



## **MEDIA RELEASE**

### **Riders support regional trail bike site**

*14 December 2009*

Regional trail bike facilities such as that planned for Wyaralong near Boonah will be popular with riders with more than 85 per cent saying they are likely to use a regional scale facility and three quarters prepared to travel between one and three hours to such a facility.

The Council of Mayors (SEQ) surveyed more than 500 trail bike riders at a number of legal and illegal sites across South East Queensland earlier this year to develop a comprehensive understanding of rider preferences and demand for trail bike facilities.

Council of Mayors (SEQ) Trail Bike Taskforce Chairman and Lockyer Valley Regional Council Mayor, Cr Steve Jones, said the results show that riders are very different from the common perception of young single male participants.

“The research showed that the typical rider is a family man who is a tradesperson or professional worker who likes to go riding with family and friends,” he said.

“To access a regional facility, riders said an acceptable average entry fee would be \$39 a day per person.”

The results showed that more than 70 per cent of riders are between 25 and 54 years of age who are either a tradesperson (24.6 per cent) or professional worker (23.4 per cent) and have trade/tech (41 per cent) or secondary (35.2 per cent) education levels. The majority of each rider’s primary riding partners are friends (55.6 per cent) and family (25.7 per cent).

Cr Jones said the research was commissioned to look for real solutions to encourage riders away from illegal riding.

“The report found that two thirds of riders used illegal locations because they were close to home and easy to access,” he said.

“Two thirds of riders also said they were likely to stop using illegal locations if there were regional sites available. Riders want facilities at the local and regional scale which would provide viable, safe and legal options to minimise community impacts.

“We want to provide impressive facilities that will draw trail bike riders from across the region to these key locations and get them away from residential and other areas in our suburbs that are simply not appropriate for trail bikes.”

The State Government and the Council of Mayors (SEQ) have agreed to support and jointly fund the development of the first dedicated trail bike facility in SEQ at Wyaralong near Boonah on a 745 hectare site on State-owned land.

**Media Contact: Nick Kennedy, (07) 3403 4994 or 0407 172 816**

Planning for Stage 1 of the park is expected to be completed mid next year when the Council of Mayors (SEQ) will take over responsibility for its construction. Stage 1 is likely to involve a basic camping facility, about 30 km of trail, signage, a natural terrain motocross course, a parking area and toilets.

### **Trail bike rider profiles**

#### **Trades and Trailblazers**

- Riders in this group are aged 25-34 years of age.
- Employed in trade types of occupations.
- Dominant form of educational attainment is trade/TAFE.
- Moderate levels of motivation towards riding across all types of motivations (relaxation, achievement, competition and social).
- Ride with friends.
- Excitement, a need for sensation seeking, the key criteria defining this group.

#### **Serious Professionals**

- Like the “Trades and Trailblazers”, very high levels of sensation seeking. (excitement and wanderlust).
- Unlike T&T, (characterised by excitement) the SPs are highly motivated (high levels of all forms of motivation).
- High levels of involvement with their activity (trail bikes).
- They show all the signs of “serious” leisure behaviour in relation to trail bike riding.
- Tend to have professional occupations.
- Typically have an undergraduate university education.
- Range in age from 25 through to 44 years of age and mainly ride with friends.

#### **Family Guy**

- Characterised by riding with their family.
- They tend to be middle aged, aged mainly 35-44, and 45-54 years of age.
- Sensation seeking, such as excitement is significantly less important for this group.
- Relaxation dominant motive for participation.
- Likely to hold management positions and come from a trade background, with trade/TAFE qualifications being the dominant level of educational attainment.

#### **Educated Ambivalents**

- Dominated by the highly educated respondents.
- Typical rider likely to have a postgraduate level of education.
- Typified by being older middle-aged riders, with most tending to be aged 45-54.
- Ride with friends and family, but are far more likely than other clusters to participate in organised group rides.
- Lower levels of involvement and are not high in sensation seeking.
- Do not appear to have any specifically strong driving motivation to their riding, even including relaxation.

#### **Young Guns**

- Most of these are aged 18 years or less.
- Secondary education dominates the educational attainment (student occupation dominant).
- They mainly ride with friends.
- Very high level of both involvement with the activity and excitement, with competition being a key motivator.
- Relaxation, in contrast is far less of a motivator for this group.

- Ends -