



# ST HELENS MOUNTAIN BIKE TRAILS

## Business Information Sessions Report back

On 20 August Break O'Day Council held the first of four Business Information Sessions on the St Helens Mountain Bike Trails at Tidal Waters, St Helens.

Around 50 people attending the session, if you were unable to make it, here is a bit of a run down on the main points discussed.

### Trail Update:

The session kicked off with an update on the trails which are on schedule for opening on 22 November 2019, at this stage it looks like almost the entire network will be ready for the opening. The trail update also included information about the Bike hygiene station – more on that later.

### Imagery and where to get it:

We discussed the ways in which businesses can get imagery of the St Helens Trails to use for their own promotion considering that the trails are closed and technically a construction site so no access for photography is allowed on the trails at this point. The good news in the Council has a heap of images they are happy to share depending on what you want to use them for. They also reminded businesses that the St Helens Mountain Bike logo is trademarked which means there is no using this logo without specific permission from the Council.

### Official Opening

Its official! The official opening of the St Helens Mountain Bike Trails will take place on Friday 22 November with an epic MTB fest dubbed the "Mountains to the sea trail fest" on Saturday 23 November. The Saturday event will be all about community and celebrating the opening of the trails with lots happening in the centre of St Helens including demos from Shape 'n' Ride, stunt riding from Borys Zagrocki plus loads more... are you excited coz we are! This is still in the planning stages and we are hoping that local businesses and community groups will get on-board with their own ideas! Just get in touch with jayne.richardson@bodc.tas.gov.au

### Business Opportunities

It was announced at the session that Council had been working on a Trail Ambassador program. This is a tiered sponsorship model aimed at Break O'Day businesses. Packages will include benefits for businesses like promotion on the trails website and at the trailhead as well as the sale of merchandise and the use of the trails branding depending on your sponsorship level. Currently the program is being market tested by local businesses. We hope to release this document in the coming weeks. If you would like to receive a copy of this document please email [Jayne.richardson@bodc.tas.gov.au](mailto:jayne.richardson@bodc.tas.gov.au)

It was also announced at the session that there would be one commercial opportunity at the Trailhead at Flagstaff. This opportunity would be for a removable structure, ie shipping container that would serve MTBers food and drinks as well as sell merchandise etc. The agreement would be a sub-lease through Council and will be opened up through an Expression of Interest arrangement. Again please advise Jayne if this is something you are interested in.

Following on from these business opportunities was a presentation from Kingthing marketing on the Digital Ready Program. Kingthing's team have secured funding to run FREE digital marketing seminars in St Helens on Friday August 30. These sessions include Social Media Fundamentals at 4pm and Website Fundamentals at 10am, these sessions will be held at Tidal Waters. They are also offering free 2hr one-on-one mentoring sessions in St Helens. Head to the Kingthing website to book yourself a time or for more information, [www.kingthingmarketing.com](http://www.kingthingmarketing.com).

**Business Information Sessions  
will be held on:  
September 23,  
October 22, and  
November 14**

## Bike Hygiene Station - A local Success story

We are pretty proud of our Bike Hygiene station! As there was simply nothing like this in the state (or world) that we could find we decided to design our own!

With the help and advice of Parks and Wildlife Service, NRM South and South Australian eco-warrior Gary Muir and the professional know-how of local businesses like ACE Electrical and East Coast Welding, we designed and built our own.

We wanted to have more than a station for just hosing your bike, we wanted a Bike Hygiene Station that would help stop the spread of Phytophthora (PC) or root rot. This devastating disease can cause the die-back of native flora like the Xanthorrhoea (grass tree) and as our trails take riders on adventures through various environments, some more fragile than others, it was important to us that we did all we could to stop the spread of PC.

In order to make sure that our messages are loud and clear around the spread of PC, we will be running a "Keep it Clean" educational campaign that not only encourage riders to use the stations supplied in the more sensitive areas, but to make sure that riders come to the trails with a clean bike to start with.



## MTB Success Stories

If you are a local business still doubting the effect mountain bike visitors will have on our town and area, you may be surprised to know that some St Helens' businesses are already experiencing the benefits. Gary Pannan from the East Coast Proviore supplying businesses in Derby with not just Tasmanian produce, but produce from our region and this has proven to be a real winner with MTBers.

Gary has not only been supplying food outlets and super markets with local meat, he has also been working with Air BnB owners and supplying their guests with special Tasmanian Produce hampers. The hampers include meats, cheeses, condiments and more from our region. He has also been taking specialty orders from guests.

"We are finding that mountain bikers want the full Tasmanian experience, they want to ride the trails and taste the produce," Gary said.

"We had one customer who placed a huge order and when I rang to check the cost with him, he was more than happy to pay and asked what else we had in store!"

The moral of this business success story is to think outside the box, know and understand your customer and don't be afraid to collaborate!



Gary Pannan from the East Coast Proviore with one of the hampers on its way to Derby

## THANK YOU

Just a quick thanks for all those that took part in the Business Survey we sent out a couple of weeks ago. This data will be instrumental in determining the effect of the MTB trails on the area!

The St Helens Mountain Bike Trail Project was made possible with funding support from our partners:

