

Regional Mountain Bike Strategy Steering Committee

Meeting No	5
Meeting Name	Regional Mountain Bike Strategy Steering Committee (RMBSSC)
Date	13 February 2026
Time	9:00-12:00
Venue	MS Teams (Kingsford Room, Level 3, Cairns Regional Council, cnr. Spence and Draper St)
Meeting Contacts	Travis Sydes: 0448 852 732 t.sydes@fnqroc.qld.gov.au

Minutes

The purpose of this meeting is to guide the implementation of the [Tropical North Queensland Regional Mountain Bike Strategy 2024-2034](#).

1.	Acknowledgement of Country
2.	Attendance David Prete TSC, Naomi Rooker Sport and Recreation, Cr Dave Bilney TRC, Greg Bowden TRC, Miki Bradley QPWS, Toby Porter QPWS, Rachel White CMBC, Jodie Cross QPWS,
3.	Apologies Rudi de Faveri MMG, Sonya Frost CSC, Jeremy Le Bouf DSC, Bennita Bitner CRC, Tim Wong WTMA
4.	Guests
5.	Acceptance of previous minutes Moved: David Prete Seconded: Travis Sydes
6.	Actions from previous meeting

Discussion relating to business arising from meeting #4

3.1 – Trail Vision, trail auditing training – a new Trail Trainees Supervisor for Atherton Forest has been appointed, trail audit system training will be included in workplan. We will keep this item current in actions and workplan and activate when ready to move. Accredited training for trail builders is in development as well and will be an additional opportunity for regional skills development.

3.3 – Trail signage and branding - Toby provided an update on the development of Smithfield style guide. As the Smithfield project progresses, key updates to QPWS MTB specific style guides, trail marking/wayfinding and branding are being undertaken. It is anticipated these guidelines will

be transferable to Atherton Forest and Davies Creek when the opportunity arises. Key design elements and rules will be consistent, however local colour palettes drawn from the environment, will feature at each location.

4.1 – SRAM Community Fund - Three bids (TCS, CMBC/FNQROC, Gravity Girls) in all were submitted to the SRAM community fund by the region with no success. The grant concepts however remain current and could be carried forward to future grant rounds.

4.2 – Regional events calendar – the calendar has been compiled and will be shared with the meeting minutes.

Actions arising from meeting #4		By who	Status
3.1	Trail Vision audit system training (updated from action 2.2) Action: 1. Arrange a suitable date for Trail Vision auditing system training. 2. Support AFMBP in extending the involvement to other interested clubs, councils and agencies.	1. TCS, (FNQROC) FNQROC	Ongoing
3.3	Trail signage and branding Action: Explore options for regionally consistent but locally distinct trail branding, signage and marketing. (Strategy actions: 1.4, 3.4, 3.8)	1. MTBSC	Ongoing
4.1	SRAM Community Fund Action: Prepare some ideas for a project which aligns to the strategy aimed at targeting new riders and participation.	1. FNQROC	1.complete
4.2	Events calendar and hosting challenges Action: 1. establish an annual events calendar for race meets and events to allow for improved cross-promotion. 2. Seek some direction for OQ in support for clubs and organisations hosting regional events.	1. MTBSC 2. FNQROC	1. In progress 2. Pending
4.3	EOI development for Adventure Trails Working Group (release November 2025 for convening early 2026) Action: draft Terms of Reference and EOI and circulate to the committee (out of session)	1. FNQROC	Complete

8.0 – Update from regional club's roundtable #1 held on 10th February 2026

The first regional club's round-table was held prior to the committee meeting. The purpose of this meeting is to focus on Club specific business relevant to the implementation of the [Tropical North Queensland Regional Mountain Bike Strategy 2024-2034](#). The roundtable is an opportunity for

Club representatives to meet at a time more suited to volunteer committee members and investigate club specific issues in more detail. Key discussion items included.

1. **Outcomes of discussions with TTNQ re destination marketing**
2. **Opportunities for development of regional trail pass – hive pass system**
3. **Regional events calendar**
4. **Featured trails and rides promo's- what's out there now and what you would like to see in the future**

Actions arising

1. **Outcomes of discussions with TTNQ re destination marketing**

Action: 1. Confirm format for MTB tourism workshop within TTNQ annual conference. 2. Identify resources and expertise to take to the table.

2. **Opportunities for development of regional trail pass – hive pass system**

Actions: 1. develop an outline of a regional trail pass model based on Hivepass. 2. Investigate resourcing and partnership options for an accelerated development approach (e.g. - grants, regional organisations, RDA) 3. Initiate conversations with hivepass and convene clubs/partners Q&A session based on the proposed model. 4. Test option to table/develop trail pass model with TTNQ at 2026 conference.

3. **Regional events calendar**

Attached

4. **Featured trails and rides promo's- what's out there now and what you would like to see in the future**

Carried over due to time constraints

8 8.1 Adventure Trails Working Group – update

Travis provided an update on the working group. The Terms of Reference and EOI have been released. Application close today (13 Feb and workshop #1 is scheduled for March 11). 15 or more applications have been received so far.

8.2 Events and regional race calendar for 2026

A regional events calendar had been compiled and will be circulated with meeting minutes. Additional events should be forwarded to Travis for inclusion.

8.3 Destination marketing – next steps

Members of the committee and FNQROC met with TTNQ towards the end of 2025 to workshop MTB destination marketing needs and options in line with priority #4 of the regional mountain bike strategy. The meeting notes from the conversation have been shared separately with the committee. Opportunities and future direction identified include;

Opportunities and future directions:

- Mentoring and guidance for developing or growing MTB businesses so they can compete in the market by providing targeted and quality services.
- Coaching and guiding alongside bike hire and transport are essential to capitalise on the investment in trails – the region needs product beyond the trail.
- Club membership across all sports is challenging. New models of engagement are evolving. The strategy identified regional club membership of ~1,000 yet almost 18,000 social media followers – digitisation of membership and other value adds are an opportunity to reinvigorate engagement. This could also augment influencer marketing.
- A regional trail pass system such as that deployed in Queenstown could provide an opportunity for local tourism operators and businesses to connect and engage with the MTB industry – shared benefits of cross-promotion and incentive based revenue to trail maintenance [Home - Queenstown Mountain Bike Club.](#)
- The region needs to develop accessible MTB products and offerings to increase visibility and amplify its reputation and identity.
- Essential to cross-promote and build off each hub in the destination. Backing each other is crucial.
- Visitors need a clear purchase path presented to them when prioritising the region or the ride experience over/alongside other offerings or regions.

The next steps identified included;

1. There may be an opportunity to include an MTB industry development workshop session in the TTNQ annual conference in May-June 2026 – TTNQ to report back.
2. The development of a regional trail pass prototype or concept piece could be ready for launch at the Conference. This would offer an immediate path for collaboration.
3. Providing business development opportunities, guidance and mentoring to develop or grow grass-roots mountain bike products and experiences in the region is vital to formalising the industry.

8.4 Updates from around the room

Tablelands Cycle Sports, Atherton

Contour Works (construction) and Blue Sky Trails (project management) are engaged to deliver the \$1m recovery works program for Atherton Forest MTB Park. Works are underway on Trail 10 as weather allows. The Trail Trainees Supervisor position has been filled and the new VPG team have begun. TCS are considering a Shimano Trail Borne project submission for a shovel-ready descending trail from 3-ways which remains unconstructed from the initial build.

TCS will be hosting a Fundamentals Instructor Course with AusCycling on 8, 9, 10 May.

TRC – introducing Greg Bowden, General Manager, Placemaking TRC. Greg introduced himself to the committee. Cr Dave Bilney provided an update on Councils advocacy planning and focus into 2026. Priors Creek Parkland project Stage 1A is now complete.

QPWS – Atherton. VPG permit renewed for the Trail Trainee Program. Currently working at reinstating monthly operational meetings with TCS, VPG, Trainees and TRC to guide on ground works and projects. Tenure transfer process in progress under the revocation

of all forest reserves in QLD. Current operational footprint of the mountain bike trails will be included as will most of the area included in the concept design for stage 2. The major exclusion will be trails suggested for Mount Wallum to 3 Ways, this area will be transferred to National Park.

QPWS- Smithfield. Draft concept plan developed and currently being ground-truthed. Planning for Environmental and Cultural Heritage assessments are underway with survey planned for May. A community consultation package has been developed and the design will go out for public consultation with an online platform with interactive mapping. The design includes details on retained and new trails, recommended trail head locations, shuttle pick-up and drop-off points. Feedback will close on March 13.

Cairns Mountain Bike Club – The CMBC has been busy providing feedback into the trail expansion project and beginning planning for the busy events calendar for 2026. The executive for the club has undergone some changes at the recent AGM with Darren Foo taking on the presidency and Craig Nissen the VP role. The committee extended thanks to Rachel White for her leadership over the previous terms and the significant contribution to the club and the Regional MTB Strategy.

8.5 Games on funding program – 2026

Naomi provided an overview of the recently released [Games On](#) infrastructure funding. The funding is delivering legacy for the 2032 Olympics. There are two programs within the round; the Partnership Fund, for large projects minimum \$1m (funded \$500,000-\$830,000 with co-contribution 50-10%) and the Field of Play Program for funded projects beginning at \$50,000 up to maximum of ~\$1.6m with 10-20% co-contribution. Registrations of interest close 18 March with invitation for full applications mid-June. Applications are best developed in consultation with regional Sport and Recreation Reps and will need to be submitted through the grants portal. Build complete dates 2028/29.

8.6 Trail audit training

As per business arising update 3.1

8.7 Trail Forks update

Minor mapping updates were implemented for Smithfield based on recommendations from Blue Sky trail audit undertaken in August 2025.

9	2026 workplan
10	Advocacy
11	Next meeting June 26
12	Meeting close

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5.1 Regional Clubs Roundtable action	5. Outcomes of discussions with TTNQ re destination marketing Action: 1. Confirm format for MTB tourism workshop within TTNQ annual conference. 2. Identify resources and expertise to take to the table.	1. FNQROC 2. Steering committee, Clubs
5.2 Regional Clubs Roundtable action	6. Opportunities for development of regional trail pass – hive pass system Actions: 1. Develop an outline of a regional trail pass model based on Hivepass. 2. Investigate resourcing and partnership options for an accelerated development approach (e.g. – grants, regional organisations, RDA) 3. Initiate conversations with hivepass and convene clubs/partners Q&A session based on the proposed model. 4. Test option to table/develop trail pass model with TTNQ at 2026 conference.	1. FNQROC 2. FNQROC, committee 3. FNQROC, Clubs 4. FNQROC, Clubs, Committee