

An aerial photograph of two mountain bikers riding a dirt trail through a forest. The trail is a light brown color, winding through green pine trees and brownish undergrowth. One biker is in the foreground, wearing a red shirt and a blue helmet. The other is further up the trail, wearing a purple shirt. The overall scene is captured from a high angle, looking down at the riders.

THE RIDE GUIDE:

DJUWANG BARING

[CRESWICK TRAILS]

A GUIDE TO BECOMING A MOUNTAIN BIKE
FRIENDLY BUSINESS



Hepburn
SHIRE COUNCIL

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ACKNOWLEDGEMENT OF COUNTRY

Hepburn Shire Council acknowledge the Dja Dja Wurrung as the Traditional Owners of the lands and waters on which we live and work. On these lands, Djaara have performed age-old ceremonies of celebration, initiation and renewal. We recognise their resilience through dispossession and it is a testament to their culture and tradition, which is strong and thriving.

We also acknowledge the neighbouring Traditional Owners, the Wurrundjeri to our Southeast and the Wadawurrung to our Southwest and we pay our respects to all Aboriginal peoples, their culture and lore.

We acknowledge their living culture and the unique story they play in the life of this region in which the Hepburn region resides and operates.



ABOUT THE ARTWORK AND ARTISTS

This piece is the collaboration of Aboriginal visual artists Megan Van Den Berg (Dja Dja Wurrung, Yorta Yorta, Taungurung and Boon Wurrung) and Emma Bamblett (Wemba Wemba, Gunditjmara, Ngadjonji and Taungurung).

“On Dja Dja Wurrung country, this piece celebrates the creation story featuring Bunjil and acknowledges our ancestral stories and connection to the land and the deep springs. The piece is also a celebration of the future of Dja Dja Wurrung descendants who bring forward this strong and vibrant culture”.

Published June 2024

SECTION 1

WELCOME TO THE RIDE GUIDE

Mountain Biking or MTB as it's often referred to. In short – going fast down a dirt track on two wheels. Sounds like a simple concept, right?

If you're a rider, you'll know there's way more to it. Finding the best destinations - either close to or far from home - getting the mates together who love a ride, finding ways to include the family in a day or weekend away mountain biking, finding local services and equipment, finding a place to stay with everything you need. There's a lot that goes into the search for the perfect ride.

Mountain biking has developed a culture and following that has become one of Australia's highest growth industries and one that the Victorian tourism industry has only just recently started tapping into more seriously.

The MTB opportunity is clearly understood and illustrated with the Hepburn Shire Council's and the Victorian State Government's investment into Djuwang Baring (Creswick Trails) with the name derived from the local Dja Dja language and meaning 'long track'.

With 60km of trails constructed through bushland near the town centre of Creswick and the addition of the Hammon Park Trailhead, we're about to see a bigger boom in mountain bike tourism in our region when you add this to the twenty or so designated trails around the state. A boom that our tourism operators need to be prepared for.

This guide can go a long way to helping the tourism operators of Hepburn Shire set up and position themselves in the best way possible.



HOW CAN THIS GUIDE HELP YOU?

By providing:

- Background to who mountain bikers are.
- Guidance on how to make clever choices around opportunities to welcome mountain bikers to your destination.
- Tips on how to provide the best accommodation and services to meet bikers' needs.
- Information on the local mountain biking trails and landscapes including the new Djuwang Baring (Creswick Trails).
- Leading product examples.
- As many positive opportunities to tap into the growing mountain biking audience and help to grow its share of the Victorian visitor economy.

The guide has been compiled and written by keen mountain bikers who have experience in destination development and marketing.

Along with the Economic Development and Visitor Economy team at Hepburn Shire Council, who together recognise that one of the best ways to enjoy Victoria's natural environment and trails is by bike.

This version of The Ride Guide: Djuwang Baring (Creswick Trails) was created in August 2024. Information on trails is subject to change so please see the Djuwang Baring website for the most up to date information.

Djuwang Baring means 'long track' in the Dja Dja Wurrung language. Visit the website to hear the pronunciation www.djuwangbaring.com



WHO'S BEHIND THE RIDE GUIDE?



Hepburn Shire Council's investment into the development and construction of Djuwang Baring (Creswick Trails), along with the twenty or so designated trail areas throughout the state of Victoria, has driven the need to ensure Victorian tourism operators are well prepared for the mountain biking tourism sector.

The Council's Economic Development and Visitor Economy team is committed to both supporting and assisting to grow the mountain biking tourism sector.

The Council undertook substantial planning and design of the trail network and have adapted this guide to the needs of local tourism operators. We look forward to welcoming mountain bikers from all over Australia and internationally.

To see the full Djuwang Baring (Creswick Trails) visit: djuwangbaring.com

Hepburn Council's Economic Development Team: business@hepburn.vic.gov.au

Hepburn Shire images for this guide have been supplied by Andrew Englisch | [Safari](#)

The team at Threesides Marketing love a ride. For this project they brought together a group of tourism and adventuring brains to share their knowledge of tourism and biking to create what has become the Ride Guide.

Threesides works with local councils and tourism/business operators on marketing, capacity building and product development projects.

All of the content in this guide has been written before, during or after a ride so if there's some dirty marks on the pages, please excuse us.

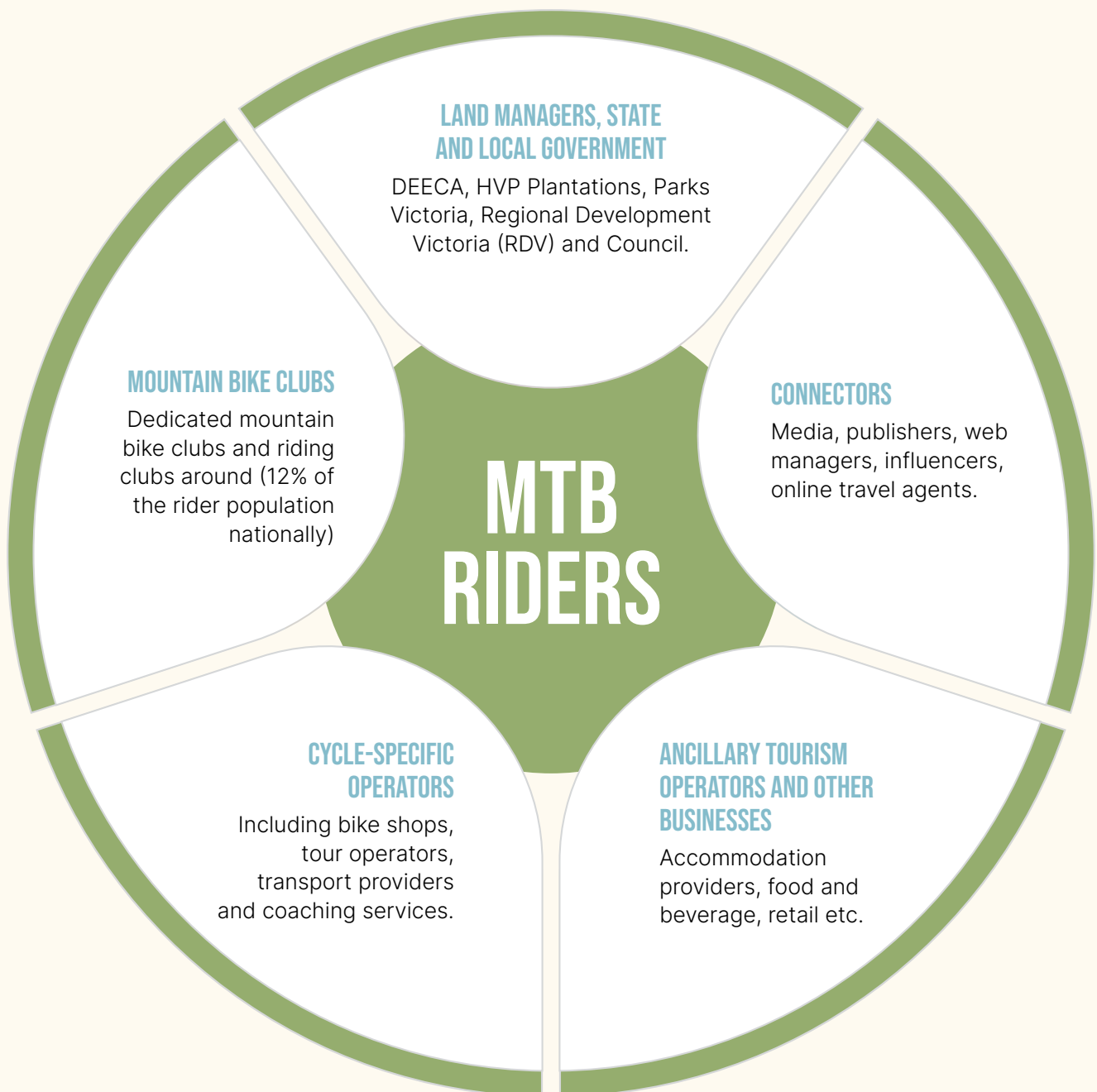
Find out more online here: threesides.com.au

THE STAKEHOLDERS – WHO’S INVOLVED?

Like any sport/recreational activity, there’s a whole range of players in the industry who could potentially help you develop, build and market your product.

Our stakeholders include the local and regional community, VOGA, visitors, cycle groups, walking groups and users of the State Forest and Regional Park.

With mountain bike riders connecting all of these stakeholders, key touchpoints include:



SECTION 2

MOUNTAIN BIKING – SO WHAT’S THE BIG DEAL?

The popularity of mountain biking in Australia, along with mountain bike holidays and the development of dedicated mountain bike areas, continues to grow on a significant scale. Mountain biking is a fun and adventurous way to explore nature and the trails on two wheels and appeals to a broad range of age groups and genders.

Mountain biking is one of the fastest growing sports in Australia and the development of these local trail networks makes this the prime time to get involved and attract new visitors to your business.



HERE'S SOME NUMBERS:



341,900+

mountain bike participants in Australia who spend \$630.8 million on the activity annually.



177,000+

Of this approximately 177,000 went mountain biking on a trip in the past 12 months.



4.3 MILLION

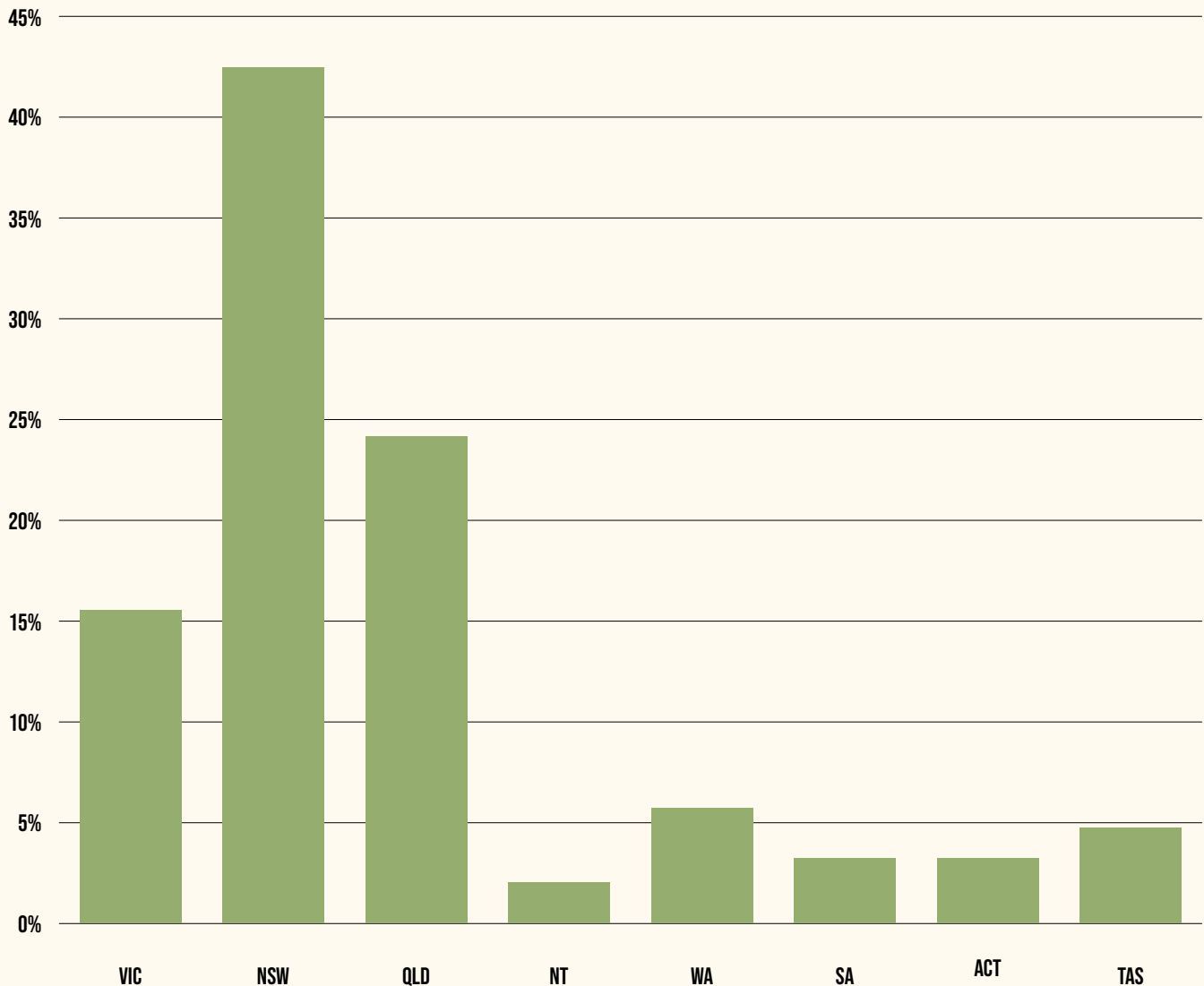
people find mountain biking appealing (29% of adults) – including 870,000 who find it very appealing.



VIC

According to an AUS Cycling Mountain Bike Australia study*, VIC has the third highest number of mountain bike trails in Australia (17%) and makes up the third highest percentage of riders, with 30-59 year olds being the biggest demographic.

MOUNTAIN BIKING IN AUSTRALIA: AN ECONOMIC AND PARTICIPATION ANALYSIS



*AUS CYCLING: MOUNTAIN BIKING AUSTRALIA: AN ECONOMIC AND PARTICIPATION ANALYSIS (2019)







SO, WHAT EXACTLY IS MOUNTAIN BIKING?

Mountain biking can be defined as “Riding a mountain bike/bicycle off-road, often on purpose-built single tracks and sometimes multi-use trails.”

Trail types accommodate different styles of riding and follow a standard Australian grading system. At trail centres, riders will encounter a variety of fun features (“berms”, “drops”, “jumps”, “skinnies”) designed to increase the adventure and test balance and skill. Types and difficulty of features will differ depending on the grade of the trail.

Grading system:

	Easy (Appropriate for less experienced riders)
	More Difficult (Intermediate riders)
	Very Difficult (Advanced riders)
	Extremely Difficult (Very Advanced riders) *Red line on the Djuwang Baring (Creswick Trails) trail map

STYLES OF RIDING:



Gravity/enduro

A form of mountain bike racing that is broken up into timed stages that are mostly (if not completely) downhill. Transfer/climbing stages are not timed, but racers could be required to meet a cut-off. Events can vary in length and difficulty.



Downhill

Downhill (also referred to as DH) is a form of gravity-fed mountain biking where there is little to no uphill riding involved.



Park/Trailhead

An area involving skills sections, jumps and sometimes a pump track – a circuit of rollers, banked turns and features.



Cross country

Cross country (also referred to simply as XC) is a form of mountain biking where covering distance is emphasised over technicality. Cross country does not literally mean “across country.”

SECTION 3

WHO ARE MOUNTAIN BIKERS?

Mountain biking attracts a range of ages, genders, abilities and riding styles.

SO, WHO ARE MOUNTAIN BIKERS - WHAT MAKES THEM DIFFERENT AS A TARGET MARKET?



Biggest share between the ages of 25-59.



Participate frequently and over the long term.



Relatively affluent with high household incomes and generally well educated.



44% travel monthly to ride. 1-4 trips per year for 1-2 days or 3+ extended stays. Travel up to 4 hrs to ride.



Group make up varies depending on type of riding and can be couples, groups of friends and/or family.

THE MOUNTAIN BIKE CULTURE

Just like surfing has its own culture, mountain biking has its own micro culture too. If you're in the know, you just need to take a look at a mountain biker's style of bike, their clothes or their helmet to have a good idea of the style of mountain biking they do. And yes, there are different styles of riding, just like there are different styles of surfing or paddling. Maybe your visitors will be lycra-clad "cross-country" keen beans, or maybe they'll be more extreme "gravity" experts - wearing baggy shorts and full-face helmets.

KNOW YOUR 'SKINNIES' FROM YOUR 'BAGGIES'!

Skinnies – an elevated, typically narrow wooden feature which requires great skills to ride.

Baggies – loose fitting mountain bike shorts, generally worn by gravity and enduro riders.

TYPES OF BIKES

Having the right kit forms part of a mountain biker's identity and also helps keep riders safe, comfortable and enjoying their riding. The bike is the centre of the sport and all bikes are definitely not created equal.

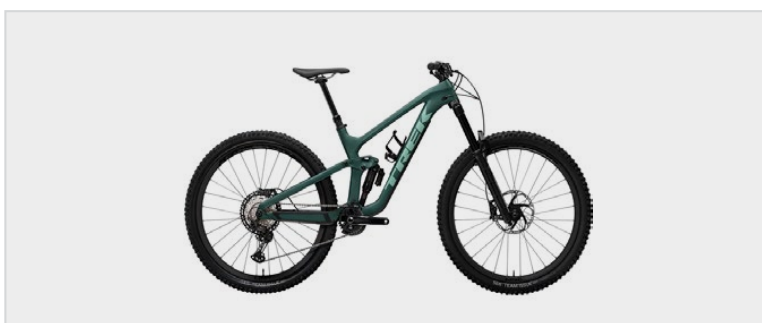
Hard tail

Only has suspension at the front-typically less expensive than full suspension.



Full suspension

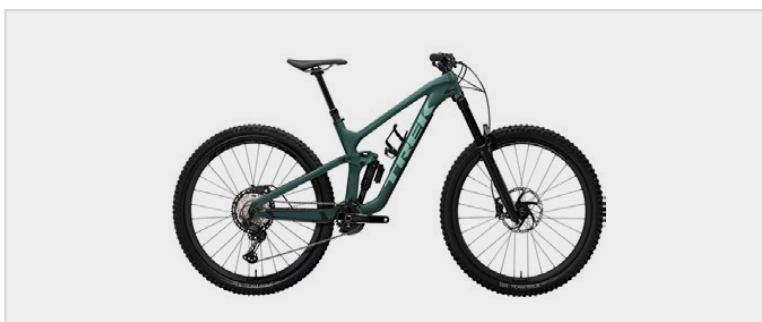
Suspension at front and rear of the bike. Typically used for more technical/advanced riding or rough terrain.



Categories also exist depending on the style of riding:

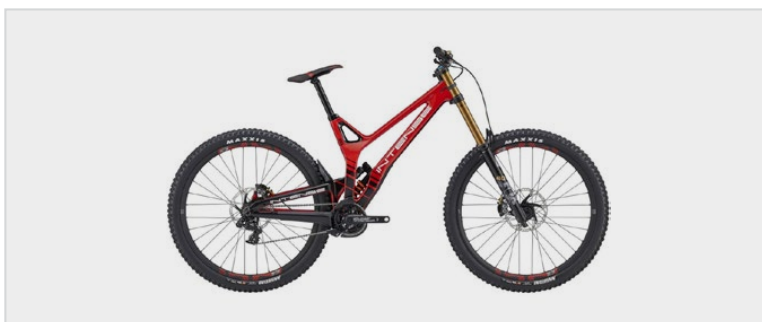
All Mountain and Enduro

Typically full suspension with lots of bounce for more challenging terrain.



Downhill

The most suspension, designed to absorb it all up while heading downhill FAST.



Cross-Country (XC)

May be hardtail or full suspension, designed to climb fast.





THE VALUE OF MOUNTAIN BIKES

Mountain bikes are no small investment. Sure, you can pick up a bike for a few hundred dollars, but some people will also spend over \$10,000 on a bike... It's an investment and the rider's pride and joy! This needs to be considered when accommodating mountain bikers on holiday, as they will want to factor in how their bike is stored when they're not out riding it.

SECURING YOUR INVESTMENT

Would you leave these items strapped to the outside of your car on the street overnight, unattended: Your favourite set of golf clubs? Your best diamond jewellery? Your favourite wall art or vinyl LP collection?

Nope? Well, bikes are both expensive and a mountain biker's pride and joy. Riders need somewhere safe to store their bikes when they're not out riding...take into consideration, this might include muddy tyres on the carpet of your hotel room, or an impromptu bike wash in the shower... unless there are catered options of course.

SECTION 4

THE HEPBURN SHIRE MOUNTAIN BIKING LANDSCAPE

THE TRAILS

The Djuwang Baring (Creswick Trails) and Hammon Park Trailhead have transformed Creswick and the region. Together, they form a network that features 60 kilometres of purpose built mountain bike trails through the Regional Park, State Forest and plantation lands, just outside of Creswick with a trailhead located at Hammon Park. There are currently 30km of trails open, with the remainder to open in December 2024.

The Hammon Park Trailhead is conveniently located within walking distance of the town centre and is accessible by car, train or bus. Creswick Railway Station is just 1km west and is accessible from Melbourne CBD on the V/Line service via Ballarat. Train access is also available from regional Victoria via the Ballarat, Ararat and Maryborough lines.

Please note that temporary V/Line coach services are sometimes in place, so if you are planning to take your bike on public transport, be sure to plan ahead at the V/Line website. Simple signposting allows for easy navigation, conveniently guiding visitors through Creswick's town centre to the facility.

For up to date information visit

- www.djuwangbaring.com
- [Creswick Railway Station](#)
- [V/Line](#)

LOCAL CYCLING CLUB - VOGA

VOGA (Villages of the Old Goldfields Association) Cycle Club is an incorporated body of a passionate group of cycle enthusiasts based in and around Creswick, Victoria.

Promoting cycling in the Hepburn Shire and advocating for safe cycling networks throughout the region, VOGA rides road, gravel and dirt on all types of bikes. They focus on getting juniors onto bikes and encouraging novice riders of any age to come and have a go.

Find out more at: www.vogacycleclub.com.au

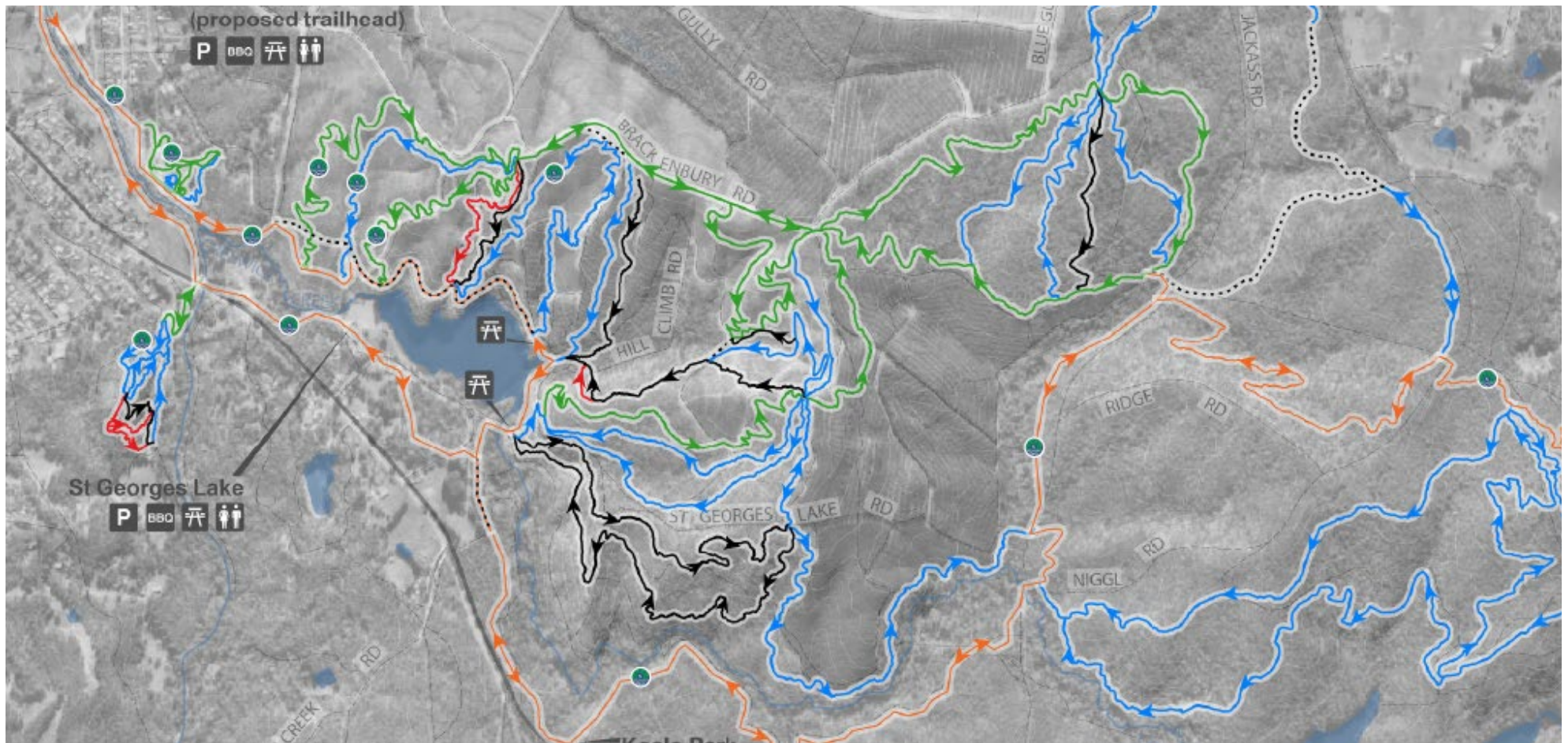


DJUWANG BARING (CRESWICK TRAILS) TRAILS CURRENTLY OPEN



30KM TRAIL MAP






DJUWANG BARING (CRESWICK TRAILS) TRAIL CLASSIFICATION



DJUWANG BARING (CRESWICK TRAILS) CLASSIFICATIONS

-  Dual direction shared use Goldfields Track
-  Single direction bike trail (Easy)

-  Single direction bike trail (More Difficult)
-  Single Direction bike trail (Very Difficult)
-  Single Direction bike trail (Extremely Difficult)

-  Dual Direction bike trail (Easy)
-  Dual Direction bike trail (More Difficult)
-  Road that forms part of the network

THE HAMMON PARK TRAILHEAD



11 MOORE STREET, CRESWICK VIC 3363

In addition to serving as the trailhead for the Djuwang Baring (Creswick Trails), Hammon Park is now a fully self-contained community-focused reserve with cycling being the primary activity, for all ages.

Hammon Park Highlights include:

- Cycling jumps to complement the existing pump track
- Children's Playspace with undercover sandpit, nest swing, balancing, hopping and bouncing equipment
- Large rope climbing structure
- Undercover BBQ area with double burner electric BBQ and picnic table
- Learn to ride track with a scaled down version of elements found on the Djuwang Baring (Creswick Trails)
- Accessible concrete paths
- Garden beds, new turf areas, tree planting and naturalised drainage swales
- Paved area for food trucks and three GPOs for events
- Shaded seating area x2
- Carpark extension to double available parking
- New toilet block with 3 ambulant and one accessible cubicle (with shower)
- Changing Place toilet facility accessible with MLAK key (available upon request according to need)
- Cyclocross stairs and sandpit
- Pedestrian and cycling bridge across Creswick Creek
- Bike wash, Bike repair station, E-bike chargers x2
- Bins, seats and 2 water fountains.

SECTION 5

CREATING A THRIVING MOUNTAIN BIKE DESTINATION

Although great riding is the basis for a mountain bike destination, the experience and offering needs to be so much greater than this.

Think trails, mountain bike friendly accommodation, rider friendly food and beverages and experiences for the mountain bikers and/or their families beyond riding.

It takes a village to build the ideal destination! The trails are just the beginning. It's up to the businesses on the ground to recognise that it's your offering that will bring a must-visit destination together – a rider friendly town will make people come back again and again. So, what exactly does this look like?

AN IDEAL DESTINATION WILL TICK ALL THE BOXES

	Volume of trails (60-100km+)		Accommodation and retail
	Variety of trails including adaptive riding		Food and beverage
	Trails of varying difficulty - need challenging riding		Different riding experiences - can't be more of the same
	Scenery		Accessibility and inclusion
	Acknowledging Indigenous Culture		Other experiences - more than just biking

SO, YOU HAVE THE EPIC TRAILS - WHAT ARE THE OTHER MOUNTAIN BIKE SPECIFIC NEEDS?

(Where applicable these opportunities will be subject to permissions or permits from land managers.)

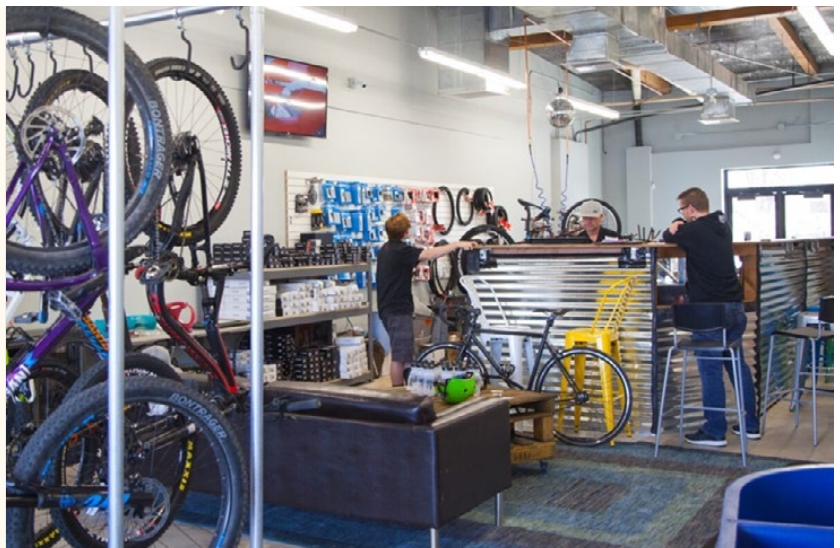
Trailhead facilities

These may include parking, access to drinking water, trail signage/a map of the network, tools.



MTB shop, mechanic, rental

Somewhere to buy MTB gear, seek mechanical support or for riders arriving without bikes (this could be because they've arrived by public transport, or are new to mountain biking) – to rent bikes.



MTB shuttle and tour services

Guided tours or, for networks where shuttles are appropriate, a vehicle shuttle service for riders and their bikes between the bottom and top of the trail.



Food and beverage options

Think good quality pizza, pasta, craft beer – mountain bikers tend to enjoy a few chilled “frothies” after a big day riding.



Secure bike storage

Remember, bikes are valuable and prized possessions!



Bike wash

A clean bike is a fast bike (and a happy hotel room carpet!). Pressure washers are typically used for bike cleaning, although this needs to be carefully done so as not to damage the bike and its bearings.



Bike parking

Including lockable options.



Events

Mountain bike events may be single stage, morning or day races, or longer weekend or multi-day stage races.



Rider friendly locals/culture

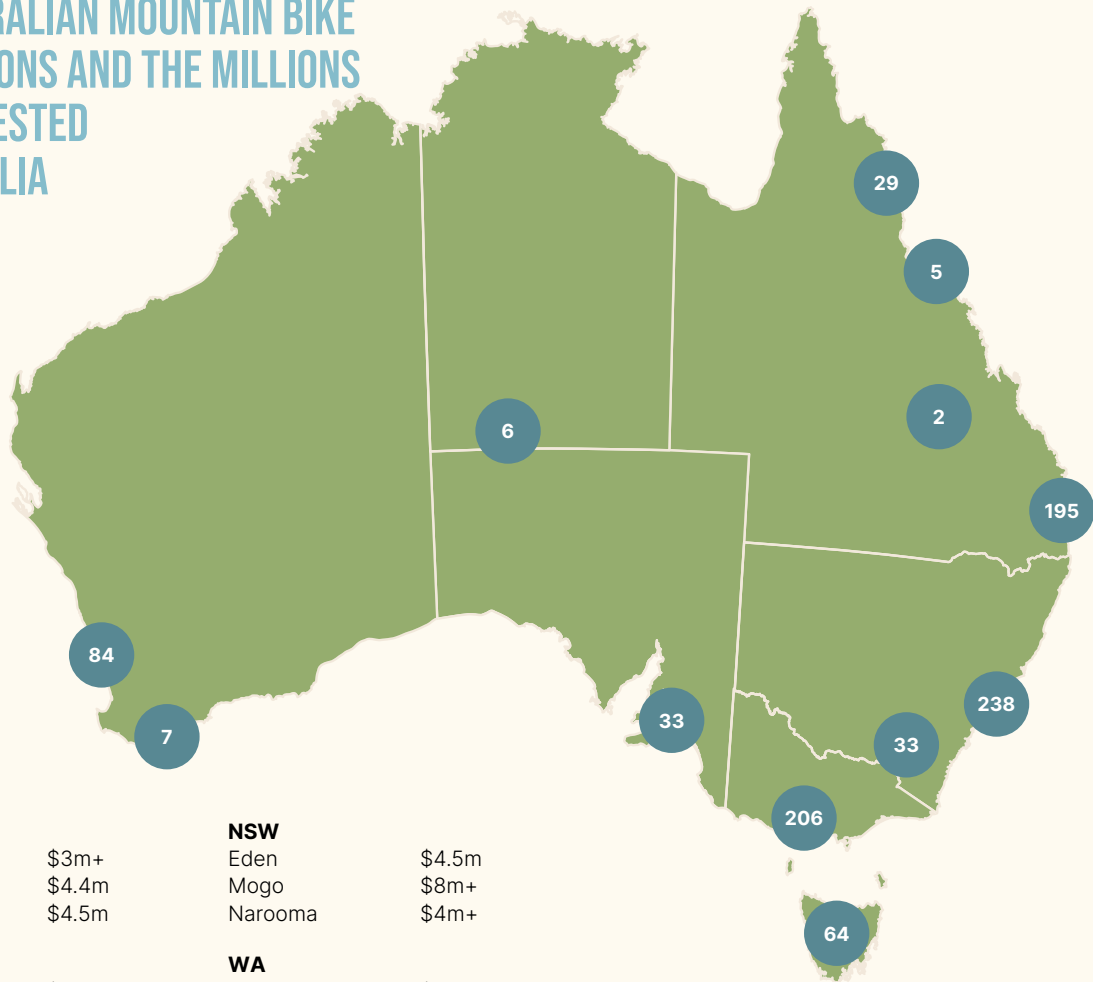
Mountain bikers are a friendly bunch and love to visit rider friendly spots.



SECTION 6

THE GROWING AUSTRALIAN MTB TRAIL NETWORK

TOP AUSTRALIAN MOUNTAIN BIKE DESTINATIONS AND THE MILLIONS BEING INVESTED IN AUSTRALIA



TAS

Derby Tas	\$3m+
George Tn	\$4.4m
St Helens	\$4.5m

QLD

Cairns	\$ongoing
Mackay	\$10m+

VIC

Djuwang Baring	\$10m+
Forrest	\$2.25m
Omeo	\$4.5m
Warburton	\$10m

Private Trail Investment

Mt. Buller (VIC), Falls Creek (VIC),
Maydena (TAS), Spicers Peak
Lodge (QLD), Thredbo (NSW)

NSW

Eden	\$4.5m
Mogo	\$8m+
Narooma	\$4m+

WA

Collie	\$10m
Dwellingup	\$3.5m

SA

Eagle Park	\$ongoing
Melrose	\$2.5m

NT

Red Centre	\$10m
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ACT

Stromlo	\$1.8m
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KEY



Number of Mapped Trails

As of 2024
Source: [Trailforks](#)

BUILD IT AND THEY WILL COME

Below are two examples of destinations that have seen significant economic benefit from investing in MTB development and building a MTB community around the destination.



A. STROMLO FOREST PARK, CANBERRA, ACT

- 2007 – Government-funded development built out of the ashes of the Canberra bushfires.
- Home to over 100km of MTB trails at the adventure centre catering for all levels. Includes a dedicated skills park and pump track.
- Home to major events including the 2009 National and World Championships.

65,000+ interstate MTB visitors to Canberra
180,000 visitor nights
\$50M+ expenditure

As featured on Flow MTB
flowmountainbike.com/destination/stromlo-mountain-bike-trails/



B. BLUE DERBY, DERBY, TAS

- Blue Derby transformed an old tin mining town into a mountain bike mecca attracting domestic and international riders and events.
- Opened in 2015.
- Over 125km MTB trails, plus a pump track catering for all levels.
- Home to major events including stage races, Nationals and World Enduro Championships.

30,000+ visitors annually
3-4 nights stay
\$30M annual expenditure

As featured on Flow MTB-
flowmountainbike.com/destination/blue-derby/

SECTION 7

SO, YOU WANT TO BUILD A MOUNTAIN BIKE-READY BUSINESS?

WHAT DOES BEING MOUNTAIN BIKE-READY REALLY MEAN?

Being “Bike ready” in tourism means you:

- know
- appreciate
- value
- invest in
- attract
- and want to successfully connect with the mountain bike visitor.

Being bike-ready means setting up your business to deliver on the needs of mountain bikers. It means ensuring riders have a positive, memorable experience that they want to return to and share with their mates – they’ll be planning their next visit before they’ve even left.

Being a bike friendly business can include the following considerations, dependent on the type of provider you are.



The Tourism Industry Council Tasmania started a great program to accredit Bike Friendly Businesses in their state.

Check out their resources for some great pointers on what you can do to become more bike friendly.

[Download the resources pack](#)



SECTION 8

BENEFITS FOR LOCAL BUSINESSES

Local businesses experience substantial benefits from travelling riders who typically spend four to five days at prominent mountain bike destinations. This extended stay not only stretches the weekend visitor market into weekdays, but also boosts various sectors such as accommodation, hospitality, retail and transport services.

While many riders opt for accommodation near the trail network, they disperse their expenditure throughout the area.

Moreover, they frequently take breaks from biking to explore regional attractions, further contributing to the local economy.





QUESTIONS TO ASK WHEN CONSIDERING YOUR BUSINESS OPPORTUNITY:

1

Are you interested in growing a new market for your business?

2

Does the target market match your product?

3

What infrastructure upgrades do you need to undertake to meet the needs of the market?

4

What experience development steps do you need to take?

5

How will you promote to and attract the market?

6

Who can you work with locally to maximise your return on investment?

7

What can you measure to work out how successful you are?

SECTION 9

MARKETING AND PROMOTIONAL OPPORTUNITIES

Building a MTB friendly product and experience is the first step. Then you need to promote it and start tapping into the MTB traveller market to attract riders and get them to engage with your business. Try some of these ideas listed to start spreading the word.

LIST YOUR BUSINESS, EVENTS AND ATTRACTIONS ON THE AUSTRALIAN TOURISM DATA WAREHOUSE

The ATDW is Australia's national tourism marketing platform representing over 50,000 small and medium-sized tourism businesses and destinations. Their main goal is to support Australian tourism businesses to make the most of their digital marketing efforts, expand their reach, promote their offerings and attract more online traffic. By creating an ATDW listing in the online database, Tourism Operators benefit from being listed on their State or Territory Tourism Organisation's (STO) consumer website, the Australia.com website and on ATDW's extensive network of hundreds of tourism distributors and growing.

Further information: [Visit Victoria - ATDW](#)





HEPBURN SHIRE COUNCIL

Visitor Information Centres (VICs) are a fantastic resource for people to learn about the best things to see and do in our region. Council operates VICs in Creswick, Clunes, Daylesford and Trentham.

[VIC locations and hours of operation.](#)

Stock your flyers or brochures and don't forget to keep the team up to date with your business including accommodation/service availability, change of opening hours, or change in ownership. This will help us to make sure our volunteers are providing visitors with up-to-date information.

To discuss this further contact the Visitor Services Team on (03) 5321 6123 or email tourism@hepburn.vic.gov.au

VISIT HEPBURN SOCIAL MEDIA

- Follow us on [Facebook](#) and [Instagram](#)
- Share our posts and engage in them with a like or comment
- Email us at tourism@hepburn.vic.gov.au when you post an event to Facebook, so we can include in our Facebook events, or send us a co-host request
- Tag your regional photos and videos with the following to give us permission to share.
Facebook and Instagram [@visithepburnshire](#)

Partner with Daylesford Macedon Tourism

The role of Daylesford Macedon Tourism is to develop a co-ordinated approach to marketing, product development, infrastructure development and industry development for the region. They are an independent body, operating as a not-for-profit business, where all profits are reinvested back into developing and promoting the region. State and local government are key financial stakeholders in the organisation, providing core funding that underpins the organisation's operations.

Further information: [Daylesford Macedon Tourism](#)



Partner with Tourism Midwest Victoria

Tourism Midwest Victoria is designed to strengthen and grow Midwest Victoria's visitor economy. This partnership between local and state government and the tourism industry, Tourism Midwest Victoria's focus is to support visitation to the City of Ballarat and the shires of Pyrenees, Moorabool, Golden Plains (south of Ballarat to Rokewood) and Hepburn (Creswick and Clunes).

Further information: [Tourism Midwest Victoria](#)



Marketing your tourism business

- [Australian Tourism Data Warehouse](#)
- [Daylesford Macedon Tourism](#)
- [Tourism Midwest Victoria](#)
- [Victoria's Tourism Industry](#)
- [Visit Victoria](#)



Business/industry engagement and development opportunities

- [A Guide to Tourism Investment](#)
- [Creswick Business and Tourism Association](#)
- [DJAARA](#)
- [Grants and program finder](#)
- [Hepburn Shire Council Circular Economy Business Toolkit](#)
- [Victorian Tourism Industry Council](#)
- [Visit Victoria Industry development](#)
- [VOGA](#)



SECTION 10

ADAPTIVE MTB TRAILS

Adaptive Mountain Biking (aMTB), sometimes referred to as “off-road para-cycling”, encompasses a broad range of riders who typically cannot ride a standard mountain bike and require adapted equipment and trails to suit their physical, intellectual, neurological and sensory abilities.

One goal of Djuwang Baring is to provide a unified network of adaptively suitable trails. Approximately 30% of the network contains adaptively suitable riding trails.

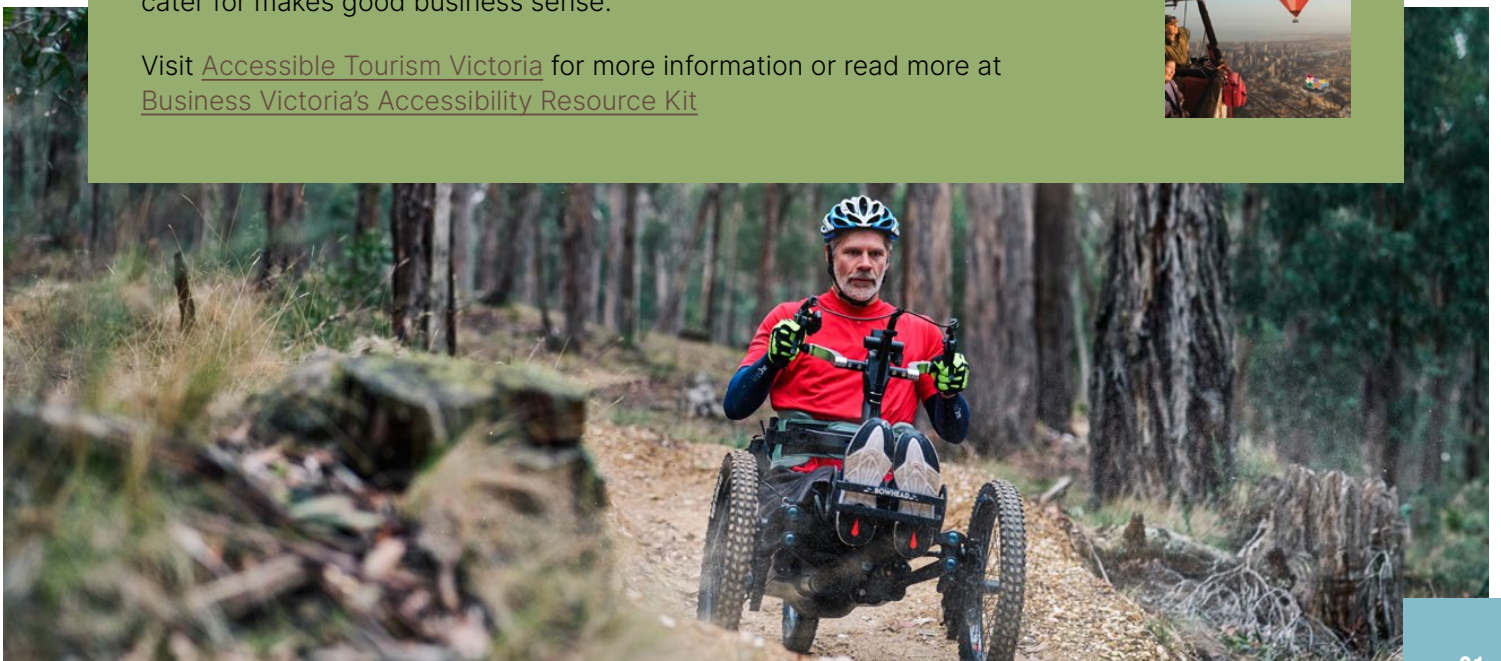
- aMTB Trail Ratings
- aMTB 1 (GREEN) - No obstacles exist. Wide enough. Can be ridden confidently solo.
- aMTB 2 (BLUE) - Obstacles exist. You may or may not be able to ride this solo. Support rider recommended.
- aMTB 3 (BLACK) - Major obstacles exist. You will not be able to ride this solo. Support rider needed.

Find the adaptive trails at Djuwang Baring by looking for the adaptive symbol on our online [Trail Map](#) and on the trail signage throughout the network. Learn more about Adaptive MTB communities via [Disability Sports Australia](#) or [Break The Boundary](#).

ADAPTABLE TOURISM

A number of the trails around Creswick will be accessible for MTB riders using adaptable bikes. Making changes to the way you do business and who you cater for makes good business sense.

Visit [Accessible Tourism Victoria](#) for more information or read more at [Business Victoria's Accessibility Resource Kit](#)



SECTION 11

AUSTRALIAN MTB OPERATOR INSPIRATION

MTB friendly experiences come in many different shapes and sizes. Checking out what is happening close to home and around Australia can be a good source of inspiration for your next MTB upgrade project.





MOUNTAIN BIKE TOURS

RIDE CRAFT MOUNTAIN BIKE COACHING

RideCraft MTB offers private and group mountain bike coaching, guided rides and skills sessions for riders of all ages and levels.

Our coaches are fully insured and qualified under the globally recognised Professional Mountain Bike Instructors Association (PMBIA) and are incredibly passionate about helping riders gain confidence, improve their mindset.

We are a Parks Victoria Licensed Tour Operator and we love helping riders find the joy in riding in Victoria's beautiful High Country!

WOMENS

lessons

KIDS

programs

SKILLS

coaching and
guided rides

See more at [Ride Craft Mountain Bike Coaching](#)

Image credit [ridecraftmtb.com.au](#)



ACCOMMODATION

WARBURTON DIGS

For the road cyclists, trail bike and mountain bike riders there's no better base for your trip. From our front yard, hit the tarmac and head up Mount Donna Buang for a climbing challenge or try the many kilometres of tracks and trails throughout the Yarra Valley. We have a secure bike shed, bike tools and bike wash.

Bike-Friendly Facilities include:

WASH

bay, storage and repair
shed

STAND

tools, pump, de-greaser,
rags and brush provided

See more at [Warburton Digs](#)

Image credit [digslodgings.com.au](#)



ACCOMMODATION

PARKVIEW MOTOR INN WANGARATTA

Ideally located in the heart of Wangaratta, the Parkview Motor Inn and Apartments features stylish, well-appointed rooms at a reasonable price.

The Parkview Motor Inn and Apartments is within easy walking distance of the central business district and features beautiful views over adjoining Merriwa Park.

Bike-friendly facilities

- Dedicated bike storage
- Bike wash area
- Onsite guest laundry
- Continental breakfast
- Hybrid bike hire
- Bike transfers

See more at BikeHotels.com.au

Image credit bikehotels.com.au



BIKE SHOP/RENTAL/TOUR

SACRED RIDE – LUNAR-CY FULL MOON RIDES

Based out of Jindabyne, Sacred Ride offers an epic mountain bike tour experience – riding ebikes to the top of Mt Kosciusko under the light of the full moon, complete with local beverages and a guided tour of the range.

Making the ascent of Mt. Kosciusko

Australia's highest mountain - for many is a once-in-a-lifetime experience and an 'experience' it should be. Every full-moon in summer Sacred Ride organises a bike ride to the top of Australia, involving a ride from Charlotte Pass to Rawson's Pass then a short walk to the summit which includes - bike and gear hire, a lift to Charlotte Pass (leaving 5:30pm), a guided tour of the range by our support team and a shot or two of Wildbrumby schnapps upon reaching the summit as you watch the sun set over the main range and the full-moon appear in the Eastern sky."

See more at sacredride.com.au

Image credit singeltracks.com



FOOD AND BEVERAGE

FORREAST BREWING COMPANY

A small scale brewery complete with bar, dining hall and a cottage accommodation option for riders. Located in Forreast, Victoria, a small rural township in the Otway Ranges. People visit Forreast to ride world class single track mountain bike trails visittoways.com/ride-forreast and the Forreast Brewing Company, with its bike décor and bike friendly environment, attracts this audience.

“Our kitchen prepares international and modern Australian style dishes, matched to our local beers. We also serve local wines, soft drinks, coffee and cakes. We cater for a wide range of dietary requirements including vegetarian, vegan, gluten free and dairy free. Our place is intentionally casual. You can dine in your bike riding gear or in your Sunday best. We are kid friendly, dog friendly and bike friendly.”

See more at forreastbrewing.com.au



ACCOMMODATION AND TOURS

BLUE DERBY PODS RIDE

Blue Derby Pods Ride has created a premium service, catering to mountain bikers by creating memorable packages comprised of adventure, accommodation and food experiences.

This luxury adventure mountain biking experience combines Tasmania’s world-class Blue Derby Mountain Bike Trails network with unique, private pod accommodation and exceptional Tasmanian food and wine.

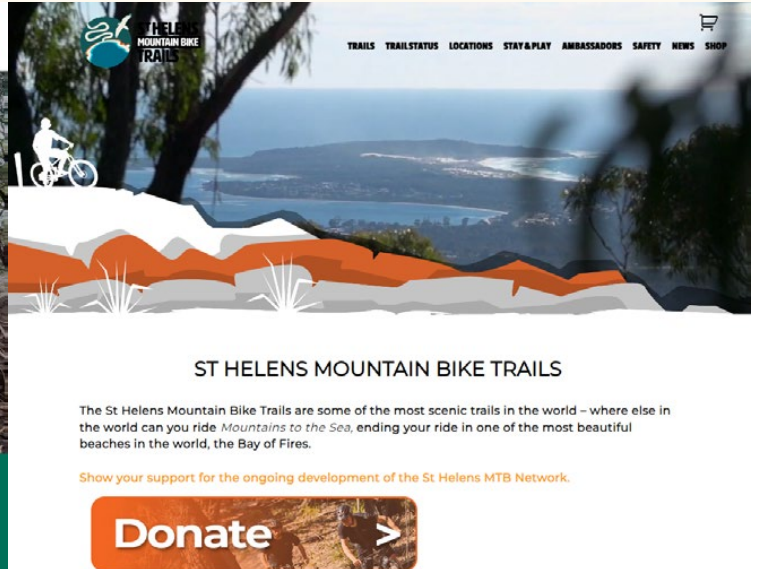
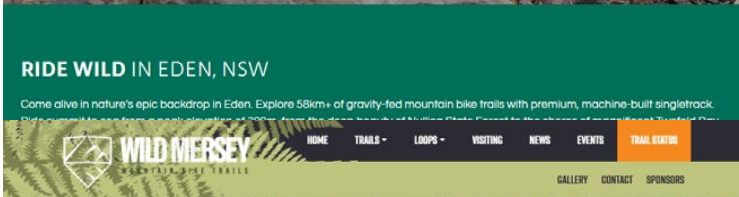
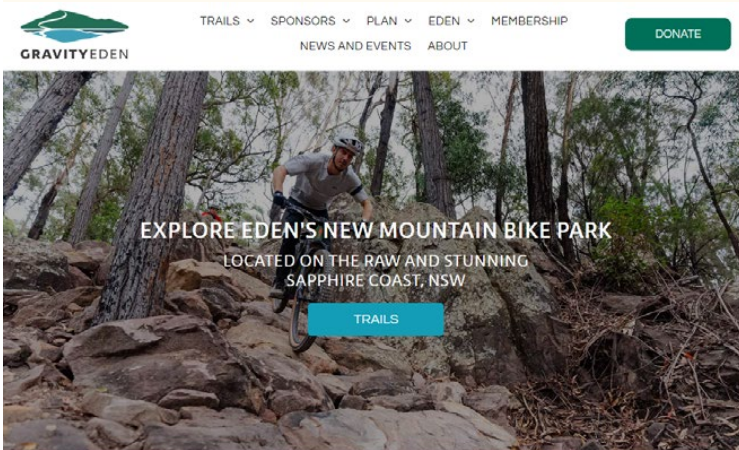
Pricing starts from \$1850 per person for a two day experience.

See more at bluederbypodsride.com.au

EXPLORE FURTHER

Here are some other MTB destinations and websites that are attracting attention and doing a great job of building and supporting the MTB visitor economy.

- [Dinner Plain](#)
- [St Helens Mountain Bike Trails](#)
- [Wild Mersey Mountain Bike Trails](#)
- [Blue Derby](#)
- [Visit Melbourne Mountain Biking](#)
- [Gravity Eden](#)
- [Mountain Bike Narooma](#)



Reach out to the Council's Economic Development Team

business@hepburn.vic.gov.au

