



**MANJIMUP**  
**TRAIL BIKE HUB**

# **MANJIMUP** **TRAIL BIKE** **FRIENDLY** **BUSINESS PROGRAM**



SCAN ME

**The Manjimup Trail Bike Hub Experience**

***...more than just the trails!***



**MANJIMUP**  
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# INTRODUCING THE MANJIMUP TRAIL BIKE FRIENDLY BUSINESS PROGRAM

The Manjimup Trail Bike Friendly Business Program aims to ensure Trail Bike Riders **feel welcomed and supported** when visiting our region, and that businesses in our region benefit from the **significant economic benefit** these riders will create.

Businesses are encouraged to provide a warm welcome by catering for trail bike riders, providing storage and bike needs as well as accommodation, hospitality and other family and recreational activities.

Any non-riders in the family or group, as well as riders having a day off the bike, can fully enjoy their time in the region with other activities – enjoying the diverse range of food and wine, taking tours, exploring and visiting other attractions..

## **ECONOMIC BENEFIT: *DID YOU KNOW?***

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The Manjimup Trail Bike Hub project undertook one of the **most extensive surveys** of the trail bike riding market in Australia, attracting **2,272** responses. **95% of respondents said they would definitely come to Manjimup** to ride if the hub concept proceeded.

There was a similar, if not even more positive response, from the local riders scoring the concept **91/100 in favor**.

An independent economic impact assessment estimates that when completed, the Hub will attract **30,975 trail bike visitors for Manjimup with \$11.77 million in expenditure**.

It will also directly and indirectly support 72 full-time equivalent (FTE) positions in the area. (2017 MTBH Feasibility Report)



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# PROJECT BACKGROUND

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The Manjimup Trail Bike Hub seeks to create a destination that embraces trail bike riding and becomes a significant visitor attraction in (and around) Manjimup.

The Manjimup Trail Bike Hub concept is about delivering an overall experience that, while focused on the trails, also extends to every aspect of trail bike riding.

**The Hub aims to establish Manjimup as the centre for trail bike riding in Western Australia (and Australia).**

It will drive a considerable increase in tourism for Manjimup, from across Western Australia as well as from interstate and international markets. The Hub will include new trail development across a range of different trail bike rider types, but also put in place a management system that can conduct marketing to drive demand.

The overall concept for the Hub moves beyond just the physical space of trails and trail bike riders riding them. **It is about creating a destination that embraces trail bike riding**, so there will be a range of support mechanisms, including accommodation, restaurants and cafes that cater for trail bike riders.

The concept includes the development of speciality shops catering to trail bike sales, repair, and maintenance.

**The Hub concept is about creating this overall atmosphere and delivering a complete visitor experience for trail bike riders.**

# PROJECT GOVERNANCE

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An incorporated organisation has been established, the **Manjimup Trail Bike Hub Association Inc.**, for the implementation and ongoing management of the Hub.

The committee of the MTBHA Inc. consists of a small group of passionate volunteers with an interest in trail bike riding, business opportunities to serve bike riders, and **promoting the Manjimup region as a trail bike destination.**



# MANJIMUP TRAIL BIKE HUB

## THE 6 STAGES

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**The Manjimup Trail Bike Hub includes the following Stages:**

- **Stage 1:** Develop the Manjimup Adventure Bike Rider Experience
- **Stage 2:** Develop the Manjimup Trail Bike Tourer Experience
- **Stage 3:** Create private property family use facilities
- **Stage 4:** Develop the Manjimup Single Track Explorer Experience
- **Stage 5:** Develop the Manjimup Family Explorer Experience
- **Stage 6:** Develop the Manjimup ATV and Side by Side Explorer Experience

## THE MTBH TRAIL CENTRE

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**A Trail Bike Hub Trail Centre has been established in Manjimup, with the following functions:**

- First point of contact for visitors to the Manjimup Trail Bike Hub.
- Hub visitor information specific to trail bike riding activities (will include a range of general tourist information to enhance riders and their families' visit whilst they stay in the area).
- Reception area with displays of Hub merchandise.
- Rider's amenities and services, including storage lockers, hire of small equipment, change room, showers, basic workshop, and wash down area.
- Will be staffed by volunteers with knowledge of the Hub's routes and services
- Meeting point for groups of riders travelling together
- Aim is to complement, but not duplicate (or take away business from) local businesses
- To promote local businesses and services through the Trail Bike Friendly Business Program.
- Entrepreneurial activities such as tour guides, safety inductions etc



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## OUR VISION

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*Manjimup is a place where trail bike riders feel welcomed and have a high-quality trails experience exploring the forest. It is a favorite regular destination for Western Australian riders, and a 'must-do' experience for riders outside the state.*

## OUR MISSION

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*Manjimup will have an international reputation as a pioneer in trail bike adventure-tourism and as a location offering excellent adventure bike routes and trail bike trails. It will provide a genuine trail exploration experience for riders and families.*

*The Manjimup community and economy will appreciate the benefits brought to the town and Shire through this initiative and will be proactive and innovative in developing new services. Riders will show their appreciation for the trails and facilities by respecting the environment, engaging in volunteer trails maintenance work and supporting the local economy with their custom.*



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# THE MANJIMUP TRAIL BIKE FRIENDLY BUSINESS PROGRAM AND YOUR BUSINESS

**The Manjimup Trail Bike Hub is a concept** that will see Manjimup becoming a destination for all types of trail bike / on road and off-road riding, promoting other towns, attractions and activities, provision of amenities and facilities, services and supplies, range of accommodation, trail networks targeted at different user groups and riding styles and the Hub Centre itself.

Similar 'Hub' concepts have been successfully rolled out in various areas within Australia and across the world.

By 2024 a number of 'hub' infrastructure projects will be actively utilised in regional communities. The outcome of increased visitation includes sustainable employment opportunities, an expansion of private investment, increased business confidence, and population growth - all critical factors in supporting regional centers.

With direct flights from Melbourne to Busselton having commenced in 2022, and Sydney to Busselton in 2024, an opportunity to diversify the target audience, reducing the reliance upon the intrastate travel market has been presented. Investing in eco- tourism and trails tourism is sustainable, a part of the WA State Trails Strategy, and raises the profile of Manjimup as a destination of choice.

***The Manjimup Trail Bike Friendly Business Program (MTBFBP) aims to connect businesses directly with the riders visiting this area, by creating opportunities to engage online and face to face to showcase the products and amenities on offer.***



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# HOW DOES THE MANJIMUP TRAIL BIKE FRIENDLY BUSINESS PROGRAM (MTBFBP) WORK?

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Riders will be encouraged to join our ***Frequent Rider Program***, where they will receive a card unique to them.

They'll need to show this card each time they visit your business.

In your TBFBP Welcome Pack, you will receive a Certificate signifying your involvement in the TBFBP, which will include a QR Code and should be displayed prominently near or at your till.

When the rider visits your store, they will show their unique card to your staff to receive their incentive (as detailed by you), scan the QR Code on your certificate, and input a few quick details about their spend via the QR Code link.

This allows us to quickly and easily track the number of unique visitors to your store and the amount of revenue spent over time.

## MANJIMUP TRAIL BIKE FRIENDLY BUSINESS PROGRAM INCLUSIONS

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- MTBFBP Tool Kit offered to help maximize and leverage your ROI in the program
- Certificate to place in store and online signifying MTBFBP inclusion
- Display of your business logo & online links via our website
- Pinpoints along online maps with link to your business on the Routes trail maps
- Social media tags and images shared on Facebook and Instagram
- Opportunity to submit article online and in e-news
- Cross promotional opportunities with other businesses in the MTBFBP
- Future opportunities to ascend to higher tiers of partnership



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# **MANJIMUP TRAIL BIKE FRIENDLY BUSINESS PROGRAM FEES**

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**Foundation Tier of partnerships are available at the  
introductory rate of \$250\*/annum**

*\*Above figure reflective of initial program offering.  
Cost to increase in subsequent years as benefits grow*

**Future tiers to include  
BRONZE TIER, SILVER TIER & GOLD TIER Partnerships**





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# **BECOMING TRAIL BIKE FRIENDLY**

## **CHECKLIST**

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**What can you do to help make your business more “Trail Bike Friendly” and maximise your return from the MTBFBP?**

**Implement any of the following ideas and help your business stand out:**

- Provide a warm welcome and friendly service to all visitors arriving by Trail Bike
- Allow Trail Bike Riding attire in your business.
- Provide free drinking water for filling water bottles.
- Information and maps/posters of local MTBH Routes available/on display.
- Staff members have some knowledge about the MTBH project.
- Staff members know where other services/shops relevant to trail bike riding are and can cross-promote to other trail bike friendly businesses in the area.
- Provide directions to relevant services as required e.g.petrol stations, mechanic, bank/cash machine, doctor, dentist, hospital and chemist.
- Options for securing bikes or visual contact from seating area
- Create products and/or menu items named to spark the interest of Trail Bike Riders

### **Specific to Trail Bike Friendly Accommodation**

- Provide an area where boots, coats and backpacks can be left to dry.
- Provide secure/locked parking for bikes
- Facilities for washing and drying clothes
- Continental or cooked breakfast/ baskets available
- First Aid kit on premises and information about closest medical assistance
- Short Term luggage and small equipment storage (less than 1 day)
- Wi-fi access and/ or mobile charging facilities
- Extended car parking (for people who trailer down and need to leave their car/trailer while riding out for a few days/overnight)



**MANJIMUP**  
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**FOUNDATION TIER  
PARTNERSHIPS**



SCAN ME

**OPEN NOW FOR A LIMITED TIME**

**APPLY TODAY**

**Contact**



[manjimuptrailbikehub.com.au](http://manjimuptrailbikehub.com.au)



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