

FNQ Regional Mountain Bike Strategy Steering Committee

Meeting Details

Meeting No	1
Meeting Name	FNQ Regional Mountain Bike Strategy Steering Committee
Date	July 3, 2023
Time	10:30-2:30
Venue	Civic Reception – Cairns Regional Council – cnr Spence and Draper St
Meeting Contacts	Travis Sydes: 0448 852 732 t.sydes@fnqroc.qld.gov.au

Lunch will be provided at 12:30, please advise of any dietary requirements.

Minutes

1. Acknowledgement of Country	
2. Attendance	<p>Elizabeth Cage – CSC – online Jacqui Creswell – CSC -online Richard Blanchette – CCRC Anthony Staniland – QPWS Carol Kinnaird - QPWS Naomi Rooker – DTIS Rachel White - Cairns MTB Club Craig Nissen – Cairns MTB Club Peter Dobbin – Cairns MTB Club Dave Prete – Tablelands CS Daryl Blain – Southside Mountain Bike Club Cr Dave Bilney TRC Peter Blakey – Tablelands CS Sam Doyle-Wiaczek - CRC Simone Wise – CRC Josh Geraghty – CRC Holly Barker – CRC Rosie Douglas – TTNQ Emma Tunnock – DSC Darlene Irvine – FNQROC Travis Sydes – FNQROC</p>
3. Apologies	<p>Paul Hoyer - DSC Angelo Finnochiaro – TRC Nick Massaso – CRC Tim Wong – WTMA</p>

	<p>Nick Smith - QPWS Angus McLeod – WTMA (on behalf of Tim Wong) Brett Piccone – Tablelands CS Rudi de Faveri – Mareeba Mountain Goats Laurelle Golding – DTIS</p>
4.	Guests
5.	Acceptance of previous minutes (n/a)
6.	Actions from previous meeting (n/a)
7.	<p>Overview, planned work and approach</p> <p>Key points</p> <p>STRATEGY SCOPE</p> <p>Disciplines – MTB (trails/parks), pump and skills, bikepacking</p> <p>Geographic - FNQROC member councils with consideration of adjoining LGA's as required.</p> <p>Perspectives – the strategy will be framed in two viewpoints which will overlap in aligned actions and strategies.</p> <p>Local viewpoint- the local/regional experience, benefit, and opportunities.</p> <p>Visitor viewpoint - the destination, the product and the visitor experience.</p> <p>As per the 2015 Strategy, there is agreement to ensure that regional product for the visitor experience is not at the expense of the local experience and benefits of MTB.</p> <p>Actions and comments:</p> <ol style="list-style-type: none"> 1. Events could be considered as one of the key themes in the scope as it is cuts across many aspects of the strategy (or perhaps addressed in an individual section of the report) <p>PLANNED APPROACH</p> <p>Steering committee</p> <ul style="list-style-type: none"> • The steering committee will inform the strategy and guide the review process. • The committee will be in effect until the strategy is finalised. • Any future interactions (e.g. a regional advisory body) will be at the recommendation of the steering committee and at the discretion of the FNQROC Board. • Draft terms of reference will be adopted at the next meeting <p>Desktop analysis</p> <p>3 key tasks form the research for the strategy.</p> <ul style="list-style-type: none"> • Collate and align regional MTB development/business plans and studies developed (or in development) in the region since 2015. • Collate relevant national and international case studies and development in destination MTB. • Collate regional trail/route and supporting network data into regional data set.

Focus groups

Facilitate a series of issue-specific focus groups to consult and design detailed plans for implementation within the strategy. The key outcomes of focus groups will be to assist identify the FNQ 'point of difference' in a globally competitive MTB scene; and map out essential local/regional considerations of mountain biking for our communities. Recommended focal areas are:

- Economics and resourcing
- Health and wellbeing
- First nations perspectives and opportunities
- Women in MTB
- MTB destination development
- Adventure cycling and bike packing

Based on feedback from committee also consider inclusion of

- Events and sport (and promotions)
- Youth
- Environment and sustainability (environmental stewardship)

Suggestion to develop briefs for each of the desired focus groups and differentiate between those required to inform the strategy; and ones which could be delivered in strategy roll out.

Delivery model

Delivery: The strategy will be delivered 'in house' via FNQROC coordination/facilitation for the core project and GIS. If required, this will be augmented by specialist consultancy for specific elements. Any consultancy brief would be developed with input from the steering committee and approved by the FNQROC (i.e. ultimately at the discretion of the ROC Board).

Timeline: Begin May 2023 – finalised earlier 24 (in time for October State election).

Actions and comments:

1. Circulate draft Terms of Reference for the Steering Committee (for consideration and adoption at the next meeting).
2. a. Circulate a bibliography of collated references for committee to review. b. committee members review references and provide updated or missing reports, studies and plans to FNQROC. (seek appropriate permission or agreements as required)
3. a. Develop briefs for focus groups. b. identify focus groups to be undertaken to inform strategy vs. those to be undertaken as part of strategy rollout. c. initiate EOI process to recruit membership to focus groups.

8. Stakeholder perspectives – brief updates from around the room

Carins MTB Club

Key projects and points

- Smithfield vision is to identify as a 'core' rider destination
- Partnership with QPWS is central to the current management model
- Concept plan for Smithfield (52 kms planned to add to current 30km)
- Trail maintenance plan in preparation
- Investigating trails trusts model (i.e. Rotorua design)
- Events destination development
- Connectivity for access is under investigation
- Building clubs capacity to deliver essentials to local MTB community, trails and events is central to Cairns MTB operations

Cairns Regional Council (CRC)

Key projects and points

- Destination MTB one of 7 regional priorities for CRC
- Concept Plan for trail expansion and business case has been completed (in partnership with club)
- Economic importance of MTB industry is now established, looking to pathways for implementation.
- Investigating trails trusts model (i.e. Rotorua design)
- Crankworx not yet secured for 24
- Red Bull TV coverage at Crankworx provided a comprehensive showcase of Smithfield but also the region as a destination.
- Regional trail strategy underway – includes MTB, walking and cycling.

Tourism Tropical North Queensland (TTNQ)

Key projects and points

- Current focus on securing Crankworx 24
- Capitalise on the Queensland Governments visitation markets and opportunities for MTB as a new direction to current market
- Growing MTB market in the region by 1% would inject \$100 million into the local economy
- User plays model might have a role to play in future MTB economy.
- New events are important to bring new investment into the region.
- Coordination of marketing needs to be undertaken at a regional scale.

Tablelands Cycle Sports (Atherton Forest) and Tablelands Regional Council

Key projects and points

- TRC cycling strategy is in development. Will focus on the region as a total cycling destination.
- Concept plan for trail expansion completed
- Biggest challenge is the return-on-investment conversation; how to return resources back to the club/council to support operations.

- Collaboration across all stakeholders is key.
- Business model

Cassowary Coast Regional Council

Key projects and points

- Business case for Cardwell nearing completion (based on the Mackay model).
- Important to understand each node in a regional context to highlight the key points of difference between locations within the destination.
- Currently short on ride data to understand trail usage.
- Maintenance and
- Shuttles would be an essential feature of Cardwell
- Off-the-bike benefits have proven difficult to capture.

Douglas Shire Council

Key projects and points

- Recently met with clubs and commercial operators to workshop the local market and future opportunities.
- Bump Track redevelopment flagged as on the primary opportunity for the region (including consideration of access to 4-mile beach from the Bump).

Department of Tourism, Innovation and Sport (DTIS)

Key projects and points

- Key role is to work with local stakeholders to prioritise and collaborate on projects and investments.
- Each LGA assigned an engagement officer from the Far North Sport and Recreation team.
- Partner in the delivery of projects and programs.

Queensland Parks and Wildlife Service (QPWS)

Key projects and points

- Maintenance and sustainable funding a key challenge for MTB parks and trails.
- A more universal maintenance model should be a key aim of the strategy.
- Funding through Parks streams is very limited and not always suited to MTB trail networks.
- Keen to explore trustee arrangements and tenure conversations for parks such as Smithfield. Feeling is that management is better suited to Councils and Clubs.
- International events add additional stress on already strained resources for meeting Parks objectives.
- Keen to see a more comprehensive inclusion of natural and cultural values in trail/park plans.

Croydon Shire Council

Key projects and points

- Concept plan for 97km trail network
- Will be submitting an EOI into the Building or Regions grant round.

		<ul style="list-style-type: none"> • MTB development is an opportunity to expand on the current visitor experience available in Croydon. • Opportunity to connect with the wider region and grow the diversity of visitors to the far west. • Not seen as a single destination, but as part of a regional journey • Well suited to adventure cycling and touring with the locality already experiencing relatively high numbers of through visits from cycle tourists. • Savannah way provides options for a parallel adventure cycling route. <p>Southside MTB Club</p> <p>Key projects and points</p> <ul style="list-style-type: none"> • Distance/time to access the northern trail network is a barrier for most residents participating in MTB so local trails are essential. • Complex range of moving tenures make trail development difficult, particularly with loss of trails to housing development. • Access for next generation children a primary motivator. • Recognition and investment in southside generally lacking and keen to see this addressed, particularly from a youth development perspective.
<p>9. MTB Strategy 2015 – workshop session</p>	<ul style="list-style-type: none"> • Progress made; outcomes delivered. • Undelivered and outstanding outcomes/deliverables • Challenges and opportunities. Vision revisited. • Ongoing business from 2015. 	<p>In a workshop and feedback session the committee did small group work on recommendations from the 2015 strategy across the areas of Governance and Standards; Marketing and promotion; Hero trails and; Supporting trails. Key questions addressed were;</p> <ul style="list-style-type: none"> • Progress made; outcomes delivered. • Undelivered and outstanding outcomes/deliverables • Challenges and opportunities <p>(Outcomes from the round table sessions are collated in table 1.)</p> <p>Vision</p> <p>The overarching vision for the 2015 strategy was revisited and agreed that ‘to continue to transform the region from a grass roots MTB location to a must visit world class MTB destination’ remained true to the vision. A revisit of the vision will be collated later in the piece.</p> <p>Actions and comments:</p> <ol style="list-style-type: none"> 1. Prepare guiding principles for the strategy. 2. Revisit strategy vision in future workshop.
<p>10 Recap and next steps</p>		<p>Take home messages from meeting #1:</p> <ul style="list-style-type: none"> • Regional coordination (e.g. - via a regional management model) is one the most significant delivery shortfalls of the 2015 strategy. • Maintenance of trails remains one of the primary challenges to the region. • Mapping of trails and routes with agreed attributes is a necessary first step for the strategy. • Under current arrangements we (individual locations) are competing for the same resource.

	<ul style="list-style-type: none"> Clubs are drawn into administrative tasks (grant writing, acquittal which, project management) which are often beyond the skills or resources of their volunteers; a regional model should address this in detail so clubs can focus on their strengths and delivering benefit back to the community (trail maintenance; riding skills building, local events, workshops and fostering the next generation of riders). Management trust models (e.g. Rotorua trust model in development) might provide an alternative for the trail maintenance conundrum. Growing MTB market in the region by 1% would inject \$100 million into the local economy. Coordination of marketing needs to be undertaken at a regional scale. Understanding off-the-bike and 'diffuse' economic benefits is a universal challenge but is central to the next level of investment required.
11 Next meeting	Friday 8 th September, Civic Reception, Cairns Regional Council

12. Actions arising from meeting #1

Action item	Action	Responsible person(s)
1.1	Events Events could be considered as one of the key themes in the scope as it cuts across many aspects of the strategy (or perhaps addressed in an individual section of the report)	FNQROC
1.2	Terms of Reference Circulate draft Terms of Reference for the Steering Committee (for consideration and adoption at the next meeting).	FNQROC, Committee
1.3	Reference materials a. Circulate a bibliography of collated references for committee to review. b. committee members review references and provide updated or missing reports, studies and plans to FNQROC. (seek appropriate permission or agreements as required)	a. FNQROC b. Committee
1.4	Focus groups a. Develop briefs for focus groups. b. identify focus groups to be undertaken to inform strategy vs. those to be undertaken as part of strategy rollout. c. initiate EOI process to recruit membership to focus groups.	a. FNQROC b. FNQROC, Committee c. FNQROC, Committee
1.5	Guiding principles Prepare guiding principles for the strategy.	FNQROC
1.6	Vision Revisit strategy vision in future workshop.	Committee
1.7	Social media Create FB page to promote strategy locally and engage with clubs, councils, and community groups	FNQROC
1.8	Mapping of trails and data collection a. Collate trail and route data from clubs, councils and agencies for inclusion in the strategy back end. b. establish agreed data attributes to attach to spatial data including supporting infrastructure and services	a. FNQROC, clubs, councils, agencies. b. FNQROC, CRC