





Credit: Jack Fletcher

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ACKNOWLEDGEMENT

ForestrySA acknowledges the Kaurna, Peramangk, Boandik, and Ngarrindjeri peoples as the traditional custodians of the land of which we care for and manage.

We as an organisation desire healing, restoration, and reconciliation as we walk together into a better future, and we wish for our actions to be meaningful and respectful and are working to build better relationships and understanding with First Nations communities.

In the spirit of reconciliation and respect, ForestrySA acknowledges Traditional Custodians throughout Australia and their connections to land, sea, and community.

We pay our respect to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today and into the future.

ABOUT FORESTRYSA

Fox Creek Bike Park is owned and managed by ForestrySA - South Australia's trusted commercial and community forest manager since 1875.

We've learnt a thing or two about forest recreation in the last 150 years and are proud of the highly valued community asset our team has helped create here at Fox Creek Bike Park. As South Australia's forest manager, we provide access to plantation and native forest in the Mount Lofty Ranges and Limestone Coast.

Our forests at Kuitpo, Mount Crawford and Second Valley provide sustainable softwood production, habitat for native flora and fauna and are also home to significant water catchments. Their close proximity to Adelaide also makes them a popular place for recreational visitors and facilities.

Each year, more than 1 million people visit our forests to bike ride, camp and enjoy hut-style accommodation, bushwalk, horse ride, fossick and take part in a host of organised community events, from nature festivals to wedding ceremonies.



Credit: Jack Fletcher

ABOUT FOX CREEK BIKE PARK

FOR ALMOST 30 YEARS, FOX CREEK BIKE PARK HAS BEEN THE PREMIER MOUNTAIN BIKING DESTINATION FOR ALL AGES IN SOUTH AUSTRALIA.

The park was extensively damaged and closed for 12 months after the 2019 Cudlee Creek bushfire, necessitating a multi-year recovery plan which included a successful disaster recovery grant application to redevelop the park.

Our recovery and 'Build Back Better' plans are helping to bring that status back, with enhancements to trails, infrastructure, community and business benefits, that will endure for decades to come.

While devastating, the Cudlee Creek bushfire instigated a new phase of development which will enhance ForestrySA's multi-use forestry business, bringing the positive flow-on effects from the bike park to the local community, fire recovery and South Australia's tourist and economic development — all with the Fox Creek Bike Park at its core. A collaborative approach has been adopted to deliver social, economic and environmental outcomes at a critical time, and for the disaster resilience and long-term sustainability of recreation and forestry in the Mount Lofty Ranges.

Fox Creek Bike Park has organically grown from a collection of unplanned hand-built trails to today's current managed network. The work done since 2019 to build a national and international profile, establish foundational amenities and infrastructure, as well as systems and communications means Fox Creek Bike Park is in its best position yet to access the national and global boom in off-road cycling and nature-based tourism.



Credit: Cooke Club Media



Credit: Jack Fletcher



WITH THE COMMUNITY, FOR THE COMMUNITY

We know that local communities are often the strongest advocates for open space, and many are actively involved in volunteering and park management. Our goal is to deliver long-term and sustainable benefits to our forests, communities and regions through fostering ongoing relationships with local, regional and community groups.

The natural environment plays a vital role in the health and wellbeing of our communities – access to nature is especially important for children and young people. It is also important to make lands more accessible and inclusive. Improvements will embrace a universal design approach - making them available to people regardless of their age, cultural background or level of ability.

Fox Creek Bike Park creates a place for people to connect with nature, spend time with family, relax, walk, ride, explore and learn. It also supports improved land management through citizen science, pride of place, attachment to the environment and accessibility. Fox Creek Bike Park can be the cornerstone of the local community, bolster regional economies, and help to make Adelaide Hills more resilient through economic diversification.

In this way, ForestrySA, together with key investment partners, can play a role in creating nature space for future generations, boost the state economy and strengthen the local community.



Credit: Cookie Club Media

AN ENHANCED FOX CREEK BIKE PARK WILL ATTRACT NATIONAL AND INTERNATIONAL EVENTS, BRINGING VISITORS WHO WILL BOOST THE LOCAL AND STATE ECONOMY AND PROMOTE FURTHER GROWTH IN THE POST-FIRE COMMUNITY.

PERAMANGK AND KAURNA COUNTRY

FOX CREEK BIKE PARK IS SITUATED ON PERAMANGK AND KAURNA COUNTRY. THE PERAMANGK AND KAURNA PEOPLES WERE THE CUSTODIANS AND CARED FOR THE LAND AND THE NATURAL ENVIRONMENT THROUGH LORE AND CUSTOMS WHICH WERE ADHERED TO FOR MORE THAN 50,000 YEARS.

The Country was well endowed with resources, food, water, firewood, and raw materials such as stone; timber and resins for tool manufacture; bark for huts, shields and canoes; pigments for painting; and furred animals for warm rugs. During winter, warm, dry huts of branches, bark grass and leaves, were constructed, often built around the hollow side of old red gums.

Cudlee Creek runs through the bike park near the lower car park and is known by the Peramangk as Kadli-parri. This translates as Dingo Creek, named after the wild dogs which once lived here in abundance before being hunted to extinction by European settlers.

WE RECOGNISE AND RESPECT THAT THE PERAMANGK AND KAURNA HAVE FOR MILLENNIA HAD A DEEP AND INTRINSIC CONNECTION TO THE LAND AND RESPECT THEIR ONGOING RIGHT TO MAINTAIN THAT CONNECTION BOTH SPIRITUALLY AND CULTURALLY.



Credit: EscapeGoat Adventures/John Montes



Credit: Jack Fletcher

OUR VISITORS

GOVERNMENTS AT ALL LEVELS ARE RECOGNISING THE GROWING POPULARITY OF MOUNTAIN BIKING AND ITS SIGNIFICANT MARKET POTENTIAL BY DEVELOPING STRATEGIES AND POLICIES TO GUIDE INVESTMENT AND PLANNING. MOUNTAIN BIKING, (CYCLING OFF-ROAD ON A VARIETY OF UNSEALED SURFACES, TYPICALLY THROUGH A NATURAL SETTING) AND CYCLE TOURISM MORE BROADLY IS CONSIDERED ONE OF THE FASTEST GROWING RECREATIONAL ACTIVITIES GLOBALLY.



Credit: EscapeCoast Adventures/John Montesi

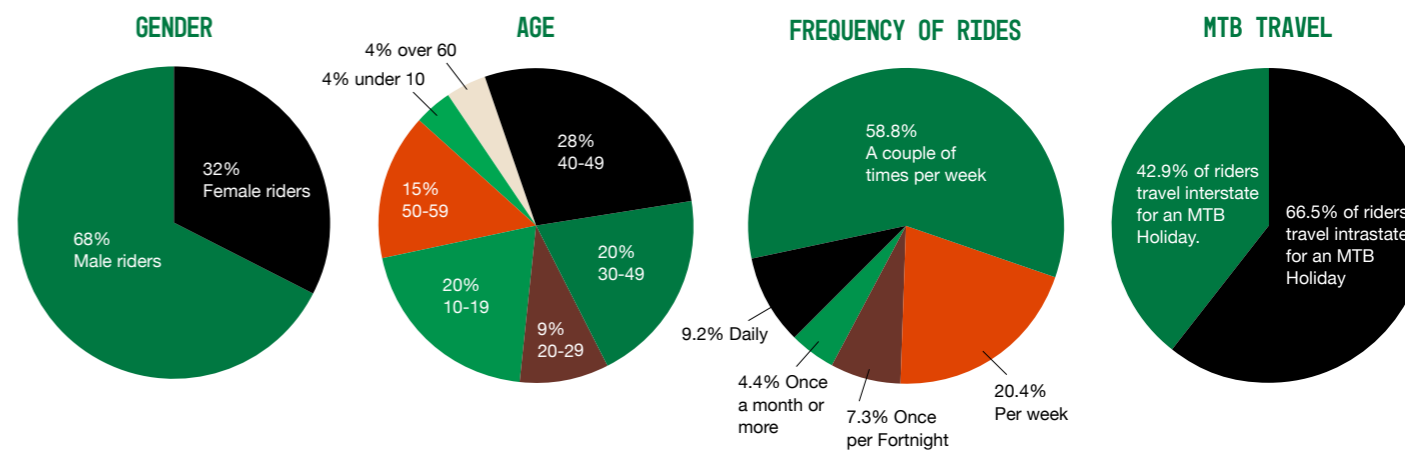
People visiting our region are continuing to seek more nature-based experiences for social, physical and mental health benefits. There is an increasing demand for nature-trail based activities such as hiking and cycling: core activities and offerings at Fox Creek Bike Park and its surrounds.

Mountain biking can deliver environmental, social, health and economic benefits to individuals and communities. There are numerous opportunities to leverage these benefits for the broader community including:

- » Environmental benefits, through contributions to conservation efforts and preservation of natural areas, and providing access to open space for communities to enjoy and nurture
- » Social and health benefits, through improved physical and mental health, increased community cohesion and connection and volunteer opportunities
- » Economic benefits, through increased tourism and spend in local communities with mountain bike trails (e.g. spend on bike hire, shuttle services and at local food and beverage outlets)

MOUNTAIN BIKE TOURISM = BIG BUSINESS

Mountain Biking is one of the fastest growing sports in the world and participation rates across Australia are increasing. South Australia is a leading destination for recreational tourism and Fox Creek Bike Park is well-positioned to capitalise on this fast growing sport, wellbeing and leisure sector:



EXPENDITURE

| AVERAGE EXPENDITURE | TOTAL RIDERS |
|--|--------------|
| EXPENDITURE PER RIDE | \$27.10 |
| ANNUAL EXPENDITURE PER RIDE | \$2,282.90 |
| ANNUAL EXPENDITURE ON LARGER ITEMS (SUCH AS NEW BIKE PURCHASES, SERVICES, EQUIPMENT AND SPARE PARTS, PROTECTIVE EQUIPMENT AND CLOTHING) | \$4,921.95 |
| EXPENDITURE ON INTRASTATE MTB HOLIDAY PER TRIP | \$1,707.95 |
| EXPENDITURE ON INTRASTATE MTB HOLIDAY PER TRIP | \$2,485.75 |

ECONOMIC IMPACT OF MTB RIDERS IN AUSTRALIA – SURVEY ESTIMATED PARTICIPATION RATE

| IMPACT | OUTPUT (\$M) | VALUE ADD (\$M) | WAGES & SALARIES (\$M) | EMPLOYMENT (FTE) |
|--------------------------|----------------|-----------------|------------------------|------------------|
| DIRECT IMPACT | \$136.9 | \$77.7 | \$50.7 | 903 |
| INDIRECT (TYPE 1 IMPACT) | \$73.6 | \$33.9 | \$17.1 | 167 |
| INDIRECT (TYPE 2 IMPACT) | \$96.2 | \$50.9 | \$21.7 | 252 |
| TOAL IMPACT | \$306.6 | \$162.4 | \$89.6 | 1,323 |

Credit: Mountain Biking in Australia: An Economic and Participation Analysis (auscycling.org.au) March 2021.



Credit: EscapeGoat Adventures/John Montesi

ADELAIDE HILLS TOURISM

The Adelaide Hills is a vibrant tourist destination with a focus on supporting the development of Nature, Lifestyle & Cycling activities and experiences. The region's priorities for tourism include developing and encouraging unique accommodation offerings that are linked to trails, nature, wildlife, food, beverage and wellness, while addressing infrastructure including walking and cycling trails.

- » **Recreational activities contributed to Adelaide Hills tourism spend of \$217m in 2022 with a target of \$245m by 2025**
- » **Adelaide Hills receives an estimated 1,333,000 day-trip visitors and 195,000 overnight visitors annually**
- » **Recreational activities contribute to over 1700 jobs in the Adelaide Hills supported by the tourism industry**



**FOX CREEK
BIKE PARK**

**COMMUNITY
IMPACT**

\$3.5M

Invested in Fox
Creek Bike Park
development
to date

1MILLION+

Visitors to ForestrySA
forests for recreational
activities

160,000

Visitors to Fox Creek Bike
Park in 2020/2021
Increase from 40,000
in 2018/19

**20+ COMMUNITY EVENTS
PER ANNUM**

South Australia's premier
destination for Gravity
& Downhill Events

\$25M

Direct and indirect
economic impact to the
Adelaide Hills region

[Economic Impact and Benefit of Community Participation in ForestrySA Forest Reserves in the Mount Lofty Ranges. Commissioned by ForestrySA and prepared by South Australian Centre for Economic Studies, October 2021.]



A GREENER AND CLEANER FUTURE

SUPPORTING FORESTRYSA AND SUSTAINABLE FOREST MANAGEMENT MAKES SENSE; CHOOSING SUSTAINABLY SOURCED TIMBER REDUCES RELIANCE ON MORE CARBON INTENSIVE ALTERNATIVES SUCH AS CONCRETE OR STEEL.

OUR FUTURE FOCUS

- » Continue redevelopment of Fox Creek Bike Park as a South Australian hub and national destination, with social, economic and environmental outcomes for the Adelaide Hills community
- » Provide a unique experience for local, national and international visitors
- » Expand industry-leading infrastructure development to ensure high-level event attraction, including international UCI Cycling events
- » Significantly contribute to regional economic growth and employment through a year-round calendar of events and activations
- » Establish Fox Creek Bike Park as South Australia's premiere Trail Centre
- » Strengthen partnerships with Local government, bike clubs and NGOs to further develop State and National events and activations
- » An additional 60km of trails including national recognised gravity trails and recreational XC trails
- » An additional 12km of adaptive trails for people with disability
- » A premium accommodation, function and events space
- » An innovative, industry-leading interactive visitor centre
- » Be recognised as a leading South Australian tourism destination
- » Instigate education and training programs in trail development with people from diverse demographics and backgrounds

FOX CREEK BIKE PARK
BRAND ALIGNMENT

RESPONSIBLE STEWARDSHIP

ForestrySA is widely recognised for environmental, social and governance (ESG) contributions well beyond its obligations.

MARKET LEADER

Fox Creek Bike Park is a key attraction leading increased demand and interest to boost nature trail-based activities like cycling, hiking, trail running and soft adventure experiences

RENEWABLE RESOURCE

ForestrySA's commercial forests are managed for long-term, sustainable timber production, certified to Responsible Wood's Australian Standard for sustainable Forest Management

HEALTH & WELLBEING

Fox Creek Bike Park is our hallmark recreational attraction alongside a broader range of physical, mental and social health initiatives throughout the Mount Lofty Ranges

CONSERVATION & BIODIVERSITY

ForestrySA's native forest reserves are managed for long-term conservation of biodiversity, including 350ha at Fox Creek Bike Park



PARTNERSHIP BENEFITS

Visitors to our region are increasingly searching for world-class nature-based tourism experiences. Fox Creek Bike Park can boost this offering by partnering with local businesses to progress developments in ways that are complementary to ForestrySA's forest management efforts.

Investment in forest-based recreation has a direct impact on local economies – most immediately through procurement of local materials and labour. The flow-on effects – through increased visitation and related spending – can be many times greater. All of this helps create and sustain regional jobs. In addition, a partnership with Fox Creek Bike Park can bring:

- » The ability to deliver on your business corporate ESG and Sustainability objectives through directly supporting sustainable forest management and carbon sequestration
- » Significant brand recognition with Fox Creek Bike Park being South Australia's leading bike, hike and trail running centre
- » Location to entertain clients, business prospects, reward current/new staff, customers and other stakeholders
- » Ability to utilise the Park for training, corporate and team-building events
- » Your brand alignment with Fox Creek Bike Park marketing material including website, social media, digital screens and on-site events
- » Opportunities for corporate hospitality and marketing activations
- » The ability to develop new, collaborative and experiential partnership initiatives



WE INVITE BUSINESSES,
ORGANISATIONS AND
INDIVIDUALS TO DEVELOP
CREATIVE PARTNERSHIPS
WITH FOX CREEK BIKE PARK
ENSURING IT'S CONTINUED
EXPANSION AS A MARKET
LEADING AND INNOVATIVE
AUSTRALIAN BIKING
DESTINATION

We want to develop creative partnerships with businesses, non-government organisations (NGOs) or individuals who see a value fit with Fox Creek Bike Park.

Investment opportunities may include sponsorship, development and investment opportunities within the park. Proposals will be assessed by a panel with key selection criteria, including but not limited to:

- » Reviewing sponsorship offers on a 'first come, first serve' basis
- » Prioritising partnerships from South Australian Businesses/NGOs/individuals whose ethics and brand compatibility align with positive social and environmental outcomes
- » Terms of agreement (favouring multi-year partnerships which demonstrate continued commitment to development, innovation and sustainability of Fox Creek Bike Park)
- » Partnerships that promote innovative community engagement and training opportunities for people from diverse communities will be looked upon favourably
- » ForestrySA maintains the right to enter into non-exclusive sponsorship agreements



CONTACT DETAILS

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