



ST HELENS MOUNTAIN BIKE TRAILS

Introduction

Located on the beautiful East Coast of Tasmania on the doorstep of the region's major city St Helens, the St Helens Mountain Bike trails will transform the area into a MTB and adventure mecca.

Tell us about the Trails...

Bay of Fires Trail

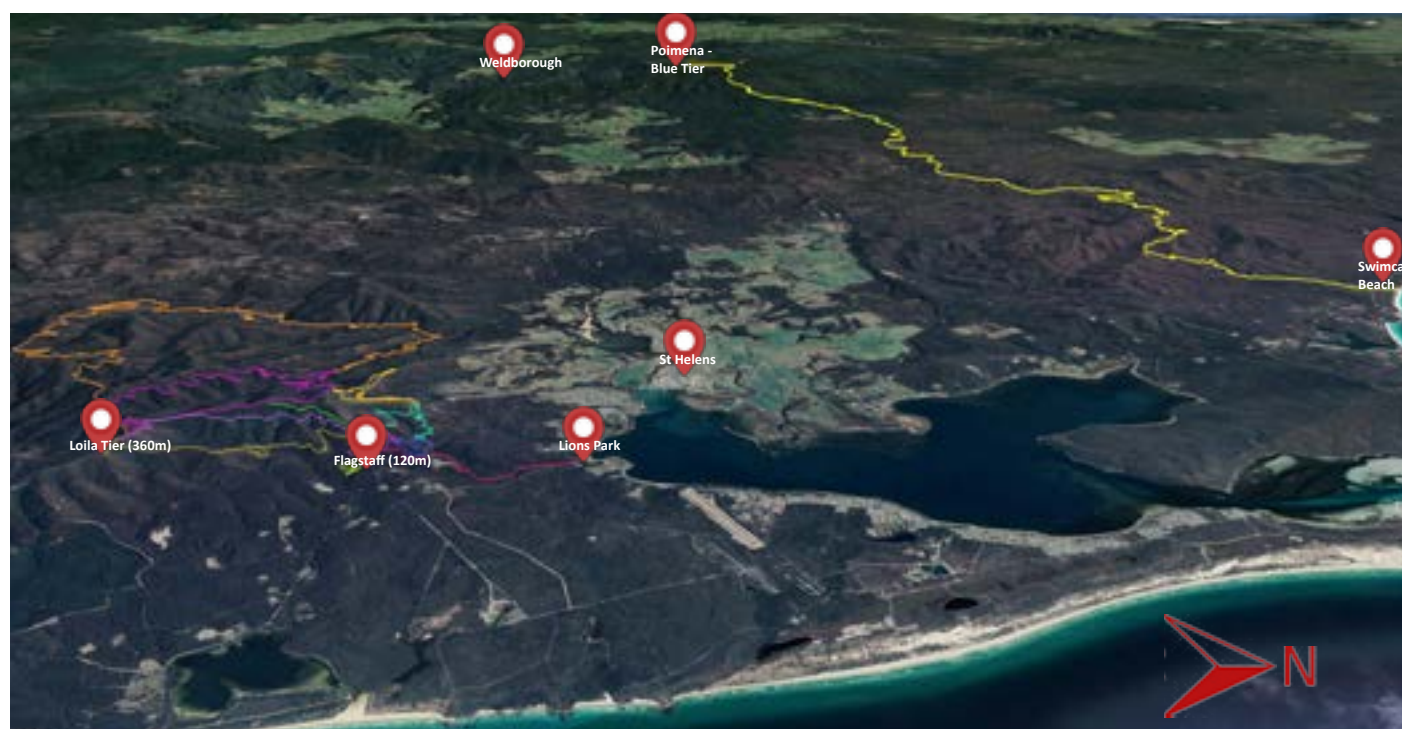
Starting at the top of the scenic Blue Tier near Weldborough and ending at the pristine white sands and crystal clear turquoise waters of the Bay of Fires, where else in the world could you end your ride with a refreshing dip and a beach picnic? Spanning 46 kilometres that meander through changing environments from alpine to coastal heath, this trail offers an immersive Tasmanian environment experience. Breathe in the scent of eucalyptus, feel the fingers of man ferns tickle your arms and legs and keep your eyes peeled for some of the areas unique flora and fauna as you experience the exhilaration of the east coast of Tasmania.

St Helens Stacked Loops

Featuring 10 loops of varying length and skill, three descents and one shared use trail, the St Helens Trail Network project has been designed to offer a range of experiences suited to the beginner, the family or the mountain bike enthusiast. Each trail will offer something different and will lead you to hidden and secret spots. One of these places is the appropriately named Dreaming Pools. You will enjoy stunning vistas of Georges Bay and enjoy the freedom and experience of being in nature while still only being minutes away from the town centre. The multi-use trail is a unique part of this project and offers a link from the trailhead to Georges Bay where it connects with a trail that follows Georges Bay into the town of St Helens.

“ St Helens with its spectacular white sandy beaches, surf locations and stunning mountain backdrops will quickly become the world's most iconic beachside ride destination.”

Glen Jacobs, World Trail



A Trailhead on a whole new level

A trailhead is traditionally a starting point of a mountain bike trail, but we have taken our Trailhead plans to a whole new level. The St Helens Mountain Bike Trails trailhead will be located at Flagstaff, where the stacked loop network is found.

Our trailhead has been designed to be sympathetic to its surrounds and is located in a tranquil bush setting with access to the town of St Helens via a multi-user trail allowing pedestrian and cycle traffic in both directions. The trailhead area will provide plenty of recreational space for hanging-out before and after a ride. There will also be a range of different facilities including; toilets, outdoor furniture, carparking, bike wash-down station and more.



What's next?

We are now in the process of finalising our Brand and Marketing strategies with marketing agency Kingthing Marketing and after much deliberation, we have re-launched the St Helens Mountain Bike Trails logo. The new logo was developed with feedback from a variety of people who we determined to be part of our main target audience. The new logo has now been launched through the MTB trail's social media, Facebook and Instagram as well as on the website. If you haven't already checked out the Facebook and Instagram pages please make sure you do as a steady stream of content will now start rolling out across both channels that you can share and promote through your own channels. Part of our

“After walking into a full-size supermarket and purchasing a fresh pokè bowl with extra wasabi, we laughed, ‘we’re not in Derby anymore’! St Helens is a very established region on Tasmania’s popular Great Eastern Drive ... It’s a place full of holiday things, laid back coastal vibes and a healthy lifestyle.”

Mick Ross, Flow MTB

work with Kingthing involved the development of some professional photography and video which will make up this content. The video has already been shared more than 250 times and been viewed approximately 20,000 times.

In the coming months we plan to start engaging with our community and business community so we can explain the project in more detail, answer any of your questions but most importantly, start talking about the ways businesses can leverage off the trails and the anticipated increase in visitation. Again, keep an eye on either the Break O’Day Council Facebook page or the Trails page for further information.

MTB Success stories

To get you thinking, we have provided a bit of a snapshot and link to a successful Mountain bike initiative.

Bike Taupo

A Mountain bike advocacy group driven by the community, Bike Taupō aims to promote cycling for transport and recreation.

The organisation is purely volunteer based (no paid positions) and features nine dedicated members who are motivated by their love of the area and their understanding of what the trails mean to their community culturally and economically.

Formed in 2002, the group works alongside the local Council to help promote the trails in the area as well as educate visitors to the area about the trails.

This group has not only been involved in the construction and maintenance of the trails, they also run a website which collects membership and donations. This money is then put back in to the trails for maintenance etc.

For more information check out www.biketaupo.org.nz



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

