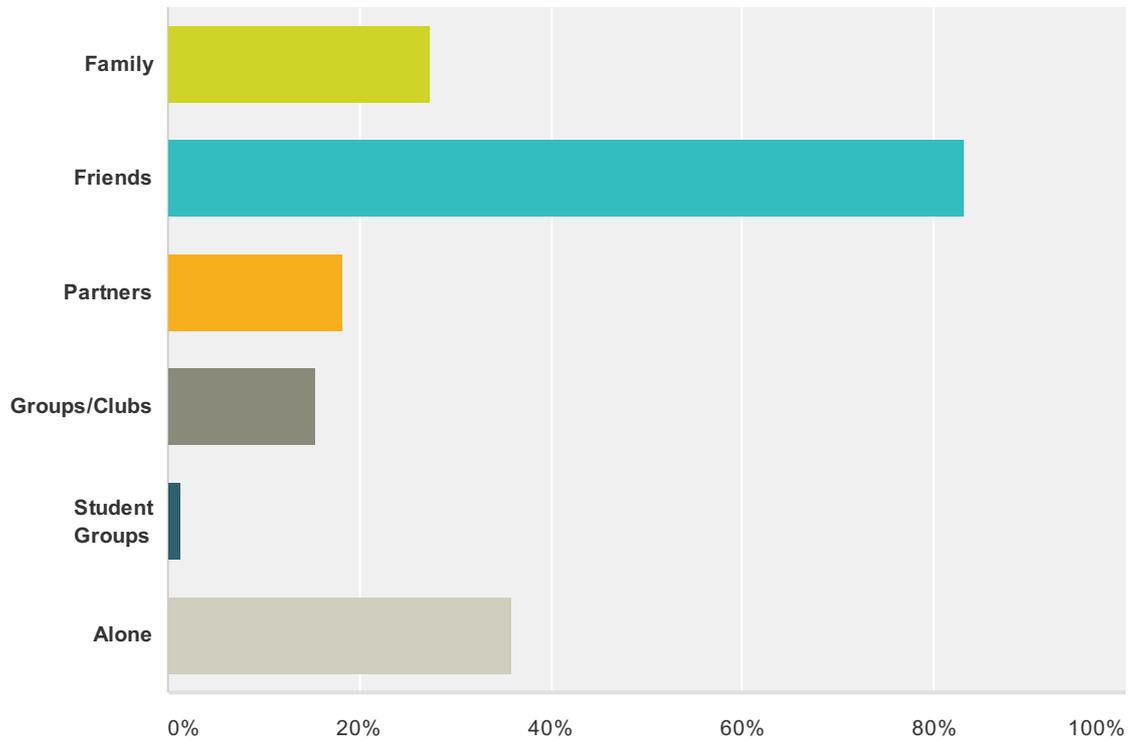
Answer Choices	Responses	
Family	**27.46%**	39
Friends	**83.10%**	118
Partners	**18.31%**	26
Groups/Clubs	**15.49%**	22
Student Groups	**1.41%**	2
Alone	**35.92%**	51
Total Respondents: 142		

Q4 Do you like the Forrest MTB trails (near Town), the Yaugher MTB trails (2km north of Town) or both? (Please tick one box)

Answered: 142   Skipped: 7
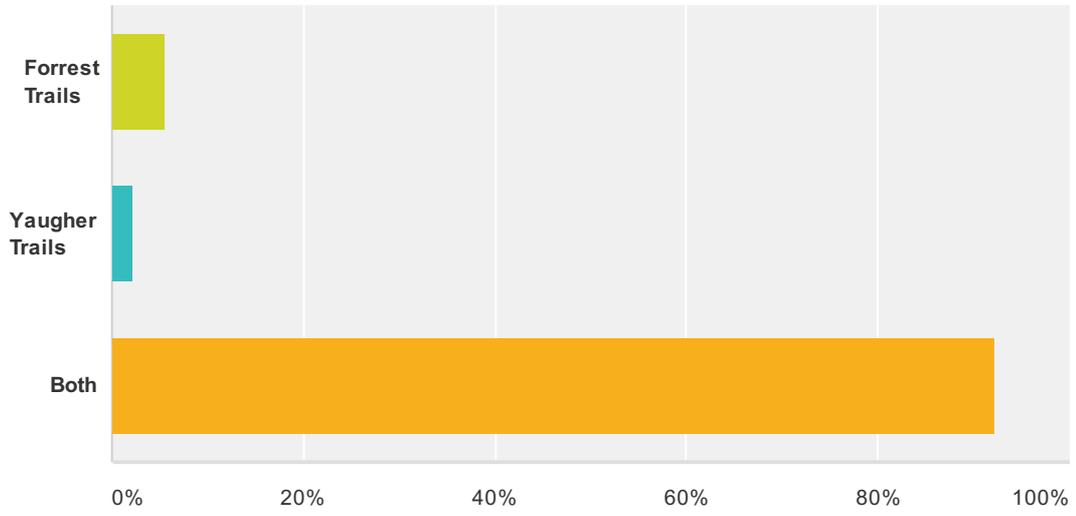
Answer Choices	Responses	
Forrest Trails	**5.63%**	8
Yaugher Trails	**2.11%**	3
Both	**92.25%**	131
Total		**142**

Q5 Please rate your experience of the Forrest MTB Trails. (Please tick one box)

Answered: 142   Skipped: 7
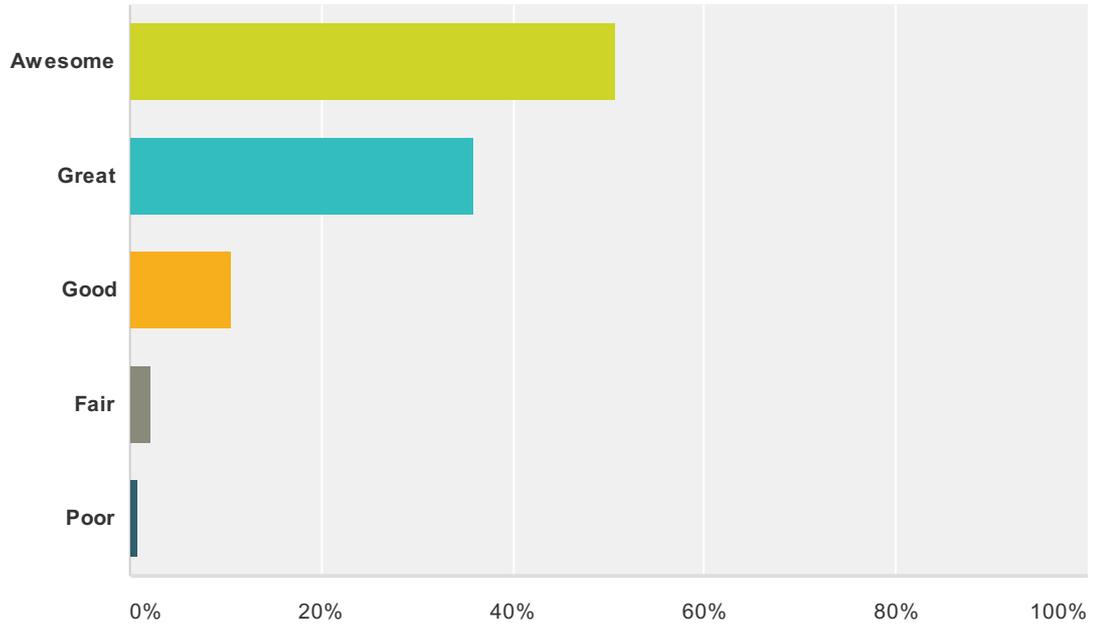
Answer Choices	Responses	
Awesome	**50.70%**	72
Great	**35.92%**	51
Good	**10.56%**	15
Fair	**2.11%**	3
Poor	**0.70%**	1
Total		**142**

Q6 Please rate your experience of the Yaugher MTB trails. (Please tick one box)

Answered: 142   Skipped: 7
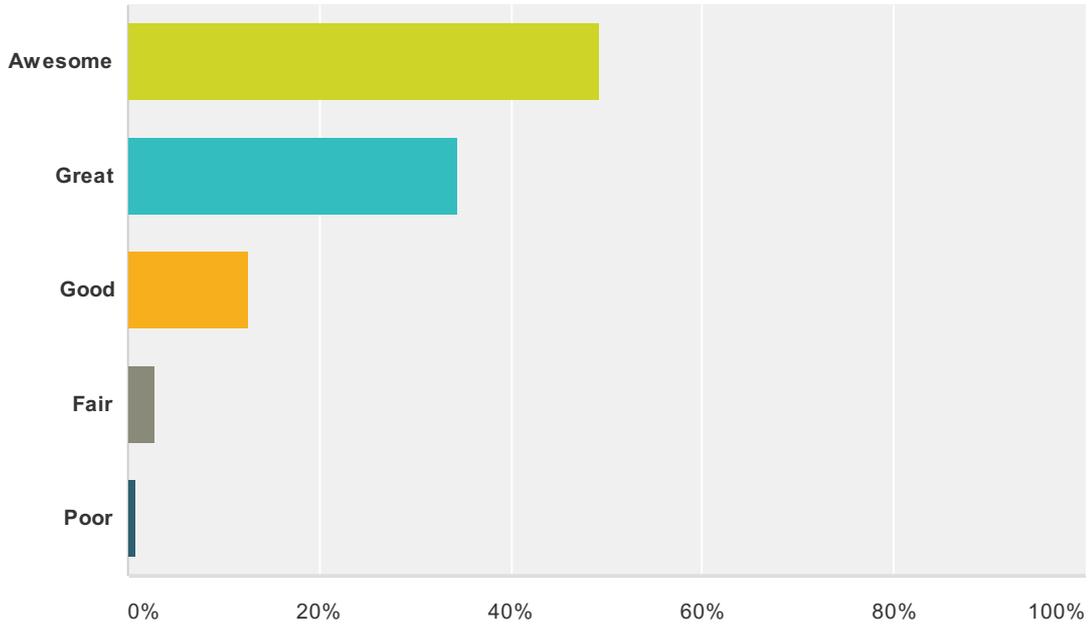
Answer Choices	Responses	
Awesome	**49.30%**	70
Great	**34.51%**	49
Good	**12.68%**	18
Fair	**2.82%**	4
Poor	**0.70%**	1
Total		**142**

Forrest MTB Strategic Plan Survey

Q7 What do you like about the Forrest and Yaugher MTB trail network? (Please tick appropriate boxes - you can tick more than one box)

Answered: 141   Skipped: 8

Answer Choices		
Narrow single tracks	67.38%	
Diversity of trail types	74.47%	
Long trails	57.45%	
	73.05%	
Difficult trails	36.17%	
Hilly terrain	46.81%	
Riding through water	9.93%	
Trail heads	24.82%	
Toilets	24.82%	
Proximity to Forrest	48.94%	
Bushland setting	64.54%	
No charge to ride	53.90%	
Trail signage	41.84%	
	9.22%	
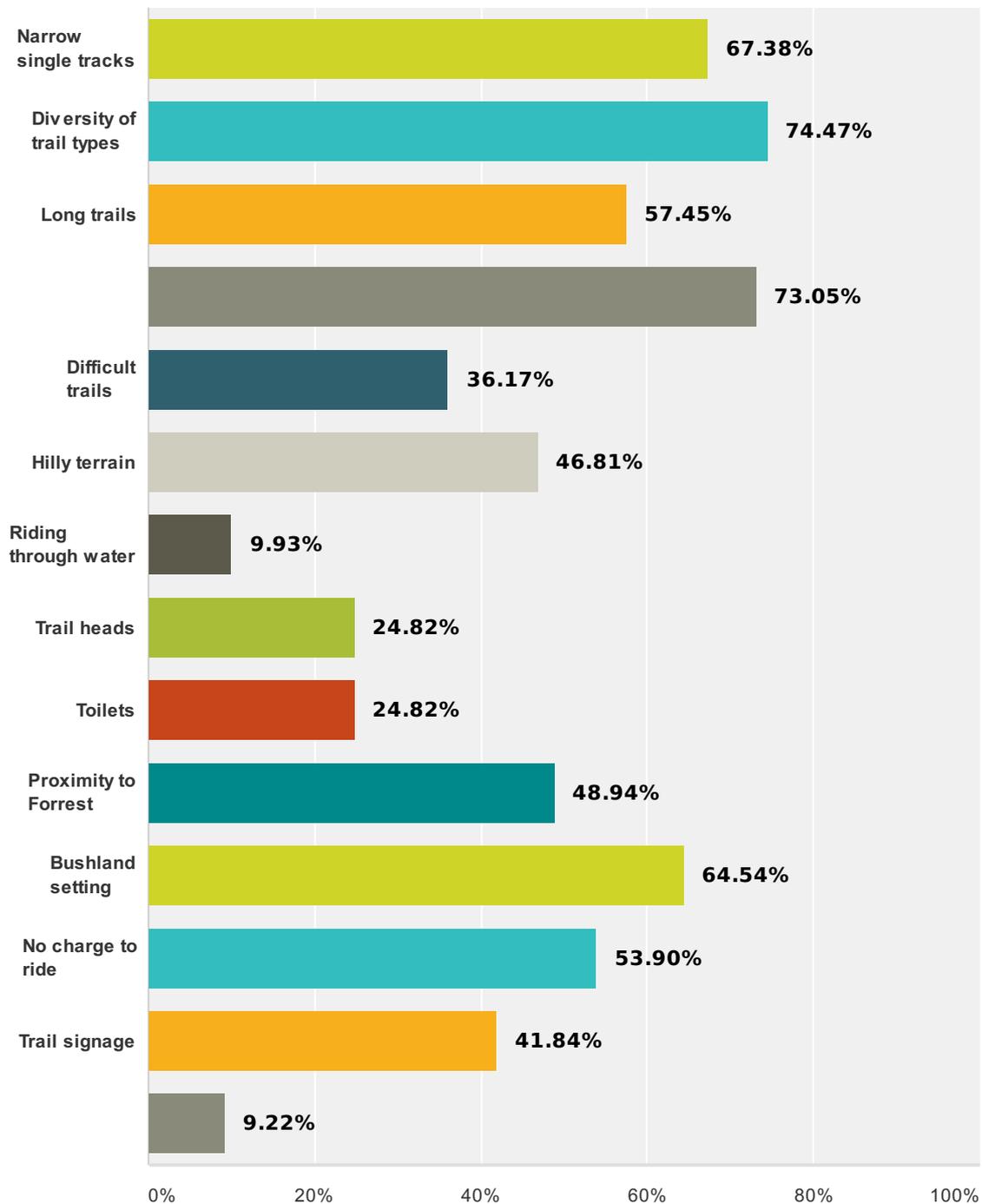
Answer Choices	Responses	
Narrow single tracks	**67.38%**	95
Diversity of trail types	**74.47%**	105
Long trails	**57.45%**	81
Technical trails (berms/woops)	**73.05%**	103

Difficult trails	**36.17%**	51
Hilly terrain	**46.81%**	66
Riding through water	**9.93%**	14
Trail heads	**24.82%**	35
Toilets	**24.82%**	35
Proximity to Forrest	**48.94%**	69
Bushland setting	**64.54%**	91
No charge to ride	**53.90%**	76
Trail signage	**41.84%**	59
Other (please describe)	**9.22%**	13
Total Respondents: 141		

#	Other (please describe)	Date
1	Great XC tracks	12/19/2013 6:43 PM
2	We love that it is safe to ride with children. Don't need to worry about cars on most of it.	12/14/2013 6:41 AM
3	Directional	12/5/2013 8:35 PM
4	Extended trail network never seems crowded.	12/5/2013 12:32 PM
5	A & B lines	12/5/2013 10:04 AM
6	love early morning rides with the local fauna, forrest has so much potential I can only see it getting better.	11/25/2013 11:29 PM
7	Never been there before...	11/25/2013 12:50 PM
8	Can ride for a long time without seeing other people. Not too crowded	11/24/2013 10:15 PM
9	Great village and hospitality of the local people plus scenery. Awesome! And less than 1hr from Geelong!	11/24/2013 8:38 PM
10	Everything is awesome	11/24/2013 7:49 PM
11	Fast and flowing	11/23/2013 12:15 AM
12	It's a mtb destination not just track or trail network	11/22/2013 5:00 PM
13	Flow flow flow	11/22/2013 4:06 PM

Forrest MTB Strategic Plan Survey

Q8 Which trails do you like riding in Forrest? (Please tick appropriate boxes - you can tick more than one box)

Answered: 135   Skipped: 14
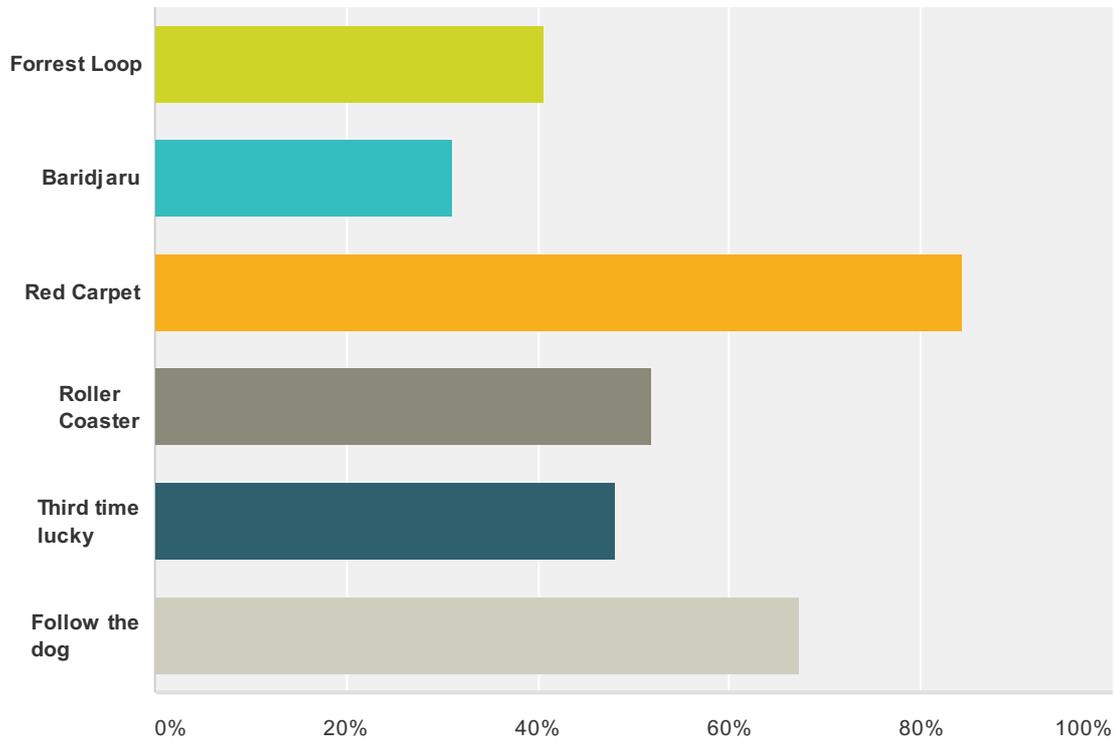
Answer Choices	Responses	
Forrest Loop	**40.74%**	55
Baridjaru	**31.11%**	42
Red Carpet	**84.44%**	114
Roller Coaster	**51.85%**	70
Third time lucky	**48.15%**	65
Follow the dog	**67.41%**	91
Total Respondents: 135		

Forrest MTB Strategic Plan Survey

Q9 Which trails do you like riding in Yaugher? (Please tick appropriate boxes - you can tick more than one box)

Answered: 130   Skipped: 19
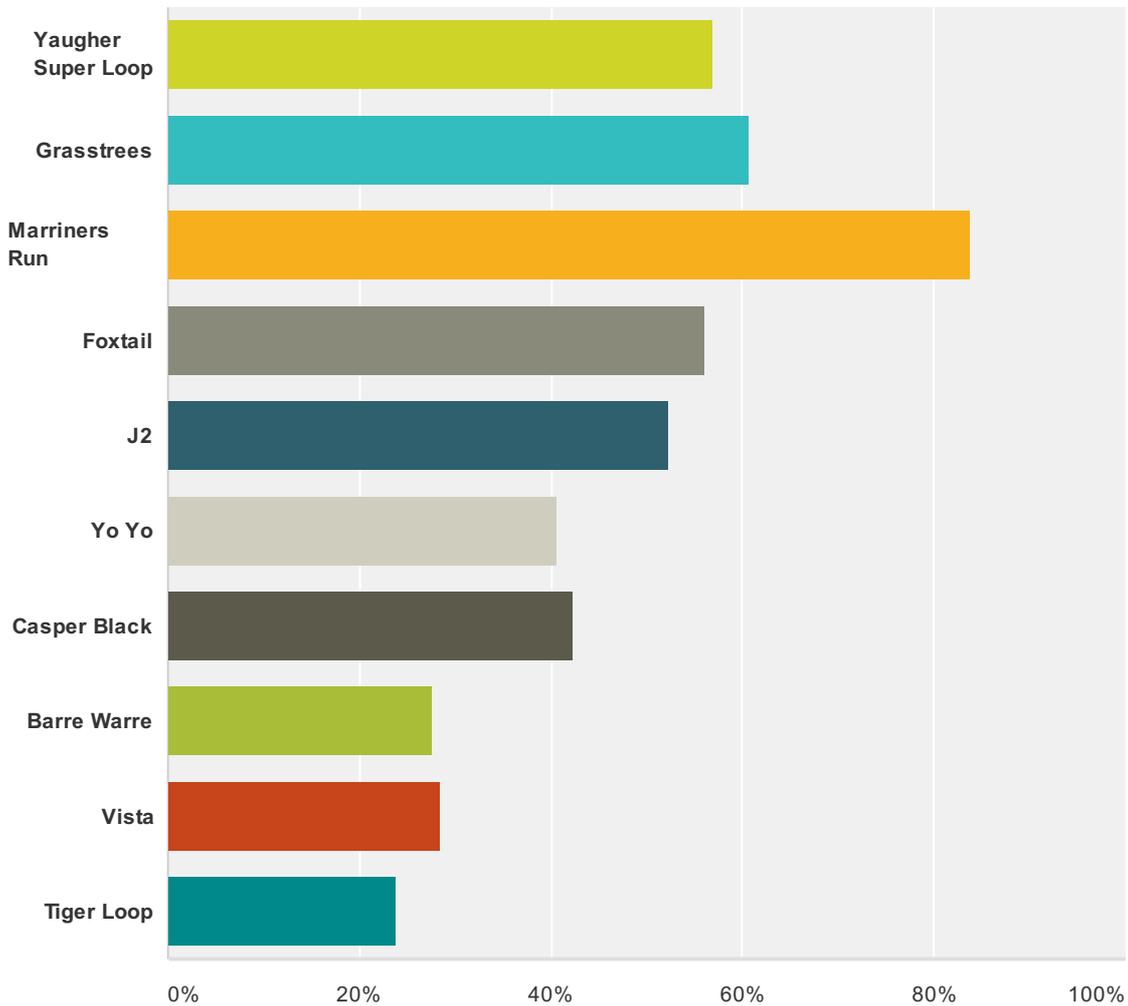
Answer Choices	Responses	
Yaugher Super Loop	**56.92%**	74
Grasstrees	**60.77%**	79
Marriners Run	**83.85%**	109
Foxtail	**56.15%**	73
J2	**52.31%**	68
Yo Yo	**40.77%**	53
Casper Black	**42.31%**	55
Barre Warre	**27.69%**	36
Vista	**28.46%**	37
Tiger Loop	**23.85%**	31
Total Respondents: 130		

Forrest MTB Strategic Plan Survey

Q10 What is your view on the number of MTB trails available? (Please tick one box)

Answered: 135   Skipped: 14
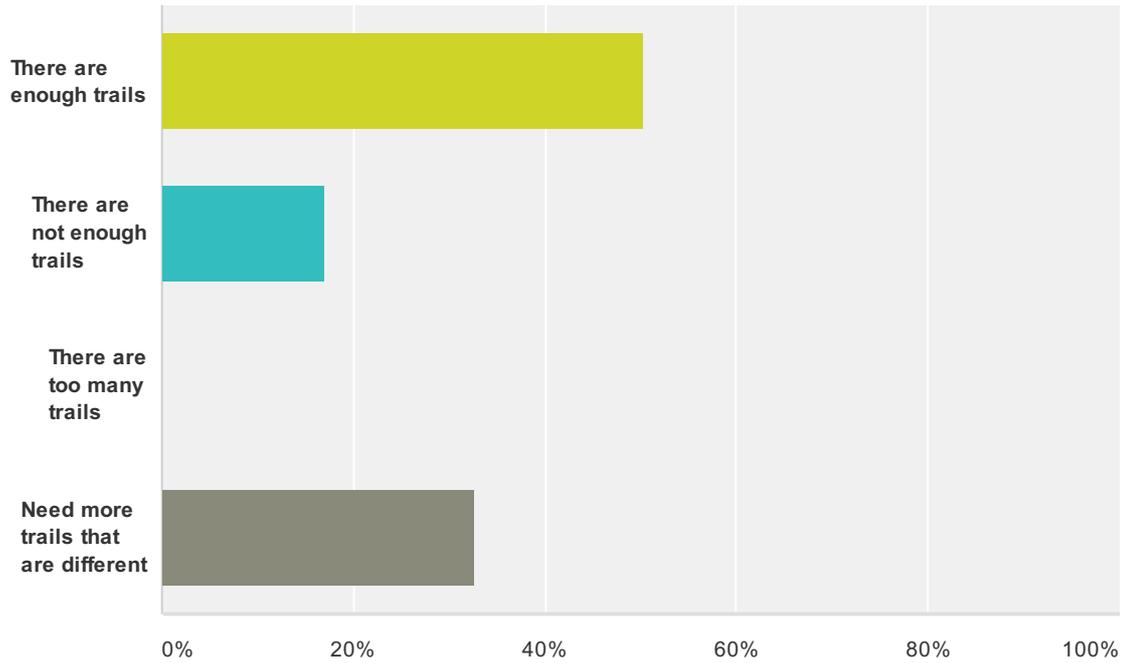
Answer Choices	Responses	
There are enough trails	**50.37%**	68
There are not enough trails	**17.04%**	23
There are too many trails	**0%**	0
Need more trails that are different	**32.59%**	44
Total		**135**

#	Other (please describe)	Date
1	Some more trails for kids so the whole family can enjoy	12/6/2013 1:59 PM
2	The more trails the better.	12/5/2013 9:32 PM
3	May require an expansion of trails with a bit of difference due to the popularity of Forrst now as an mtb destination. Or just some upgrade improvement of existing system	12/5/2013 4:48 PM
4	Great network, great place, keep building trails, more technical	12/5/2013 3:38 PM
5	enough for 2 days riding, for a longer stay would need more.	12/5/2013 3:02 PM
6	Could provide an off road link to Barwon Downs and/or Roadknight Creek road to facilitate XC riding on dirt roads.	12/5/2013 12:32 PM
7	but we'd always love more ...!	12/5/2013 11:37 AM
8	More technical trails please	12/5/2013 10:09 AM
9	Not sure of the trail names...I just know them by number.	12/5/2013 10:04 AM
10	But could always have more!	12/5/2013 10:01 AM
11	Quality is more important than quantity.	12/5/2013 9:53 AM
12	More trails would be great if possible	11/28/2013 2:13 PM
13	Need $$ for maintance of the trails & improved walk / bike trail maps	11/26/2013 1:41 PM

14	There are enough, lets focus in improving the existing ones, that said i would like to something like a hiking riding trail created that woul take you along the coast to warnambool with free campsites starting in Forrest.	11/25/2013 11:29 PM
15	There is never enough trails ! although it would be good to have another long flowing downhill type trail like Red Carpet	11/25/2013 9:57 PM
16	A few more trails with tech features like jumps, burms, rock gardens, drop offs etc would be great.	11/25/2013 8:28 PM
17	Better quality trails are required. It's a bit dinky down there.	11/25/2013 3:37 PM
18	currently good diversity in trails, growth of trail network will encourage more riders and keep the regulars coming back.	11/25/2013 2:53 PM
19	there can always be more trails. more trails =more riders	11/25/2013 1:38 PM
20	Within the super loop there is opportunity to link up more trails to provide a more dense network. Might need way markers or recommended ways to ride. More technical but natural obstacles as an A line and B line would be good.	11/24/2013 8:38 PM
21	Perfect	11/24/2013 7:49 PM
22	Can't have too many trails	11/22/2013 5:00 PM
23	Need more and more variety... more trails closer to town	11/22/2013 4:06 PM
24	Some longer trails would be great	11/22/2013 4:01 PM
25	Great mix of trails	11/22/2013 3:56 PM
26	Need more multi use trails for walkers and horse riders as well	11/21/2013 7:34 PM

Q11 Could improvements be made to the Forrest and Yaugher MTB trails? (Please tick appropriate box)

Answered: 124   Skipped: 25
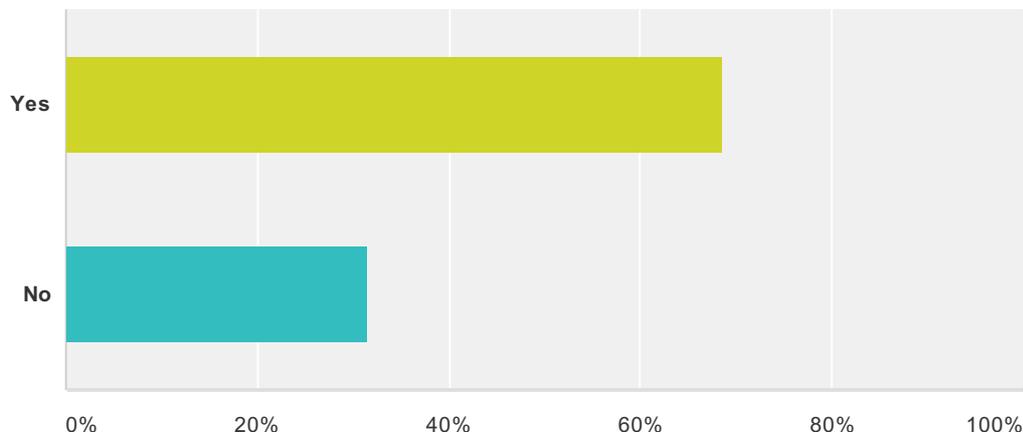
Answer Choices	Responses	
Yes	**68.55%**	85
No	**31.45%**	39
Total		**124**

| #	Please describe why	Date
1	The trail conditions are always great	12/19/2013 6:44 PM
2	Stricter limits of compeditors in organised events. The impact on the trails of number of people, greatly effect the condition of the trails. Events are great. But the number and impact is and will be seen. Single track is being widened by this impact very quickly making it not single trail. Corners and bends are being widened and rutted by inexperienced riders. The cost of maintaining true single trails and safe trails is very much impacted by numbers of riders in large events.	12/16/2013 9:31 AM
3	We are pretty happy with what trails are there now but we think there should be plans in place to open more trails in the future.	12/14/2013 6:43 AM
4	Could cut back the grass trees a lot more	12/13/2013 11:51 AM
5	The issue of the die back of grass trees is a problem and also the fungus that is being transferred and killing native vegetation	12/11/2013 4:08 PM
6	more track features - sea-saws, log rides, timber burms etc	12/11/2013 3:45 PM
7	closure during winter/wet periods to prevent trail damage	12/6/2013 2:20 PM
8	reduce blackberries	12/5/2013 7:53 PM
9	> Further development of the riding areas (more trails) to add diversity > More trails like Marriners, Follow Dog, Red Carpet that are at the more technical end without being dangerous.	12/5/2013 3:40 PM
10	Mostly around trail maintenance but this would mostly fall back to volunteers, so they can only do so much. Hard to balance sustainable trails and growth in riders and difficult weather conditions but overall trails are pretty good.	12/5/2013 3:12 PM
11	More trails	12/5/2013 1:12 PM
12	I think it is a very good park at the moment.	12/5/2013 12:56 PM
13	I am scared of snakes, especially tiger snakes so I tend to come in the cooler months!	12/5/2013 12:45 PM
14	Existing trail networks could be expanded. MTB trail links could be provided to Barwon Downs and/or Roadknight Creek Road to provide access to dirt roads for extended XC riding.	12/5/2013 12:34 PM

15	Could include some more challenging jumps. Perhaps something fast and crazy like Cressy Descent at You Yangs. Could put in a downhill course.	12/5/2013 12:14 PM
16	By developing select "all weather" trails for better enjoyment without trashing the trails during winter, and perhaps closing others for longer to protect them for the main riding in the dryer times. By installing drinking water sources at the trail heads - very frustrating not being able to refill during rides.	12/5/2013 12:12 PM
17	Bigger range in technical difficulty. Current trails are beginner and intermediate only.	12/5/2013 12:12 PM
18	more jumps/drops of higher technical difficulty, more with steeper gradients e.g. yoyo	12/5/2013 11:39 AM
19	Always maintenance	12/5/2013 11:20 AM
20	More signage	12/5/2013 10:59 AM
21	Put in more trails, it will = more return visits for poeple that have to travel to the site.	12/5/2013 10:56 AM
22	A technical linking trail from Forest to Yaugher. More technical trails is always a plus. Not necessarily slow rock gardens technical. I love the flow of trails 4,5 & 6 as a loop.	12/5/2013 10:17 AM
23	It is pretty much perfect, if it ain't broke don't fix it. Any one who says they need more or better is living in an odd fantasy, I bet they can't cover them all at race speed in a day anyway.	12/5/2013 10:17 AM
24	Anything can be improved. These trails are very good though.	12/5/2013 10:10 AM
25	More advanced obstacles as an option.	12/5/2013 10:10 AM
26	Maybe little bridges over muddy gutters.	12/5/2013 10:03 AM
27	An extreme/harder/skill building trail, jumps, berms, etc.	12/5/2013 9:58 AM
28	More diversity	12/5/2013 9:58 AM
29	More trails	11/29/2013 9:49 PM
30	Yes but i'm being picky, they are great now.	11/28/2013 2:15 PM
31	A greater network of trails. More maintenance of trails - some trails are starting to erode and show signs of over use.	11/27/2013 7:44 PM
32	i don't ride the trails that much so in reality I think they are fine, however if i were to ride them often I would understand how you could become bored with them. In this instance it would be good to have an ongoing program that facilitates upgrades or new trails on a regular basis.	11/27/2013 3:28 PM
33	Yo Yo should be ridable, the ascents you have to do on foot diminish the experience.	11/27/2013 2:30 PM
34	More diverse trail types for other riding styles not just hardcore XC. Trails that have a destination too. Riding circles in a forest is getting dull but a route to the dam and back would be good etc	11/26/2013 9:28 PM
35	Maintance ongoing, Walk/Bike paths for young families .	11/26/2013 1:42 PM
36	more of them	11/26/2013 10:41 AM
37	If there was a way to link the Southern & Yauger Trails through single / 4wd tracks around the back of town, This would be great	11/25/2013 9:59 PM
38	clearing vegetation	11/25/2013 8:54 PM
39	Same as last answer, a few trails with more technical features and or downhill oriented	11/25/2013 8:34 PM
40	XC is well and truly covered. This may be a chance to develop some enduro type trails as that aspect grows, not dh, not xc but a flowy mix.	11/25/2013 8:21 PM
41	A long all mountain enduro track and downhill track please!!	11/25/2013 6:59 PM
42	Some boggy areas could use better sustainable approaches and maintenance.	11/25/2013 5:54 PM
43	If you have ridden high quality trails elsewhere, you will recognise that the Forrest trails do not offer the kind of quality of machine built trails that is available in places like Mt Buller, VIC or Atherton, QLD.	11/25/2013 3:39 PM
44	seasonal closure of wetter trails to prevent damage.	11/25/2013 2:55 PM
45	More maintenance. Also, trail networks need to change and evolve over time or people become bored.	11/25/2013 2:52 PM
46	Never changes apart from the wear and tear level. Got to be something new to get me to travel there again as it has not changed in the 5 years I've gone there and a bit over it now.	11/25/2013 1:47 PM

47	Could always do with more trails. Would encourage people to stay longer (we usually do a big day trip from Melbourne and ride everything)	11/25/2013 1:37 PM
48	Better water drainage - they do not hold rain well - and it rains a lot.	11/25/2013 12:32 PM
49	Drainage, stonework for all round weatherproofing and addedd technical elements.	11/25/2013 11:36 AM
50	Yaugher could of with more trail head facilities. Toilet is great but cover, tables chairs would help	11/24/2013 10:18 PM
51	Maintenance of berms on mariners	11/24/2013 9:51 PM
52	In parts be more technical eg stones and more challenging water crossings or gulleys.	11/24/2013 8:41 PM
53	Current trail network is great, maybe some more technical trails	11/24/2013 8:33 PM
54	All weather ability	11/24/2013 8:08 PM
55	more diversity eg flow trail, skill park,pump track	11/24/2013 7:54 PM
56	A bit more trail drainage and maintenance	11/24/2013 7:49 PM
57	Ensure trails are maintained and open	11/24/2013 7:47 PM
58	Increase technicality of some trails	11/23/2013 6:54 PM
59	Someone with better knowledge of MTB trail maintenance should be working with DSE full time to keep on top of trail damage.	11/23/2013 2:20 PM
60	A few more small jumps and trick areas that have ride arounds for those that want to	11/23/2013 1:44 PM
61	Better signs, including shortcuts to trailhead (e.g. for when bike breaks down and you have to walk).	11/23/2013 10:31 AM
62	Better wall rides, rocky terrian	11/23/2013 6:29 AM
63	Improved drainage and water maintenance would be good.	11/23/2013 6:13 AM
64	Maybe using a different soil for rehab works, other than the 'ball bearing' type....	11/22/2013 9:51 PM
65	Better and more regular maintenance and ongoing development	11/22/2013 8:37 PM
66	Signage	11/22/2013 7:18 PM
67	Amazing experience as they are	11/22/2013 7:07 PM
68	As a only sometimes visitor there is plenty of variety for me	11/22/2013 5:22 PM
69	Not required but yes. Any improvement positive	11/22/2013 5:07 PM
70	Continuing maintenance and development of existing trails rather than new.	11/22/2013 4:47 PM
71	That yellow rock is super slippery!!	11/22/2013 4:02 PM
72	Perhaps seasonal closure of some trails that don't cope with the winter weather as well	11/22/2013 3:57 PM
73	Anything can always be improved on, but I'm hard pressed to come up with anything concrete...	11/22/2013 3:36 PM
74	Better Maintenance of trails wrt drainage and wear and tear Inclusion of more features with optional "B" lines A good linking trail between Forrest town and Yaugher would be very beneficial	11/22/2013 1:29 PM
75	More vegetation clearance/maintenance. More diversity of trail features	11/22/2013 8:17 AM
76	Maintenance and facilities	11/21/2013 7:36 PM

Forrest MTB Strategic Plan Survey

Q12 What other Victorian destinations have you visited to go Mountain Biking? (Please tick appropriate boxes - you can tick more than one box)

Answered: 131   Skipped: 18
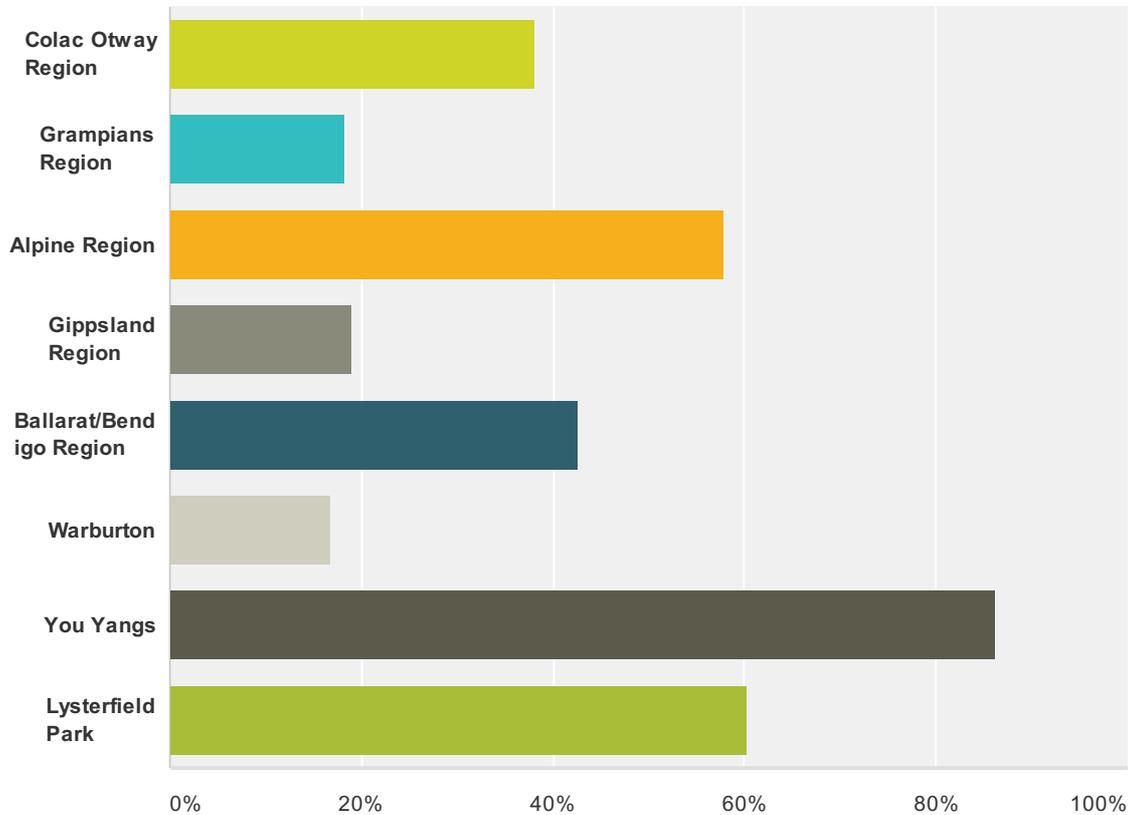
Answer Choices	Responses	
Colac Otway Region	**38.17%**	50
Grampians Region	**18.32%**	24
Alpine Region	**58.02%**	76
Gippsland Region	**19.08%**	25
Ballarat/Bendigo Region	**42.75%**	56
Warburton	**16.79%**	22
You Yangs	**86.26%**	113
Lysterfield Park	**60.31%**	79
Total Respondents: 131		

#	Interstate/other (please name)	Date
1	Colorado USA continental divide trails	12/5/2013 7:53 PM
2	ACT Stromlo and Bruce Ridge, WA Perth and south west mtb trails, mt remarkable SA	12/5/2013 4:53 PM
3	Anglesea, Canberra (Stromlo etc)	12/5/2013 3:40 PM
4	New Zealand / Tasmania west coast /	12/5/2013 3:04 PM
5	Southern highlands/Margaret river	12/5/2013 1:12 PM

6	Anglesea	12/5/2013 12:57 PM
7	Nerang Forest	12/5/2013 12:45 PM
8	Darwin	12/5/2013 12:12 PM
9	Thunder point Warrnambool, Mt Clay Portland	12/5/2013 11:39 AM
10	Wombat forest	12/5/2013 10:28 AM
11	wombat	12/5/2013 10:24 AM
12	I get to the States twice a year and Ride Fruita, Moab, Sedona, Denver front range. Canberra and Melrose also rate highly.	12/5/2013 10:17 AM
13	Yarra Trails/Candlebark; Smiths Gully; King Lake/Dandenongs; Mt Stromlo; Atherton trails	12/5/2013 10:10 AM
14	Alice Springs, ACT, Margaret River, NSW south coast, West coast of Tasmania, Melrose, Red Hill.	12/5/2013 10:10 AM
15	French/Swiss alps. Utah USA. Ontario and Quebec Canada.	12/5/2013 9:58 AM
16	Anglesea	11/28/2013 5:20 PM
17	Anglesea	11/27/2013 2:30 PM
18	Too many to write here	11/26/2013 9:28 PM
19	anglesea, officer, buxton	11/26/2013 10:41 AM
20	Stromlo, Kowen Forest, Majura Pines, Awaba, Yarramundi	11/26/2013 7:25 AM
21	perth hills	11/25/2013 8:54 PM
22	Redhill	11/25/2013 6:59 PM
23	Buxton / buller / castlemaine	11/25/2013 6:07 PM
24	Many destinations all over the country.	11/25/2013 3:39 PM
25	Anglesea, yarra valley	11/25/2013 1:40 PM
26	Blackwood, MTBO destination	11/25/2013 12:51 PM
27	Anglesea	11/24/2013 8:53 PM
28	Tathra annually. Anglesea Vic	11/24/2013 8:33 PM
29	Alice Springs	11/24/2013 7:47 PM
30	too many to list South Oz, Tassie, Brisbane, Noosa Nsw perth	11/24/2013 7:43 PM
31	Mt Stromlo, Atherton, Brisbane, Hobart	11/22/2013 8:37 PM
32	Silvan and MtDandenong	11/22/2013 3:36 PM
33	Alice Springs	11/22/2013 1:29 PM

Q13 What is it about the other MTB destination that attracts you to ride there? (Please tick appropriate boxes - you can tick more than one box)

Answered: 118   Skipped: 31
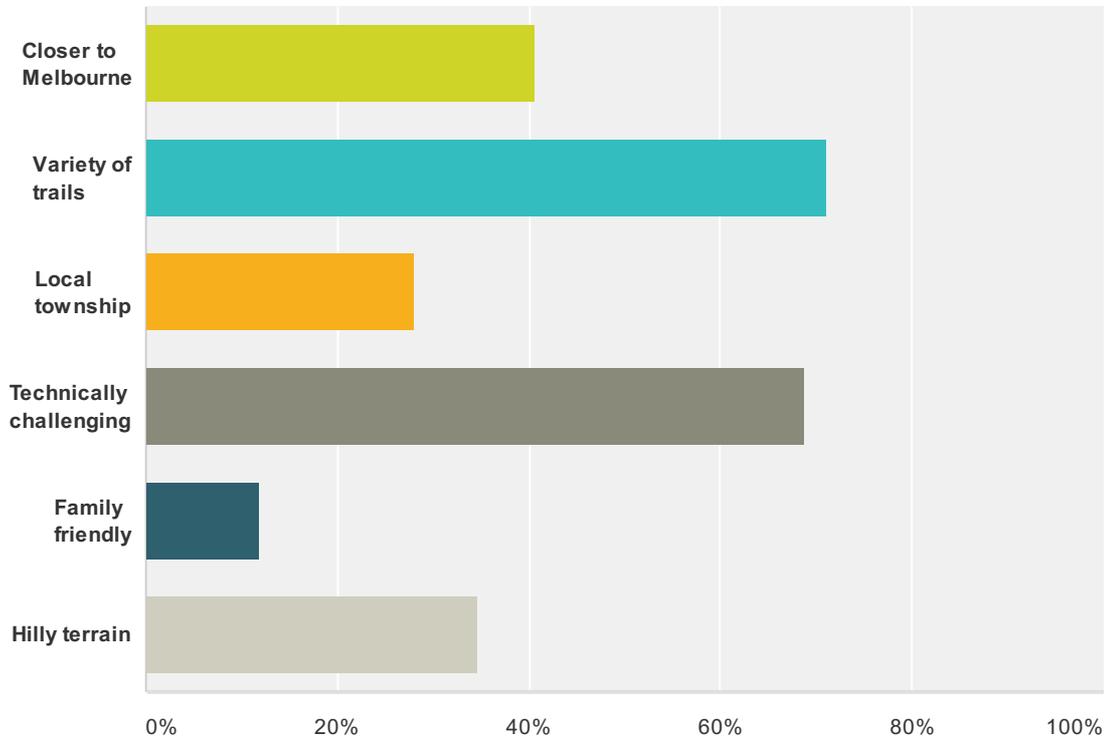
Answer Choices	Responses	
Closer to Melbourne	**40.68%**	48
Variety of trails	**71.19%**	84
Local township	**27.97%**	33
Technically challenging	**68.64%**	81
Family friendly	**11.86%**	14
Hilly terrain	**34.75%**	41
Total Respondents: 118		

#	Other (please describe)	Date
1	Moved to the region due to the mountain bike trail.	12/16/2013 9:31 AM
2	Live in Mount beauty and enjoy exploring other trail networks for holidays.	12/5/2013 4:53 PM
3	LIke in Warrnambool so have to travel to get a decent MTB trail, so variety is good	12/5/2013 3:12 PM
4	Closet to SA	12/5/2013 1:15 PM
5	Different locatipns	12/5/2013 1:12 PM
6	Convenience	12/5/2013 12:45 PM
7	Accessibility and riding with friends.	12/5/2013 12:34 PM
8	I live in Geelong, so the You Yangs are close.	12/5/2013 12:14 PM
9	differant riding	12/5/2013 9:54 AM

10	Happen to be in the area - other attractions in the areas	12/3/2013 7:24 PM
11	Closer to the ACT	11/30/2013 8:54 PM
12	Closer to home	11/29/2013 9:49 PM
13	CLOSER TO GEELONG	11/28/2013 2:58 PM
14	Always looking for new challenges	11/27/2013 7:44 PM
15	Close to where I live, Geelong	11/27/2013 3:28 PM
16	connects townships	11/25/2013 8:54 PM
17	Close to Geelong	11/25/2013 8:34 PM
18	Road trips	11/25/2013 6:07 PM
19	Professionally built trails.	11/25/2013 3:39 PM
20	qaulity of trails	11/25/2013 2:29 PM
21	Destination for a road trip.	11/25/2013 1:47 PM
22	MTBO related	11/25/2013 12:51 PM
23	Close to Apollo Bay	11/25/2013 9:01 AM
24	Closer to home. More events	11/24/2013 10:18 PM
25	Closer to home	11/24/2013 9:22 PM
26	Closer to Geelong	11/24/2013 7:47 PM
27	Just love travelling with bike	11/22/2013 5:07 PM
28	Invitations from friends	11/22/2013 8:17 AM

Forrest MTB Strategic Plan Survey

Q14 Please rank from #1 onwards what you most like about Mountain Biking? (Please number appropriate boxes - you don't need to number what is not important to you)

Answered: 137   Skipped: 12
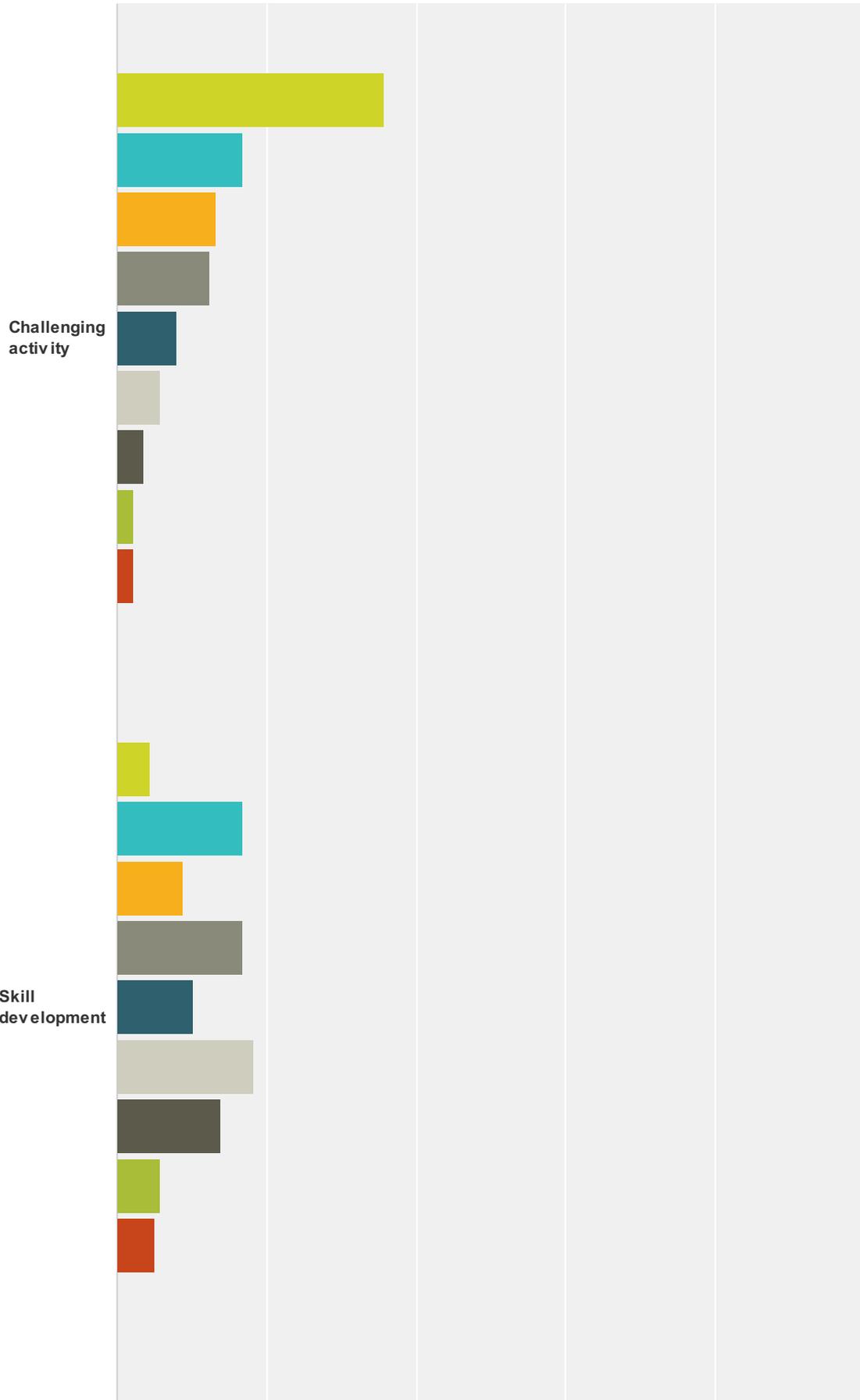
Challenging activity

Skill development

Forrest MTB Strategic Plan Survey

Healthy lifestyle

Fitness

The location

Forrest MTB Strategic Plan Survey

Being outdoors

Being with friends
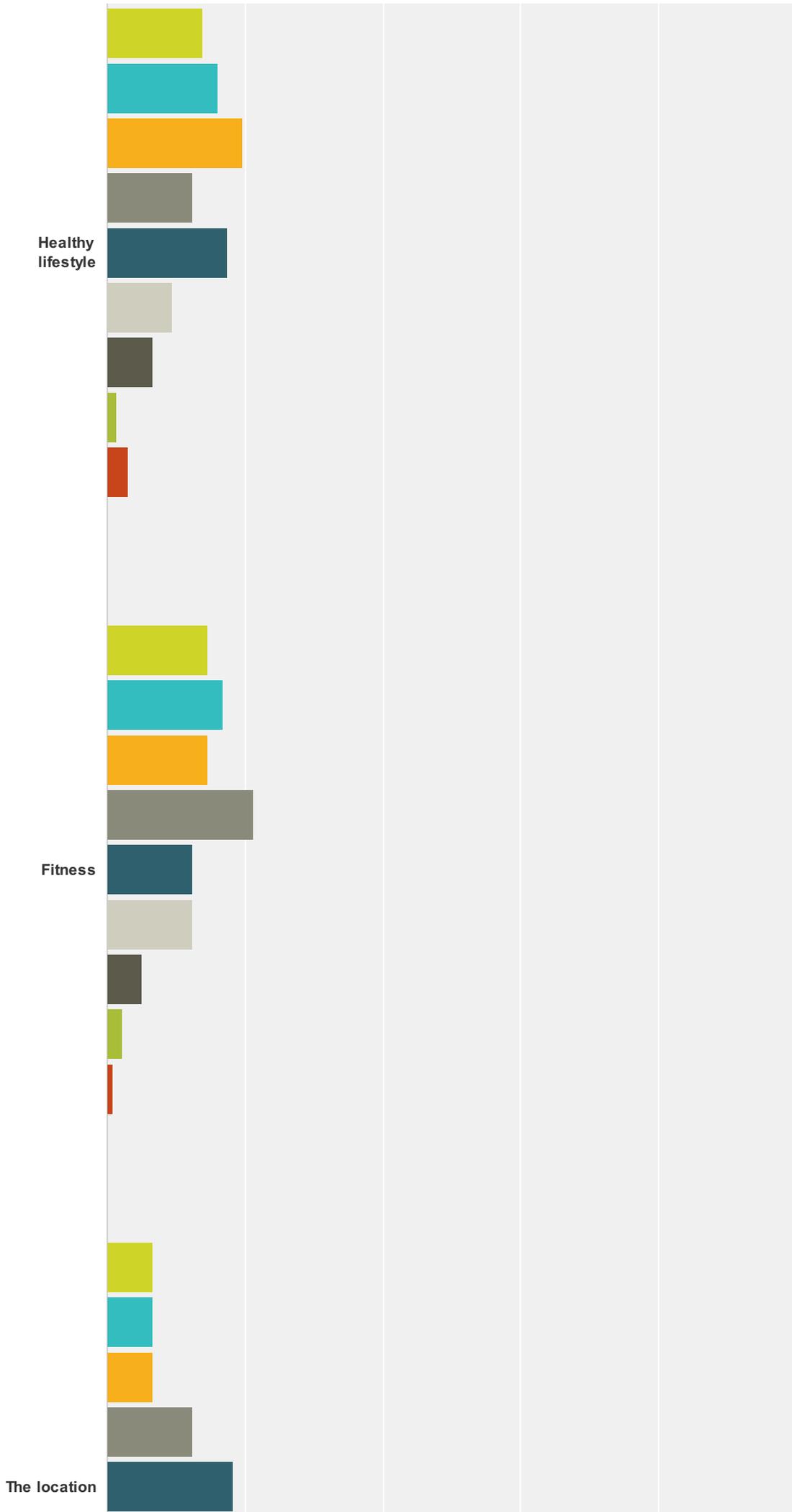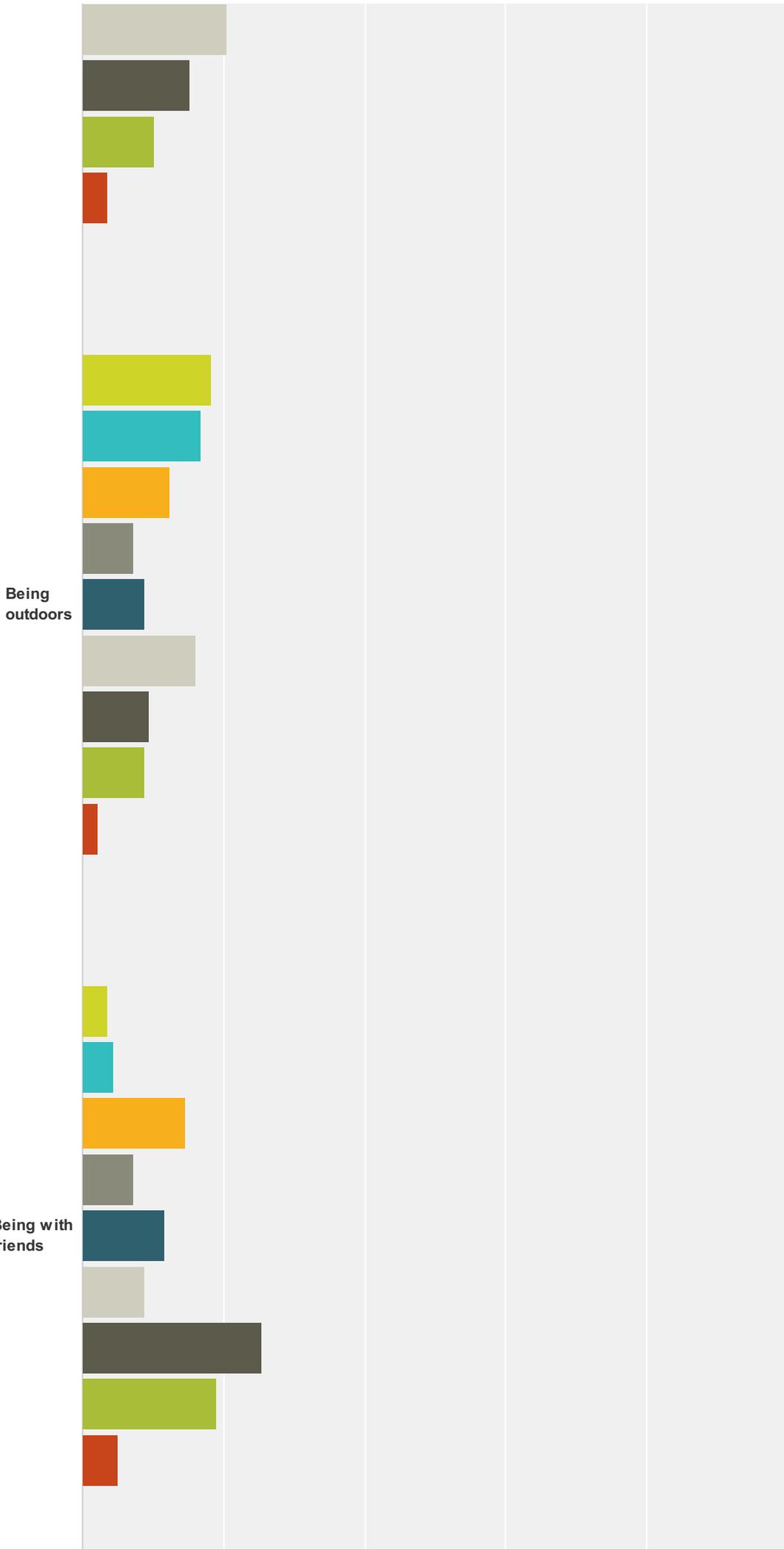
Forrest MTB Strategic Plan Survey
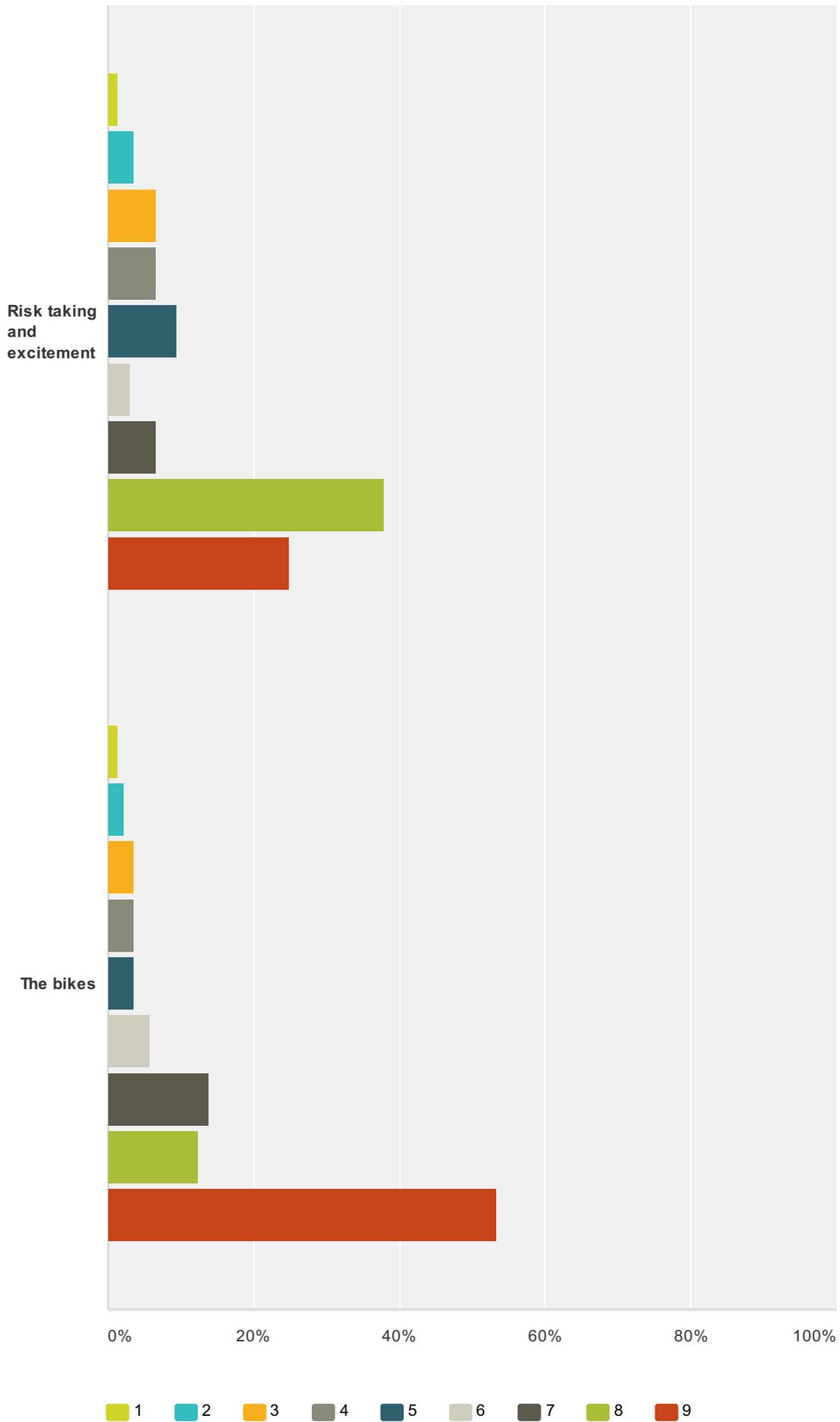
	1	2	3	4	5	6	7	8	9	Total	Average Ranking
Challenging activity	**35.77%** 49	**16.79%** 23	**13.14%** 18	**12.41%** 17	**8.03%** 11	**5.84%** 8	**3.65%** 5	**2.19%** 3	**2.19%** 3	137	7.04

Skill development	4.38% 6	16.79% 23	8.76% 12	16.79% 23	10.22% 14	18.25% 25	13.87% 19	5.84% 8	5.11% 7	137	5.18
Healthy lifestyle	13.87% 19	16.06% 22	19.71% 27	12.41% 17	17.52% 24	9.49% 13	6.57% 9	1.46% 2	2.92% 4	137	6.17
Fitness	14.60% 20	16.79% 23	14.60% 20	21.17% 29	12.41% 17	12.41% 17	5.11% 7	2.19% 3	0.73% 1	137	6.27
The location	6.57% 9	6.57% 9	6.57% 9	12.41% 17	18.25% 25	20.44% 28	15.33% 21	10.22% 14	3.65% 5	137	4.75
Being outdoors	18.25% 25	16.79% 23	12.41% 17	7.30% 10	8.76% 12	16.06% 22	9.49% 13	8.76% 12	2.19% 3	137	5.85
Being with friends	3.65% 5	4.38% 6	14.60% 20	7.30% 10	11.68% 16	8.76% 12	25.55% 35	18.98% 26	5.11% 7	137	4.27
Risk taking and excitement	1.46% 2	3.65% 5	6.57% 9	6.57% 9	9.49% 13	2.92% 4	6.57% 9	37.96% 52	24.82% 34	137	3.07
The bikes	1.46% 2	2.19% 3	3.65% 5	3.65% 5	3.65% 5	5.84% 8	13.87% 19	12.41% 17	53.28% 73	137	2.39

Q15 How long do you typically spend in the Forrest Township? (Please tick appropriate box)

Answered: 135   Skipped: 14
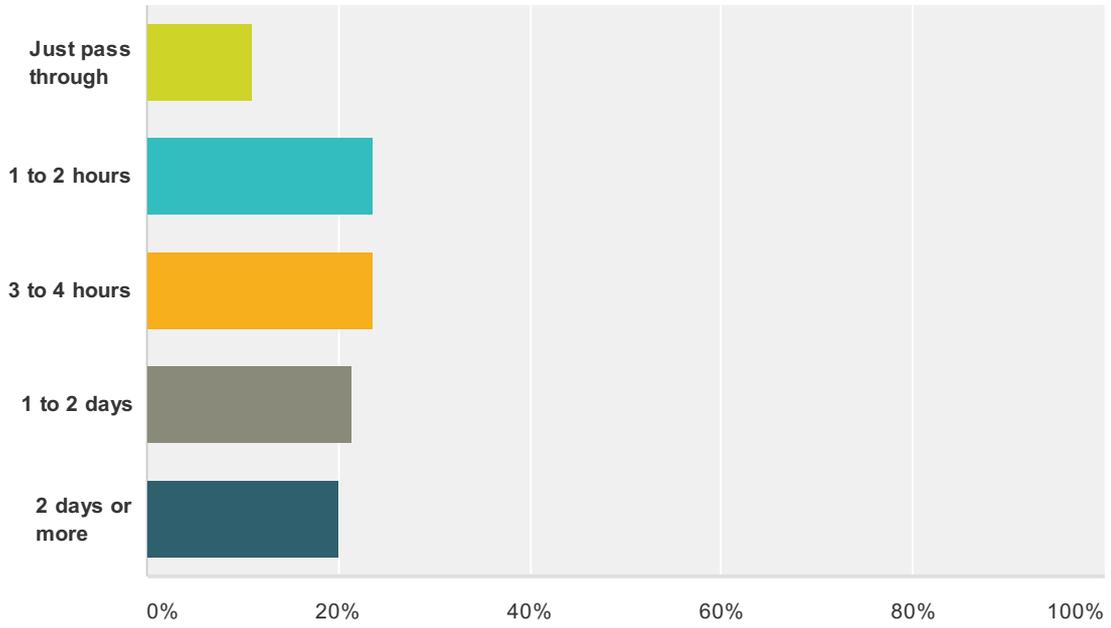
Answer Choices	Responses	
Just pass through	**11.11%**	15
1 to 2 hours	**23.70%**	32
3 to 4 hours	**23.70%**	32
1 to 2 days	**21.48%**	29
2 days or more	**20%**	27
Total		**135**

Forrest MTB Strategic Plan Survey

Q16 What do you like about the Forrest Township? (Please tick appropriate boxes - you can tick more than one box)
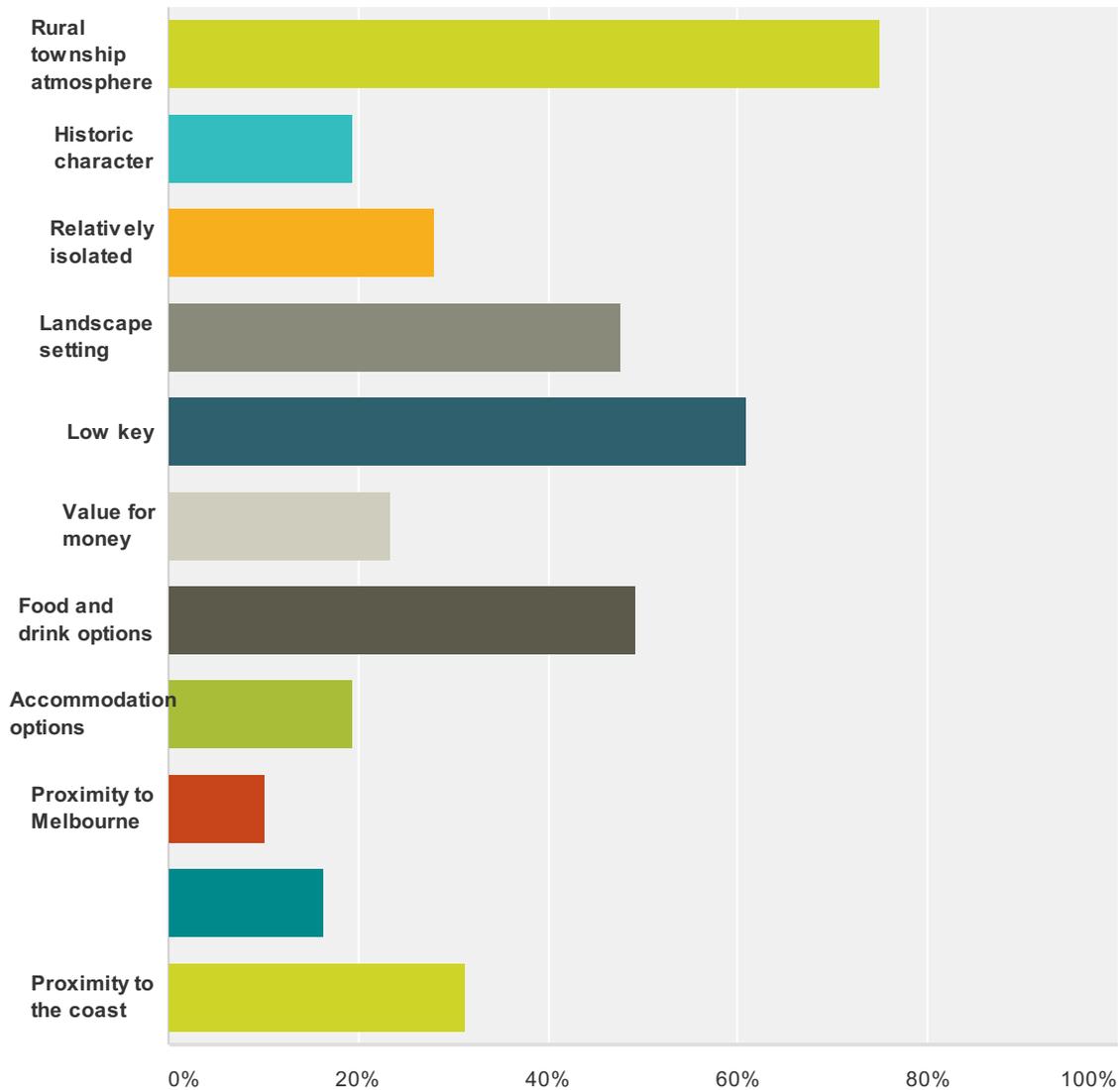
Answer Choices	Responses	
Rural township atmosphere	**75%**	96
Historic character	**19.53%**	25
Relatively isolated	**28.13%**	36
Landscape setting	**47.66%**	61
Low key	**60.94%**	78
Value for money	**23.44%**	30
Food and drink options	**49.22%**	63
Accommodation options	**19.53%**	25
Proximity to Melbourne	**10.16%**	13
Proximity to other destinations	**16.41%**	21

Proximity to the coast	**31.25%**	40
Total Respondents: 128		

#	Other (please specify)	Date
1	Live in forrest	12/14/2013 6:46 AM
2	The lovely fresh air and the brewery and guest house which make delicious lunches	12/11/2013 4:11 PM
3	Norm and Jess's cafe/bike shop	12/5/2013 12:18 PM
4	Dont really spend any time in the town	12/5/2013 10:59 AM
5	Nothing in particular. I've normally stayed in Apollo Bay or just pass through.	12/5/2013 10:14 AM
6	Great Beer!!	12/5/2013 10:03 AM
7	Bike and coffee shop	12/3/2013 7:33 PM
8	Proximity to Apollo Bay	11/27/2013 7:52 PM
9	Tracks for riding	11/25/2013 6:11 PM
10	Caravan park	11/25/2013 5:57 PM
11	It's nice enough, but I couldn't say that I 'love' any of the above aspects enough to tick the box...	11/25/2013 3:44 PM
12	passing through there	11/25/2013 2:31 PM
13	Brewery!	11/25/2013 1:40 PM
14	Usually camp or take a cabin.	11/24/2013 8:49 PM
15	Always have a beer at the brewery and grab snacks at the shop	11/24/2013 8:38 PM
16	proximity to geelong	11/24/2013 7:39 PM
17	I live here	11/22/2013 8:45 PM
18	Mtb trails. Without trails I wouldn't go there.	11/22/2013 6:23 PM
19	Forrest lacks character but is in a great spot	11/21/2013 10:29 PM

Forrest MTB Strategic Plan Survey

Q17 What could be improved within the Forrest Township to encourage you to stay longer? (Please tick appropriate boxes - you can tick more than one box)

Answered: 118   Skipped: 31
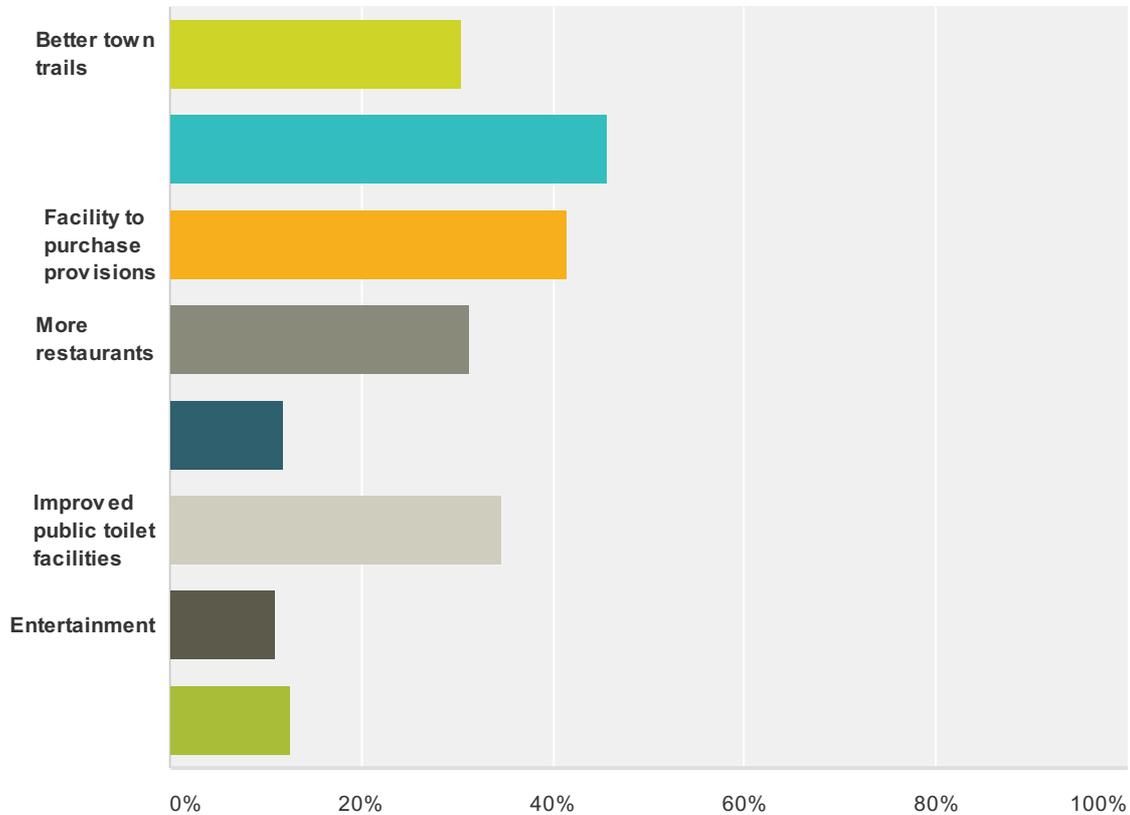
Answer Choices	Responses	
Better town trails	**30.51%**	36
MTB washdown facility	**45.76%**	54
Facility to purchase provisions	**41.53%**	49
More restaurants	**31.36%**	37
More accommodation (please specify below)	**11.86%**	14
Improved public toilet facilities	**34.75%**	41
Entertainment	**11.02%**	13
Additional nearby adventure/recreational activities	**12.71%**	15
Total Respondents: 118		

#	Other (please specify)	Date
1	more places to eat	12/19/2013 6:48 PM
2	PUBLIC SHOWER FACILITY	12/13/2013 9:49 PM
3	Since the Barwon Downs store closed it's hard to get good provisions	12/11/2013 4:11 PM
4	more trails	12/5/2013 3:07 PM
5	Better access to dirt roads out of Barwon Downs and off Roadknight Creek Road for XC riding.	12/5/2013 12:39 PM

6	Its great, leave it alone !	12/5/2013 12:20 PM
7	Other things for the whole family to do and MTB events would make me stay	12/5/2013 12:18 PM
8	As per earlier - more access to drinking water for refills at trail heads	12/5/2013 12:14 PM
9	More kid friendly (7yrs and younger)	12/5/2013 11:05 AM
10	I dont intend on staying there, we drive in and drive out as I live in Geelong	12/5/2013 10:59 AM
11	Hut style accomadation for small groups overnight, for weekends etc.	12/5/2013 10:23 AM
12	More cabins in caravan park	12/5/2013 10:05 AM
13	After 2 months in European alps this year, the Gites/Refuges were a real highlight. Cheap, clean, good food, good atmosphere.	12/5/2013 10:03 AM
14	Longer weekends! And becoming independently wealthy so I don't have to work	12/3/2013 7:33 PM
15	More Dog Friendly accommodation	11/28/2013 5:23 PM
16	better general store - owners are rude, range is poor. other forrest businesses fantastic	11/26/2013 3:42 PM
17	Public Transport with my bike from Melbourne or Coast	11/26/2013 1:45 PM
18	safer access to lake elizabeth ie sealed roads	11/25/2013 11:36 PM
19	more complementary activities within 20mins - things to keep rest of family entertained	11/25/2013 8:57 PM
20	Some locals think they own the trails. The Forrest MTB Club sometime post militant style messages about riders and use of the trails. Not cool. Is a turn off to riding there.	11/25/2013 12:37 PM
21	More family friendly trails.	11/25/2013 11:40 AM
22	Like it how it is	11/24/2013 8:38 PM
23	more budget accomodation, another caravan park maybe	11/24/2013 7:39 PM
24	Better bus link to train station	11/23/2013 10:34 AM
25	More food options for mountain bikers at night	11/22/2013 9:33 PM
26	Longer weekends	11/22/2013 6:23 PM
27	More self catering options. Houses/apartments but with cheaper prices.	11/22/2013 4:05 PM
28	Pretty nice as is	11/22/2013 3:42 PM
29	Forrest needs food options open all week, not just weekends. Fuel availability would also help	11/21/2013 10:29 PM

Q18 How important is the Forrest Township to your MTB experience? (Please tick appropriate box)

Answered: 135 Skipped: 14
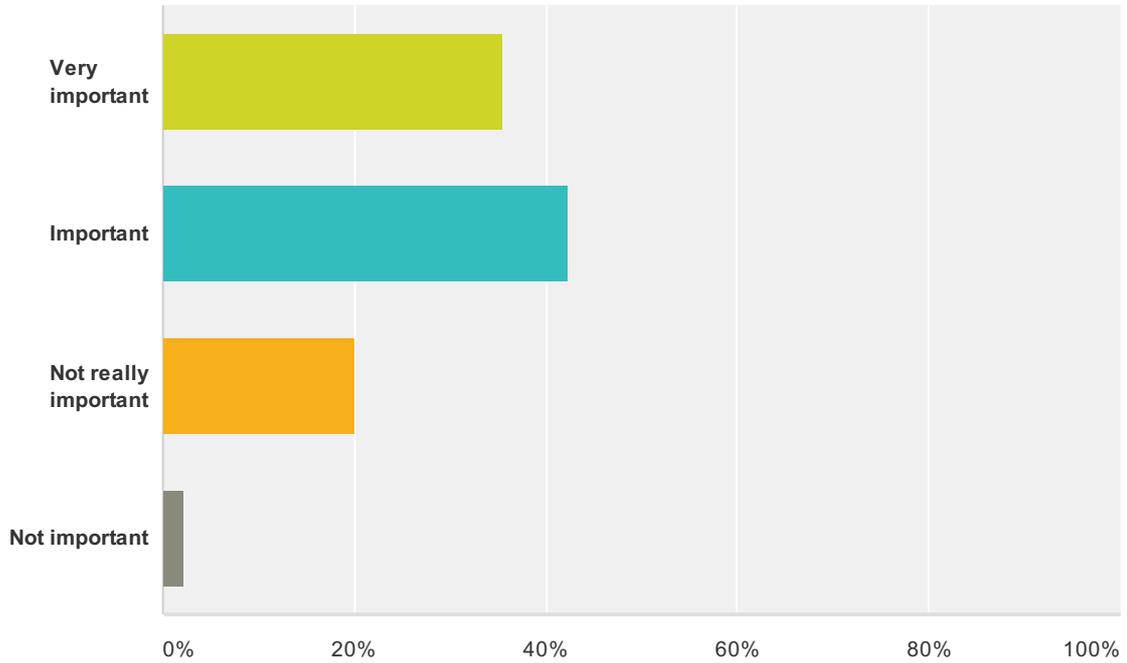
Answer Choices	Responses	
Very important	**35.56%**	48
Important	**42.22%**	57
Not really important	**20%**	27
Not important	**2.22%**	3
Total		**135**

Q19 How is the Forrest Township important to your MTB experience?

Answered: 81   Skipped: 68

| #	Responses	Date
1	AS A BASE FOR ACTIVITIES	12/13/2013 9:49 PM
2	For rest and recreation after riding and before and also accommodation	12/11/2013 4:11 PM
3	live in Apollo Bay - to far to go to other areas	12/11/2013 3:47 PM
4	Activity hub	12/6/2013 2:21 PM
5	Live in Colac so not as important but nice to make the day a real outing lunch etc. could have better play ground for the kids to play in to enhance young family experience	12/6/2013 2:04 PM
6	I enjoy stopping for a coffee or a meal after a good ride on the trails. Choices are limited but still enjoyable.	12/5/2013 9:38 PM
7	The towns interest in mtb. Friendly service and helped with getting bike going again.	12/5/2013 8:41 PM
8	Its a small town that requires my attendance	12/5/2013 7:54 PM
9	Enjoy the low key atmosphere and the natural surrounding. Existing facilities suit me fine.	12/5/2013 5:00 PM
10	Has food and beer for post ride debrief	12/5/2013 4:15 PM
11	> Always have lunch in town and often buy provisions from the store. Family /Friends often meet after ride for lunch > Lake Elizabeth / Reservoir good place for the kids to go walk/picnic while I ride > Trailhead facilities good and generally clean > Occassionally camp	12/5/2013 3:43 PM
12	Its great to relax after a ride with family and friends and enjoy a meal/drink and the relaxing surroundings	12/5/2013 3:16 PM
13	just need a few basic facilities, it' fine like it is....	12/5/2013 3:07 PM
14	The atmosphere and quaint nature of the town gives the whole MTB feel.	12/5/2013 1:17 PM
15	Great place to stay friendly people	12/5/2013 1:02 PM
16	A good place to grab a drink and something to eat.	12/5/2013 12:58 PM
17	need for infrastrucutre to support activity and entretain family	12/5/2013 12:48 PM
18	The town is the starting and finishing point and provides the style or feel for each visit. A welcoming atmosphere makes me feel part of the town.	12/5/2013 12:39 PM
19	Its a great little town which you can stay in, eat in and ride (not in the car !) to all of the trails. Its awesome. Leave it alone !	12/5/2013 12:20 PM
20	It is great to have accomodation (camping or house), the cafe, brewery to make the stay comfortable.	12/5/2013 12:18 PM
21	place to have an after ride beer with mates.	12/5/2013 11:40 AM
22	Great place to get a drink & something to eat after riding.	12/5/2013 11:22 AM
23	great location and it is mTB friendly	12/5/2013 11:05 AM
24	Gives opportunity to have a beer and food after riding and also options to stay overnight for longer mtb ride weekend trips	12/5/2013 10:32 AM
25	Food and beers	12/5/2013 10:26 AM
26	I love that everyone in the town knows that I come to ride there, no discrimination, quite the opposite, they love that we are there to ride and welcome us with open arms. I ride a lot of road bike races also, and the difference in being in a bike sport where there is a whole community who have built a place to do the sport and are so friendly is Heaven on Earth. Best MTB spot on the Planet.	12/5/2013 10:23 AM
27	A trail centre like the ones in Wales, UK that has café, toilets and showers (pay for), bike shop/mechanics.	12/5/2013 10:22 AM

28	Most of us spend as much time sitting around talking about how good we are as we do riding. It's nice to have good places to do this.	12/5/2013 10:19 AM
29	Stay longer if more food options, esp a reasonable shop for supplies	12/5/2013 10:05 AM
30	Food, Beer, safe trailhead for parking.	12/5/2013 10:03 AM
31	Because we live far away and biking and good accom and food and beer makes for a whole weekend.	12/3/2013 7:33 PM
32	Central location to set up base and be surrounded by an awesome network of trails.	11/30/2013 8:59 PM
33	Having good accommodation, food and drink so close to the trail network makes the whole trip alot more laid back, relaxed and stress free	11/28/2013 6:26 PM
34	Good place for the Family	11/28/2013 5:23 PM
35	Great little town and great people, hope it stays that way !	11/28/2013 2:19 PM
36	Because I live in close enough proximity to Forrest I do not need to rely on Forrest township, though I choose to stop at the Brewery and Wonky Donkey occasionally.	11/27/2013 7:52 PM
37	it's good to have somewhere to go and meet beforehand and then to sit down after the ride and "Tell war Stories" so to speak.	11/27/2013 3:31 PM
38	Needs to be a good base	11/26/2013 9:31 PM
39	lovely town, great after-ride options, friendly (apart from general store)	11/26/2013 3:42 PM
40	Unique nature based experience for all outdoor activities	11/26/2013 1:45 PM
41	strange question - Forrest without the trails vs. the trails without Forrest. Can't imagine one without the other	11/26/2013 10:45 AM
42	Stop in for a coffee or lunch after a day of riding, visit the damn.	11/25/2013 11:36 PM
43	Having a small town with a vibrant economy where provisions can be purchased without significant travel is very important	11/25/2013 10:04 PM
44	place to relax after a ride to talk it over with mates.	11/25/2013 8:57 PM
45	Its important in terms of the overall experience,. The more enjoyable the town is to stay in the more time i spend there so the more time i'll spend ridind the trails.	11/25/2013 8:42 PM
46	not really important to start with, but these things do take time. With some accomodation, restaurant/pub, mtb skills/tours and increased patronage mountain bikers themselves will help drive the experience. Good luck and thankyou, i'll be back again soon!	11/25/2013 8:28 PM
47	Love the town and the food coffee and trails	11/25/2013 7:03 PM
48	Meeting point with somewhere to eat and drink after ride	11/25/2013 6:11 PM
49	It's a place for gathering at the end of the day. Sitting around the campfire, relaxing at camp between rides, chatting with locals, etc.	11/25/2013 5:57 PM
50	Mainly just to know that I can get something to eat and drink. I live within an hour so it's not essential for much more than that.	11/25/2013 3:44 PM
51	Great base to start finish rides. option to have a meal / drink post ride. Accommodation options for extended stays. Friendly laid back atmosphere, and a good base for family and less enthusiastic riders to relax and enjoy the stay.	11/25/2013 3:00 PM
52	I generally park at Forrest trailhead. I usually visit the Corner Store or Brewery.	11/25/2013 2:54 PM
53	Great community, it makes an otherwise rural destination a social activity	11/25/2013 1:42 PM
54	Nice to have good food, coffee, and beer available so close to the trailhead.	11/25/2013 1:40 PM
55	It's not. It's more about the trails.	11/25/2013 12:37 PM
56	Very, It allows for a family friendly activity.	11/25/2013 11:40 AM
57	Great to meet up with other people riding the trails. Some good food options becoming available.	11/24/2013 10:21 PM
58	I regularly ride the you yangs. While they are good and close it is only two hills. Forrest offers a variety of skilled trails from green to black with enough hills to keep you fit. I look forward to riding at Forrest for the all-day riding challenge. I should visit more often since it is only 30mins extra travel than to the you yangs.	11/24/2013 8:49 PM
59	Love the brewery	11/24/2013 8:38 PM

60	Base to return to after a ride	11/24/2013 8:10 PM
61	we love relaxing and getting some food and a beer after a long ride through the forrest trails.	11/24/2013 7:56 PM
62	Great to get a refreshing ale or warming coffee and good tucker after a ride	11/24/2013 7:50 PM
63	Provides hub for me to base my mtb trip around	11/23/2013 6:56 PM
64	It is the heart and soul of MTB.	11/23/2013 4:35 PM
65	The rural setting in the otways give the trails their identity	11/23/2013 2:54 PM
66	Why I go the town	11/23/2013 6:31 AM
67	Just adds to the whole atmosphere, it's the base the whole thing is built on.	11/23/2013 6:16 AM
68	Nice to have a friendly community to hang out with when not on the bike :)	11/22/2013 9:56 PM
69	Without the township there is no Forrest	11/22/2013 8:45 PM
70	Very very important. So good to live near he coast but have this on our doorstep.	11/22/2013 7:22 PM
71	As much as I'd like to spend the whole time riding, it is also good to spend time relaxing & enjoy the town.	11/22/2013 7:10 PM
72	Food, drinks accommodation is important but most important is that it's a mtb destination, therefore full of like minded people creating a great social experience.	11/22/2013 6:23 PM
73	Helps link two trail heads together and provide a spot to either rest between trails or cool down afters with beers and a bite at either pub or brewery which helps make into complete day trip.	11/22/2013 4:53 PM
74	Great to have a town so nearby for food/drinks/toilets	11/22/2013 4:20 PM
75	Love that when you roll into town there is always other riders hanging around, bikes on cars & the town is ver accepting of MTB ers	11/22/2013 4:11 PM
76	Makes for a lovely holiday. The brewery is tops!	11/22/2013 4:05 PM
77	Provides a great platform to enjoy MTB and show all riders all varying abilities the trails.	11/22/2013 3:59 PM
78	Nice to chill with a good meal at the brewery after a ride. Also the Corner shop is a must visit for a pie, coffe or just a chat.	11/22/2013 3:42 PM
79	Its not really, but it is a nice small town. If it had a few more visitor friendly cafes then stays would be extended	11/22/2013 1:32 PM
80	?	11/22/2013 8:24 AM
81	Forrest is a convenient place to stay, and when open, the Brewery is a good place to eat after biking.	11/21/2013 10:29 PM

Q20 Would you encourage your MTB friends to visit Forrest and ride the MTB trails?

Answered: 136   Skipped: 13
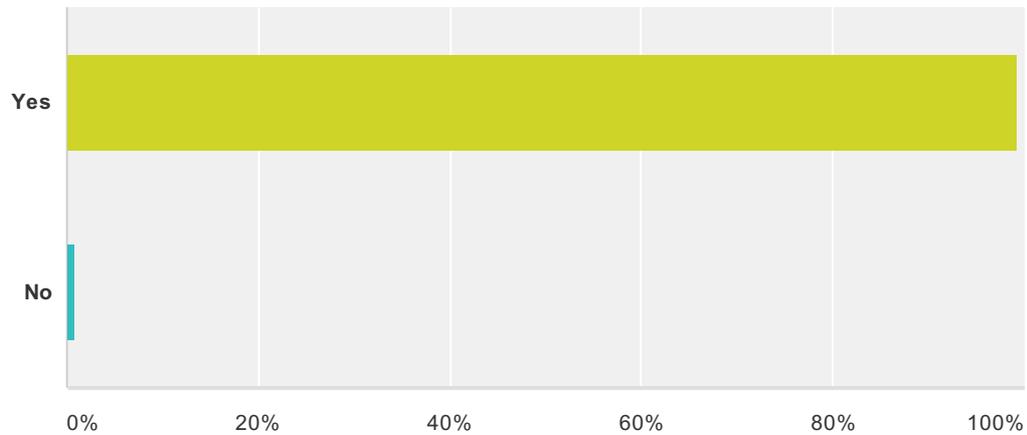
Answer Choices	Responses	
Yes	99.26%	135
No	0.74%	1
Total		**136**

#	Please describe why	Date
1	Great place to ride	12/13/2013 11:56 AM
2	It's a great place to ride and not too crowded and near the beach for a swim after	12/11/2013 4:12 PM
3	beautiful part of the country, awesome riding, getting 'out there'	12/6/2013 2:22 PM
4	Great technical trails that are a lot of fun to ride. They are also a lot less intimidating than some of the you yangs trails as they are not as rocky.	12/5/2013 9:40 PM
5	Great trails	12/5/2013 8:42 PM
6	Because its fantastic. A must for friends from O/S and other parts of this state.	12/5/2013 7:57 PM
7	I think the trail network is very good and offers diversity and challenges for all abilities. Is well signposted and easy to navigate.	12/5/2013 5:02 PM
8	Great setting and awesome trails	12/5/2013 4:15 PM
9	Great riding, great environment, nice township (improving)	12/5/2013 3:44 PM
10	Fun trails suitable with variety of trails for different skill levels	12/5/2013 3:17 PM
11	greta trials	12/5/2013 3:08 PM
12	Absolutely, it is a wonderful MTB Park.	12/5/2013 12:59 PM
13	Great trails.	12/5/2013 12:51 PM
14	good fun, value, reward	12/5/2013 12:49 PM
15	It provides excellent trails for relaxed or competitive riding in a peaceful environment.	12/5/2013 12:40 PM
16	Its a great, quiet little town. To be clear, if you start thinking of putting fun parks or large appartment complexes in, it will no longer be awesome. Leave it alone !	12/5/2013 12:21 PM
17	Super trails, beautiful forests lots of trails with lots of variety.	12/5/2013 12:19 PM
18	Diversity of trails, quality of riders on trails, relaxed township	12/5/2013 12:14 PM
19	Beautiful location, great trails. & can stay/eat/drink right there.	12/5/2013 11:23 AM

20	the experince, the place and the joy!	12/5/2013 11:06 AM
21	And I do, everyone needs to ride Marriners!	12/5/2013 11:00 AM
22	I love riding there and I know others will too	12/5/2013 10:33 AM
23	Great location and trails. Only problem is distance from Melbourne	12/5/2013 10:27 AM
24	Good range of trails in a beautiful setting.	12/5/2013 10:23 AM
25	See above	12/5/2013 10:21 AM
26	Great place to go riding.	12/5/2013 10:07 AM
27	Great trails and many kilometres of them, so don't have to repeat same ones all the time.	12/5/2013 10:06 AM
28	This survey is getting too long!	12/5/2013 10:03 AM
29	The trails are awesome and there's plenty of them. Great bush setting too.	11/30/2013 9:00 PM
30	Variety of trails, there is something for everyone to ride	11/28/2013 6:27 PM
31	For all the previous listed great things about Forrest	11/28/2013 3:00 PM
32	Because they are the best ive ridden, but Nambour is a close second	11/28/2013 2:21 PM
33	The trails at Forrest are as good, if not better than others I have ridden.	11/27/2013 7:53 PM
34	it's a fun activity, and the trails are world class	11/27/2013 3:32 PM
35	great experience	11/26/2013 3:43 PM
36	Because I think its a great place to ride with a lot of diversity especially good for the beginner, its where I began.	11/25/2013 11:38 PM
37	The challenging flowy trails, nothing like it in Victoria	11/25/2013 10:04 PM
38	great day activity - nice brewery	11/25/2013 8:58 PM
39	You can ride all day and not cover the same trail. Plenty of different trails and views to take in.	11/25/2013 8:29 PM
40	Yes, but to be clear, I would encourage them to MTB anywhere. I do not believe that the Forrest trails are the best quality trails around. They need to have professionals build their trails if they are going to be successful.	11/25/2013 3:45 PM
41	Because it's a great destination.	11/25/2013 2:55 PM
42	I plan to go in 2014	11/25/2013 2:20 PM
43	Good to go to, but needs some more variety to keep people returning.	11/25/2013 1:54 PM
44	Fun trails, great community	11/25/2013 1:43 PM
45	Great trails	11/25/2013 1:40 PM
46	It is a great place to ride.	11/24/2013 10:22 PM
47	Beautiful town ,great bush setting and a brewery what more can you ask for?	11/24/2013 9:32 PM
48	Variety of trails, good value accommodation, escapism, hospitality, brewery and good food for social relaxing.	11/24/2013 8:53 PM
49	Great trails, great brewery	11/24/2013 8:39 PM
50	Variety	11/24/2013 8:10 PM
51	great fun trails, amazing bush and scenery.	11/24/2013 7:56 PM
52	The trails are fun. The people are friendly.	11/23/2013 6:57 PM
53	Great variety of trails in beautiful location.	11/22/2013 9:57 PM
54	Nice quiet town, great setting in the otways. Great trails	11/22/2013 9:34 PM
55	There is no other experience like it	11/22/2013 8:45 PM
56	Absolutely. Good tracks for one and all.	11/22/2013 7:23 PM
57	Because it's a must. Great trails, food, drink accom. Why would you not??	11/22/2013 6:25 PM
58	Some of the best trails in Vic	11/22/2013 5:25 PM
59	Because there are a good variety of fun trails that provides something different to the usual you yangs or lysterfield and can hang out in township afterwards.	11/22/2013 4:54 PM

60	It's awesome!	11/22/2013 3:56 PM
61	Good trail network with good variety of terrain	11/22/2013 1:33 PM
62	I am not a biker, but lots of friends are and most who come to the Otways love it. Strangely, the Otways are not that well known even in Melbourne. Most who come come again. MTB trails need to be promoted more in Melbourne and Interstate.	11/21/2013 10:32 PM

Forrest MTB Strategic Plan Survey

Q21 Please describe your level of MTB skill? (Please tick appropriate box)

Answered: 137 Skipped: 12
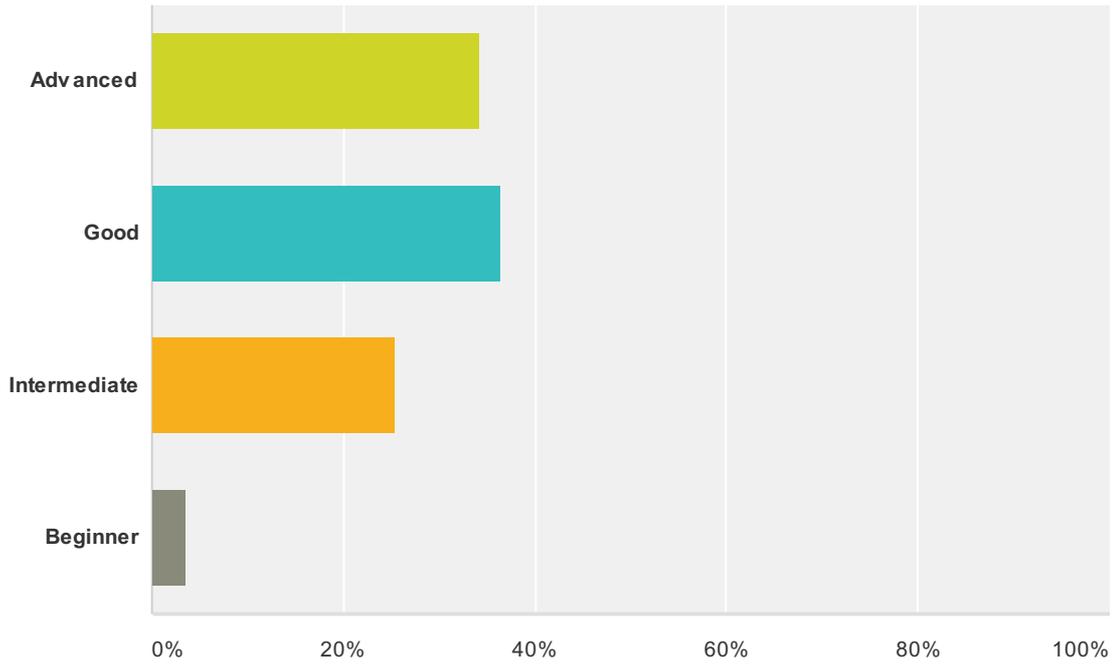
Answer Choices	Responses	
Advanced	**34.31%**	47
Good	**36.50%**	50
Intermediate	**25.55%**	35
Beginner	**3.65%**	5
Total		**137**

Q22 Gender

Answered: 139   Skipped: 10

Answer Choices	Responses	
Female	**12.95%**	18
Male	**87.05%**	121
Total		**139**

Forrest MTB Strategic Plan Survey
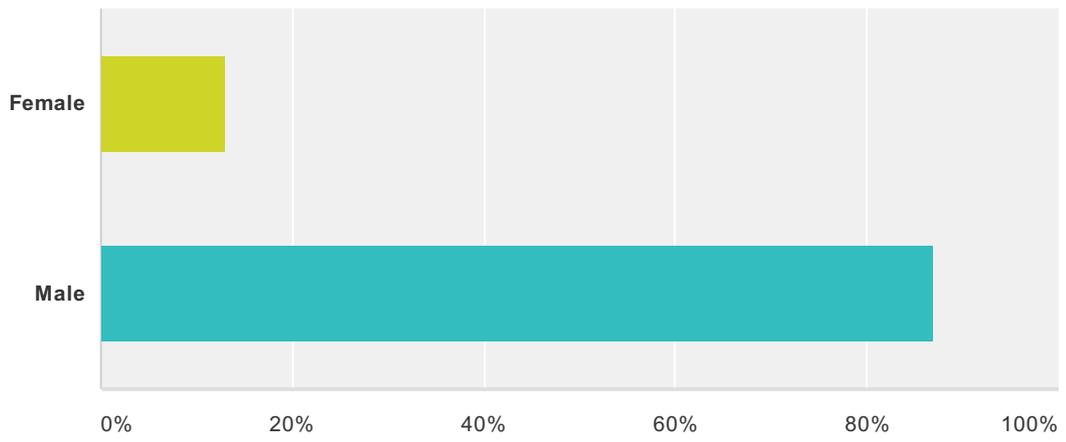
Q23 Age Range

Answered: 139 **Skipped: 10**
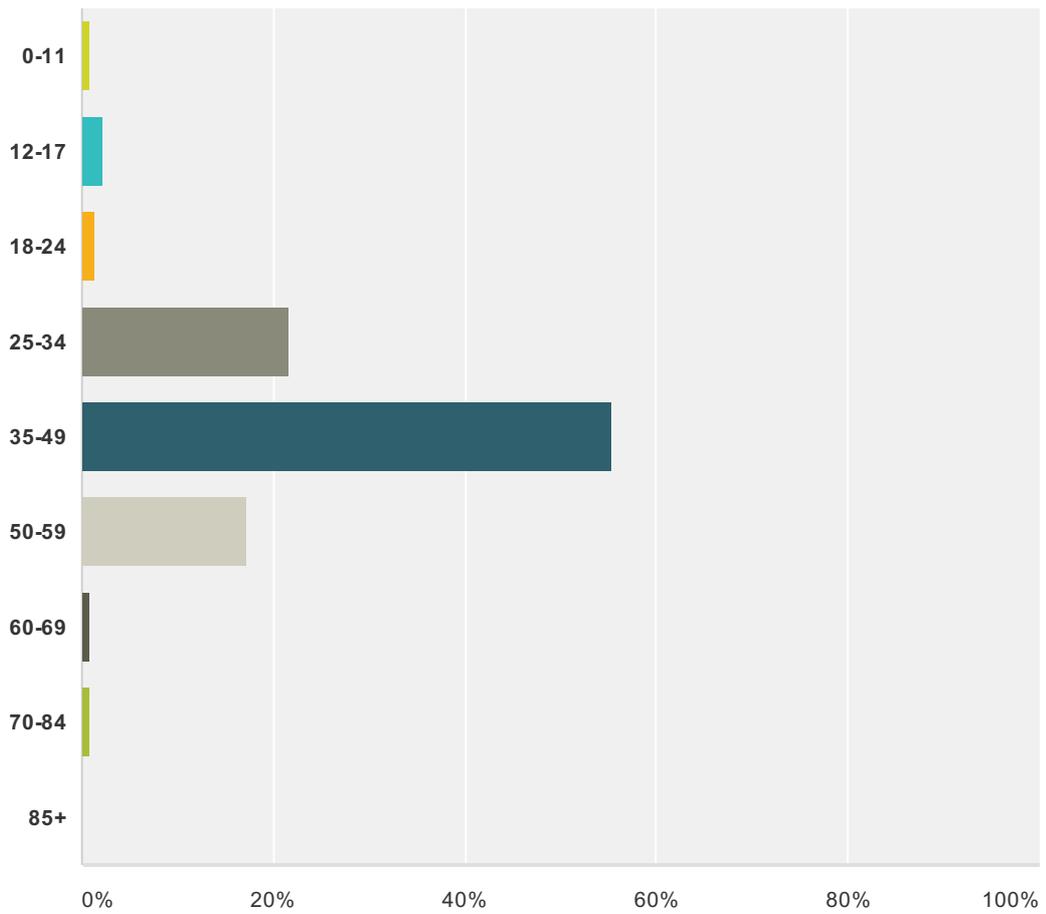
Answer Choices	Responses	
0-11	**0.72%**	1
12-17	**2.16%**	3
18-24	**1.44%**	2
25-34	**21.58%**	30
35-49	**55.40%**	77
50-59	**17.27%**	24
60-69	**0.72%**	1
70-84	**0.72%**	1
85+	**0%**	0
Total		**139**

Q24 Where do you live? (Please tick one box)
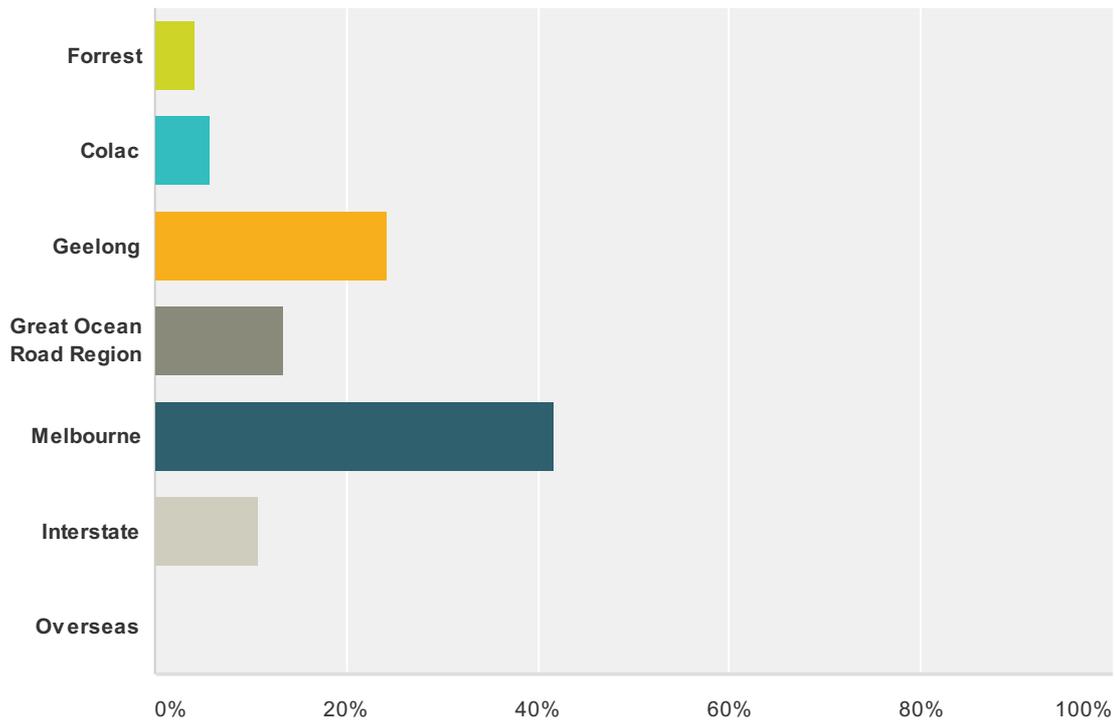
Answer Choices	Responses	
Forrest	4.17%	5
Colac	5.83%	7
Geelong	24.17%	29
Great Ocean Road Region	13.33%	16
Melbourne	41.67%	50
Interstate	10.83%	13
Overseas	0%	0
Total		**120**

#	Other (please specify)	Date
1	I ride in Forrest whenever i'm in Apollo Bay	12/19/2013 6:50 PM
2	Gerangamete	12/14/2013 6:47 AM
3	We have a weekender just outside of Forrest and we're there every second weekend	12/11/2013 4:12 PM
4	Ocean Grove	12/5/2013 7:57 PM
5	Mount Beauty Victoria	12/5/2013 5:02 PM
6	Warrnambool	12/5/2013 3:17 PM
7	Frankston	12/5/2013 1:14 PM
8	South East Melbourne	12/5/2013 12:59 PM
9	Mornington Peninsula	12/5/2013 12:49 PM
10	Hamilton	12/5/2013 10:00 AM

11	Natimuk 3409	12/3/2013 7:33 PM
12	Melbourne	11/28/2013 6:27 PM
13	Anglesea	11/27/2013 2:32 PM
14	i move between colac geelong and borregurra	11/25/2013 11:38 PM
15	birregurra	11/25/2013 8:58 PM
16	8 months a year in Geelong, 4 in France	11/25/2013 8:43 PM
17	Ballarat	11/25/2013 8:29 PM
18	Bendigo	11/25/2013 6:12 PM
19	Gippsland	11/25/2013 1:54 PM
20	anglesea	11/25/2013 1:43 PM
21	Mulgrave VIC3170	11/25/2013 12:54 PM
22	Apollo Bay	11/25/2013 9:56 AM
23	Apollo Bay. Funny that it isn't an option here. Typical COS!	11/25/2013 9:03 AM
24	Work in Geelong, live In Torquay. So the plan this summer is to ride the You yangs during the week, Forrest every other weekend.	11/24/2013 8:53 PM
25	Warrnambool	11/24/2013 7:56 PM
26	Halls Gap	11/22/2013 9:57 PM
27	warrny	11/22/2013 7:17 PM
28	Central Coast, NSW	11/22/2013 7:10 PM
29	Warrnambool	11/22/2013 6:25 PM
30	Brisbane	11/22/2013 4:40 PM
31	Ballarat	11/22/2013 4:11 PM
32	We own MTB accommodation near Forrest and stay there when we can.	11/21/2013 10:32 PM

Attachment 3.
Community Letter

Forrest **MTB** Strategic Plan

Dear local resident,

Colac Otway Shire has commenced a Strategic Plan for the mountain bike trails in Forrest and we welcome your participation. The Plan will consider key issues, opportunities and consult with key stakeholders, agencies and the local community, to develop a future direction for Forrest's MTB trails.

Forrest Mountain Bike trails consist of a network of 16 Trails of approximately 66km in length. There are two trail heads with car parks, signs, toilets and shelter. The trails link to the recently completed Tiger Rail Trail Stage 1 that will eventually link Forrest to the township of Birregurra.

Previous consultation and other planning projects by the Shire identified exciting tourism and economic opportunities for Forrest, building on the proven strengths and growing Forrest Mountain Bike experience.

Council aims to develop a 'vision' for the MTB strategy via engaging with the local community, mountain bike and township stakeholders. This will inform how Council balances future development of the MTB facility with tourism services and destination products in Forrest.

As part of the community consultation process, the Colac Otway Shire invites you and your family to attend an Informal 'Drop In' Comment and Feedback Session to provide local resident and community input to the development of the Forrest MTB Strategic Plan.

The purpose of the 'Drop In' session is to discuss issues and opportunities that will inform the development and vision of the Strategic Plan. Please drop in and tell us your stories and experiences.

The details of the community 'Drop In' session are as follows:

**25th September 2013
5:00pm - 7:00pm
Forrest Hall**

If you are unable to attend, your feedback would be appreciated. Please provide feedback to the project manager:

*Mike Barrow
Manager Economic Development
Phone: (03) 5232 9450
Email: mike.barrow@colacotway.vic.gov.au*

Attachment 4.
Background Documents Review

Background document review supporting

Forrest Mountain Bike Trails Strategic Plan

FEBRUARY 2014

TABLE OF CONTENTS

Executive Summary

This Report provides an interpretation of salient recommendations from plans and reports relating to tourism within Forrest and immediate surrounds. The two most relevant reports were:

- Tourism Plan for Public Land in the Otways Hinterland, which provided a comprehensive analysis of tourism across public land and strategic yet detailed recommendations to grow nature tourism
- Forrest Structure Plan, which provided Forrest specific recommendations for mountain bike facilities and services

The most immediate finding was the number of recommendations directly focusing on improving and developing more mountain bike routes and associated experiences, facilities, services, events and promotion across the Region. Potential routes proposed included:

1. A collection of half-day mountain bike routes along existing unsealed roads, designed to reflect varying levels of difficulty and remoteness
2. A much more challenging and specialised mountain biking experience

3. A two-day road tour circuit out of Colac that utilises the Old Beechy Line Rail Trail
4. Improvements to trails around Stevensons Falls and Lake Elizabeth that include mountain biking options
5. A new Rail Trail between Forrest and Birregurra

It is unlikely that every proposed new route / experience will be implemented. The development of mountain biking within the Forrest area should be done within the context of regional mountain bike development initiatives identified above. This means checking to determine the status and likely implementation of these initiatives, followed by consideration of the Forrest initiative in the context of those implemented or likely to be implemented. The goal should be to create differentiation and avoid unnecessary and disadvantageous duplication.

A number of recommendations have been made to improve mountain bike facilities within Forrest, including:

1. Town based equipment hire and tour groups to support tourist recreational needs
2. A bicycle sales, hire and repair store

A number of recommendations have been made to improve mountain bike services within Forrest, including:

1. Bicycle racks near commercial businesses and lockable storage space at the mountain bike trail heads
2. Public showers and lockers in association with existing public toilet and picnic area at the mountain bike trail heads

One target market for Forrest has been set by the Otways Public Lands Tourism Plan using the Roy Morgan Values segment known as Socially Aware, and this should be taken into account for this MTB Project

A regional brand / positioning has been set for the region, and this should be taken into account when setting mountain bike marketing initiatives for this MTB Project.

1. Tourism Plan for Public Land in the Otways Hinterland

Report prepared by Missing Link Tourism Consultants (Simon McArthur) and adopted by Victorian Department of Sustainability and Environment 2005. The implementation status is unknown.

Key relevant points

- The report provides a comprehensive analysis of tourism across public land and strategic yet detailed recommendations to grow nature tourism. The following eight strategies are the main result:

  1. Establish a tourism zoning system for the Hinterland, classifying the Hinterland into an independent and an assisted zone, catering for the needs of independent and guided visitors respectively

  2. Concentrate tourism development and marketing within three tourism nodes, including a major nature and rural node within the Assisted zone based around Forrest, West Barwon Reservoir and Lake Elizabeth.

  3. Split the existing touring Route 22 into two different driving experiences, and promote and maintain one four wheel drive route within the region.

  4. Deliver additional capacity building to further develop skills in the areas of product development, customer service, interpretation, guiding and local environment knowledge.

  5. Develop additional soft adventure and ecotour experiences, and support the development of the Forrest/West Barwon Dam/Lake Elizabeth Node with:

     - A guided half day walk in the Lake Elizabeth area with a local character;

     - Dining and accommodation in Forrest, such as the Forrest Guesthouse, self contained cottages and bed and breakfast;

     - Cultural functions and events, such as the Music Mayhem and cinema in the local hall;

     - New events linking Lake Elizabeth, the West Barwon Reservoir and Forrest; and

     - Mountain biking along the less developed and less travelled routes.

  6. Provide assistance for the consolidation of existing events and establishment of new nature-based events near townships

  7. Develop a significant nature-based accommodation experience that acts as a hub for related activities – the two optimal sites identified were Victree/Triplet Falls and The Cumberland Station

  8. Refocus regional marketing emphasis to more accurately depict the brand and reduce tourism promotion of certain sites and experiences

- The Strategy recommended the development of three forms of mountain bike experiences:

  1. A two-day road tour circuit out of Colac that utilises the Old Beechy Line Rail Trail and accommodates visitors at Gellibrand,

Beech Forrest or Forrest – an operator should be assisted to provide services such as the hire of mountain bikes, supporting gear, food and beverages and matching accommodation. The road tour experience would involve starting from Colac and travelling south down the Old Beechy Line Rail Trail. Depending on the time of the day, cyclists could then stop overnight at Gellibrand or Beech Forrest, and return to Colac via Lardner Track, Sayers Track to Stevensons Falls, Upper Gellibrand Road, Roadnight Creek Road to Forrest than via Barongarook State Forrest to Colac. The experience should be promoted as requiring minimal planning or equipment. It should package bike hire, day ration packs, accommodation, and even transportation of personal belongings. Reinstate most (if not all) of the Old Beechy Line as a multi-use trail between Colac and Beech Forrest. The Old Beechy Line is one of the few historic sites that can be actively used rather than passively viewed. If sensitively

redeveloped, the experience would give visitors the chance to place themselves in the mindset of the historic railway use. If creatively interpreted, the development will add richness to the physical experience of riding or walking, by helping visitors to imagine the function and people behind the historic use of the Otways. The initiative will add a valuable experience that would consolidate the role of the Forrest and Beech Forrest nodes. To maximise economic impact, the product should offer a pick up and drop off service from at least one of the nodes, and could be tailored into a guided experience offering interpretation and lunch.

2. A collection of half-day mountain bike routes along existing unsealed roads. There are several existing unsealed roads that could form half-day mountain biking routes for people staying within the region. The rides should be designed to reflect varying levels of difficulty and remoteness. Relatively easy rides could be: Otway Fly/Triplet Falls; Phillips Track (presently

overgrown); Halls Ridge Road; Aire Crossing Track; Youngs Creek Track; and Browntown Track. More challenging rides in a semi remote area could be Carlisle State Park. A challenging ride in a remote area could be the Curtis Track/Kennet River Road loop.

3. A much more challenging and specialised mountain biking experience. The half to full day experience would include twisting Forrest paths and narrow challenging single track sections and down hill runs.

Implications for Project[1]

- The development of mountain biking within the Forrest area should consider the context of regional mountain bike development initiatives addressed above. This means checking to determine the status and likely implementation of these initiatives, followed

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[1] The recommendations in this report pertaining to development of on road MTB activities may be now less relevant than the current emphasis on further development of existing mountain bike trails systems in Forrest which are well serviced by recent improvements in MTB services, MTB hire, support facilities, diverse accommodation options and F&B within the township environs

by the consideration of the Forrest initiative in the context of those implemented or likely to be implemented. The goal should be to create differentiation and avoid unnecessary duplication.

- The Forrest MTB project may fit the third strategic initiative as a more challenging and specialised experience, with the development of more challenging rides.

- The target market for Forrest is the Roy Morgan Values segment known as Socially Aware, and this should be taken into account for the Forrest mountain biking development initiatives.

- Marketing the Forrest mountain bike initiatives should be done in context with the regional brand presented in the Report.

2. Feasibility Study into increased economic activity in Forrest

Report prepared by Regional Innovation and adopted by Colac Otway Shire Council 2005. The implementation status is unknown.

Key relevant points

- The Report draws heavily on the analysis and recommendations of the Tourism Plan for Public Land within the Otway Hinterland (profiled above).

- The Report undertook consultation to identify the following attributes that local stakeholders liked about Forrest:
  - Coast and the bush, close to Apollo Bay and Lorne, Colac and Geelong
  - The natural environment, abundant bush and wildlife, native birds, West Barwon Dam
  - Peace and quiet of town and natural beauty and small village atmosphere
  - Friendly and safe nature of the place and people

- Community spirit, good & friendly people
- Not overdeveloped and availability of affordable housing
- The lack of tourists
- The way it was
- History of saw-milling industry, logging past
- Opportunity to develop hinterland hub

- The Report addresses a mix of public sector and private sector funded projects and initiatives, including:
  - Establish Forrest as the northern Gateway and service centre to the Otway Ranges National Park and Otway Forrest Park
  - Improve entrance signage to Forrest with a view to removing poor signage and introducing more attractive signage likely to get visitors to stop.
  - Develop a Visitor Information / Interpretation Centre at Forrest for the Otway Ranges National Park and Otway Forrest Park, interpreting the heritage of the Region and acting as a collection point for walks, rides and tours

- Redevelop the Old Mill site for a mixed use that acts as a catalyst for further local development (in progress)
- Establish new public toilets and improvement of the landscape / streetscape in Forrest
- Increase the range of visitor accommodation (particularly caravan park cabins and an ecolodge within the Forrest region, linked with the Otway Ranges NP and Otway Forrest Park. (in progress)
- Increase recreation activities at West Barwon Reservoir (such as fishing and canoeing[2])
- Seal Turtons Track to form part of the Otways Tourist Route for all weather travel (completed)
- Establish a touring route that incorporates the coast and the Hinterland (particularly Forrest)
- Develop a website promoting Forrest (completed)

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[2] This recommendation is invalid because this is a water reservoir, and so no primary contact is allowed

- The Report supported mountain biking recommendations within the Tourism Plan for Public Land within the Otway Hinterland and also recommended the development of two additional of mountain bike initiatives:
  1. Trails around Stevensons Falls and Lake Elizabeth that include mountain biking options; and
  2. Rail Trail between Forrest and Birregurra

Implications for Project

- The Report extensively supports strategies from the Tourism Plan for Public Land within the Otway Hinterland, including recommendations for the development of mountain bike experiences – so the same implications apply for this Report.
- The development of a VIC in Forrest needs a full feasibility Study, as many similar ventures have proved costly to develop and unfeasible to operate. The location needs to offer a safe access route for mountain bike riders and easy for vehicles to access

- The redevelopment of the Old Mill Site in Forrest is also a strategic initiative to be considered by this Project (in progress)

3.   Forrest Structure Plan

Report prepared by CPG for Colac Otway Shire 2011. The implementation status is unknown.

Key relevant points

- Report reviewed existing planning controls for township and adjoining lands to provide a framework for settlement and integrated development across land use, movement networks and public spaces. In addition to identifying opportunities for town expansion, town centre revitalisation, the Report identifies opportunities for ecotourism and considers how Forrest will accommodate additional tourism infrastructure, such as:
  - Explore opportunities to develop gateway treatments to the north and south of Forrest at the entrances to Grant Street

- Encourage the provision of adequate car parking facilities in proximity to tourist and recreation destinations
- Encourage the development of tourist infrastructure including bed and breakfast, group accommodation, farmers markets, rural produce, café, restaurants eateries and the like
- Investigate opportunities for group accommodation to locate on the old Timber Mill site (in progress)
- Encourage niche business to locate in town in the form of cellar door, rural produce stores and the like
- Facilitate opportunities to locate recreational events in Forrest (completed)
- The Report also provides recommendations specific to mountain biking:
  - Encourage the development of town based equipment hire and tour groups to support tourist recreational needs (completed)
  - Encourage the development of a bicycle sales, hire and repair store (completed)

- Explore opportunities to develop public showers and lockers in association with existing public toilet and picnic area at the mountain bike trail head locations in the north of town
- Encourage an expansion of the mountain bike facilities at the mountain bike trail head
- Encourage the provision of bicycle facilities, including bicycle racks near commercial businesses and lockable storage space

Implications for Project

- The recommendations listed above are still relevant and several are directly relevant to this MTB Project, and so their level of support and implementation status should be further investigated.
- Though the above recommendations are given priority, it is uncertain what may actually eventuate in implementation as the Report uses non-committal language such as Encourage, Investigate and Explore to caveat all recommendations.

4.   Kona Odyssey 2012 Event Report

Report prepared by Rapid Ascent (event coordinator) for sponsors, event website used to present event description. The implementation status is unknown.

Key relevant points

- Annual event based in Forrest in late April featuring bike expo, food stands and live entertainment and three races:
  - 100km out and back to Forrest via flowing single track featuring a solid mix of climbing and descending, designed for experienced and fit riders
  - 50km out and back to Forrest via mix of dirt roads, double track and single tracks, designed for novices and newcomers
  - 15km loop of 4WD tracks, swooping single track, rainForrest, roads and country scenery, designed for kids and new comers

- Attracted 6,446 competitors and spectators to Forrest over the weekend

- 1,176 competitors, 90% male dominated, 56% from Melbourne, 19% from interstate, none from international

- Each competitor spent on average $391 over the race weekend ($156 accommodation, $72 petrol, $99 meals, $24 sponsor products, $19 food at expo, $21 tourist activity

- $3,864,090 direct economic impact and $2,997,888 indirect impact

- Lots of social media marketing and MTB magazine editorial and promotion, good stats on marketing activity

- 62% of competitors said it was in the top three events

Implications for Project

- No research done to determine return rate to Forrest from competitors or spectators

- No research done to identify demand for additional accommodation in Forrest (given there is insufficient supply that spills over to Apollo Bay)

- 20% of competitors would like the 100km race to start and finish in Forrest, but 65% want no change

- 56% of competitors said the tracks flowed without congestion but 23% found sections of the course too difficult

- The Event website (http://www.rapidascent.com.au) does not include a page or link to assist MTB users to return to the area and ride outside the event weekend

5.   Tourism Economic Impact Analysis Colac Otway Shire

Report prepared by Compelling Economics for the Colac Otway Shire and Geelong Otway Tourism 2012.

Key relevant points

- This report examines the contribution made to the Colac Otway Shire by the various industry sectors that comprise the tourism industry and highlights the importance of the tourism industry to the Colac Otway Shire.

- Tourism represents 7.4% of the total employment in the Shire (643 jobs), compared to 5.6% for the Great Ocean Road Region.

- The major tourism related activities in Colac Otway include accommodation & food Services (455 jobs), retail trade (86 jobs) and arts & recreation Services (35 jobs).

- For every dollar of direct expenditure by visitors to Colac Otway Shire, the broader local economy is estimated to benefit by a further $0.65 once flow-on industrial and consumption effects are taken into consideration. This can also be expressed as a tourism output multiplier of 1.65.

- Applying the tourism industry multiplier of 1.65 to the total output generated by Colac Otway Shire's Tourism sector of $104.7 Million, the total value (direct + industrial + consumption) of tourism to the municipality's economy is estimated at up to $172.7 Million. This economic output is estimated to support an additional 937 jobs in the region.

- Peak population for the Shire was calculated at 46,560 – Forrest is just 957 (2%), made up of:

  - 324 permanent population, 473 holiday home population, 100 caravan park population, and 60 hotel/motel/B&B population.

Implications for Project

- This Report has limited implications for the MTB Project.

6.   Tourism Economic Analysis The Great Ocean Road 2011

Report prepared by Compelling Economics for Regional Development Australia as part of the Great Ocean Road Tourism Destination Management Plan 2011.

This Report presents visitor and economic data at regional levels and is not considered locality specific enough to be useful to the Forrest MTB Project.

Attachment 5.
Benchmarking Analysis

SIMONMcARTHUR
TOURISM & BUSINESS DEVELOPMENT

A N D   A S S O C I A T E S

Benchmarking Analysis and summary of

existing Mountain Bike Destinations

FEBRUARY 2014

TABLE OF CONTENTS

I. Executive Summary

I.I. Background

This report provides the results of a website-based benchmarking of primarily mountain biking trails within Australia and to a limited extent, internationally. The objective of the benchmarking was to profile each destinations:

- Apparent target market (based on what the website said, or second best, what it inferred through trail type and imagery)

- Positioning (the essence of the mountain biking destination, if it was refined and branded)

- Product (the trails on offer (length, difficulty, character and landscape), any guided tours, camps, events, bike rental service, lifts up mountains and ancillary services (food and beverage, accommodation etc)

- Promotion (how the destination is promoted and what is promoted)

- Cost (whether the experience is based on a use fee, fees for access or no fees at all)

- Other information (imminent plans for expansion, partnerships in operation and management etc)

In some cases, there is more information for some destinations because more information was available within their promotional material. The benchmarked destinations were then separated into:

1. Commercially run mountain bike destinations (destinations where a charge for access to the trails was entirely or largely present within promotion)

2. Non-commercial mountain bike destinations (destinations where there was no entrance fee or use fee promoted)

Three commercially run mountain bike and eight non-commercial destinations were benchmarked, which included Forrest.

The order of the benchmarked sites is roughly equivalent to our interpretation of their competitive strength in the market place. In our view, Forrest therefore sits approximately in the middle of the total collection of benchmarked destinations.

I.II. The most competitive mountain bike destinations

The Alpine mountain resorts have several strategic advantages over the other benchmarked destinations:

1. They have significant infrastructure, services and businesses established for the winter ski season that can be harnessed to service mountain bikers

2. Their geography (as a mountain) sometimes gives them control over access to the top of the mountain, from which downhill riding starts from – so they can charge for providing this access and use the fee to support development and maintenance of the mountain bike product

3. They have established, significantly scaled commercial businesses to help plan, develop, operate and promote mountain biking at their destinations

Consequently, these destinations have built some of the best product that we benchmarked. There is significant diversity in product (including grades, technical skills and landscape). These destinations don't just provide lots of trails, they provide lots of differentiated trails. There is also much value adding of the base trail product, including guided tours, camps, events and ancillary services – even bike hire offers different types of bikes.

The support services and infrastructure (carparks, accommodation, food and beverage and retail) is typically based close to the trail starting / finishing point, making the experience simple, convenient and efficient. In addition, the scale of these facilities make it easy for an event to services most if not all of the participants 'on site' and close together – further enhancing the atmosphere.

Marketing done by these destination managers is also significantly superior to most of the non-commercial sites, evidenced by superior imagery of the experience and landscape, use of well produced videos and effective use of social media and events to drive brand awareness. Logistical information was also superior, such as the way trails were presented on interactive maps and the way they were profiled so the customer could easily compare and choose. These destinations do not shirk from pricing and present comprehensive pricing information with competition profiled and opportunities for discounts available.

I.III. Product development opportunities for Forrest

Single tracks that function as a (integrated set of cascading and connected) circuit(s) present more powerfully than (dispirate) networks, and they present more powerfully than one way routes requiring the rider to turn around and ride the same route back to the start back to the start.

Successful destinations offer the majority of their product in the intermediate to advanced skill markets, but manage to attract wider markets by having a minority of trails set aside for beginners / low fitness and / or deviations from the main route that present some respite before returning to the challenging main route.

Within a network of trails there should be a lead experience that brands the overall destination and is used to generate the main awareness and motivation to visit (like Mount Everest is to Nepal).

The customer is looking for a seamless transition between where they stay and where they ride, this can be achieved by:

- Having trails lead off from the accommodation node area; and / or
- Providing transport between the track and accommodation (be it a chairlift or a shuttle service)

Beginner and skill develoment trails could be designed to include rest / picnic areas for

accompanying friends and family to watch and photograph them in a picturesque and slightly exciting section of the trail

There are few examples of destinations describing their trails beyond the logistical elements (distance, time, gradient and difficulty). There is an opportunity to design trails to feature more of the features and diversity in a landscape, and more character in the build and technical elements. There is also an opportunity to name trails to reflect this character and some degree of challenge within it, such as the at Forrest.

The hiring of quality mountain bikes close to the trails is almost essential, and the hiring of different types of bikes and good quality equipment is moving towards being expected.

Clear and totally consistent sign posting is a given not a value add.

Events are a very effective way to raise brand awareness. Specific opportunities for Forrest are:

- To be designed to highlight the brand character of the destination to demonstrate its strengths;
- to go beyond competition racing to add complimentary experiences, stand out from the mix; and
- to be integrated with an overall marketing plan that uses the event to trigger return visitation to ride – particularly from the spectators.

I.IV. Marketing opportunities for Forrest

Positioning the mountain biking destination should:

- lead with its signature trails and place supporting product behind this, in less detail;
- include accommodation and food and beverage that matches the needs of the target market suported by web based information

- promote the genuine country ambience of the Forrest township experience as a destination value add for riders and visitors

Most destinations are targeting intermediate to advanced riders under 35 years of age, almost always with pictures of male riders. Only one destination offered anything to target women (skill improvement climics), so this segment as a group is an opportunity for growth.

A specific website for the destination allows richer and more comprehensive marketing to occur. Destinations only profiled by land managers are unlikely to be differentiated and made competitive in a crowded market place.

Videos are essential to portray the mountain bike experience and the lead trails. These need to be constantly refreshed and should be loaded onto a website and used with viral (?) campaigning.

Introduce a challenge that attracts visitors to do all the trails or come back several times within a given period, positioned as a competition with a prize.

EXECUTIVE SUMMARY

Clubs have been an effective way to generate
repeat use, and resources for trail maintenance,
improvement and management. They can also be
used to provide an active backdrop (like an
event) and to host new visitors.

BENCHMARKING ANALYSIS

1. Commercially run mountain bike destinations

1.1 Thredbo MTB Trail (Australia)

Market

- The design of the website suggests young riders under 35 years of age, from intermediate to experienced bikers

Position

- Easy valley riding and exciting downhill trails through mountainous terrain

Product

- Mountain biking is offered in summer (November to May) and there are five key experiences on offer:

  - Valley Trails is a total of 41.5km of return trails with more easier or more technical routes such as the Thredbo Valley Track (7 return kilometers of gentle gradient riding along the Thredbo river), Pipeline Trail (2 return km flat trail) or the Cascade Hut Trail (22km return moderate, difficult ride along the Alpine Way).

- Kosciuszko Flow is a 5.8km trail for intermediate bikers. It is a gravity fed flow trail that goes from the top of the Kosciuszko Express to the Village. It is filled with rollovers and smooth berms, taking a less direct route down the mountain, using the chairlift system

- The Thredbo MTB Downhill trail is the main experience – a 3.8km trail for advanced bikers filled with Jumps, Rock drops and fast single track. It is the longest lift accessed downhill mountain biking run in Australia.

- Personal guided mountain bike tours are offered for groups

- Private mountain biking lessons for all ability levels

- There is a mandatory two hour safety induction tour for either the Thredbo MTB Downhill or Kosciuszko Flow Trail.

- Bikers can hire all biking equipment or bring their own equipment.

Cost

- All riding attracts a use fee.

- Lift only access (included Leisure Centre access):
  - 1 day: Adult $69 – Child $49
  - 1pm start: Adult $49 – Child $29
  - 2 day: Adult $119 – Child $84
  - 3 day: Adult $159 – Child $112

- Sample MTB Access – 1 Ride (for those wanting to give MTB a try. This is an upgradable product to a full day MTB Access Product)
  - 1 Ride: Adult $33 – Child $18

- MTB Season Pass: Adult $455 – Child $275

- Lift & Downhill rental Package (including pass, bike and equipment):
  - 1 day: Adult $201 – Child $171
  - 2 day: Adult $302 – Child $241
  - 3 day: Adult $393 – Child $312

- Lift & Flow rental Package (including pass, bike and equipment):
  - 1 day: Adult $181 – Child $150
  - 2 day: Adult $282 – Child $221
  - 3 day: Adult $373 – Child $292

Promotion

- The main promotion is through pages within the Thredbo Alpine Village website (http://www.thredbo.com.au/activities/summer-activities/biking/), featuring pricing, but also including an overall route map, and information on the experiences and events. A mountain biking brochure can be downloaded from the website.

- The operators have generated significant social media activity. Facebook (Thredbo Alpine Village) has 61,259 Likes and Twitter (Thredbo Alpine Village) has 4,534 Followers

- Events such as Australian MTB Interschools (MTB Championship) and NSW/ACT State Series Event Rocky Trail Downhill/Roller Coaster (State Race) are used to drive brand awareness and trigger special visits.

1.2 Whistler Mountain Bike Park (Canada)

Market

- The design of the website suggests young riders under 35 years of age, mainly advanced and expert bikers wearing full MTB equipment (helmet, gloves etc.)

Position

- Gentle, banked cruising, tight and twisty single track, steep rock faces, gnarly, root strewn lines, drop offs

Product

- 124km north from Vancouver

- There are two types of experiences on offer:

  - 1,507 vertical meters of lift-serviced descending mountain bike trails, featuring the Peak zone trail: expanding the Park's vertical by over 1,000 feet for a total of almost 5,000 feet of riding; and the Garbanzo Zone trail: 2200 vertical feet of brand new single track trails

  - Within the park there is an Air Dome: an 8,400 square foot covered indoor mountain bike training facility with a huge foam pit, ramps, and a quarter pipe and half pipe.

- Trails only open in summer (from May to October)

- Bikes can be rented

- A number of events are offered such as the Crankworrx Freeride MB Festival

- The Park provides amenities, pub, restaurant, bike rent shop, bike sale shop and repairs and 2 skill centers, a jump park, drop off park, and the Boneyard Slopestyle Park.

Cost

- All riding attracts a use fee.

- Air Dome season pass Can $240
- Lift Tickets (Late season)
  - 1 day: Adult $53 – Child $31
  - 2 day: Adult $106 – Child $62
  - 3 day: Adult $153 – Child $89
- Lift Tickets (Regular season)
  - 1 day: Adult $61 – Child $35
  - 2 day: Adult $122 – Child $71
  - 3 day: Adult $152 – Child $90
- Sampler Ticket Early Season: Adult $28 – Child $15
- Sampler Ticket Regular Season: Adult $31 – Child $17

Promotion

- A destination specific website (http://bike.whistlerblackcomb.com) presents a comprehensive and attractive profile of opportunities and logistical support information, dramatic images of professional bikers doing challenging jumps and bike tricks, and YouTube video showing expert bikers doing challenging jumps and fast turns on the trails

- A Trail brochure can be downloaded from the website (maps, trail description, difficulty level etc)

- The website also drives social media: Facebook with 44380 Likes, and Twitter with 16700 followers.

- The Whistler Mountain Bike Park sponsors 5 professional mountain bike athletes, who are used to drive brand awareness of the Mountain Bike opportunities

1.3 Mount Buller

Market

- The steep and varied terrain and the design of the website suggest intermediate-advanced bikers

Position

- Designed and built by a World renown designer to deliver technical challenges blended into natural alpine environment

Product

- Mt Buller is 240km northeast from Melbourne and operates as an alpine destination with skiing in winter and a range of well-developed adventures in summer.

- There are over 100km of trails (including 40km of single track), with 14 cross country trails and eight downhill trails well profiled on the Mount Buller website:

  - The cross country MTB trails are:

BENCHMARKING ANALYSIS

1. Split Rock (760m moderate to steep climbing through a number of switch backs and boardwalks, medium fitness)

2. Gang Gangs 3km, Narrow single track gently descending then returning to the Village on the Split Rock return single track, intermediate)

3. Village Family Trail (3km, Gentle upwards and downwards slopes low endurance, low technical skill)

4. Delatite River Trail (9km, Moderately challenging wide descending trail with river crossings. Fitness: Medium endurance, medium technical skill, intermediate)

5. Silk Lane (4km, Moderate downhill and uphill sections on fire trail and single track, Medium

endurance, medium technical skill)

6. Picnic Trail (2.3km, Moderate descent on fire trail onto contouring single track and moderate ascent on wide fire trail, Medium endurance, medium technical skill)

7. Easy skills Trail (100m, mostly flat, low fitness)

8. Intermediate Skills Trail (150m, mostly flat, low fitness)

9. Misty Twist (4.1km, moderate downhill and uphill riding on premium single track, medium endurance, medium technical skill)

10. Corn Hill (2.5km, Wide fire trail and narrow single track featuring technical steep ascents and technical fast descents), medium

to high level of fitness and technical skill)

11. Box Corner Link (600m, mostly flat, low fitness)

12. Stonefly (10km, loop trail that climbs for 6km, then descends for 4km. Generally, the gradients are moderate, but there _are some short steep sections, high fitness

13. River spur trail (2.5km, moderately challenging upward slope, medium endurance, medium technical skill)

14. Snowgums (420m, moderate climbing through a number of switch backs and boardwalks, medium fitness)

- The eight Downhill trails are:

1. Abom/Village Link (1.5km, undulating single track 1m wide with switchbacks)

2. Home Trail (2.5km moderate undulating via a 3m wide 4WD track)

3. Abom Downhill (2.2km moderate single track)

4. Yellow Post (1km moderate single track with drop offs to 0.5m)

5. International (2km steep single track with drop offs to 2m, bridges at min width of 250mm and beams to a max angle of 75 degrees)

6. Klingsporn Bridle Trail (8.65km difficult steep single track with lots of technical sections and open fire trail at the end)

7. Outlaw Express (1km intermediate moderate to undulating track)

8. Copperhead (3km beginner / intermediate flow down trail)

- In summer, the Mount Buller premium snow runs provide a downhill mountain bike course using the berms, ramps and jumps

- Two operators rent downhill bikes, cross country dual suspension bikes and cross country front suspension bikes for half and full days and prices from both operators are listed on the website

- A local operator offers guided tours and clinics to help learn to ride, improve riding skills or just enjoy the stunning scenery. Complete beginners can learn basic skills, while intermediate and advanced riders can enjoy riding with the local experts and learning new techniques to improve their riding

- There are also several camps for men and women, and clinics just women, designed to improve mountain biking skills, packaged with accommodation, meals, skills development, support on the trails

- Between November and March Mount Buller runs nine mountain bike events. The events range from high country challenge, endurance rides and uphill challenges. Several events combine racing with film festivals.

- Mount Buller has promotes bike-friendly accommodation and there is even one property called Andy's Fat Tyre Lodge

Cost

- There is no charge for entry or use of the trails. However, use of access lifts up the mountain significantly increase the amount of downhill flow riding in a given day. Costs to access lifts up the mountain are:

  - Unlimited Northside Express chair lift day pass: $60 per person

  - Two-day value pass: $106

  - Summer Season Pass: $368 per person.

- Prices for guided tours are:

  - $65 Mountain bike skills 101 (1.5hrs)

- $77 Immediate advanced skills (2hrs)
- $120 Downhill 101 (2hrs)
- $120 Downhill rush (3hrs)
- $145 Stonefly experience (4-5hrs), discounted with increased group size

Promotion

- Mount Buller has its own website (http://www.mtbuller.com.au/Summer/) which has a major menu for mountain biking that then clicks through to a purpose built site (http://bike.mtbuller.com.au). The purpose built site:

  - profiles the 14 trails with comprehensive and comparable information

  - features an interactive map for the trail categorising trails as: downhill, x-country, easy, intermediate and advanced, and also includes a map of the village;

  - provides an update MTB Trail Report page indicating current temperature,

wind direction and strength, trail status (open or closed), Bike Shuttle Status, current news and information and any trail work;

  - profiles the guided tour product and pricing;

  - includes a few videos showing intermediate and expert riders on a range of middle to challenging terrains; and

  - shows links to Facebook and Twitter Mt. Bullet profiles, and mountain biking is a major part of the Facebook profile, despite the site having to cover all activities offered in the area

- The seven special events are used to drive brand awareness and visitation to the destination and accommodation operators.

- Mt. Buller sells merchandise promoting the mountain biking brand, such as T-Shirts, caps – hoodies and stubby holders.

- The destination also uses competitions to drive brand awareness. Bikers who complete the 7 peaks Alpine Ascent Challenge (mountain roads) within 5 months time get the chance to a prize. Every time a biker completes a summit he is awarded a stamp on his 7 Peaks Passport. This is valid from October 13 2013 to March 31 2014.

More information

- Mount Buller is actively expanding and enhancing the product range. In summer 2014 they are planning to open the first Australia IMBA EPIC trail called the Mt. Buller's EPIC trail. Works began in December 2013. More info on http://www.mtbuller.com.au/Summer/Bike-Buller/New-Trails-Infrastructure

BENCHMARKING ANALYSIS

2.   Non-commercial mountain bike destinations

2.1   Ride Rotorua (New Zealand)

Market

- The design of the website suggests intermediate to experienced young bikers under 35 years of age

Position

An adventurous and technical ride through the Forrest within close proximity to the city centre of Rotorua

Product

- There are several experiences on offer a range of trails from easy to difficult:
  - The feature is a 2.5 hour ride (130km) without any repeated sections, without

getting further than 2km in a straight line from the trailhead. The trail network is a combination of different trails within a Forrest.

- MTB courses (full day or 2 day mountain biking workshops and introduction to mountain biking for school groups

- guided tours for mountain bikers with a good level of fitness

- adventure packages including kayaking, rafting, horse riding and indoor climbing

- A shuttle service is offered to transport bikers and their bikes to the top of a hill to access 30 km of down hill trails

- Amenities include car park, visitor centre, accommodation close to the trail, bike hire and repairs shop.

Cost

Riding on the trails is free to all as the costs of building and maintaining MTB trails is covered by government, not for profit and philanthropists

Promotion

- The destination and facility has its own specific website (http://www.riderotorua.com/trails2.php?catid=1) which presents a comprehensive and attractive profile of opportunities and logistical support information. The key strengths of the website are:

  - videos showing advanced and expert bikers doing small jumps and fast turns

  - social media: the Facebook has 3400 Likes

- There was no downloadable brochure on the website.

Other Info

- There is a Rotorua MTB Club, and the trails are informally managed by Rotorua

Mountain Bike Club (Inc), Charitable Trust funding, freelancers

- The trail system is continually being extended and enhanced

2.2 Ride Forrest

Market

- The rideforrest website suggests more experienced and fit mountain bikers

Position

Challenging – the majority of trails are moderate to advanced, with only 3 out of 16 trail designated as easy

Product description

- Challenging – 13 hard to very hard routes

  - There are over 48km km of trails (with 15 cross country trails trails) well profiled on the rideforrest website in two separate areas; the Yaugher Trail Head (9 routes in a cluster 2km ride north of

Forrest reached via a rail trail link) and the Southern Trail Head (6 routes) which traverse across undulating and heavily forrested land immediately adjacent to the Forrest township

- The **Forrest** MTB trails are:

  - Forrest Loop, a 3km dual use trail for walkers and cyclists of all abilities. It has long flowing corners that descend into the West Barwon Valley and then climbs back to Forrest where it joins the Forrest Heritage Trail

  - Barlidjaru, a 6km more difficult trail that links Forrest to Lake Elizabeth and climbs most of the way to the Lake Elizabeth carpark

  - Red Carpet, a 4.5km more difficult single track return trail from Lake Elizabeth, with challenging descents and tight technical climbs

- Roller Coaster, an easy 2km trail connecting the main Forrest trailhead. The route is a wide, smooth and free flowing trail ideal for beginners or as a warm up

- Third Time Lucky, a 2km more difficult trail that features bermed corners and jumps

- The **Yaugher** MTB trails are:

  - Follow the Dog, a more difficult 4.5km flowing trail through tall open Forrest and dense fern gullies, offering long climbs and fast flowing descents

  - Yaugher Super Loop, an 11.5km more difficult trail that is a mixture of single track and fire trails, with A and B lines on all trails in the network

  - Grasstrees, a 1.5km very difficult route featuring log rides, rollovers,

step-ups, drop offs. Big 4X berms and jumps

- Marriners Run, a very difficult 4.5km trail with long climbs and fast flowing descents

- Foxtail, a 3.5km more difficult trail with long fast straights and open corners

- J2, a more difficult 4km long flowing descent trail from the Yaugher trailhead and joining the Yaugher Super Loop

- Yo Yo, a very difficult 3km up and down trail

- Casper Black, a very difficult 5.5km trail of twisting technical climbs and descents with walls of tea tree

- Barre Warre, a 2km easy trail offering high vantage points to view the Barwon River Valley and Forrest Township

- Vista, a more difficult 5.5km long flowing trail with fire trail descents and climbs, tough technical climbing and rewarding views

- Tiger Loop, a more difficult 3km link from the Forrest-Birregurra Trail to the Yaugher Trails network

- Mountain bike tours for small groups are available with a professional guide and mountain bike skill courses are for sale from local operators at the Forrest Corner Store

- Social rides are run by the Forrest MTB & Cycling Club (e.g. on Thursday nights is their regular night Brew Crew ride)

- Nearby in Forrest there are MTB support amenities: restaurant, coffee shop, bike hire and repairs shop, pub, and a range of MTB friendly couple and group sized accommodation, including converted houses and setup for MTB riders with

cost effective accommodation and bike storage sheds

- The Forrest Camping Ground has low cost cabins and tent sites

- The Corner Store has a dedicated website offering a range of bikes for hire, tours, free trail maps, coffee and food, bike products, spares and merchandise promoting the Forrest mountain biking brand experience, such as T-Shirts and caps

- Directional and degree of difficulty signs are provided along the trail

- The two trail heads each provide: carparking, toilet, trail maps, shelter and seating (not water).

- The separation of the two trail areas creates some logistical separation for riders, especially access to the Yaugher trails network from Forrest due to distance and main road crossing

Promotion

- There is a destination specific website (http://www.rideforrest.com.au) that blends the township of Forrest with the bike riding opportunities. The website includes some You Tube videos showing intermediate bikers on some sections of the trail doing small jumps and fast turns, a short a description for each route and its level of difficulty, whether the trails are open or closed, and a map of the region trails that can be downloaded.

- There is no social media used on the main website

- TripAdvisor.com.au has two reviews of Excellent and Very Good rating, but feedback suggests the trails are looking tired and need reinvigoration

- The Forrest MTB & Cycling Club runs the Otway Odyssey and Kona 24 hour MTB races based in Forrest

Cost

- There is no charge for entry or use presented on the website

2.3   You Yangs MTB Trail

Market

- The design of the website suggests young riders under 35 years of age

- Race categories include junior, Under 15 and over 35

Position

Downhill speed and danger, supported by an active Club. Narrow focus on high skill level and fast downhill riding

Product

- 55km south west of Melbourne and 22km km north of Geelong

- 50km network of purpose built tracks of varying length and levels, from easy open

dirt roads to tight technical single track and extreme downhill tracks.

- One area (The Stockyards was a former quarry rebuilt into a track system) offers downhill tracks overlooked by granite crags. These tracks feature natural rock ramps, rock gardens, fast runs and designed down hill runs.

- Another area (The Kurrajong Plantation) is a 12km circuit offers flatter tracks for less experienced bikers. This circuit is also open to vehicles.

- Trails are signposted with names and difficulty ratings to prevent people getting lost or straying onto terrain that's beyond their skill level.

- Trails are often shared with runners, walkers and equestrians.

- Amenities and picnic tables are available on the The Kurrajong Plantation but not the Stockyards.

BENCHMARKING ANALYSIS

Cost

There is no charge for entry or use presented on the website

Promotion

- The destination website (http://www.youyangsmtbinc.com.au) focuses entirely on mountain biking activity. The site offers pictures, videos, events description, announcements etc. The destination is co-managed by the Club and Parks Victoria.

- There are three videos promoting the destination. One video is an amateur production for the introduction experience. The second promotes the fastest and most adventurous experience with helmet camera footage and hip younger person's soundtrack. The third starts with an interpretation of the construction of a new trail (Shepherds Track) and finishes the same fast and furious experience.

- The Facebook page has almost 3,000 Likes.

- The website provides a downloadable map of the region and trail maps (covering the distance of the different trails, difficulty level, descriptions and characteristics and emergency information).

- The Destination also uses events to drive promotion. Events include the first De Grandi 6 hours All Mountain Enduro. Winners get prices and or cash. There is an annual Club event (last on 22nd Sept. 2013) that offers music and shuttle. Different categories according to the level of expertise of the bikes. The event is run by volunteers and the only people paid in this event are professionals first aid. Winners get prices and or cash.

- The Destination also has merchandise (including T-shirts and hoodies which display the You Yangs logo) to promote the brand. Though the website promotes

merchandise it lacks a proper distribution system to order online.

Other information

- MB riding not permitted on walking tracks.

- There is a You Yangs Club and membership form can be downloaded from the website. The Club invites users to donate money to the You Yangs Trail Fund. The MTB club gets sponsorship by different businesses such as You Yangs Shuttle Service, getpixel, Prologica etc

2.4   Colac Otway Region (Old Beechy Rail Trail)

Market

- Some sections are suitable for families and beginners while some are only suitable for intermediate to advanced riders

Position

- Follow one of the state's former narrow gauge railways through an area of scenic Forrest, rich farmland and rolling hills – with the coast not far away

Product

- 150km and two hours west of Melbourne.

- The 45 km mountain trail can be completed in short sections and in either direction. It includes some gentle undulating slopes and some steep up and down hill sections.

- Directional signs are provided along the trail, but no interpretation about the former rail use was promoted.

- The trail surface is represented by large sections of purpose-built trail with compacted gravel and short sections of heavy gravel on dirt roads and also some sealed roads.

- The trail is shared between mountain bikers and walkers.

Cost

- There is no charge for entry or use presented on the website

Promotion

- The lead promotion for this trail is a brochure that can be downloaded from The Colac Otway Shire Council website. The brochure includes information about how to get there, accessing the trail, a map of the trail including length of the trail, cross section of the rises and falls, difficulty, start and finish location and track conditions. The brochure breaks down the full route into seven shorter rides of 25-60 minutes duration, each profiled and rated in difficulty. It also presents local picnic areas, amenities, accommodation, restaurants and cafes near by the trail,

- A profile of this trail could not be found on the Visit Victoria website. There is a very short description about the trail within the Colac Otway Shire website

(http://www.colacotway.vic.gov.au/Page/page.asp?Page_Id=3454&h=0). It doesn't appear to be an official website about the Old Beechy Rail Trail.

2.5   Murray to Mountain

Market

- The design of the website suggests young riders under 35 years of age, mainly advanced bikers.

Position

- A masculine focused food and wine linked experience for one route and an advanced technical challenge for the other

Product

- Both country mountain biking and road riding trails are promoted through two trails:

  - Victoria's High Country Brewery Trail: downhill MTB track extending from the rivers to the mountains. Along the Trail there are 4 local Brewery companies to

visit, sample beer and eat at the brewery restaurants

- Dirty Dozen Mountain Bike Trail: a collection of 12 MTB trails located across North East Victoria. Includes unsealed roads through National Parks to more challenging single track, downhill and parks.

Cost

- There is no charge for entry or use presented on the website

Promotion

- Promotion is largely driven through the breweries using the trail to visit them. A website promotes the brewery route at (http://www.murraytomountains.com.au). The website has limited information about the riding trail and riding experience (no distance or ride time).

- Social media used is: Facebook with 1,450 Likes and Twitter with 329 Followers. There

is a link to YouTube videos on YouTube.com showing intermediate bikers on the trails

- Link to TripAdvisor.com.au: 23 reviews of which 14 show an Excellent Rating and 9 a Very Good rating.

- Brochure about the trails can be downloaded from their website. this offer a map of the trails and description.

2.6   Lysterfield Park

Market

- The website profile has limited information from which to derive the market. Local families are one target market but local riders looking for a moderate challenge may also be targeted, based on the product. There also appears capacity for group and event bookings.

Position

- City based natural site with big trails and a Commonwealth Games Course

Product

- Located on the south-eastern edge of Melbourne.

- Offers 20 km of trails designed for mountain bike, some shared and some equestrian use. Easier trails run around the lake and parkland. More moderately challenging trails offer a range of flowing single trails through established plantations or steep

and technical sections of trail through rocky landscapes.

- All trails are graded and sign posted with directional information.

- There is a visitor center in Trailmix, which includes amenities such as a café, bike store, information centre and recreational facilities. Mountain bikes can be hired in the Centre.

Cost

There is no charge for entry or use presented on the website

Promotion

- There is no official webpage that specifically promotes the Lysterfield MB trails and experience.

- The MB product within is presented within the Parks Victoria website (http://parkweb.vic.gov.au/explore/parks/lysterfield-park/things-to-do/mountain-biking). There is a small section dedicated to the

MTB experience in the park. No pictures or videos offered to Internet users.

- The Mountain Bike Riding brochure and a map of the Park can be downloaded. This includes information about how to get to the park, where bikers can cycle, expected bikers behavior and a map of the park indicating all the trails and their characteristics. the name and distance of the trails, description about the type of terrain and ride and facilities.

Other information

- The trail network is intimately linked to a local mountain bike group (Lysterfield District Trail Riders). Users and bikers are invited to become a member of the group, and do monthly working bees on the mountain bike trail network.

- The trail alignments have been designed from Parks Victoria together with the Mountain Bike Association of Australia.

- The number of groups using mountain bike trails is restricted during wet months (to maintain trail integrity). Small groups include between 15 to 50 individuals and they have to book with the park office one week in advance to use the trails. Large groups (50+ individuals) require an event permit at all times and an application needs to be filled in six weeks in advance. Applications can be found in the Parks Victoria website.

2.7 Lilydale to Warburton Trail

Market

- Couples and families are the target market (a section of the Aqueduct Trail, 7km out of 20km) and The Rail Trail (an old railway alignment)

- Recreational riding groups of varying sizes are also acknowledged but no specific trail or promotional material supported there needs

Position

- Part of a family outing to have a fairly easy ride to see Forrests and the Yarra Valley

Product

- Approximately 80km east of the centre of Melbourne, accessible from the suburban Lillydale Railway Station. Multiple road entry points. There are two trails.

- A Rail Trail runs for 40km west from Warburton (edge of Melbourne's suburbs) into rural landscape, then Forrested lower mountain landscape. Predominately a flat ride but the trail has a climb up to Mt Evelyn from both directions. It features use of former Warburton Railway line, and so includes former railway stations and associated infrastructure. Most of the original station platforms are still present with replica station signage, however many station buildings have been lost through time. The Station building at Yarra Junction is the original building from Lilydale Station and is now a museum.

- The most popular and easiest trail is the Aqueduct Trail, which runs for 20km (East from Warburton) through the O'Shannassy Aqueduct (built in 1914 and decommissioned in 1996).

- Some trails are shared-use facilities and they are also used by walkers, runners and horse-riders.

- The Cog Café in Warburton offers hire of mountain bikes, children's trailers, baby seats and tag-a-longs, as well as bike sales and a bike workshop. It is possible to hire one direction and pay for pick up.

Cost

There is no charge for entry or use presented on the website

Promotion

- There is no specific website for this trail, and it was difficult to find a relevant website using key words on Google (Warburton mountain bike trails). The Google search show a range of websites that only briefly mention mountain bike trails in Warburton and around Warburton.

- The top hit site (shown in the 3rd page of the Google search) was the Warburton Valley website (**http://www.warburtoninfo.com/Things-to-do.html**) which provides limited information about mountain biking in the Warburton region.

- A better profile of the trail was found through the Rail Trails Australia website **https://www.railtrails.org.au/trail?view=trail&id=64**. This site includes information about trail features, description, access points, future developments, picture section, bikers comments and also a news section.

- The Warburton visitor website has a Facebook page, that is quite active in

displaying bikers pictures, comments, and news, and has 633 Likes.

- There is a Twitter Trail Rail profile linked to the Rail Trail website with 139 followers, but it doesn't drive any promotion of brand or product.

Other information

- The Warburton Rail Trail is managed by the Shire of Yarra Ranges.
- The Yarra Glen Rail Trail has been proposed as an extension of the Warburton Rail Trail from Lilydale, which, when completed, will allow a Rail Trail experience from Yarra to Yarra, that is, from Yarra Glen to Warburton. This extension will bring the Warburton Rail Trail to more than 50 kms long.

2.8 Gippsland Region trails

Market

- The Walhalla Goldfields Rail Trail is suitable for most ages and fitness levels
- Some sections of Mount Baw Baw Trails are suitable for beginners and children, others are suitable for most ages and fitness levels, while some others require a good level of fitness.
- Some sections of the Gippsland Lakes Discovery Trail are suitable for most ages and fitness levels, while others require experience and a good level of fitness
- Some sections of Nowa Mountain Bike Park are suitable for beginners and children whilst others are for more experienced bikers with a good level of fitness
- Mount Hotham to Dinner Plain is suitable for most ages and fitness levels

Position

- The five trails profiled here are individually but quite generically positioned as riding opportunities in a natural landscape.

Product

- Some of the tracks are rail trails or similar, but there are also a couple of dedicated mountain bike parks with a great range of tracks to suit all ages and abilities
- The trails are single route return ranging from 20km to 65km and one is less than 10km. No networks or circuits were found. No pick up services were found promoted for the end of the one way routes.
- Easy trails were found to be a section of Erica Mountain Bike Park, Walhalla Goldfields Rail Trail, Mount Baw Baw Trails, Gippsland Lakes Discovery Trail, Nowa Mountain Bike Park and Mount Hotham to Dinner Plain.

- Challenging trails (requiring prior riding experience and a degree of fitness) were found to be Tyers Junction Rail Trail, a section of Erica Mountain Bike Park, Mount Baw Baw Trails, Nowa Mountain Bike Park.

Cost

- There is no charge for entry or use presented on the website

Promotion

- There are no trail websites specifically developed for any one trail – all trails within the Gippsland Region are promoted on the Visit Victoria website (http://www.visitvictoria.com/Regions/Gippsland/Activities-and-attractions/Outdoor-activities/Cycling/Mountain-biking/Tyers-Junction-Rail-Trail).

- The website page coverage is more logistical information than promotion. Only a brief description of each trail is provided (length of the trail, level of difficulty, type of terrain, where to start and finish, how to get

there and some extra notes about the trail). Maps are broad scale and not suitable for on-site use, and photos are generic and do not present any of the specific trails

Appendix C.
Agency Technical Workshop

Forrest MTB Trails Strategic Plan

Summary Report of
Agency & Technical Workshop & Site Visit held on 26 August 2014

Workshop and site visit objectives

TBLD were requested by the Project Manager to undertake a further technical workshop and site visit to specifically explore opportunities for implementation of strategic recommendations, in order to enhance and strengthen the implementation aspects of the Forrest MTB Strategic Plan project.

The three main objectives for discussion were to:

- Investigate by workshop and brief site visit specific opportunities for existing trail enhancement and or new trail development, with a focus on Forrest and to capture technical team input of opportunities that are synergistic with the objectives of the strategy. A workshop was held with key agency and stakeholder representatives to identify possible locations, types of trail enhancements or new trails, and a brief site visit was undertaken following the workshop, to visit and discuss locations where trails could be located, and what benefit they could bring to Forrest. The focus was on identifying and agreeing on priority projects that would be of most benefit to Forrest in the short to medium term
- Determine strategic budgets for identified trail enhancements and new trails, and
- Discuss with agency members options for governance, administration structure, next steps and timing for progression of the Interagency Management Group (IMG)

These three objectives were achieved, with strong agreement from the attendees as to the identified directions. The summary of the workshop and the site visit are summarised below and the budget estimate is attached.

Part A   Agency & Technical Workshop Meeting

Tuesday 26 August 2014, 9.00am – 12.00pm, COPACC – Cnr Rae and Gellibrand Streets, Colac

Attendance:

Michael Swanson (MS)	Business Development Officer, Colac Otway Shire
Craig Clifford (CC)	DEPI
Craig Woobridge (CW)	DEPI
Norm Douglas (ND)	Forrest MTB Group
Gwyn Hatton (GH)	Barwon Water
Glen Berrill (GB)	Director, Thompson Berrill Landscape Design
Andrea Szymanski (AS)	Senior Landscape Architect, Thompson Berrill Landscape Design

Apologies:

Stewart Anderson (SA)	COS
Michelle Anstee (MA)	Parks Victoria

A1.   Welcome and Introductions

Michael Swanson (MS) welcomed all to the meeting. Members at the meeting briefly introduced themselves as most had met at the previous Project Working Group Meeting. Attendees provided a brief summary of their role and previous involvement with the MTB trails.

A2.   Brief Project overview of key new trail recommendations

- CC noted DEPI have been the key driver in delivery of MTB trails and trail heads, including ongoing maintenance with a crew based out of Forrest Depot. DEPI have 6 permanent officers with an additional 20 staff in peak season for fire prevention works.
- CC noted a few trails including Grass Trees, Marriners Run and Fox Trail have recently been improved/upgraded with funding from DEPI district funds. A. Mariner recently undertook approximately $10K upgrade and improvement works with great success. The upgraded trails will be reopened shortly.
- CW and ND noted local volunteers (MTB group members) meet every 3 months with DEPI to discuss trail maintenance and prioritise works.
- ND noted the Forrest Cycle Club would soon cease being a 'cycle club' and become a 'trail care club'.

A3.   Key findings and recommendations of the strategy

A3.1   Land ownership and management constraints/opportunities

- DEPI manage and maintain the existing trails on Crown land. They also manage trails on BW land.
- GH noted key BW issues would include BW admin, insurances, public indemnity, liability and heavy use of trails and events degrading the site.
- CC noted his discussions with David Rourke (DEPI) regarding trails on BW land, there is an informal working agreement that DEPI manage the trails on BW land, but no formal agreement (TBC).
- CC noted in the past 7 years, DEPI and BW have had no concerns raised between agencies regarding MTB trails.
- CC confirmed DEPI's risk management and trail maintenance is undertaken without BW input.
- GH noted BW has only 3 operators in the region and limited resources. BW is comfortable with the current arrangements that DEPI deals with and manages the MTB trails on BW land.
- GH noted BW are generally in agreement with the suggestion of additional trails on BW land, conditional on consideration of the following comments:
  - The MTB trails have the potential to spread weeds. CC noted DEPI would have undertaken weed control on verges of trails only.
  - Passive recreational areas, dog walking, BBQ and public toilet use, and user conflicts on walking trails.
  - Vegetation and environmental assessment of site – protection of vegetation.
  - Maintenance of track –DEPI and volunteer works group still to maintain trails.
  - Potential increased use of BW recreation facilities, BBQs, toilets etc., requiring a higher level of maintenance which BW cannot resource.
  - Risk assessment.
  - Minor vandalism of depot site, however more trails will provide improved passive surveillance at site.
  - BW public road used by MTB riders.

o   User risk of water crossing points, service assets and diversion works.

Action: ***GH to provide MS (for supply to TBLD) BW digital data/plan of BW roads, maintenance, tracks, services etc.***

A3.2   Identification of possible new trail in Forrest MTB network for more "difficult, challenging, downhill, flow, single track trails" to diversify and strengthen Forrest's appeal as key MTB destination

- GB noted the MTB strategy and consultation results clearly identified a need for more "trails that are different" in proximity to Forrest Township. The PWG reviewed the plans and contours and identified some definite areas for potential new trails and upgraded B Lines on existing trails. These were mapped and inspected on site (refer Dwg FMBT-04).
- Red Carpet is known as one of the most popular trails.
- CC noted the establishment of new trails could require a lengthy planning and approvals process. There is a huge potential for enhancement of existing trails with A and B Lines. The 2010 audit of the Forrest Trails by World Trails provides detailed assessment of the existing trails with recommendations and schematic designs for trail improvement works.
- ND noted MTB riders like to re-ride trails to improve their skills, and to have fun and challenge themselves.
- CW notes the trails need to comply with IMBA standards regarding proximity of parallel trails to reduce short cutting, goat tracks, and damage to vegetation.
- The group discussed the opportunity to establish new trails on BW land, a sloping unused area below the treatment plant –a 2-3km 'blue' trail loop with challenging "B Line" sections for more skilled riders and direct links to town, satisfying repeat runs and appropriate for users with physical ability and for general family and intermediate MTB fun.
- ND noted the opportunity to use Fern Gully track (an existing walking track). The group agrees this needs more thought to ensure all recreational users are provided for.
- GB noted Forrest needs to retain other recreational options for non-MTB users.
- ND noted there is a high risk of conflict on the Rail Trail due to the high speeds achievable by riders.
- CW noted Forrest trails are more difficult to maintain than Yaugher due to the topography, soil, etc.
- Follow the Dog –review the current classification as it is marked Blue but due to the degree of physical demands of the ride it is closer to a black trail
- Magnificent diversity of vegetation and landscape setting – a great overall experience and ride.
- ND and CC noted 'Rollercoaster', whilst identified as a green trail, is too fast for family riders and provides a negative first Forrest MTB experience; highest accident incident during events, on this track.
- Opportunity to redevelop the start of 'Rollercoaster' to cater for beginners/skill development with more diversity; utilise existing footprint.
- Sealing of the trail makes it faster; not necessarily safer.
- Opportunity to use the topography of BW land for gravity/downhill tracks.

A3.3   Identification of location for Skills Park

- It was agreed that a skills park be developed and located adjacent to the Forrest Trail Head to the southwest of car park amongst established trees, where it can provide maximum benefit and ease of access for MTB riders.
- The skills park is to cater for riders from beginner to intermediate experience levels

- The skills park will provide a controlled environment allowing supervision from the adjacent trail head and offer a range of skill challenges within an easy to follow circuit with optional more difficult lines and skill development features
- The skills park will provide for increased enjoyment, improvement of technical skills and promote the healthy lifestyle of the sport of mountain biking

A3.4   Potential consolidation of existing trails

- It was agreed that trail upgrade, enhancement works to existing trails and identification of opportunities for new trails will redefine and enhance the Forrest MTB offer as follows:
  - Provide diversification of trail types
  - Provide a skills park
  - Provide enhanced MTB opportunities for beginner and intermediate riders close to Forest township and within easy riding from the Forrest Trail Head
  - Realignments and enhancements to existing trails.
  - Identification of new and exciting single-track flow trails in close proximity to town linking into loop trail networks
  - Consolidation of some under utilised trails in Yaugher for use by others e.g. equestrian trails (refer Dwg FMBT- 05)
- Provide better clarity for equestrian use and better user signage.
- Improve the trail (ride experience) and the sustainability of the trail.

Action: ***DEPI to discuss with cycle club opportunities for trails as discussed in the meeting with club regarding equestrian use. DEPI to inform of outcomes in local club meeting.***

A3.5   Development costs/funding/grants

- DEPI are committed to working with the community.
- DEPI senior planning and management will support the direction of the strategy.

A4.   Interagency Management Group

MS provided a summary of options for the development of the Interagency Management Group (IMG).

A4.1   Discussion of agency members and options for governance, administration structure, steps and timing for progression of IMG

Structure of IMG:

MS discussed the possible admin structure for the IMG and how this group would be formed. It is important to note that Council are key drivers of the IMG to ensure the recommendations and priority actions for the strategy are implemented.

MS clarified for the group the number of options the IMG can be structured as. They are:

1. Section 86 Committee –advice on behalf of Council, can make decisions and spend funds.
2. Advisory Group – to implement a strategy and look for funding options.
3. Reference Group – similar to IMGs.

MS advised that as Council is not a land owner or land manager the structure of the group would be best suited to that of an Advisory Group.

A4.1.1   Governance

- Key agencies – COS, BW, DEPI, PV and potential representatives from local clubs (MTB and equestrian).
- Who are the IMG reporting to?

In discussions with DEPI it is agreed that the initial set up of the IMG would be and Advisory Group structure. The Advisory Group would need to explore a more suitable governance structure once the group achieved an ongoing maintenance funding stream for the sustainability of the trails.

It is suggested that this be a tiered structure with the Advisory Group to continue implementing the recommendations and priority actions and the next tier being a more formal governance structured group.

There is also the possibility that over time the two groups decide to merge and become the overall IMG for both the implementation of the strategy and the handling of the funds for the ongoing maintenance of the trails.

A4.1.2   IMG

- What advice is this group going to be giving?
- Funding holder?
- COS want to continue to progress the opportunities identified in the strategy.
- Group clearly needs to be developed and see the strategy through.
- Develop land use agreement between DEPI and BW.

After discussions with DEPI they are aware of their responsibilities of trail maintenance and would be a key lead agency along with Council, Barwon Water and Parks Victoria. Any recommendations from the Advisory Committee to form a governance structure with DEPI as the lead agent will need to be and should be approved by DEPI management.

A5.   Next Steps

- TBLD and agency group visited BW land to assess MTB trail opportunities as discussed in meeting (completed 26/8/14).
- TBLD prepare workshop summary with schematic trails plan and costing (completed 11/9/14).
- MS to set date for meeting with PWG (Oct 2014)

Part B Agency & Technical Site Visit

Tuesday 26 August 2014, 9.00am – 12.00pm, COPACC – Cnr Rae and Gellibrand Streets, Colac

Attendance:

Michael Swanson (MS)   Business Development Officer, Colac Otway Shire
Craig Clifford (CC)   DEPI
Craig Woobridge (CW)   DEPI
Norm Douglas (ND)   Forrest MTB Group
Khan Beckett (KB)   Barwon Water
Glen Berrill (GB)   Director, Thompson Berrill Landscape Design
Andrea Szymanski (AS)   Senior Landscape Architect, Thompson Berrill Landscape Design

B1.   Overview

MTB trails were identified that can achieve the objectives for diversification and improvement of the MTB trail offer in Forrest. Opportunities were then evaluated on site for sustainability. Detailed on site discussion and evaluation was completed and key areas for potential MTB trails identified in the site meetings. Key areas for trails in Forrest and Yaugher are shown, keyed and described on the attached Dwgs FMTB 04 and 05 respectively.

Preliminary estimates for the opportunities identified were discussed and agreed to with the technical working group, for the purpose of forward planning for funding applications and grant applications. Please note the estimates were reflective of the agreed opinion of the technical and experienced experts who attended the meeting, and are as noted as preliminary and not based on actual lengths or detailed costings, which would be subject of detailed investigations.   The works identified in the OPC were regarded as high priority works (short term of 1- 2 years) and if implemented, would be of tangible, immediate and significant benefit to the Forrest MTB facility, resulting in a more attractive and well balanced recreational offer to the MTB community, in keeping with the objectives of the Forrest MTB strategy.

B2.   Potential trail opportunities evaluated in Forrest

B2.1   Forrest Trail Head

- Improve trail head facilities, signage, interface with the skills park and lead in to the main trail to the MTB trails

- Design and Install a drinking fountain and bottle fill station as a priority, as town water is available on the site

- Design and implement improvements to the main entry point to the MTB trails from the carpark with a highly visible, creative, sculptural and contemporary entry 'gateway' so that visitors are 100% aware of their arrival and immersion the start of the Forrest MTB experience, themed around a 'Forrest MTB identity'

- Design and implement a well designed wash down facility at the Forrest Trail Head site, with careful consideration of design, management of environmental impacts, water use and disposal, water supply, drainage, weed management and maintenance of facility

- Design and implement improved signage thought the Forrest and Yaugher trail network including exciting, colourful and contemporary orientation signage and graphics and 3D maps to excite the visitor to continue to seek out and use the trail signage

- Design and implement improved way finding and reassurance MTB trail signage for better, safer and more enjoyable use of the trails

B2.2   Skills Park

- Design and implementation of a large and exciting skill park to cater to all ages and skills of visitors, to allow riders to hone their skills, test their abilities and learn new skills

- Locate the skills park adjacent to the trail head carpark and shelter so that carers and friends can supervise people on the skills park

- Integrate the skills park sensitively into the established treed area without harm to the trees

- Actively update and promote the provision of a skills park in all literature, new site maps, on line links and Forrest MTB web sites, as this will be a major draw card for attracting MTB visitors to Forrest

- Design and implementation of the new skills park as a priority new Forrest MTB project

B2.3   Rollercoaster

- Review Rollercoaster current design and alignment to decrease speed as it is a fast ride and can cause accidents, and is not conducive to the 'first ride' experience for MTB visitors

- Diversify the alignment to make the ride more interesting and use the terrain of the long valley for more challenge but retaining the green classification

- Design and implementation of the trail upgrade as a priority Forrest MTB project

B2.4   Follow the Dog

- IMBA guidelines identify this trail as a blue run due to its terrain and degree of technical difficulty – but due to its physically demanding qualities (riders out there struggle) it's regarded more of a black run.

- Technical team agreed FTD could therefore be upgraded to a black trail to diversify the MTB offer in Forrest.

- Design and implementation of the trail upgrade as a priority Forrest MTB project

B2.5   'Forrest Flow' (working title)

- An exciting opportunity for a new 2.5 - 3.0 km single-track flow trail was identified for the large east-facing slope of forest, down from the BW water treatment facility.   This trail would be blue coded to provide a long flowing single track, with excellent constant gradient to provide a challenging and enjoyable along downhill ride close to town, with loops back to the township and the trailhead.

- This new trail opportunity perfectly meets the major objective of the strategy to enhance the intermediate to advanced trail offer closer to Forrest township, for convenience and diversified MTB product

- The trail could also have many advanced black 'B' lines that could also offer the advanced rider an exciting and challenging downhill ride, perfectly meets the major objective of the strategy to enhance the advanced trail offer closer to Forrest township, for diversification of the higher end of the MTB market

- This trail would commence on the outskirts of town, with the entry conveniently located directly opposite the trail head and carpark for ease of access and entry, and establish a loops

- The new trail would be downstream of the dam wall, so not located in an environmentally sensitive area. BW gave in principal support to the alignment, subject to further discussion of detail

- Design and implementation of the new trail as a priority new Forrest MTB project

B2.6　Red Carpet

- An exciting opportunity to review Red Carpet to diversify the existing alignment to make the ride more interesting and use the steeper side terrain of the long slope to create more challenging black "B" runs for advanced riders
- Design and implementation of the trail upgrade as a priority Forrest MTB project

B3.　Potential opportunities evaluated in Yaugher

B3.1　Tunnel Underpass

- The strategy identified a major risk issue being the requirement for a MTB tunnel underpass just before Boundary Road, providing riders the opportunity to safely cross the Colac - Forrest Road from the Forrest - Birregurra Rail Trail to the Yaugher trail system
- The tunnel would be extensively used during the major MTB events to allow the road to remain open and reduce risk of riders and cars
- The tunnel will tie into new trail up the side of Boundary Road
- Design and implementation of the tunnel as a priority Forrest MTB project

B3.2　'Boundary rider' (working title)

- The strategy identified a major risk issue being the requirement for MTB riders to ride up and down Boundary Road, which is very uninteresting and a hard and exhausting ride for all users, which is a major disincentive for riders to use Yaugher from Forrest. it is also dangerous as cars use the road at high speeds which can be very dangerous with bikes weaving across the roadway, especially younger and less experienced riders
- An exciting opportunity exists to create a new climbing and descent trail running beside Boundary Road, on DEPI managed land, creating a safe and enjoyable alternative to Boundary Road
- Design and implementation of the new trail as a priority new Forrest MTB project

B3.3　Equestrian

- The least used and longest trail at Yaugher is Vista, with estimates of fewer than 15 riders a year. The trail has recently been significantly modified for fire access.
- An synergistic opportunity exists to convert Vista to a dedicated equestrian trail, giving the horse riding community an excellent long ride
- The horse riding community asked for consideration in the consultation phase of rationalisation of the existing horse trail in Yaugher, as they are discontinuous and confusing. This proposed trail will link into the existing equestrian trail network and create a dedicated and exciting ride for the horse riding community
- Undertake site investigation to determine requirements for changed trail use and determine requirements for implementation

B4.　Opinion of Probable Cost (OPC)

Refer to attached Opinion of Probable Cost, which outlines the approximate budgets corresponding to the identified opportunities. These costs were discussed and agreed to in principal with the technical working group in the workshop and following the site visit.

Key

Existing Forrest MTB Trails

Proposed Forrest MTB Trail (indicative alignment only)

Forrest-Birregura Rail Trail

Forest Park – managed by DEPI

Water Production – managed by BW

National Park – managed by PV

Major roads

1   Forrest loop

2   Baridjaru

3   Red Carpet

4   Roller Coaster

5   Third time lucky

6   Follow the dog

SCHEMATIC PROPOSED FORREST TRAILS PLAN
FORREST MTB STRATEGIC TRAILS PLAN

DWG No. FMTB-04
SEPTEMBER 2014
1:5000 @ A1

Colac Otway
SHIRE

THOMPSON BERRILL LANDSCAPE DESIGN P/L

COLAC - FORREST ROAD

To Yaugher MTB Network

To Colac

Barwon River

FORREST TOWNSHIP

COLAC - FORREST RD

Upgrade to Forrest MTB Trail Head

Proposed future Skills Park

New trailhead entry alignment

New trail from Forrest Township to new 'Barwon Flow' trail

Upgraded Roller Coaster trail

Upgraded Red Carpet trail

KAANGLANG ROAD

FORREST - APOLLO BAY ROAD

New 'Barwon Flow' trail

New trail from Roller Coaster to new 'Barwon Flow' trail

West Barwon Reservoir

To Great Ocean Road & Apollo Bay

To Birregurra
& Princes Highway

16

7

7

9

8

8

9

12

12

10

10

7

9

10

10

11

CEMETERY ROAD

15

BOUNDARY ROAD

7

11

Yaugher
Trail Head

15

13

14

BOUNDARY ROAD

15

15

New off-road trail link
from Tunnel Underpass
to Yaugher Trail Head

14

COLAC - FORREST RD

15

Proposed MTB
Tunnel Underpass

To Forrest
Township

THOMPSON BERRILL LANDSCAPE DESIGN P/L

Key

〜〜〜 Existing Yaugher MTB Trails

〜〜〜 Proposed Yaugher MTB Trail
(indicative alignment only)

⋯⋯ Proposed Equestrian Trail
(indicative alignment only)

↔ Proposed Tunnel

〜〜〜 Forrest-Birregurra Rail Trail

▨ Forest Park – managed by DEPI

→ Major roads

7	Yaugher Super Loop	**12**	Yo Yo
8	Grasstrees	**13**	Casper Black
9	Marriners Run	**14**	Barre Warre
10	Foxtail	**15**	Vista
11	J2	**16**	Tiger Loop

Colac Otway
SHIRE

SCHEMATIC PROPOSED YAUGHER TRAILS PLAN
FORREST MTB STRATEGIC TRAILS PLAN

DWG No. FMTB-05
SEPTEMBER 2014
1:10000 @ A1

0 100 200 300 500m

Appendix D.
Preliminary Opinion of Probable Cost

Forrest MTB Trails Strategy
Preliminary Opinion of Probable Cost (POPC) V2

Prepared by TBLD P/L for Colac Otway Shire October 2014

Note: This preliminary opinion of probable cost has been prepared for planning purposes only.

No.	Description	No.	Item	TOTAL
	TRAIL WORKS			
1.0	**TRAIL ENHANCEMENT WORKS**			
1.1	**Rollercoaster** track upgrade and enhancement works, including development of A & B lines, improved drainage, improved track surface, etc. *Subject to trail detailed design*	1	Item	$40,000
1.2	**Red Carpet** track upgrade and enhancement works, including development of A & B lines, improved drainage, improved track surface, etc. *Subject to trail detailed design.*	1	Item	$40,000
1.3	**Follow the Dog** track upgrade and enhancement works, including development of A & B lines, improved drainage, improved track surface, etc. *Subject to trail detailed design.*	1	Item	$40,000
1.4	**Yaugher** trail enhancements and upgrade works. *Subject to trail detailed design.*	1	Item	$40,000
	Subtotal to Trail Enhancement Works			*$160,000*
2.0	**NEW TRAIL WORKS**			
2.1	**Barwon Flow'** – establish new blue trail within the Forrest MTB Trail Network, providing new trails suitable for families to intermediate rider ability, in close proximity to the Forrest Township. New trails to be developed are located on Barwon Water owned land and managed by DEPI, as per the current MTB trail arrangement. *Subject to future trail detailed design.*	1	Item	$120,000
2.2	**Boundary Rider'** (adjacent to Boundary Road) – establish a new off road trail link from the proposed Tunnel Underpass to the existing Yaugher Trail Head. *Subject to future detailed design.*	1	Item	$120,000
	Subtotal to New Trail Works			*$240,000*
3.0	**NEW SKILLS PARK**			
3.1	Establish a MTB skills development park adjacent to the Forrest Trail Head site. Skills park to provide diverse skill development for all levels of riders, located adjacent to the carpark, creatively signed and located to provide a welcoming character for all trail users, with a functional layout and provide sufficient information and direction for visitors at the site. *Subject to future detailed design.*	1	Item	$50,000
	Subtotal to Skills Park			*$50,000*
4.0	**NEW TRAIL SIGNAGE**			
4.1	Upgrade of trail signage, including directional, wayfinding and interps, across the Forrest and Yaugher MTB trail network, e.g. iconic welcoming signage, trail entry gateway, key orientation and directional signage, IMBA rider standards and guidelines, types of skills to be explored within the park, etc. *Subject to future detailed design.*	1	Item	$100,000
	Subtotal to New Trail Signage			*$100,000*
	SUBTOTAL TRAIL WORKS			$550,000
	CONTINGENCIES 10%			$55,000
	TOTAL TRAIL WORKS			**$605,000**
5.0	**TUNNEL UNDERPASS**			
5.1	As discussed and identified with Colac Otway Shire, undertake a feasibility study to identify potential options and alignment for On site discussions identified the crossing in the area just north of Yaugher Road. *Subject to future feasibility study, engineering and detailed design.*	1	Item	$150,000
	Subtotal to Tunnel Underpass			*$150,000*