



**ST HELENS
MOUNTAIN BIKE
TRAILS**

Industry Toolkit 2019



Australian Government



Tasmanian
Government



Break O'Day
COUNCIL

Thank you to the State and Federal Governments for funding the St Helens Mountain Bike Trails

The Project

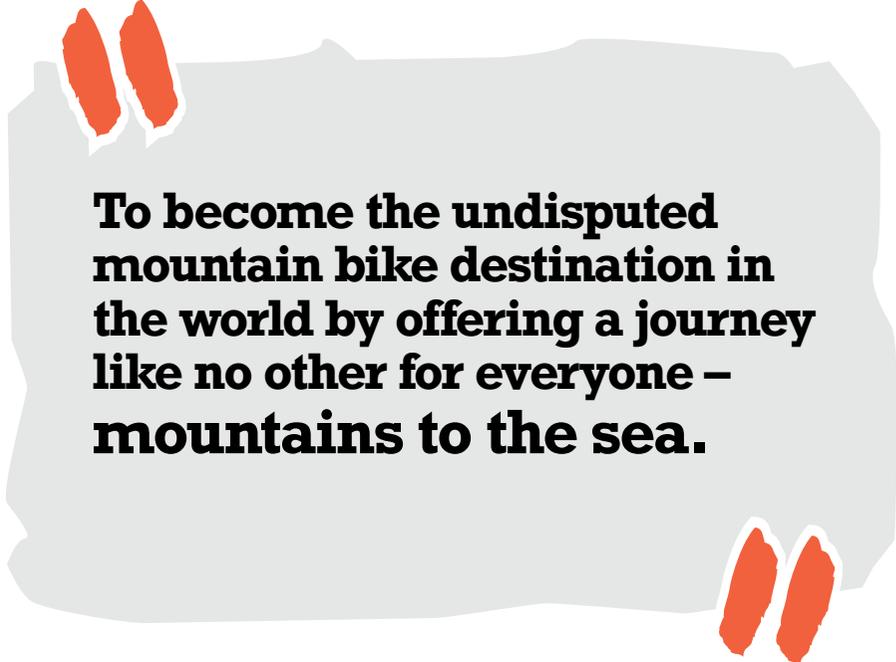
The St Helens Mountain Bike Trails project is the exciting development of two world-class mountain bike trail projects within minutes of the town:

- The St Helens Stacked Loops feature 10 loops of varying length and difficulty, three descents, and a town link, which is a shared use trail for pedestrians and riders.
- The iconic Bay of Fires Trail is a 40+ kilometre adventure trail that starts at Poimena and finishes at Swimcart Beach. This trail will connect with the existing Blue Tier Trail.

Both trails will be completed by November 2019. Already there is a waiting list of mountain bikers from all over the world excited to ride more beautiful trails in the north east of Tasmania.

Already, Tasmanian destinations such as Blue Derby and Maydena Bike Park have seen a significant increase in visitors. The good news is that St Helens is really well positioned to accommodate the needs of visitors either seeking adrenaline rides or a fun activity as part of a beachside family holiday. St Helens is set to be the perfect base for both the Derby and St Helens trails with accommodation, shuttles, food, drinks, massages, bike servicing, and equipment, all at a lovely East Coast seaside town. The goal is to work together as a community to attract mountain bikers to the town to spend their money in the Break O' Day community.

Vision:



To become the undisputed mountain bike destination in the world by offering a journey like no other for everyone – mountains to the sea.



The Benefits

What is the Visitor Economy?

The Visitor Economy is just a fancy term for money spent by visitors in communities on experiences, services and products. It is like the term 'tourism' but it goes a bit further – if a business relies on visiting customers of any sort either through retail or through providing services, they are a part of the visitor economy. This includes petrol stations, hairdressers, take away shops, farms, hotels, builders, bakeries and supermarkets.

Does the visitor economy matter to the East Coast?

Yes – according to stats from East Coast Regional Tourism Organisation, the east coast of Tasmania is the sixth most dependent region on tourism in Australia. In other words, it really matters to us! Tourism contributes over \$120 million to the East Coast economy and directly employs 1500 people, and 600 indirectly. Nice! The East Coast saw 653 000 visitors in 2018, with over half of these visitors being from the mainland or overseas.

Why Mountain Biking?

As a partner of the Blue Derby Mountain Bike Trails, Break O'Day Council saw the effect the MTB trails could have on a regional area and always had a Stage 2 on their minds. As the East Coast is a tourist destination already, it made sense to the Council to further develop tourism projects that would grow the economy, benefit residents and align with the great East Coast lifestyle and culture, like the St Helens Mountain Bike Trails projects.

What are the benefits?

It is envisaged that the trails will directly benefit small business owners in the municipality by attracting more customers, making businesses more profitable, creating jobs, attracting skilled workers, and upskilling existing team members. The trails will also be open all year round, which will help soften the traditional slow winter months when visitation to the East Coast drops off. It is exciting because developments such as these provide opportunities for young people to stay in the region, pursue a tourism-related career, run businesses, chase their dreams and live a rewarding life on the east coast of Tasmania, something that so many city slickers can only dream of!

Infrastructure

Break O'Day Council were successful in securing grant funding from both Federal and State Governments in what is often a very competitive environment. Clearly all levels of government believe in the project too! The funding has been used to build the St Helens Mountain Bike Trail network, which includes both the Bay of Fires Descent and the Stacked Loop trails.

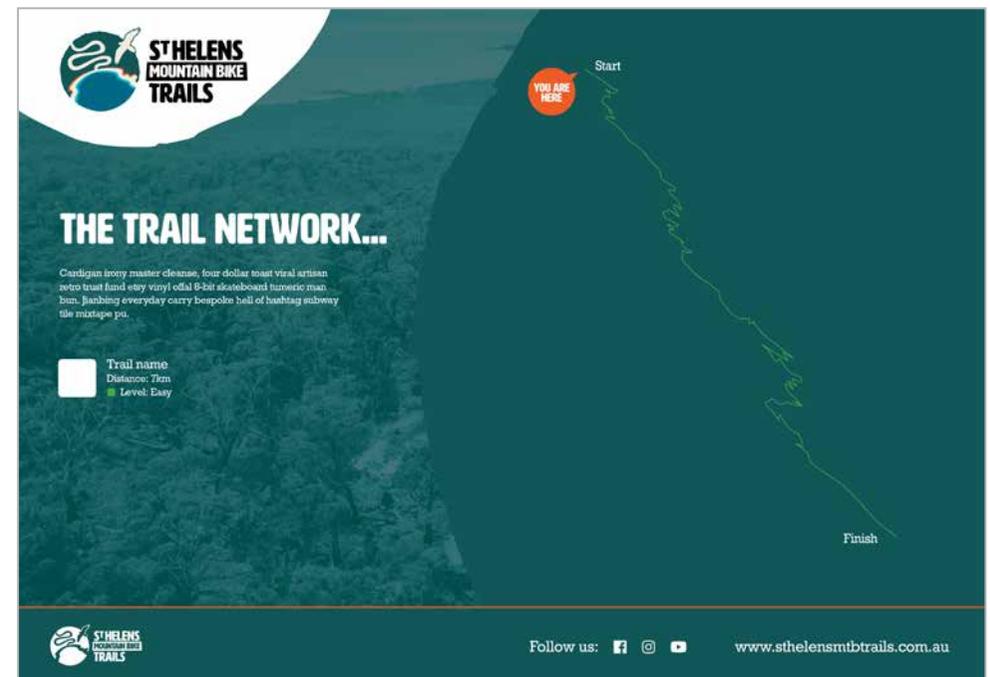
The trails will be owned and managed by the Break O'Day Council, with the council currently investigating opportunities for the trails to be financially sustainable in their own right.

Signage will start to appear in various locations across the town to direct visitors to facilities and the start of the trails. The trails themselves will be signposted with details of the difficulty and length.

The term 'trailhead' simply means the start of the trails. So the Trailhead for the Stacked Loops will have signage, toilets and car parking. The area will be large enough for recreational activities and will be spacious enough to hold various events in the future.

The Bay of Fires Trail will end at the stunning Swimcart Beach, which is managed by the Tasmanian Parks and Wildlife Service, and Break O'Day Council will continue to work alongside Parks and Wildlife staff to effectively manage the site.

It's a pretty exciting time, St Helens and the Break O'Day region is already seeing new businesses move to the area as well as the expansion of existing businesses in line with the trail project launching.



For presentation purposes only.
(Not final artwork)



Who are these mountain bikers?

Understanding who these new visitors are and what makes them happy is really important to making them feel welcome in Break O' Day. Once you understand who the mountain bikers are, it makes it easier to communicate with them in a way that will make them want to come back to you again and again. Lots of work will be done to attract mountain bikers to our region but, once they get here, we will need to look after them as a community so they can share their amazing experiences with their friends and family!

So let's take a look:

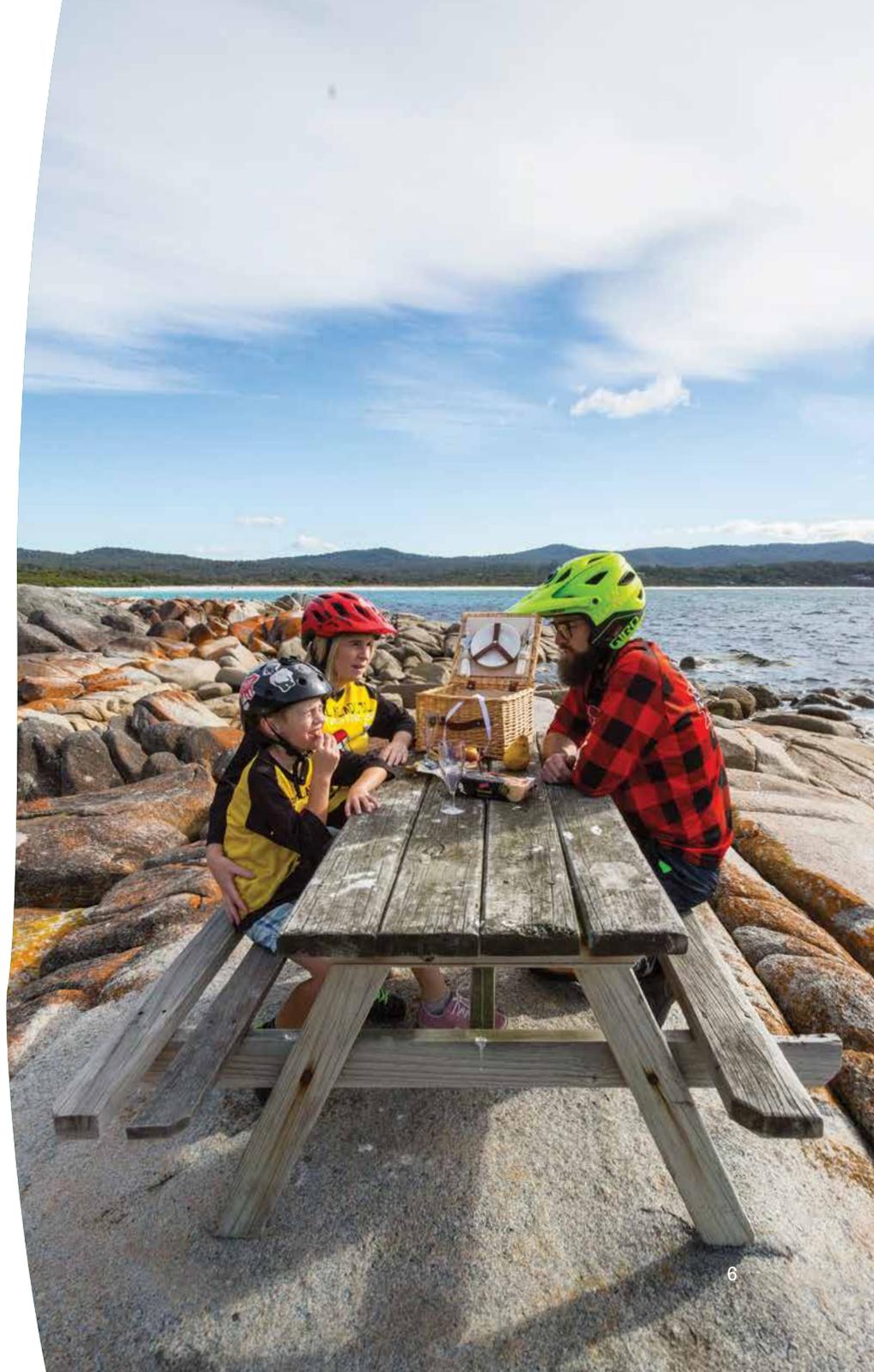
Mountain bikers are a weird bunch – they get up early; wear lots of fancy expensive bike riding gear; get excited about riding fast; are very protective of their (often-expensive) bikes; are prone to eating a whole pizza by themselves; are almost tribal with their mates; and are a bit obsessive about their passion. They are typically good-natured and happy for a chat but get them talking about bikes and they just can't stop!

Primary Market: Destination Adventure Mountain Bikers

The most likely riders to visit are typically males who have money to spend on things they enjoy. They are professional or semi-professional and chase personal achievements. They work hard, are time poor and are prepared to pay for good experiences. They are typically aged between 30 and 55, and fly into Launceston Airport from Melbourne, Sydney and Brisbane. These riders ride for fun, for stress relief, to challenge themselves and to spend time with their mates. They will always bring their bikes with them on the plane, and the cost of their bikes are upwards of \$5000!

Secondary Market: Adventure-Loving Families

The second most likely riders to visit us are the adventure-loving families who want to mountain bike while on holiday. This segment may include parents who are experienced mountain bikers, but the families overall are generally categorised as beginner to intermediate. They may view mountain biking as a secondary motivation for their visit, and will either bring their bikes on holidays or hire bikes locally. Usually, mums aged between 30 and 45 make the decision on where the next family holiday will be. They are active and healthy and are middle to higher income earners. They value travel, family time, being active and spending time in nature.





What do they want?

Here are some of the things established mountain bike destinations do in order to make visiting riders' holidays great:

- Some bike riders love their bikes more than anything (yes, really!) so they value a secure place to store them at their accommodation. Often they will take their bikes inside (don't worry, they will clean them) of a night because they are worth so much and don't want them stolen, so secure outdoor storage is really appealing for everyone concerned
- Clear and accurate information available on what trails there are, and how to get to the trails from your business. Even a map they can take a photo of suits them fine as often paper maps will get damaged on the trails
- At their accommodation, the ideal is to have wash-down bays for bikes with brushes for cleaning, or at least a hose and somewhere to stand the bikes for a wash
- Cleaning and drying facilities for their clothes
- WiFi access to do their own research and update their social media on how great riding is in Break O' Day!
- They churn through heaps of water so they love a free drink bottle refilling station
- Shuttle services to take them to the top of a descent
- Parking close to the trailhead and in town
- Public toilets at the start of the trails and in town
- Carports are a no-go for bike riders because it is so easy to drive on in with your beloved bike on top of your car – it never ends well!
- Tools to repair bikes plus lube, tubes, pumps and basic spare parts. Remember – they are happy to pay for the convenience
- Ability to hire equipment if they forget, lose or break theirs
- And, most importantly, they love nothing better than a pre ride coffee (and a good coffee) and at the end of a ride - a couple of beers and a hearty meal such as a burger, parmy, lasagna, chips, pizza – anything with carbs!

How do they want to be treated?

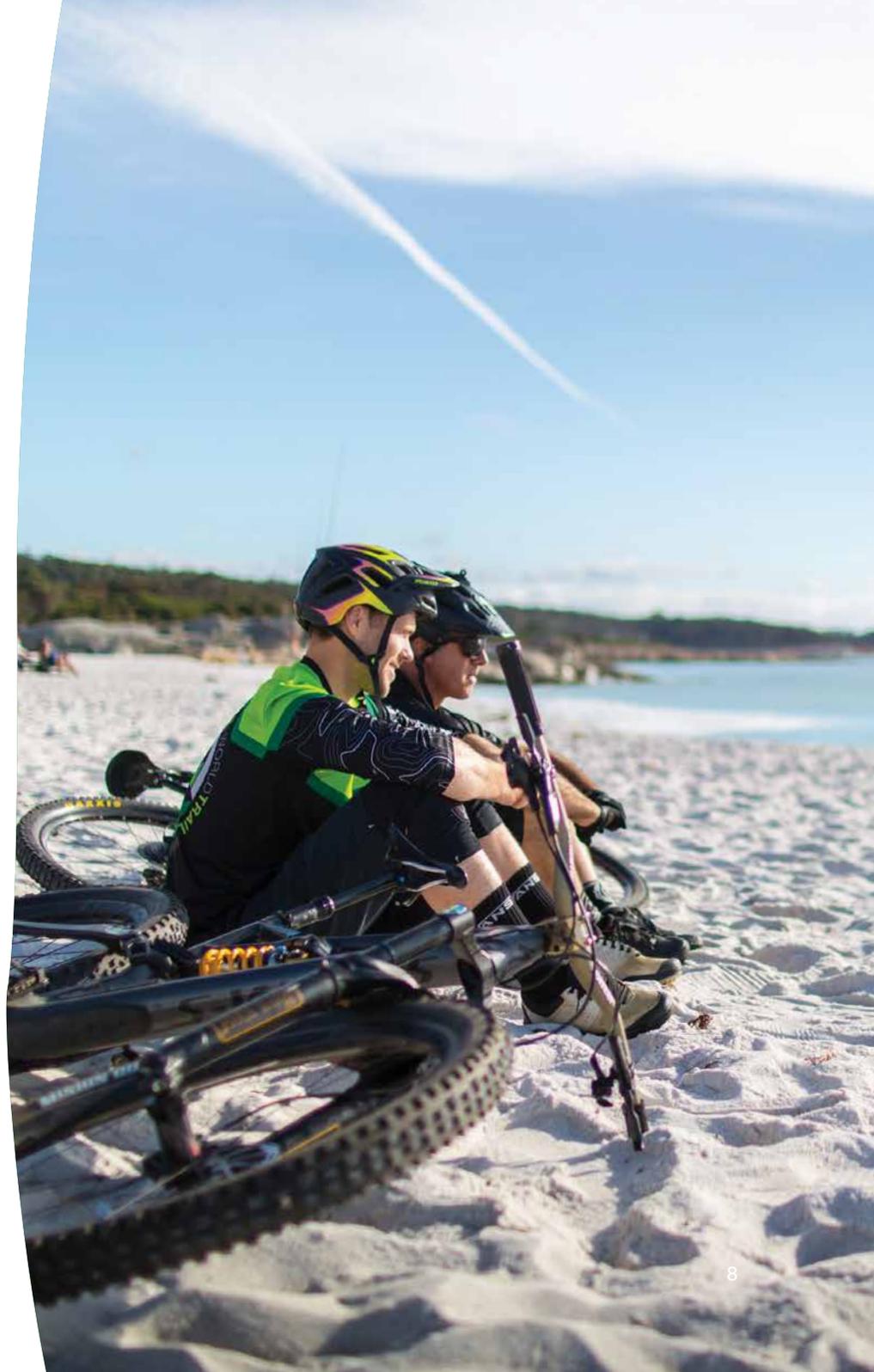
“If your community is not involved, you’re sunk. Visitors’ first stop is often the gas station, grocery store or welcome center. If the person there is not inviting to mountain biking, the next bicycling place may be just a short drive further.”

- Troy Rarick, founder of Colorado’s Mountain Bike Destination

Customer service is paramount. It’s important that your business is delivering outstanding service and exceeding expectations of visiting mountain bikers to ensure they are left thinking how great St Helens is for mountain bikers. In turn, they will go home and create new referrals for you. Every experience someone has with your business – from answering the phone, replying to emails, even your website – is creating the customer service experience. Examples of good customer service skills include:

- Offering genuine, friendly welcomes
- Following up on any feedback you receive from your customers
- Handling complaints and returns gracefully
- Understanding your customers’ needs and wants
- Exceeding your customers’ expectations
- Going out of your way to help your customers

Local, knowledgeable staff is an important part of the customer service offering. Investing in team training to upskill your staff on both MTB information and how to conduct themselves will help create loyalty and return business for you. For more information on how to develop a customer service strategy, visit business.gov.au and search ‘customers’.



The Brand

Brand work

There is a lot of background work done to pull together a brand. A workshop was conducted with consultants and stakeholders to develop this infographic to help everyone understand the brand:

The visual brand

Out of the brand work above, the final version of the St Helens mountain bike logo was created. If you look closely you will see...



- Mountains/Forest
- Ocean
- Trail/Beach/Sea Eagle
- Rocks

The entire visual brand including logo, text and colouring is owned by the Break O'Day Council and is being trademarked. The visual brand will be used on the official online channels, signage and printed material to promote the trails. Businesses in the Break O'Day region may be able to use the logo for their own promotion but will need to seek permission from Break O'Day Council.



Core messages

To get the message out that we are a great mountain bike destination, it is beneficial if we, as a community, can use the same core messages – the more that people hear the same messages, the more it will sink in.

So when developing a social media post, words for your website, words for a brochure, responding to a review, or even just chatting to a visitor, try to include some of the below core messages in your own words.

If a potential customer rings up from Sydney wanting to know why they should come to Break O' Day instead of another Tasmanian destination to ride their bike, you could reply with one of the following phrases;

- The trails are world class
- You can end your ride by dipping your toes in the water at one of Tasmania's most pristine beaches in the Bay of Fires
- This is the place to bring your family as there is so much to see and do
- You will be welcomed and become a part of the seaside township of St Helens
- The trails will be rideable all year round due to the temperate climate
- There is a trail for everyone, including small children, families, and recreational riders

... 'Ride mountains to the sea'



Social Media

What is content? It is just simply the words, images and video that you use on social media to promote your business.

Here are some rules about creating great content:

- 1 Content should be engaging, align with the brand and resonate with the target market
- 2 Content should generally follow the 80/20 rule. This means posting 4 updates that benefit followers, such as educational or entertaining, for every 1 post that has a 'sales' focus
- 3 Content posted on Facebook and Instagram should be different

Facebook content can be more 'long-winded' and informative as this is the social channel to showcase customer experiences and tell a story.

Instagram content should focus on excellent images.

Tips for creating great content:

- The age of people in your photos should be the same as the people who you are trying to attract
- Images should be high quality
- Filters: use the same filter each time you post, or use none
- Faces get 38% more likes than photos not showing faces
- Encourage interaction by 1) asking a question; 2) using fill-in-the-blank statements; 3) asking to caption a photo; 4) getting people to vote using polls

- Posts tagged with a location get 79% higher engagement than posts not tagged with a location
- Use other people's photos, known as User-Generated Content, by searching and then tagging St Helens Mountain Bike Trails location
- Always acknowledge the source of the images or videos (by tagging the source/original content creator) to avoid copyright infringement

Hashtags

It's important to use hashtags on Instagram (but not on Facebook) to help get your images and business found online. 6–10 relevant hashtags is ideal (these should be in the caption and not the comments) but you shouldn't use the same set of hashtags every time. Hashtags expand your reach to trail bike riders around the world and can get you featured on large tourism accounts, like [@tasmania](#) (Tourism Tasmania) and [@australia](#) (Tourism Australia), who have millions of followers.

Here are some hashtags you could use:

[#sthelensmtb](#) [#mtblifestyle](#) [#mtb](#) [#eastcoasttasmania](#) [#discovertasmania](#)

Accounts you might like to follow:

[@sthelensmtb](#) [@bluederby](#) [@mtbaust](#) [@globalmountainbikenetwork](#)
[@iamspecialized](#) [@giantbicycles](#) [@thredbomtb](#)

How can businesses and the community get involved?

Break O'Day Council have been researching and developing ideas for business and community involvement in the St Helens Mountain Bike Trails so keep watching this space!

Some of the models that Council are looking at include MTB networks in New Zealand towns like Taupo, Nelson and Rotorua.

If you are interested in how other trail networks manage this, we recommend you check out:

Bike Taupo: <https://biketapo.org.nz/>

Ride Rotorua: <https://riderotorua.com/>

Nelson Mountain Bike Club: <https://nelsonmtb.club/>

Data Collection

Having reliable and accurate information means that Council and your business can report on and understand the impact that the St Helens Mountain Bike Trails are having on the region, businesses and visitors.

To truly understand the impact that the trails are having on our community, the council will be collecting visitor data once the trails open. Some of the types of information Council will be collecting is:

- Visitor numbers
- Where visitors are coming from
- Purpose for visits
- How many nights they stayed
- Average daily spend
- Number of employees

Having this data for a business means that planning for the future is easier. It allows you to forward plan, examine trends, understand the needs of visitors, and develop promotions and ideas that will benefit your business.

For Council, it allows them to share in real terms the success of the St Helens Mountain Bike project to the State and Federal Governments who provided funding support. This gives the government bodies confidence in the project and increases the chances of future funding.

The data will also assist in understanding seasonal trends; planning for infrastructure (toilets, car parks, playgrounds) and the needs of visitors; and applying for grant funding for future community developments. You can help by sharing your own information with the council or by taking part in a business survey that Council plan to send out quarterly. Any data provided will be strictly confidential.

Other opportunities

Destination Action Plan (DAP)

There is a dedicated local committee for the St Helens DAP who focus on tourism development activities in the area. They are always looking for members so if you are interested contact the East Coast Regional Tourism Organisation.

East Coast Regional Tourism Organisation (ECRTO)

East Coast Regional Tourism Organisation run marketing campaigns that businesses can participate in. They produce a visitor guide and you can list your products on their website.

Tourism Industry Council Tasmania (TICT)

The TICT facilitate accreditation and the state tourism awards program, of which winners are entered into the Australian Tourism Awards. tict.com.au/awards

Tasmanian Visitor Information Network (TVIN)

The TVIN can help market businesses through brochures and displays as well as sell tickets and make sales. There are 21 accredited visitor centres across Tasmania.

St Helens Visitor Information Centre (VIC)

The St Helens Visitor Information Centre is a part of the TVIN and has a range of information on local businesses and activities. The centre is often a visitor's first port of call for advice so it's well worth your while making sure staff at the centre know all about your visitor offerings.

Tourism Tasmania

Tourism Tasmania's role is to attract visitors to Tasmania from interstate and overseas. They are always looking for new and exciting products to promote, particularly on social media.

Tourism Tasmania's Image Library

Tourism Tasmania has a fantastic image library chock-full of images that you can access to use for free in your marketing. You need to register and there are copyright restrictions, but as a general rule, if you are promoting Tasmania, Tourism Tasmania want you to be putting our best foot forward!
<https://visuals.tourismtasmania.com.au/>

Visiting Influencer Program

The Visiting Influencer Program is an opportunity to have journalists, bloggers and influencers visit and experience your product. From this, they share their experience with their networks and hopefully promote your product through their endorsement. This program is run by Tourism Tasmania.

Australian Tourism Data Warehouse Database

ATDW-online is the national digital database of tourism products. As an operator, you can load comprehensive information about your product including photos and videos. Once your product is listed in the database your product can be accessed through the consumer websites, discovertasmania.com and a network of over 200 tourism distributors. When you need to update pricing or change images, you only need to change them once and this change will feed into all of the other platforms. For more information on a free ATDW listing visit www.tourismtasmania.com.au

Awards

Awards programs are run in a variety of industries and can significantly lift the profile of your business. The two main awards programs for the tourism industry are the East Coast Tourism Awards and the Tasmanian Tourism Awards. The East Coast Regional Tourism Organisation will be able to assist you to find a program that suits your business.

Review Pro

A powerful, time saving tool offered by the TICT that scans 175 travel review websites and collates any reviews on one platform. As an operator, it means you save time while effectively managing your reputation. See www.tict.com.au

Accreditation

Tourism Accreditation

The Australian Tourism Accreditation Program (ATAP) is a great way to improve your business processes and is a demonstration that you are committed to excellence.

Bike Friendly Accreditation

The Bike Friendly Accreditation Program aims to develop a consistency in service across the state for visitors who are travelling with bikes. It ensures that businesses are offering services that cyclists need. For businesses in St Helens, it is definitely an accreditation that will be important for visitors.

Ecostar Accreditation

This accreditation is a demonstration that a business is making responsible steps to minimise their impact on the environment and respect local culture.

Accommodation Star Ratings

Star Ratings reflect the cleanliness, quality and condition of the facilities with a rating out of five. Star ratings can be used for all types of accommodation.

Check out www.tict.com.au for information on all of these accreditation programs.

Need help?

If you are new to the tourism industry and don't know where to start with your business, there are lots of programs and supportive organisations that can help you find your way.

Break O'Day Council – Economic Development Officer

If you need information or help with business development in the Break O'Day area, get in touch with Break O'Day Council's Economic Development Officer, Tim Gowans: admin@bodc.tas.gov.au

Break O' Day Council - Planning and Building

If you need advice about the above, make sure your first port of call is Break O'Day Council on 6376 7900 or email admin@bodc.tas.gov.au

Digital Ready Program

The Digital Ready program is run by the Department of State Growth to upskill small businesses in all things digital. The state government contracts coaches who can tailor-make a one-on-one coaching session with you to advise you on digital marketing basics, coach you on how to create a Facebook post, or even teach you how to turn your computer on if that's the help you need. The 2 hour session is FREE and you'll walk away with the knowledge to manage your business digitally. <https://digitalready.tas.gov.au/>

Business Enterprise Centres

The BEC is a statewide network of business advisors and mentors created to help small businesses and their owners succeed. The contact for Break O'Day is Nick Crawford manager@smallbusiness.org.au, or for more information www.smallbusiness.org.au

Grants

Everyone loves free money. Grant submissions can take a lot of work to prepare but can be significant for your business if you are wanting to progress it to the next level. The money is used to deliver the objectives of the agency who is distributing or funding them, and they typically look to create employment and boost the economy. The money is taxpayers' money, so the whole process is highly scrutinised and transparent, therefore your reporting must be spot on. The best place to start is to check out the available grants at <https://www.business.tas.gov.au/>

Where to find information

For Visitors

Visitors and those considering visiting will be directed to the following 'consumer facing' online resources:

Website: www.sthelensmtbtrails.com.au

Facebook: www.facebook.com/StHelensMTB

Instagram: [@StHelensMTB](https://www.instagram.com/StHelensMTB)

For Locals

As well as the resources above, the table below lists some key organisations and contact details that can assist with new or existing businesses:

You can also register for the Break O'Day Council's monthly MTB newsletter by emailing jayne.richardson@bodc.tas.gov.au

Destination Action Plan

If you are interested in the future of the destination, it's worth reading the St Helens Destination Action Plan. Known in the industry as a 'DAP', it is a plan that has been developed by the local community to identify opportunities and challenges to St Helens becoming a better destination. The purpose of the DAP is to guide the development of the destination and is useful when seeking funding from state or federal governments. DAP groups exist in many destinations, and either the Break O'Day Council or East Coast Regional Tourism Organisation can provide you with a copy, and guidance on how you can be involved.

Organisation	Acronym	Web	Contact	How they can help
Break O'Day Council (Lead organisation for the trails)	BODC	www.bodc.tas.gov.au	Tim Gowans - Tim.gowans@bodc.tas.gov.au Ben Pettman - Ben.pettman@bodc.tas.gov.au Jayne Richardson - Jayne.richardson@bodc.tas.gov.au	Economic development Trails Project Manager Marketing and branding
St Helens Chamber of Commerce and Tourism			Peter Paulsen - peter@bayoffiresdive.com.au	Local business support
Break O'Day Business Enterprise Centre	BEC	www.smallbusiness.org.au	Nick Crawford - manager@smallbusiness.org.au	Business advice
Tourism Industry Council Tasmania	TICT	www.tict.com.au	info@tict.com.au	Tourism accreditation Tourism awards Tourism conference
East Coast Regional Tourism Organisation	ECRTO	www.eastcoasttourism.com.au	info@eastcoasttourism.com.au	Business development, marketing
Chamber of Commerce	TCCI	www.tcci.com.au	Northern Office: laun@tcci.com.au	Business advice
Tasmanian Hospitality Association	THA	www.tha.asn.au	enquiries@tha.asn.au	Workforce development Employment relations
Business Tasmania	BT	www.business.tas.gov.au	ask@business.tas.gov.au	Starting point for a new business



Australian Government



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