



WAMBA Committee Meeting 2-2013

Date: 21st May 2013

Time Start: 18:30

Location: DSR, Leederville

Attendees:

- John Barton – President
- Lindsay Alsop – Vice President
- Louise Wallace - Treasurer
- Jake Hannah – Secretary
- Margaret Mclroy
- John Roberts
- Ian Humphrey
- Kyra Eddy
- Mark Wardle
- Tony Cooper
- Jodie Stembridge
- Martin Danger
- Dave Wilcox

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1. Apologies

The following apologies were received by email:

- Steve Janiec
- John Wallace

2. Minutes from Previous Meeting

The minutes from 16th March were accepted as accurate.

The following actions had been resolved:

- Louise will start using the MYOB accounting software this week
- Jake set up all the sub-committee google groups

The following actions have not yet been resolved:

- **Louise to add Lindsay as a signatory on the bank account**
- **Louise to pay Fraser Glendinning for auditing our accounts**

3. Treasurer's Report

Louise Wallace informed us that the current balance is \$60,670.43.

This includes \$9,000 from the NRM grant that is owed to Ian.

Our only other income this month was a few Kalamunda Circuit T-shirt sales and a couple of new memberships.

We will have a few large invoices in the next month which will reduce the balance.

4. President's Report

John Barton summarised his recent activities:

- WAMBA now have a hot desk in the new WestCycle office in Leederville
- We can have a sign outside and inside of the WestCycle office if we so wish
- There is funding available for a mountain bike development officer
- The SW trails master plan is going out to tender this week. It will be open for 3 weeks
- It has been suggested that John Barton and Dave Wilcox are paid \$10,000 to finish the mountain bike sustainability plan. This would come out of the funds for the development officer

5. PMBC Report

From John Roberts:

- **The Sprockets kids clinics and races have been launched**
- DSR Grant approved for coaching development (at the junior development camp = JDC)
- The JDC is being supported by Target Trek MTB team, Trek and Shotz (as of today)
- PMBC are applying for the MTBA club grant scheme to help with the JDC. I should have this finalised this week. (TT)
- Jenny King will be here for the Marrinup XC race (and JDC).
- Commissaries course to be set out in the next few weeks, Tony Scott to fly over and train persons to level 2.
- Ashley G is working with DEC to have Marrinup as this years venue for Dusk Til Dawn

6. MRORCA Report

From Dave Wilcox

What they have been up to:

- **Detailed Area Plan (DAP) for Compartment 10 is nearly finished**
- **Nick Bowman and Troy Rarick from IMBA will be visiting for a 2 day workshop in June**
- **Planning permanent signage in the South Carters Rd are and more temporary signs in the Pines**
- **Dave Wilcox and Mike Gadd have council permission to progress with their trail hub. This is not a MRORCA venture but a separate private enterprise**
- We held our monthly Committee meeting on the first Wednesday of the month.

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- We attended the final SW MTB Master Plan steering committee meeting and look forward to this project being tendered soon by West Cycle.
- We met with the Department of Sport & Recreation in Perth and discussed our \$100,000 grant application.
- We had a meeting with WAMBA (West Australian MTB Association) committee members in Margaret River and discussed the future of WAMBA and proposed some changes which were recently adopted.
- Discussed appropriate newsletters and Facebook communication with Department of Sport & Recreation, WAMBA, and DEC.
- We had a meeting with Department of Sport & Recreation in Bunbury and answered questions about our \$100,000 grant application.
- We met with our trail planning consultant to review the first draft of the proposed trail network in 'Compartment 10'
- Worked with Lotterywest to prepare adverts for local papers promoting grants.
- Coordinated an International Speaker and an Australian representative of the International MTB Association to come to Margaret River for a series of workshops and a community forum.

What they will do doing next month:

- Meeting with DEC's district Parks and Visitor Services Coordinator to discuss our Memorandum of Understanding for MTB trail construction, maintenance and racing in Margaret River.
- Attending the WAMBA monthly committee meeting in Perth.
- Meeting with Shire of Augusta Margaret River to discuss the Rotary Park skills park and the Shire's trails reference group.
- Meeting with DEC Recreation and Trails Unit Coordinator to discuss the proposed new MTB trails facility in Margaret River.
- Reviewing proposed realignment on the Carters Road Creek Trails with DEC & hopefully constructing the realignment.
- Installing some further temporary signage around the Carters Road Creek Trails.
- Meeting with DEC Coordinator of Interpretation Unit to review permanent signage plans for creek trail and the pines.
- Meeting with Cape to Cape race coordinators to discuss this year's race, trail alignments and required works.
- Meeting with DEC Assistant Director (Visitor Services) to discuss the future of mountain biking in Margaret River.
- Meeting with Cape to Cape Track members to discuss a proposed new trail between Margaret River and the Coast.
- Submitting a National Resource Management grant to assist with the development of the new trail facility at 'Compartment 10'.
- Hosting International MTB speakers at a series of workshops and events in Margaret River.

Other things that are going on:

- First trail build day of the year which is happening on Saturday 25th of May. Stay tuned for more details on this day and others soon.
- A community forum on mountain biking in Margaret River will be held on the 20th June. Representatives from IMBA, WAMBA, DEC, DSR and MRORCA will sit at a panel to discuss the future of mountain biking in the region and answer questions.
- Our AGM will be held on the evening of the 26th June. More details soon.
- You can read and comment on the draft report on the proposed MTB trails facility when it is released to the public for comment in June.
- Cross your fingers and toes for the grant application, and throw general good vibes our way if you see us on the trails.

7. Dwellingup Trails Group Report

From John Roberts.

Goals this year:

- Establish a group of relevant and committed individuals interested in developing Dwellingup XC MTB facilities and expanding the WAMBA support in this area.
- Understand history of area.
- Assess or Develop plans for maintaining existing trail.
- Assess options for new trails

What did I do last month:

- Establish contact with key PMBC members.
- **John asked for the contact for Dwellingup Adventures (Pete White) who managed maintenance on the Munda Biddi in the area. Action: Jake to provide.**
- **Jake mentioned that he has submitted an application to DEC on behalf of Tony Tucknott to open up the old Scarp Rd downhill track but he has had no response. Action: Lindsay to chase Jamie Ridley.**

What will we do next month:

- More research on current plans with PMBC.
- Review existing plans for the area, or otherwise decide where to start focusing efforts.

8. Kalamunda Trails Group Report

From Ian Humphrey

- **Ian is investigating placing a shipping container at the Camel Farm to store tools/trailer**
- **It was proposed by Ian and seconded by Dave Wilcox that Lindsay Alsop be paid \$4,000 to develop a detailed design for the Green trails. There were no objections**

Goals:

1. Continue to develop the Kalamunda Trails in to a network worthy of city of Perth's size and the premier riding destination in WA by,
 - Opening Mt Gunjin trails (July) – LA
 - Opening Gunjin-KC links (July) – LA
 - Luvin Shovels (August) – LA
 - Scorpion sanctioned (End of June) – IH
 - Farrell Grove trails (by end November) – IH
 - Green trails (12 months) – All (?)
2. Improve the accessibility of the Kalamunda Trail network
 - New high quality trail map/guide – JH
 - Review and improve sign posting – SW
3. Trail maintenance
 - Develop and fund a long term maintenance plan for these trails – All
 - Build a volunteer rider network and volunteer management scheme to assist in trail maintenance/building - SW
4. Planning
 - Funding for a Kalamunda trails plan (September) – All
 - Identify future areas for expansion (December) – MS
5. Form our own identity to be more independent of WAMBA within 12 months. - All

What We Did Last Month:

- Trails:
 - Mt Gunjin. Dirt Art are here and should be finished by the end of the month. Trail will then need sign posting by volunteers.
 - Scorpion, worked on realignment of fall line section. Pin flagged new climb to top of hill.
 - Luvin Shovels - clay moved and mainly shaped, Several volunteer days run. On schedule for August opening. Possibly photo comp for opening.
 - Green - need a design
- Maintenance:
 - RnR done a good job on \$4k maintenance of Camakazi. Negotiating some further work with them with K50 money for long term drainage.
 - 2 volunteer maintenance days run. Excellent turn out. Very well organised by RnR, considering engaging them to run next few also.
 - Dig This! TREK bike giveaway launched with FreeWheel bike shop.
 - Volunteer bike shop discounts.
- Trail Map: Design continues. Have decided on a size and have quotes for printing. Just need trails to be open and finalise text & a sponsor.
- Trail Counters:
 - Over 500 per week on Camakazi & Muffin Tops
 - 80 per week on Blue Tag, Observatory & Scorpion
 - All trail counters might be under counting due to settings (only 1 reading per sec)
- Kalamunda Mountain Bike Collective
 - Opened facebook group set up to form a community of riders

- Over 250 have joined

What We Are Doing Next Month:

- Trails:
 - Mt Gunjin will be finished. Needs signing and then watch as we get mobbed by riders
 - Scorpion finalising new realignment works, drainage on existing/retained sections, commence on climb/decent from top of hill.
 - Luvin Shovels - more trail building days.
 - Green - commission design and start to seek a contractor for works.
- Maintenance:
 - RnR to complete drainage work on Camakazi.
 - Delaying major works on Muffin Tops & Mercury St until we have clay available. Possible other small parcels of work.
 - June volunteer day. Location TBC
- Maps and sign posting:
 - Continue review of sign posting on KC and upgrade where needed
 - Add a couple of "You Are Here" signs at crucial junctions on Gunjin (top/bottom Rocky, top/bottom Gunjin)
- Trail Counters:
 - Move the Observatory counter to the new Gunjin trails

What Is Stopping Us (ie where we could do with some help)

Building community. More posts on Kalamunda Collective facebook page (downhill over by weir etc), posting rides/vids.

What We Learnt Last Month that Might Help Others

- Give clear directions undertake trail audit before commencing contractors, so much easier in the long run.
- Visit trails immediately after or during rain. Common sense but highlights problems/issues you wouldn't normally see (look at drainage on Joeys)

9. Women of WAMBA Report

From Kyra Eddy.

What We Did Last Month

- Had meeting and looking to confirm goals at next meeting so that they are in line with WAMBA strategies for 2013.
- Had first brainstorming of strategies and how WOW (Women of WAMBA) will fit into that and our interactions with current stake holders
- Louise had a meeting with Silent Revolution Website creator
- Louise to support WOW but will represent the WA branch of Silent Revolution
- WOW group supports Silent Revolution and will look into clarifying links

- Set up a Facebook page, still to review and set guidelines for use next meeting
- Statement - WOW Women of WAMBA (has been formed to promote, support and encourage mountain bike opportunities for female riders)
- Had our first social ride and reflected on the use of online communities - Feedback positive (more rides wanted)
- WOW Meetings are open to all and minutes should be put on Facebook File

What We are Doing Next Month

- Looking at getting a survey up and gather data to see what our riders want from us as WOW and from the WOW Facebook page - getting a survey set of questions together
- Set up list of resources, people and contacts for next meeting

What is Stopping Us

- Time

What We Learnt Last Month that Might be Useful to Others

- Electronic communication works well when informing users of an event such as a social ride. WOW Facebook members over 100 in a few days

10. Downhill Report

From Mark Hood

DH Subcommittee goals for 2013 centre on the establishment/reinstatement/legalisation of DH trails.

1. Run a trail lobbying workshop for the DH subcommittee. Experienced members within WAMBA to be milked of their nose and cunning regarding how to get new trails up and running. ;)
2. Reinstatement of Dwellingup DH trails
3. Start/restart the process of getting the Kelmscott project up and running - Long term.
4. Mundaring - Do some strategic planning around how to (or if to) deal with Mundaring

11. Gravity Enduro Report

From Steve Janiec

Goals

- To host the official opening of the Mt Gunjin Trail Network by way of:
- Getting a sponsor onboard to assist financially
- Getting approval by DEC and Department of Water to hold the event
- Establishing a dedicated team
- Inviting key stakeholders/individuals to officially thank them for their support
- Holding a gravity-enduro style mountain bike race on the Mt Gunjin Trails, Kalamunda

What We Did Last Month

- Submitted applications to DEC, who in-turn, liaise with DoW to seek their comment
- Worked with Westcycle to develop a sponsorship package to present to our first major potential sponsor, Opel
- Visited the proposed 'race village' and planned its layout
- Determined the most appropriate race setup
- Liaise with DEC to provide further information and track progress of application

What We are Doing Next Month

- Receive final written approval from DEC
- Lock down sponsor/s for financial assistance
- Lock down timing system and all associated race equipment (eg signage, bunting, gates etc)
- Send invitations to key stakeholders
- Lock down all other event inventory (eg toilets, audio, traffic management plans etc)
- Send notification to Shire of Kalamunda
- Setup promotional material including flyers, website, facebook page and MTBA event setup
- Briefly look at a race for Goat Farm

What is Stopping Us

- Final written approval
- Financial assurance through sponsorship

What We Learnt Last Month that Might be Useful to Others

- Approval times vary greatly between different organisations
- DEC are working to streamline future event applications with other organisations which may improve times
- Seek contacts that have already done what we are trying to do (gravity enduro SA has been very helpful)

12. Marketing Report

From Jake Hannah/Jodie Stembridge

- John Roberts suggested getting a stall at the Banff mountain film festival. **Action: Martin Danger to use Paddy Palin contacts to access**
- Kyra Eddy suggested a new rider pack to go to all bike shops for when they sell a mountain bike
- Jake suggested setting up a stall at Gunjin to promote WAMBA when the trails have been opened. **Action: Jake to kick off**

Goals (draft):

- Increase WAMBA brand awareness

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- To government stakeholders, corporate parties, mountain bike clubs and riders
- To attend at least 3 events to show WAMBA exists and to inform about WAMBA's activities.
- Continue to use and increase our skills with social media including growing the WAMBA facebook page to 2000 likes (950 at start of year)
- Fundraising. The committee believes fundraising can be broken down into 3 categories:
 - Singular, large annual Fundraising Event, with the aim of raising \$30,000
 - Ongoing Fundraising Activities: eg Carparking at events, WAMBA merchandise
 - One-off Fundraising Events: eg Grill'd hamburger donation, Bunnings sausage sizzle, Movie night
- Design and market a high quality Kalamunda trails map
- Increase our level of sponsorship funding

What We Have Been Up To Last Month:

- Marketing committee met for first time
- Submitted successful application to be featured in Grill'd promotion
- Facebook
 - 87 new likes - now up to 1002
 - Total reach (people who have seen page content) in last 4 weeks = 27,725
 - FB now allows sharing from groups (as well as pages and people), so content is now more diverse and representative of all MTBing and whole state
 - Launched "Pic of the Week" concept where cover photo is a high quality shot from a pro/semi pro snapper. Already have Sean Lee, Patrick Tang, Jon Lloyd and Brad Serls on board
- E-newsletter
 - Newsletter #26 sent out on 24th April to 1,145 people (also posted on FB and Twitter). However only 473 (41%) opened. This is lower than usual (~55%) - need to investigate. Maybe newsletters too often?
 - Newsletter # 27 sent out on 16th May to 1,144 people. 554 opens.
 - Next newsletter will be a Gunjin Special
- Website
 - Google Analytics: 5,328 visits in last month, 11,679 page views
 - "Donate" button added using IMBA Register Now system
 - WestCycle office details (i.e. our office) and ABN added to About page.
- Metro Trails Conference - Jake presented promoting a mini trails network somewhere in Perth

What we are doing next month:

- Create a series of WAMBA wallpaper/screen savers
- Send the Gunjin special E-newsletter to promote new trails opening
- WAMBA T Shirts

What is stopping us?

- Help looking for sponsors for trails, map and Gunjin event might be needed
- Lack of funds to purchase merchandise to on sell and promote WAMBA

What we learnt last month that might be useful to others:

- Attending events like Metro Trails Forum are invaluable for garnering support and making contacts. The small amount of work to put together a presentation is worthwhile to support DSR (our biggest fans), and to convert more people to the benefits of mountain biking.
- TrailsWA website is 2-3 months (i.e. 9 realistically) away from completion. Will require a massive input from trail managers (i.e. volunteers, i.e. clubs & WAMBA) to add trails

13. Collie Mountain Bike Club

From John Wallace

Goals

- Create a master plan for Collie trails by the end of the year.
- Finish building xc course.
- Start building further trails in the Arklow block.
- Build up weekly social ride numbers.
- Boost awareness of Collie trails.
- Seek + secure funding for trail building.
- Continue to build the great relationship with the local DEC.
- Attract riders to the town via new trails and events.

What We Did Last Month

- Ride. Social groups sat arvos and wed nights.
- Pushed for funding for the sustainable workshops in the SW.
- Planning for the Sustainable trail workshop
- Input to the steering committee for SW mtb planning

What We are Doing Next Month

- 2 day sustainable trail workshop with IMBA oz with special guest (Troy Rarick)
- Start building XC course
- State XC race.
- Detailed mapping of further planned trails.

- Investigate large funding grants.

What is Stopping Us

- Time/conflicting shift rosters

What We Learnt Last Month that Might be Useful to Others

- Investigation into larger funding opportunities.

14. Goat Farmers

From Margaret Mcllroy

- After a meeting with DEC it was agreed that the Goat Farmers will continue to manage and maintain the existing trails
- In the coming months a staged audit will be done and subsequent plans will be proposed and presented to DEC (with the consultation of stakeholders)
- One particular neighbour of the Goat farm sent an email of concern which was later dealt with by DEC however the neighbour has since sent a further email requesting a reply from the "Mountain bike community" The Goat Farmers are working with him to resolve any issues.
- A trail maintenance day is planned for Saturday June the 8th.

15.AOB

- Tony Cooper introduced himself as our new Munda Biddi rep
- Mark Wardle said that they have raised \$300 for WAMBA from the sausage sizzle that they ran at the two PMBC club races
- Dave Wilcox asked what the status is of WAMBA affiliated clubs. **Action: Martin Danger is co-ordinating the rights and obligations of affiliate members**
- Jake Hannah gave a quick update on the sponsorship agreement that he is working on with Stuart Harrison of DEC for placing ads on the trail signs
- John Barton invited anyone who wants to attend to a WestCycle forum to work on the cycling strategic plan
- Louise Wallace will circulate the latest draft of the WAMBA strategic plan. **Action: Louise**
- Jake asked for help guiding DSR Directors around the Kalamunda Circuit on Thursday. Mark Wardle volunteered to help

Meeting closed: 20:28

Next Meeting: Will be a skype only meeting. Date: TBC