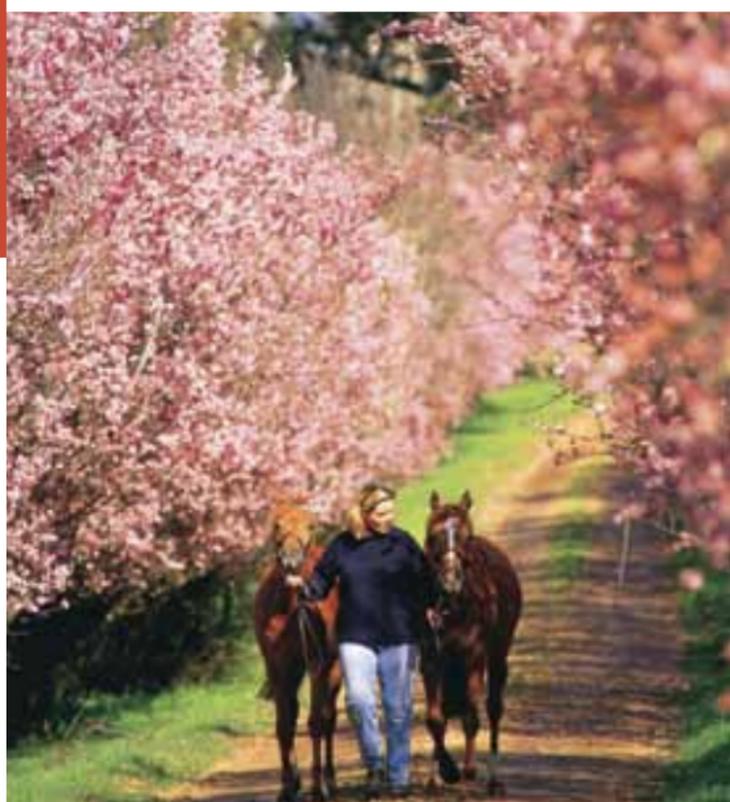
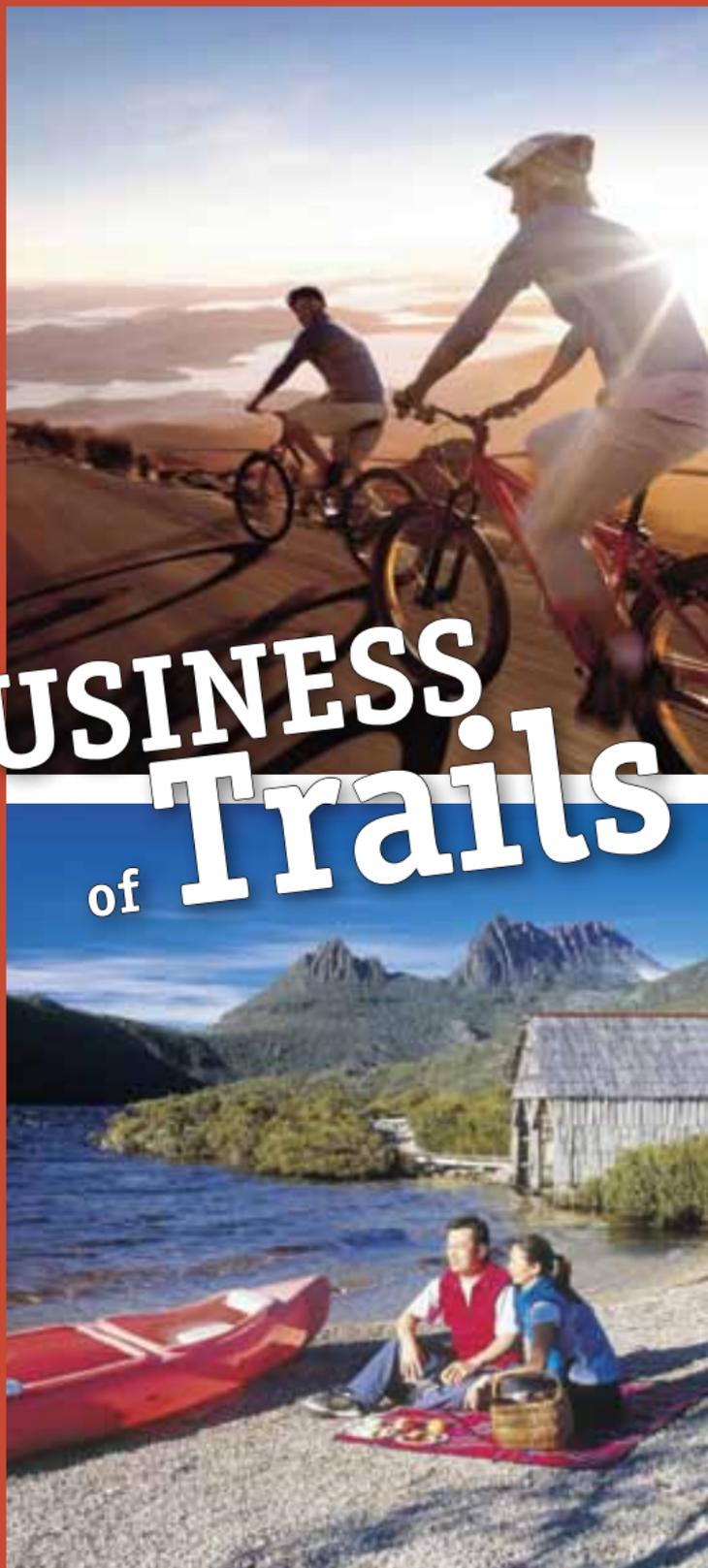


# The **BUSINESS** of **Trails**

CONFERENCE PROGRAM



**6<sup>TH</sup> NATIONAL TRACKS AND TRAILS CONFERENCE**

**Sydney Olympic Park  
31 August-2 September 2011**

**trails**  
*australia*



# The **BUSINESS** of **Trails**

## **6<sup>TH</sup> NATIONAL TRACKS AND TRAILS CONFERENCE**

Sydney Olympic Park  
31 August-2 September 2011

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# The **BUSINESS** of **Trails**

## WELCOME

### *Welcome to the 2011 National Tracks and Trails Conference – The Business of Trails.*

Australia has some of the most unique trail experiences in the world and in some respects we are only just scratching the surface in delivering high quality user experiences in a way that will ensure the sustainability of both environment and the communities and businesses that work in this area.

The next decade will see a most significant shift in how our communities operate - an aging population, decreasing tax base and the impact on an already underfunded health system dealing with spiralling chronic sedentary lifestyle disease.

In some Australian states, it is estimated that the entire state budget of today will barely fund the health budget in 2030. Social change on this scale will challenge the community to find a sustainable way forward.

With the reasonable expectation of a reduction in government funding available to manage existing (let alone new) natural assets, what is the way forward? How can the true value of trail experiences (for both recreation and tourism) be recognised and best utilised?

This conference will seek to find new ways of doing old business - to recognise that your local trail delivers not just environmental, recreational and tourism experiences but provides meaningful transport, health and sustainability solutions for all those that may choose to travel along its path.

### **Conference Team**

15:30	CONCURRENT SESSION #1	
THEME	COMMUNITY	DESTINATION
15.30	Great Blue Mountains Trail – following in the footsteps of our early explorers <b>Neil Tredwell</b> , Manager Tredwell Management	Australian Success Stories - a national fly-over of great Australian trails. <b>Nicolas Bowman</b> , National Director IMBA Australia
16.00	Development of a world-class off-road cycling trail: the Munda Biddi <b>Crystal Reed</b> , Executive Officer Munda Biddi Foundation Inc (WA), <b>Kerstin Stender</b> , Project Coordinator, Department Environment and Conservation (WA)	Resolving trail bike conflicts <b>Steve Pretzel</b> (WA)
16.30	Walking the line - balancing community aspirations and environmental sustainability in a contemporary MTB policy <b>Dianne MacLean</b> , Tourism and Visitor Management, Queensland Parks and Wildlife Service.	Nga Haerenga, The New Zealand Cycle Trail <b>John Dunn</b> , Programme Manager, New Zealand Cycle Trail
17:00	CLOSE OF SESSIONS/INFORMAL NETWORKING	

## CONFERENCE PROGRAM

Development of the program content and themes has been an exciting time for us and we have been pleased with the achievements and the encouraging feedback from stakeholders - particularly the work that has been done to date on the national Greenways Declaration. These are important outcomes for us all and we encourage you to continue to be involved.

### TUESDAY 30 AUGUST

**WORKSHOP 1** NSW National Parks and Wildlife Service -  
The Grand Canyon Walking Track  
**Tim Lanyon (NSW)**

### WEDNESDAY 31 AUGUST

08:00	<b>REGISTRATION AND STARTER REFRESHMENTS</b>
09:00	<b>OFFICIAL OPENING AND WELCOME</b>
09:30	<b>KEYNOTE ADDRESS – Dafydd Davis MBE</b> Whole-of-Landscape Trail Planning... creating destinations, bringing benefits to communities and adding value to public lands
10:30	<b>Refreshment Break</b>
11:00	<b>STATE OF THE TRAILS</b> A series of presentations from around the country highlighting the latest in trail business, industry development, land management practices, design and everything else that is making news.
12:30	<b>Lunch</b>
13:30	<b>FACILITATED PANEL SESSION – The Business of Partnerships</b> The relationship between governments and community groups seeking to develop trail opportunities is often a complex one. This session will explore two examples of how government agencies and community groups can work together and leverage the strengths of each to achieve worlds best practice outcomes.
15:00	<b>REFRESHMENT BREAK</b>

DESIGN	BUSINESS
Lysterfield Mountain Bike Park and Trailmix: A small business operator's entrepreneurial partnership with Parks Victoria delivers sustainable success for Melbourne's iconic MTB Park. <b>Kristjan Snorrason, Trailmix</b>	Digital Media and your trail experience. <b>Rod Annear</b> A/Assistant Director of Parks and Visitor Services Department of Environment and Conservation WA
Active Trails: lessons from a collaborative initiative <b>Darryl Low Choy and Steve MacDonald (QLD)</b>	Social What? The role of new media in the marketing of an active travel company targeting the experience seeker. <b>Peter Solly, Serial Entrepreneur (SA)</b>
A longitudinal assessment of environmental and use impacts to Brisbane's Gap Creek Circuit mountain bike trail <b>Stu Clement, Stuart Clement Solutions (SA)</b>	Geo-Design my Ride... <b>Andrew Fellows</b>

## THURSDAY 1 SEPTEMBER

8:30	<b>REFRESHMENTS</b>		
09:00	<b>KEYNOTE ADDRESS</b> <b>Pam Gluck - Executive Director American Trails</b> It's all about Partnerships - American Trails vision is to provide a trail opportunity to all Americans within 15 minutes of home or workplace - its all about partnerships		
10:00	<b>Refreshment Break</b>		
10:30	<b>FACILITATED PANEL SESSION</b> <b>Regional and Landscape Planning - integrating trails within long term, strategic landscape-scale planning policy.</b> It is now acknowledged that sustainable trail infrastructure provides significant benefits to communities through the provision of greener and more active transport opportunities, improved tourism destination development, better informed environmental management practices and increased health benefits through a more physically active community. Trail development is therefore a key ingredient to "smart" regional planning policy. This session will look at communities that have embraced trails at the "pointy" end of the planning process.		
12:30	<b>Lunch</b>		
13:30	<b>CONCURRENT SESSION #2</b>		
<b>Theme</b>	<b>COMMUNITY</b>	<b>DESTINATION</b>	<b>DESIGN</b>
13.30	New kid on the block: Balancing mountain biking with other uses of NSW national parks. <b>Philip Nicholas</b> , Experience Development Coordinator, National Parks and Wildlife Service (VIC)	Have your say - Australian Greenways Declaration. An information and ideation session.  <b>Stephen Hodge</b> , Facilitator Australian Greenways Declaration	The Australian Walking Track Grading System <b>Richard Wadsworth</b> (VIC)
14.00	Signs of Recovery - Strategies in managing natural assets post Natural Disaster <b>Steve Jones</b> (VIC)	Clarence - River of Adventure Project <b>Danny Parkin, Liz Fairweather and Richard Dunning</b>	Walking and MTB Trails - some principles for cooperation <b>Bill Gehling</b> , President of the Walking Federation of SA (SA)
14.30	A small Success Story - Parks and Wildlife Service rangers versus pesky MTB's. A generally negative relationship turning sweet! <b>Shamus Conway</b> , Senior Ranger, Queensland Parks and Wildlife Service (QLD)	A glance back at the development of the Otago Central Railtrail and a cycle tourism business. <b>Neville Grubb</b> (NZ)	Mechanised Trail Development - do these techniques and technologies yield a faster, better, more cost effective trail network? <b>Tony Boone</b> , IMBA (USA)
15:00	<b>REFRESHMENT BREAK</b>		
15:30	<b>FACILITATED PANEL SESSION 1</b> <b>Natural Disasters - floods, fires, drought and extreme weather.</b> These occurrences are only forecast to increase in severity and frequency. What does this mean for trail planning and asset management. From ranger to small business operator, regional development authorities to policy planners in state agencies - what can we do to mitigate these risks and how can we learn from the remediation work that has and will be undertaken following recent events.		
16:10	<b>FACILITATED PANEL SESSION 2</b> <b>National Standards - are they the ultimate rejection handler?</b> There is much discussion on the relative merits of the trails sector working together to develop a set of national standards that encompass all aspects of trail design, construction, use, management, signage, marketing and interpretation - from urban to regional/remote communities. Will national standards improve the manner in which the promised experience is delivered to the user and more importantly, will the delivered experience meet the promise? This session will investigate some international and local examples where a clear set of "standards" has delivered significantly improved outcomes for communities.		
17:00	<b>CLOSE OF SESSIONS/INFORMAL NETWORKING</b>		
18:30	<b>CONFERENCE DINNER</b>		

**FRIDAY 2 SEPTEMBER**

<b>08:30</b>	<b>REFRESHMENTS</b>
<b>09:00</b>	<p><b>KEYNOTE ADDRESS – Michael Haynes</b></p> <p>Michael will dive into the issues of developing policy that delivers cost effective solutions and more sustainable health, transport, environmental, recreation and tourism outcomes to the community.</p>
<b>10:30</b>	<b>REFRESHMENT BREAK</b>
<b>11:00</b>	<p><b>PLENARY WORKSHOP SESSION</b></p> <p><b>New ways of doing old business... alternative natural asset management models</b></p> <p>The Business of Trails is a proven economic driver for regional communities as well as providing improved health, transport and recreation outcomes for urban populations. For those natural assets that sit adjacent to or within conservation areas, striking the right balance between visitation and conservation is a challenge not new to managers. Resourcing the management of assets under state or federal control will continue to be done within tight (and in some cases shrinking) budget allocations. This workshop session will investigate whether or how “business” can be engaged to invest in the future welfare of trail asset management.</p>
<b>12:00</b>	<p><b>PLENARY WORKSHOP SESSION</b></p> <p><b>Greenways Declaration – the merits of a Commonwealth Greenways Declaration</b></p> <p>The Greenways Working Group (GWG) of Trails Australia have drafted a Greenways Declaration for consideration by the Commonwealth, based upon the <a href="#">Lille 2000 Declaration</a>. Delegates will have the opportunity to review the draft declaration prior to the conference. The potential benefits of a national approach to the recognition and development of Greenways in Australia will be identified through a facilitated plenary discussion. The GWG will present the following for consideration by all delegates:</p> <p>“The Australian National Tracks and Trails Conference have endorsed the Declaration of Greenways for Australia. The Declaration provides a national statement about the values of greenways for Australia and Australians and to seek in-principle support from the Australian Government to recognise the Declaration, setting direction to progress formal recognition of greenways.”</p>
<b>1:00</b>	<p><b>SUMMARY SESSION AND CLOSING REMARKS</b></p> <p><b>National Tracks and Trails Conference - the way forward</b></p> <p>The work of Trails Australia and the development of the National Tracks and Trails Conference will be open for general discussion as well as the potential formation of a series of working groups to progress critical development areas identified during the conference.</p> <p>ALL</p>
<b>13:30</b>	<p><b>LUNCH</b></p> <p><b>END CONFERENCE</b></p>

**WORKSHOP**

**3:15 – 5.15pm Friday 2nd of September, 2011,  
Golden Jubilee Oval, Esk St, Wahroonga.**

**Urban Bike Park Development - Ku-ring-gai Shire Council**

This recently completed urban bike in the outer northern suburb of Hornsby will showcase the most recent work of design and construction company World Trail. No better way to conclude three days of trail-talk that getting out into the field for this afternoon visit.

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## Dafydd Davis MBE

### BIOGRAPHY

I have been involved with strategic trail development, planning, design, construction and management for 16 years. I am now a freelance consultant working in several different countries and before that I worked for the Forestry Commission in Wales. Whilst with the Forestry Commission I was responsible for developing the UK's first officially sanctioned purpose-built mountain bike trails at Coed y Brenin in 1994 and also developed a mountain bike trail development strategy for the Whole of Wales in 1999/2000. I in effect instigated the 'trail centre' model in the UK and was involved with policy development in Wales and UK with the Forestry Commission and other agencies. I was also responsible for recreation and trail management initially on a district basis and later on a national level.

My work as a freelance consultant involves strategic planning at national, regional and local levels, trail planning, trail design, supervision of construction programmes and trail management. My work is not solely centred on mountain biking however since I have been involved with numerous multi-use trail systems and equestrian trail networks and with upland path projects.

### ABSTRACT

#### ***Whole-of-Landscape Trail Planning***

My work is very much informed by key sustainability values and this informs every aspect of what I do. My address focus is whole-of-landscape trail planning with an emphasis on purpose-built, sustainable trails and uses; as an example the Welsh Mountain Bike initiative which was all about creating destinations, bringing benefits to communities and adding value to public lands.

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## John Dunn

### BIOGRAPHY

John Dunn, Programme Manager for the New Zealand Cycle Trail, is a Project Director of Coffey International. He has delivered a number of large infrastructure projects, made only possible by building project teams that are aligned and are committed to building support from the communities.

These skills are exactly what are required to deliver Nga Haerenag, the New Zealand Cycle Trail, a project that spans over 2000 km, crossing both public and private land. It is also about working with multiple stakeholders, the co-funders and the media, who are closely following this exciting government initiative.

### ABSTRACT

Imagine riding through the cool of the New Zealand bush; dense with fern, dappled with light and the only sound is the call of native birds loud above the hum of your bike.

Or, imagine a trail that rounds a wide sweeping bend to a view that simply takes your breath away - stunning snow capped peaks mirrored in a deep, still lake.

Journeys such as these exist - they are real examples of what Nga Haerenga, The New Zealand Cycle trail will deliver. An enviable, world-class series of Great Rides providing over 2000 km of safe, off-road trails.

The New Zealand Government invested \$50m, which has been topped up by substantial regional co-funding, turning this idea into reality. The first step was inviting trail builders to submit concept plans. Of the 54 received, 18 have been selected to be Great Rides.

Not only do the trails need to be built to national standards, but to deliver the long term economic benefits to the regions, they must be successful stand alone businesses. To ensure this happens, commercial workshops are being held every three months with all 18 trails. The issues being addressed include:

- collaboration with local businesses;
- assisting tourism operators;
- maximising regional leadership and stakeholder buy in;
- how to generate revenue to operate trails;
- marketing and promotion including websites and booking systems.

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## Pam Gluck

### BIOGRAPHY

Pam is the Executive Director of American Trails. With over seventeen years of trails experience, she has owned a hiking/cross-country ski guide service; served as Parks and Recreation Director for the Town of Pinetop-Lakeside, Arizona; and served as the Arizona State Trails Coordinator for five years. Pam's strengths lie in building and nurturing sustainable partnerships. Her primary duties include overall management of American Trails, coordinating the National Trails Symposium, and overseeing projects. Pam's goal is to continue to grow American Trails to meet the needs of the trails community and to serve the general trail user. Her favourite means for mental, spiritual, and physical renewal is daily walks with her husband and her dog.

### ABSTRACT

#### ***It's all about Partnerships***

American Trails' vision is to provide a trail opportunity to all Americans within 15 minutes of home or workplace - it's all about partnerships. Pam will discuss the importance of developing ongoing and productive relationships with federal and state trail-related agencies and with national, state, and local trail-managers and advocacy/user organisations.

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## Crystal Reed and Kerstin Stender

### BIOGRAPHY – CRYSTAL

Crystal has been with the Munda Bididi Trail Foundation since 2006, starting out as the Events Coordinator she initiated the Foundation's popular events program and then took on the challenge of Executive Officer in 2008. As the recipient of the Sport and Recreation's 2008 Emerging Professionals initiative she has found it rewarding to see the growth of the Munda Bididi Trail Foundation over the past 5 years in line with the significance in trails and cycle tourism in Western Australia. With her double degree in a Bachelor of Marketing and Public Relations and Bachelor of Sport and Recreation Management she has a wide range of skills that fit perfectly in the trails community.

### BIOGRAPHY – KERSTIN

Kerstin Stender is the Munda Bididi Trail Project Coordinator with the Department of Environment and Conservation and is responsible for the construction of over 600kms of trail. She joined the Department in 2008 to work on the Trail, but also had a short stint as the Trails Coordinator, which included the production of the new Western Australian paddling maps. Her background in nature based tourism, with a stint as a carpenter, and her personal interest in outdoor recreation, provided a good basis for trail development. Kerstin is currently adding a masters in tourism to her bachelor in leisure science and diploma in project management.

In her spare time Kerstin likes to explore the outdoors, usually by foot, kayak or bicycle, and travels extensively around Australia, home to Germany, and around the world.

### ABSTRACT

#### ***Development of a world-class off-road cycling trail: the Munda Bididi***

This presentation concerns the unique partnership that exists between a government agency and community organisation and how together they are developing all the aspects of a world-class off-road cycling trail.

Some key points of the presentation include:

- the benefits of a Foundation for a trail, in partnership with a government agency
- building and maintaining working partnerships with trails between Government and Community
- MOU - DEC as the land managers, MBTF as marketing and promotion
- Royalties for Regions - success in joint funding
- the volunteer program (maintenance, construction)
- community development and engagement
- the trail itself
- business opportunities for community, promotions, events, volunteers, trail users

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## Neil Tredwell

### ABSTRACT

#### ***Great Blue Mountains Trail – following in the footsteps of our early European explorers***

From its earliest known European crossing in 1813, the passage across the Blue Mountains has posed challenges to all-comers, whilst also igniting intrepid explorers' will to overcome the barriers ahead. In some respects some of the challenges of forging a path over the mountains continue to confront us today.

The Great Blue Mountains Trail (GBMT) had its origin in the Blue Mountains Bike Plan 2020 and is an ambitious concept to develop a 36km regional trail across the Blue Mountains. The trail was identified in the Sydney Regional Recreation Trails Framework which, among other things, provides a vision to build on the identified demand for an integrated trail network. Upon its completion the trail will become an iconic trail in NSW and Australia that not only caters for the millions of people that visit the Blue Mountains each year, but will also serve as an important recreation and commuting trail linking residents from smaller townships to the district centre of Katoomba.

The GBMT community-based working group was established to provide expert industry and departmental support and guidance to steer the project during its concept and feasibility stages. Then in late 2009 Tredwell Management were commissioned to develop the ideas further. They focussed upon the feasibility of establishing a regional level cycling and walking trail from Leura to Mt York, and beyond the Blue Mountains to Lithgow and the Oberon trail networks to the west. The resulting trail links some of Australia's iconic tourist destinations including the Three Sisters, Scenic World and Govett's Leap. It also links with significant regional recreational walking trails, mountain bike trails, rock climbing destinations as well as the Mt York historical roads and precincts.

A cornerstone of the trail planning process was the development of an innovative and interactive model to assess section development priorities and options for the trail. The model calculated relative scores for each section to help determine the overall priorities. Each section and option was rated according to five main criteria: cost; land ownership issues and constraints; sustainability (in social, economic and environmental terms); accessibility; and likely use. This last took into account trail user types, market size, attributes (user friendliness, safety, facilities, uniqueness, challenge, scenery and linkages), and influence on demand for each user type.

As a component of the model, demand levels for each section were determined for: types of trail users; the relative size of markets; the potential level of use or appeal; trail attributes; and the relative use of the trail. Through this process it was possible to compare different trail sections and to determine the optimum development program for the trail.

This innovative model sets a bench mark for future trail feasibility assessments across the trail planning industry.

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## Peter Solly

*Serial Entrepreneur*

### BIOGRAPHY

Peter has been around the trails and travel sectors for well over a decade, during which time he has been the CEO of Bicycle SA, managed and marketed two of the largest backpacker travel companies in Australia, and owned and run a medium sized active travel company which operated internationally.

He was the visionary behind Adelaide's Eagle Mountain Bike Park and saw the opportunity behind the now famous mountain biking in Melrose in the Southern Flinders Ranges. Peter founded the Centre for Excellence in Cycle Tourism and was instrumental in the establishment and driving force behind the first state mountain bike plan in Australia funded by the Office of Recreation and Sport in South Australia.

Peter's latest venture Peter Solly.communications + Travel Architects, specialising in travel architecture, particularly active travel.

"As a new media tactician and producer, with 20 years' experience in strategic management and the active travel industry, I can help you craft your travel destination, product and marketing campaign to maximise your opportunities in the context of the world of new media. I see myself as a specialist in the convergence of travel, communications, and online technology to support and promote travel businesses in the new world of social media and Internet customer collaboration."

### ABSTRACT

#### **Social What?**

There were an estimated 2,095,006,005 internet users worldwide in the first quarter of 2011 which represents about 30.3% of the global population - up by 480.4% when compared to 2000. Within Oceania/Australia, this equates to 21,293,830 - which is 60.1% of the region's population and 1.0% of the total online population, up by 179.4% when compared to 2000.

Google says between 63 to 69% plan their travel by searching the internet, visiting an average of 22 websites before deciding on a destination.

I believe Australia's ideal visitor, both domestically and internationally, to be the Experience Seeker. This group are very much placed within the 'internet demographic'. The important question is: Are you attracting them to your destination, product or service?

Is your destination marketing standing out from the other 21 websites they visit while making there decision?

During this session we will connect with, follow and share some ideas about destination marketing in the world of new media. We will look at what is happening in this brave new world and I will share with you a case study of social media in action from the outback of South Australia and Queensland.

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## Darryl Low Choy and Steve MacDonald

### ABSTRACT

#### ***Active Trails – lessons from a collaborative initiative***

The *Active Trails* program was formally announced by the Queensland State Government in January 2007. This followed a two year collaborative planning phase which was facilitated by the Queensland Outdoor Recreation Federation in partnership with Queensland Health, the Environmental Protection Agency, Department of Natural Resources and Water and the Department of Local Government, Planning, Sport and Recreation and the South East Queensland Regional Organisation of Councils (now the Council of Mayors).

This regional trails program was an initiative of the predecessor to the current Regional Landscape and Open Space Advisory Committee. It involves the construction of three new regional recreation trails, the Brisbane Valley Rail Trail (160km), the Ipswich to Boonah Recreation Trail (76km) and the Maroochy River Canoe Trail (28km). The *Active Trails* initiative is being implemented over 5 years (2007 to 2012). While the construction of the trails are being overseen by the Department of Infrastructure and Planning, implementation will require a collaborative approach amongst a number of state agencies, local governments and non-government and community organisations.

This paper will outline the collaborative approaches that have and are being employed for the planning, management and implementation of this regional scale environmental infrastructure initiative. The paper will also highlight how the *Active Trails* program is being employed to support the implementation of the regional landscape framework for rapidly growing regions such as South East Queensland.

The paper asks the question: What collaborative arrangements, across institutional and spatial boundaries, are required to successfully implement regional scale environmental infrastructure such as a regional trails network?

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## Stu Clement

### BIOGRAPHY

For the last four years Stuart has specialised in auditing, designing, monitoring and assessing trails as part of his consultancy work and with IMBA-Australia. He worked for many years as a transport research scientist in the university sector, specialising in traffic model optimisation using genetic algorithms and fuzzy logic techniques. He is currently embroiled in a study of the Adelaide Taxi Industry, is a part-time teacher of information and communication technology at TAFE, is performing the latest visitor survey for ForestrySA, runs the Zzyxx Mountain Biking company (which primarily provides off-road riding opportunities for the more relaxed mountain bike rider), and is a member of the Physical Activity Council of South Australia, the advisory body to the panel of Ministers within whose purview physical activity falls.

Stuart is the founder of the annual cycling conference series held in Adelaide each January since 2004 and he is the progenitor of the World Cycling Research Forum, the first of which is to be held in Brisbane in September 2011.

### ABSTRACT

#### ***A longitudinal assessment of environmental and use impacts to Brisbane's Gap Creek Circuit mountain bike trail***

A year-long study to monitor and assess Brisbane's Gap Creek Circuit mountain bike trail was undertaken from April 2009 to April 2010 to look for changes to transect profiles and used tread widths under measured use (about 31 passes per day) and rainfall conditions (1,135 mm for the study year).

Gap Creek Circuit is part of a 12 km network of purpose-built, mountain bike only trails in Brisbane's Mt Coot-tha Forest. The trail was selected because: (1) it was built in accordance with internationally-recognised trail construction guidelines for producing the most sustainable trails (published by International Mountain Bicycling Association); (2) the entire trail would be subject to the same use; and (3) it was not to be subjected to maintenance work during the course of the study.

Trail tread transect profiles at 20 randomly-selected points were measured on five occasions over the year. The measurements indicate that: fifteen (75 per cent) did not exhibit any change or showed minimal change (soil movement). A further two showed noticeable change (both with soil loss) and the remaining three (fifteen per cent) exhibited considerable change (all with soil loss).

Used tread widths (where an estimated 91 per cent of riders travel) were also recorded. Forty-five per cent showed no change, while 25 per cent narrowed noticeably and 30 per cent widened. None of the tread widths that changed did so outside the edge of the trail as built and hence none showed signs of tread creep.

At no transect was there evidence of gouging, deep wheel ruts or channels caused by erosion. While continual maintenance of trails is always required, maintenance is likely to be required more often in those parts of trails that deviate too far from the guidelines, while trail sections built within the guidelines will consume much less of the trail maintenance budget.

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## **Andrew Fellows**

*Manager of Professional Services, Esri Australia*

### **BIOGRAPHY**

Andrew has been involved with the IT and spatial industry for over 15 years. During his time with Esri Australia he has been responsible for service delivery of GIS projects across many industry sectors and a large part of that work is involved with finding new business solutions to old problems. Coupled with his passion for mountain biking Andrew is a keen advocate of getting the industry onto a firmer footing using spatial data. With standardisation and leveraging world's best practise Andrew enjoys demonstrating how to help business owners expand their services, government agencies enhance their impact upon the community and to help make biking and trail usage more environmentally viable. It also makes tracks more reachable and helps bring in new riders to enjoy the sport, the countryside and use of available services.

### **ABSTRACT**

#### ***Geo-Design my Ride***

GIS is evolving and is now capable of not only displaying and analysing spatial data but also "geo-enabling" organisations. This is creating new forms of business and partnerships across sectors. Not only can GIS map entire track networks across the nation, it is also a way to connect business interests at all levels. The consumer, government and commercial sectors now have new and efficient ways to source and create spatial data, publish, manage, share and profit from it. This presentation will discuss new trends in GIS, how this effects track users, operators and associated business groups and also what the future holds when most services will be operated using "location intelligence".

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## Steve Jones

### BIOGRAPHY

Steve Jones has more than 20 years experience in the field of Graphic and Environmental design, the last 10 as one of the Creative Directors at HeineJonesStudio. Steve played a pivotal role in the development of the recent Lilydale to Warburton Rail Trail audit, and other key design projects including the renewal of Lake Mountain Resort signage, Mount Buller Summer Trails signage suite, Frankston Waterfront wayfinding, and numerous other projects of local and regional significance.

### ABSTRACT

#### ***Signs of Recovery – The place of design in rebuilding social and economic capital post-Natural Disaster***

Following the disastrous Black Saturday Bushfires in February 2009, Lake Mountain Alpine Resort was virtually razed, with only a handful of buildings left standing, and most infrastructure destroyed. As the key economic activity centre for the ravaged Marysville region, welcoming more than 200,000 visitors per year, getting the Resort up and running in time for the June opening of ski season was paramount to the rebuilding process. Having met the management team at the resort to discuss their signage upgrade only two days before the fires, Mike Heine and Steve Jones from HeineJonesStudio were called upon to design and project manage the production and installation of a suite of wayfinding signs to guide returning visitors safely around the resort, in time for opening day, less than 2 months away. What resulted was a project that distilled all that is good about the resilience of Australians in desperate times. The presentation will share the images, both before and after, of the signs of recovery, and how the rebuilding of Lake Mountain in preparation for the ski season assisted the healing process for an entire region.

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## Steve Pretzel

### BIOGRAPHY

Steve Pretzel is co-founder of Trail Bike Management - a consultancy established in 2006 to address the many issues around trail bikes.

Having returned to riding trail bikes in his forties, Steve discovered that riders had no political voice, and the actions of some riders were jeopardising the future for all.

He established the Recreational Trailbike Riders Association as an advocacy group for riders, but as the scale of the issues became apparent he set up Trail Bike Management Pty Ltd so he could focus more time and energy on the issue.

Steve and his co-director, Valerie Pretzel, developed the State Trail Bike Strategy and have since undertaken several strategic and hands on projects for local councils and the state Department of Environment and Conservation.

### ABSTRACT

Wind the clock back a few years and mountain bikes were just seen as a problem. Illegal trail building, conflicts with walkers and horse riders, damage to the environment...

These days the 'problem' tag has been replaced by one that screams 'opportunity'.

Using the experiences of their human-powered brethren as a model, recreational trail bike riders are engaging in coordinated and professional advocacy activities to improve the image - and behaviour - of trail bike riders.

The results, particularly in Western Australia are encouraging. Trail bikes are now included in the State Trails Strategy, budgets have been allocated for purpose-built trail bike trails in State Forests, and initiatives are underway to better balance the needs of riders, other trail users, the environment and the community.

Steve and Valerie Pretzel created Trail Bike Management Australia in 2006 as a consultancy to help the various stakeholders grapple with the 'problem' of trail bikes at a time when there were lots of questions but no answers.

In his presentation Steve will outline the progress - and the ultimate vision. The mountain bike community may have provided a compass but this is a trail without a map, and the journey has only just begun.

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## Richard Wadsworth

### BIOGRAPHY

Richard Wadsworth is the Statewide Recreation and Tourism Coordinator for the Department of Sustainability and Environment's Forests and Parks Division in Victoria with over 20 years experience in recreation policy and project management. He is responsible for coordinating recreation management across 3.4 million hectares of State forest and developing the standards, guidelines and systems to assist regional staff in the management and delivery of recreation services.

### ABSTRACT

#### ***The Australian Walking Track Grading System***

Over the course of 2007 to 2010, the Department of Sustainability and Environment (DSE) worked with State and Territory land management agencies to design a grading system that could be nationally adopted. In 2010, DSE working in partnership with the other States and Territories, and after three years of collaborative research and discussion, developed an Australian Walking Track Grading System.

The Australian Walking Track Grading System is a technique for uniformly grading walking tracks and communicating that grade to the walking public, based on the existing Australian Standard (AS 2156.1-2001 Walking tracks - Classification & Signage).

The Grading System has been endorsed by Parks Forum (the peak body for park management organisations) as a voluntary industry standard and they have recommended the Grading System for adoption amongst its members.

The presentation will outline why a national grading system is needed, the research that went into determining what walkers want in a grading system, and the benefits of adopting a uniform grading system for both walkers and land managers.

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## Neville Grubb

### BIOGRAPHY

Neville is the founding Managing Director of Trail Journeys, a cycle tourism business in Central Otago, New Zealand.

### ABSTRACT

#### ***A glance back at the development of the Otago Central Railtrail and a cycle tourism business***

A success story that has rejuvenated and established businesses in the once declining rural district in the lower half of the South Island of New Zealand.

A cycle trail that has put the derelict arterial rail line, which formerly serviced Central Otago, to good use when it closed in 1990. An initiative by the Department of Conservation and some visionary people from Otago who got together and established a recreational reserve extending 150 km from Clyde in Central Otago to Middlemarch within the boundaries of the Dunedin City Council.

The opportunities surrounding this trail could not be better portrayed than by the success of "Trail Journeys", one of the businesses working the trail. It provides cycle hire (500 hire bikes), guided tours, accommodation, itinerary booking services and all the transport services that are required to support their bookings.

Neville will recap the history of the trail and his business from the early days as a cycle retailer and repair shop, to the present multi-million dollar tourism business.

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## Shamus Conway

### BIOGRAPHY

Shamus is a Senior Ranger within Queensland Parks and Wildlife Service, based on the Sunshine Coast. His experience with engaging MTBers has flowed into growth in 'weed care' with other community groups by building relationships and giving various community groups 'ownership' to their local conservation reserves.

### ABSTRACT

A small Success Story - Parks and Wildlife Service rangers versus pesky MTBs. A generally negative relationship turning sweet!

What could not have been imagined - happened. We were already having to come to grips with horse riders and 4WD drivers and trail bike riders... and now mountain bike riders.

Fortunately the foresight demonstrated by some MTBers was to change that. Looking back nearly six years ago, those tentative first days of meetings, negotiation and initial trail care Saturday mornings brought, by small degrees, personal growth as much as improved singletrack trails. Growth in understanding, empathy and mutual trust, opening Ranger's minds as well as MTBers to changing use patterns and recognition of each other's needs. A real widening of our horizons in engaging recreational communities.

Yes, this is a confession: we were slow to adapt to expanding activities on the land we manage. As important as these results are for MTBers there is much more: a broader perception of what is possible on conservation lands; the blending of recreation and conservation to get the right balance.

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## Danny Parkin, Liz Fairweather and Richard Dunning

### BIOGRAPHY – DANNY

Danny is Clarence Valley Council's Reserves Planner (Strategic). His work time is spent liaising and resolving park/reserve and recreation planning issues with other Council staff, State Government personnel and the odd community member; developing park/reserve plans of management and undertaking other recreation planning tasks as required, generally over a cup of coffee or a day out in the field. Danny also has a well established track record of research and publication in the areas of recreation planning and visitor education with several journal articles to his credit. He has more than twenty years experience in the outdoor education/recreation planning field as an outdoor educator, lecturer, project officer, and planner.

### BIOGRAPHY – RICHARD

Richard is Senior Project Manager, Tourism Development for the Crown Lands Division of the NSW Department of Primary Industries and has over 28 years experience in various aspects of Crown land management and administration. His current main interest revolves around camping grounds and trails.

### ABSTRACT

#### ***Clarence – River of Adventure Project***

This presentation outlines the role of the three levels of government and the community in creating what is set to become one of the nation's great river experiences. Key aspects of the presentation include:

- Development/positioning of the Clarence River as a major destination
- Providing greater visitor access to the Clarence River and its major tributaries
- Management and protection of riverside public land.

The Clarence is a large working, wild and free flowing river which extends nearly 400km from the ranges in Queensland to the coastal town of Yamba. The east coast's largest river system covers a total catchment area of 22,660 square kilometres. On its journey the river gracefully meanders its way through the towns of Copmanhurst, Grafton, Ulmarra, and Maclean. Whilst up river its chief tributaries the Nymboida, Mann and Orara Rivers carve their way with purpose through spectacular landscapes.

The 'Clarence, river of adventure' project will provide a series of new and distinctive tourism experiences and infrastructure to maximise the nature/adventure tourism of the Clarence River. Projects include:

- Development and construction of 5 primitive camping grounds and kayak/canoe launching points on public land in the upper Clarence in support of the Clarence Canoe Trail - Australia's longest whitewater canoe/kayak trail
- Development of Cruise/Sail and a Canoe/Kayak trail guides and iPhone Applications
- Development of a Grafton Waterfront precinct plan to create a place of character to boost to Grafton's amenity and tourism appeal
- New pontoons for river towns and villages
- Interpretive sculptures to tell stories of the river, grow a vibrant local community and Sense of Place

With these projects being just the tip of the iceberg, the Clarence is set to become one of the nation's great river experiences.

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## Bill Gehling

### BIOGRAPHY

Bill's interest and involvement in walking and cycling goes back to his teenage years, growing up on the edge of the outback in SA, with the Flinders Ranges as his backyard.

Bill is currently President of the Walking Federation of SA, and Vice President and Policy Coordinator for Bushwalking Australia. He is also a Life Member of the Bicycle Institute of SA. Bill had a leading role in the founding of all these organisations. It is principally in his policy development role with Bushwalking Australia that he is attending this conference and presenting today.

In his professional life in the SA Public Service, Bill was involved with the information technology revolution and in industry policy in Agriculture and primary industries. Since leaving the Public Service some 8 years ago, Bill has devoted himself to making the world a better and more sustainable place by rediscovering the world at our feet. He has studied walking, cycling and active transport policy around the world, spurred on by a year living and working in New York City, with his wife Kerry in 2005.

Bill and Kerry have 2 children, a son-in-law and now a granddaughter. Though they have all escaped Adelaide and now live in Melbourne, they all have Bill's passion for cycling. In baby Katrina's case it's in a Dutch Cargo Bike often seen around Coburg.

Bill's mixed passions for walking and cycling usually result in him turning up for meetings in Adelaide on a somewhat battered mountain bike to represent the walkers, while the cycling representatives seem to always come by car!

### ABSTRACT

#### ***Walking and MTB Trails – Some Principles for Cooperation***

As a cyclist as well as a bushwalker, Bill will discuss some of the areas of conflict between MTB riders and Bushwalkers, and what might be done to overcome them. Bill will draw on his experiences in SA building walking trails and representing people who build and walk them.

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## Michael Haynes

### BIOGRAPHY

Canadian Michael Haynes has a broad background in trail development and management. He is currently the Director of TransActive Solutions, a company dedicated to improving the walkability and bikeability of Canadian communities. He has been a member of project teams developing cycling, pedestrian, trail and Active Transportation plans.

Previously, he was the National Active Transportation and TrailsCanada Coordinator of "Go for Green", managing the national trails website and was the Executive Director of the Nova Scotia Trails Federation, the provincial NGO coordinating the development of the Trans Canada Trail.

### ABSTRACT

#### ***The evolution of trail development – from individual creations towards a structured and organized network***

The principal theme for this year's Tracks and Trails conference is, I believe, the "business of trails". I think that I could present an interesting historical perspective of how trail development in North America - really, Canada, because the two countries have developed in very different ways - has evolved from volunteers marking hiking paths over private property with permission given by a handshake, to multi-use trans-National pathways, developed by foundations and incorporated societies, protected by a variety of insurance policies, supported by government legislation, and constructed by a rapidly developing cadre of trail-building professionals.

The inception of the Trans Canada Trail has shifted the conversation from individual path development into a structure - somewhat (actually, totally) disorganised - of provincial and quasi-national trail organisations. In some cases there are more than one associations claiming to represent single-use groups, and there are several that claim to represent all trails nationally. Opposition to more effective organisation comes from several different directions, but one of the more interesting is from the most successful local individual trail groups. This is a very topical discussion in Canada.

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# Tony Boone

## BIOGRAPHY

With over two decades of trail building experience, Tony Boone has been one of the world's most prolific trail builders. He has safely and efficiently led crews in the meticulous sculpting of over 800 kilometres of shared-use and purpose-built trails for users of all ages and all abilities. These trails are valued at over \$5,000,000 USD.

Tony is one of the Professional Trail Builder Association's and American Trails' most successful trail contractors, with experience ranging from developing bike parks and trail systems to conducting a 500 kilometre-long trail feasibility study. Whether it is easy rolling contour trail for families or innovative flow trail for advanced riders, his attention to sustainability and kinesthetic diversity is globally renowned.

His primary focus is developing the International Mountain Bicycling Association's (IMBA) international markets and creating the next generation of kinesthetically diverse "flow-based" tracks. In the past year alone, he conducted 25 site visits around the world in six countries, flown 100,000 km, built 20 km of trail, designed 20 more km to be built, and conducted trailbuilding schools for 250+ students in half a dozen languages.

His partnership with IMBA and Trek China has already produced the first professional, purpose-built singletrack trail system for mountain bikers in China. Tony holds a Master's of Education in Outdoor Adventure Recreation from Texas A&M University (USA) where he was in charge of developing and managing a variety of college programs, ranging from extended wilderness expeditions to teaching kids/adults to rockclimb and mountain bike.

## ABSTRACT

### ***State-of-the-art mechanised trail construction – contemporary machinery and techniques***

In this presentation, delegates will see and learn about the innovative, cutting edge machinery designed specifically for building recreational trails. This machinery has evolved and revolutionised the trail industry in the United State over the past 20 years and ranges from specialised trail dozers and miniature excavators to crawler carriers and ATV harrows.

The advantages of small earthmovers are unrivaled, allowing significantly faster rates of construction, increasing profit by requiring less hand work by labourers or volunteers, and sculpting a trail with more consistent tread and compaction. The dozer/mini-x combo can easily build berms, rollers and jumps for bike parks and flow trails as well as construct 40-150 metres per man-hour depending on topography, vegetation and soils/rock.

Whether you are a governmental official, a professional trailbuilder or private developer, this session will inform you of the options available and will include discussion on the pro and cons of each type of machine.

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## Rod Annear

### BIOGRAPHY

Rod has worked in natural area management for over 30 years, nearly 20 of them as a National Park Ranger in Western Australia. He is currently the A/Assistant Director of Parks and Visitor Services with the Department of Environment and Conservation in WA. He likes walking, cycling, surfing and has a passion for finding the perfect '70's shirt with wide lapels.

### ABSTRACT

***Is social media really worth the bother? What are mobile applications and will "Digitally Augmented Reality" change my world?***

What are Facebook, Linked-In, Foursquare, MySpace, Twitter, the Bloggosphere, FaceSpace, blah, blah, blah? What is Web 2? Should I tweet and if I do will I go blind? Rod Annear will provide the answers and show you how digital media is already changing the way people are experiencing, interacting with, sharing and rating trails. What does it all mean for trail users and trail managers and how can this "new" technology improve the trail world? Learn lots of new stuff and get recommendations for phone apps that don't involve socially unacceptable wind emissions or angry birds.



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## **Kristjan Snorrason**

### **ABSTRACT**

With over 140,000 visitors a year, Lysterfield MTB Park is a success story. As the venue for the 2006 Commonwealth Games MTB events, there was every possibility that if unmanaged, it would lack relevance to the local riding community. “Trailmix” is an exciting new concept in outdoor recreation, encompassing a cafe, bike store, information centre and recreational services facility.

Kristjan Snorrason is the entrepreneur behind Trailmix. Kristjan will outline the process of developing a unique partnership with Parks Victoria that has seen this natural asset be sustainably developed, successfully marketed and continue to grow visitation through an innovative public/private business model.

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## Philip Nicholas

*Experience Development Coordinator, National Parks and Wildlife Service (VIC)*

### BIOGRAPHY

Phil Nicholas is an Experience Development Coordinator with National Parks and Wildlife Service (part of NSW Office of Environment and Heritage), where he works in event management and creating visitation strategies. Phil's passion for hiking began over twenty years ago lugging an overweight rucksack across England's Derbyshire Peak District to complete the Duke of Edinburgh's Award. Having swapped 'hiking' for 'bush-walking' he is now eagerly exploring Australia's trails on foot and by bike.

### ABSTRACT

#### ***New kid on the block: Balancing mountain biking with other uses of NSW national parks.***

Track and trail experiences have a long history in NSW national parks. Many tracks were created for bushwalking in the Blue Mountains in the late nineteenth century, and nowadays the NSW National Parks and Wildlife Service manages more than 2,000km of walking tracks in parks and reserves around the state.

15% of Greater Sydney residents participated in mountain biking on an unsealed road or track in 2008, while in the Southern Tablelands and South Coast it was as high as 20% of residents who participated. Yet compared to bushwalking, mountain biking is a newcomer, so balancing this new use with the existing uses is a challenge for land managers.

In response to this challenge, the NSW National Parks and Wildlife Service has undertaken a major consultation process to revise our Cycling Policy and develop a Sustainable Mountain Biking Strategy. This presentation will discuss some of the key challenges and outcomes of this process.

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## Dianne MacLean

*Tourism and Visitor Management, Queensland Parks and Wildlife Service.*

### BIOGRAPHY

Dianne MacLean is a Senior Project Officer within Tourism and Visitor Management, Queensland Parks and Wildlife Service, Dept. Environment and Resource Management where she has worked in the visitor management and outdoor recreation area for 20 years. Dianne has been involved in many aspects of 'Tracks and Trails' including the 2009 conference, 'hand-on' construction, training, track counters and has recently worked on the development of new multi-use/single use trail signage.

### ABSTRACT

#### ***Walking the line - balancing community aspirations and environmental sustainability in a contemporary MTB policy***

QPWS produced the first operational MTB policy in 2007, however, over the past 5 years rangers observed a rapid increase in the number of riders, styles of MTB riding, unauthorised trail construction and unprecedented demand and lobbying for MTB access to QPWS managed areas across the State.

During this time organisations became established on the local, State and National level to represent the interests of MTB riders and advocate for greater access to public managed lands. QPWS has formed an excellent working relationship with these organisations and has advocated for land management agencies to take a more strategic view of MTB in Queensland, influence consistent policy and management decisions across all sectors.

The policy review process generated considerable interest and feedback from staff, other agencies, MTB representatives and community. The final policy required balancing both community aspirations and environmental sustainability into a contemporary MTB policy.

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## Nicolas Bowman

*National Director IMBA Australia*

### BIOGRAPHY

Nic Bowman has been riding mountain bikes his entire life. In his current role as National Director International Mountain Bicycling Association Australia, Nick travels the country advising communities on trail development opportunities. He is a passionate advocate in increasing both access and opportunity for all Australians to ride a mountain bike. Prior to this role, Nic was project Coordinator for Cycle Tourism Australia.

### ABSTRACT

#### ***Australian Success Stories – a national fly-over of great Australian trails.***

All too often trail advocates and organisations tend to focus on what is not happening. The common barriers of politics and policy and an overt sense of risk can drive the most committed community champion to distraction. Sometimes you just have to take a moment to 'smell the flowers' and realise what great achievements have been made across the nation in developing world class sustainable and often iconic trail assets.



Trails Australia would like to thank Bicycle SA for hosting the 2011 National Tracks and Trails Conference and to acknowledge the support of the Program Committee in building the themes of the conference – Melanie Doheny, Nick Bowman, Rick Gibki, Julie Fiedler.



Bicycle SA would like to thank Dr Stu Clement, Tracy Barkham and Steve Smith for their support in developing this conference. The International Mountain Biking Association of Australia has generously supported the attendance of several delegates and supported the development of the trail workshops.

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