

# Morawa Trails Project

Driving Local Economic Growth and Jobs

## Key Benefits

- Socio-economic outcomes
- Regional Tourism
- Industry Diversification
- Environment & Conservation
- Health & Wellbeing
- Social Connection
- Social Inclusion
- Increased Property Values
- Increased LG Income

## Opportunities

- 100 km Trail Network
- Aboriginal Cultural Tourism
- Attract National MTB Event
- WA 1st Mine Site Terrace Trail

## Aligns With

- WA Strategic Trails Blueprint 2017-2021
- WA Mountain Bike Strategy 2015-2020
- WAMBA Strategies & objectives
- Dept Sports & Rec Trails & Sports Tourism Goals
- MWDC Regional Blue Print 2050
- Midwest Sports Federation— Sports Tourism Objectives



## ECONOMIC DEVELOPMENT

Morawa is keen to regenerate our community by developing our community as a mountain biking destination of choice with a high-profile trail network and informal riding areas. Mountain biking is the worlds fastest growing recreational, sport and tourism activity. Each year cycle tourism contributes \$2.4 billion to the national economy. West Cycle 2015 report that almost 120,000 mountain bikes are purchased each year in WA.

Mountain bikers consistently seek places to ride and there are over 50 competitive mountain bike events in WA each year. The proposed Trail network will positively contribute to increases in our communities socio-economic status through increased regional tourism and will help to drive economic sustainability for Morawa and the broader region.



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## Construction WA

14 FTE Jobs per annum 3 yrs

\$4.04 million per annum 3 yrs

## Operational WA

22 FTE Jobs per annum

\$2.16 million per annum

## Construction Morawa

3.7 FTE Jobs per annum 3 yrs

\$0.653 million per annum 3 yrs

## Operational Morawa

16 FTE Jobs per annum

\$1.2 million per annum



## Shire of Morawa

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## MORAWA TRAILS STAGING PLAN

Financial Year	Year 1			Year 2			Year 3			Year 4			Year 5			Year 6			Year 7			
	W	S	A	W	S	A	W	S	A	W	S	A	W	S	A	W	S	A	W	S	A	
Proposal Supported																						
Funding Agreements																						
Finalise Project Framework																						
Secure Funding																						
<b>Stage 1</b>																						
Engage Trail/facility Design Team																						
Branding and Identity Planning																						
Site Assessment, Concept and Design																						
Engage Construction Team																						
Trailheads & Campground upgrade																						
Trail Construction																						
Morawa Facility Construction																						
Practical Completion																						
Management & Maintenance start																						
Opening, Event, riding/walking season																						
Visitor survey and feedback period																						
<b>Stage 2</b>																						
Concept and Design																						
Trail Construction 30+ km																						
Visitor survey and feedback period																						
Stage 2 Opening & Event Period																						
<b>Stage 3</b>																						
Concept and Design																						
Trail Construction 30+ km																						
Stage 3 Opening & Event Period																						

	Morawa Shire & Financial Consultant Team
	Trail Designer, Landscape Architect, Branding Expert Team
	Trail and Visitor Facility Construction Team

## WA MTB TRAIL LOCATIONS



There are 129 known Mountain Bike Trails in Western Australia. Karratha and Geraldton Trails are only minor trails.

Future MTB Trail development is focused in Perth and Peel and the South West. This provides a significant opportunity for Morawa to develop a significant North of Perth Trail network.

## TRAIL TOWN MODEL



Trail models define how a mountain bike facility can be developed and applied to a population centre or an individual site.

Morawa has the capacity, with the development of the proposed Trails Project, to become a distinct Trail Town in the Midwest.