



## Event Report

“Errinundra – Snowy 2007”

### Event overview

The “Errinundra – Snowy 2007” saw 130 recreational cyclists, a volunteer support crew of 32, six contractors and four members of the local scout group spend four days in mid April traveling through the National Parks, state forests and tiny communities of Far East Gippsland. Campsites were set up each night on private property near Bendoc, Goongerah and Cabbage Tree Creek. Catering was supplied by five different community groups. The local Scouts provided an optional service of supply, set up and pull down of a tent each day, which was fully subscribed to and acted as a fund raiser for the Scouts. Entertainment was provided each night by local musicians, and a film. Speakers from the Department of Sustainability and Parks Victoria provided interpretive information about aspects of the local area.

The weather for the ride was exceptional, with clear sunny days, with cold nights. The overall feedback from riders and volunteers was excellent.

### Event critique

The evident enjoyment of ride participants, and the positive feedback received indicate that our event provides a unique experience that is of high quality in terms of scenery, organization and spirit of camaraderie between riders, volunteers and members of the local communities.

The number of riders participating however was insufficient to fully cover the cost of the event. The event is very complex to organize relative to the structure of the organization (ie 1 part time worker) and very demanding to execute. Setting up, pulling down and transporting the infrastructure for a large campsite every 24 hours for 3 days is very demanding, and therefore vulnerable to breakdown at some point. After three excellent four day events, and two excellent weekend events, it is probably timely for the organization to review how its events are conducted.

### **Ride Statistics**

1. Number of riders:130
2. Cancellations: 8 due to injury or ill health. Two applications were cancelled prior to processing when advised that a 25 year old on a disability pension was not eligible for a concession rate.
3. Returned riders from previous ride: 58
4. First time riders on WBR event: 72
5. State of origin:

- o Victoria: 114
- o ACT :2
- o NSW: 9
- o NT 1
- o QLD: 4

#### Origin within Victoria:

Local (Orbost)	East Gipps	Gippsland (other)	Melbourne and adjacent	Regional Vic
11	21	16	58	6



6. Gender and age of riders

Age range	Male	Female	Total
0 - 5	0	0	0
6 - 15	8	1	9
16 - 25	3	0	3
26 - 35	6	5	11
36 - 45	15	13	18
46 - 55	29	22	51
56 - 65	19	4	23
66 - 75	5	0	5
75+	0	0	0
<b>Total</b>	<b>85</b>	<b>45</b>	<b>130</b>

**Rider Evaluation Results:**  
 Based on 46 returned feedback forms.

Question	Response	TOTALS
<b>Visited EG before:</b>		
	yes	37
	no	8
<b>Do another WBR ride?</b>		
	Yes	40
	No	0
	Maybe	6
<b>Return for what route?</b>		0
	Same	0
	different	15
	Either	28
<b>Value for money?</b>		0
	Yes	37
	No	0
	Just	3
<b>How found out</b>		0
	Word of mouth	26
	Bike Mag	6
	Ride on	9
	Aust cyc	2
	Poster/ broch	9
	GVBR	1
	Bicyc. Aust show	3
	Mailout	6

Question	Response	TOTALS
<b>Sufficient Info Before:</b>		0
	yes	40
	no	1
	Just	3
<b>Sufficient Info during</b>		0
	Yes	41
	no	1
	Just	0
<b>Rating route</b>		0
	Easy	1
	Medium	15
	Med- Hard	12
	Hard	17
<b>Route support sufficient?</b>		0
	yes	42
	No	0
	Just	1
<b>Food</b>		0
	Good	41
	Satisfactory	4
	unsatisfactory	0
<b>If not EG resident</b>		0
<b>Stayed a night?</b>		0
	Yes	34
	No	2
<b>Accompanied?</b>		0
	Yes	4
	No	33



## Incidents

### **Personal Injuries**

1 serious injury: rider fell off coming downhill, suffering brief lapse of consciousness and facial lacerations. Transported by event vehicle to main road after assessment by medic where met by Rural Ambulance Service. Kept overnight in hospital for observation and lacerations sutured, uneventful recovery subsequently.

2 other minor abrasions given first aid.

**Equipment Damage** Some scratches sustained by Rotary Tables: this was reported verbally to Rotary representative with an offer to repair if required.

### **Other incidents:**

Protruding screws in shower truck reported by rider: remedied by truck driver

Missing pink power lead belonging to volunteer: replaced with similar lead owned by WBR.

## Economic Impact

The 2007 Wilderness Bike Ride – Errinundra to the Snowy generated approximately \$63,000 in fees and seeding grant monies. All except about \$10,000 for services not available in our area was injected into the local East Gippsland economy, either to contractors, community groups or in wages. Riders entry fees generated approximately \$60,000 and the remainder in grant money.

As well as funds directly generated by the ride, a significant level of short term benefit for the local community was also produced.

Before and after the ride Orbost businesses provided food, fuel and accommodation to riders and their families. The amount spent in Orbost is estimated as follows:

75 % of riders staying 1 night in Orbost at \$60:  
\$5850 ( based on Rider evaluations)  
100% of riders purchasing 2 meals in Orbost @ \$10  
:\$2600  
50% of riders purchasing \$50 worth of fuel: \$3750

Estimating each rider spending an additional \$10.00 per day over the 4 days this generated \$5200. In addition support crew and contractors would have contributed another \$800.

Overall these conservative estimates show nearly \$18,200 going into small economies over 4 days. These figures do not take into account any money spent by friends or family accompanying riders to the start of the ride.

Long term economic benefit will flow on from ongoing events, new ventures which are stimulated by the successful model of our event and the raised awareness of our region as a nature tourism destination.

## Partnerships

Critical to the success of this years event was again the many partnerships formed with a variety of organisations. These included

- Orbost Regional Health: Office space and amenities (power, phone, IT, payroll management)
- Department of Sustainability and Environment: Staff time for mapping and planning, vehicles, radio.
- Parks Victoria: Staff and vehicles, interpretive information East Gippsland Shire Council: Financial support and equipment
- Tourism Victoria: Grant money for exhibition at Bicycling Australia Show Oct 2006
- Orbost Secondary College: Equipment,

Many local businesses also supported the event with donations of equipment and distributing brochures.

With out the collective input from these organisations this years event would not have been possible. The combined result of relatively little cost to each organisation has been an event that has widely promoted this area's assets to the tourist market and built up unity, skills and experience of a new venture in the local community.

Partnerships such as those listed above however, will remain critical to the event's success and achieving the Association's aims, even if no financial or in kind assistance is required. This is demonstrated in several areas:



**Local Knowledge**

The local knowledge of geography, track conditions, access to local weather updates and local communities is essential to this event. This became particularly apparent when the ride needed to be managed in wet conditions on Errinundra Plateau this year. It would probably not be possible for an organisation from outside this area without substantial networks with land managers, owners and communities to successfully manage this event.

**Cross Promotion and Marketing**

This needs to be more widely developed with many groups and bodies to successfully promote the tourism value of this area.

COMMENTS

**Food:**

great, healthy, nutritious and plenty ; great vegs well catered for ; Gatorade provided at rest stops would be great ; had special diet - great - thanks ; very fresh ; cordial at rest areas ; yoghurt in morning please ; food at night fresh ; porridge every day please ; ice cream too cold custard better ; lunch Day 2 ordinary ; hot and plenty of it ; excellent and plenty ; Goongerah night too spicy ; great to have locals provide it - person exp ; generally excellent ; porridge every morning delicious ; fantastic - great and plentiful ; use 2 queues - 1 line too long a wait ; breakfast Day 2 at 7:30 minimal ; beans means fartz ; BBQ Day 1 not suitable for 150+ people casserole better.

**Reasons For Coming Back**

adventure ; scenery ; people ; organization ; cycling experience ; overall experience

**Reasons For Not Coming Back**

too hard/lack of fitness ; scary hills ; time commitments ; not value for money

**General Comments /Suggestions**

train link info for Canberra and Melbourne ; sones and tea party at end ; signs in including km to lunch, camp ; mozzies and sandy track info lacking ; excellent info at night - presentation not so good ; music and singing wonderful ; prefer easier route less dirt and hills but realize scenery would be less magnificent ; section thru Management Vehicle

Only highlight ; ride T shirt with back printed better promo ; washing up jets - stream not mist - more brushes and detergent ; great organizing etc ; massage after Day 3 ; lunch Day 4 overlooking sea better ; hot drink at lunch ; too cold! fire please, couldn't do justice to entertainment ( several comments) ; friendly people and wonderful vollies ; signs pointing to points of interest ; non-smoking campsite ; check-out sign just up road from HQ in case riders forget ; bike maint. workshops i n evening ; wine by glass too expensive - standard 200ml ; more care with bikes to prevent scratching ; more time to appreciate forest ; snacks at rest spots, juice at lunch, lunch spots in clearings or paddocks ; local wine great ; briefing before dinner - allow ent. to start earlier as cold ; mix of mountain and local terrain great ; offer specialist 15-20km loop for young guns ; pre-ride BBQ get to meet you ; little touches appreciated : safety tape, extra water, bike cleaning ; good wine, beer rubbish ; finish on rail trail ; don't change too much - wonderful event



*Three generations of the Johnson family rode the Wilderness Ride : Rick, Cody and Graham*





## **REPORT FROM THE PRESIDENT**

Well done to the volunteers and riders who made the 4 day Errinundra to Orbost ride so enjoyable. The numbers were lower than expected which caused some worry about the ability of the event to cover costs.

The financial viability of the 4 day ride in its current format will be closely examined over the next 12 months with the help of government funding under the Developing Victorian Communities initiative. The committee of management will be employing a business consultant and project manager to research, develop and market new types of cycle experiences, particularly small group tours and events.

A number of committee positions will be vacated at the upcoming Annual General Meeting and new committee members are needed to guide the organisation through this time of change. If you are interested in being more involved with the organisation you should attend the AGM on the 9<sup>th</sup> July or contact one of the current members of the Committee of Management.

In recognition of the change in direction Liz Mitchell has resigned from her position as Executive Officer of the Wilderness Bike Ride Association. We hope that Liz will continue her involvement with the organisation because her energy and vision have sustained the organisation through four major cycle events.

Mark Lutze  
President  
*Wilderness Bike Ride Association*



*SNOBS at Young Creek Falls in March.*



Wilderness Bike Ride Association and **S**Nowy **O**rbost **B**icycle **S**ociety (SNOBS)  
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## RIDE CALENDAR

**Remember BADMOB will ride on every third Sunday of the month and SNOBS on every first Sunday.**

**Sunday July 1st. Tyer's House Road. Leader Di Lavelle.** Meet Wolseley Street Car Park at 10:00 am. Drive approx. 27km and leave cars at bus shelter just off Princes H'y. Gravel roads with some undulations. Water views and beach to explore. Large area for picnic lunch. Distance 30km ret.

**Sunday July 15 th. BADMOB. Howitt Spur Ride. Leader Jeff Steedman.**

A ride for those who want a challenge! Although most of the ride would be classed as medium, there are some very steep sections on the Howitt Spur Road which would be rated as hard for most mountain bike riders. These sections can be walked for those who are less trail hardened. The ride covers approximately 50k. Riders will travel out along Orrs road passing through very attractive settled areas with mixed farming until we join Boyd Rd and head west. We join the Howitt Spur Road after a steep climb up from the Clifton Creek water course and then turn in a Northerly direction to travel along this track. Riders will travel through stands of Red Ironbark and Red Box out as far as the Faulkner Spur Rd where we will take a lunch break. We will return along the Howitt Spur Road until we rejoin Boyd Rd where we will continue in a south westerly direction passing over Mount Taylor Creek to join the Clifton West Rd for a great ride back to Wy Yung. Riders will need to meet at the Wy Yung Pub at 10.00 am, the ride will take around 5 hours and water and lunch must be taken. There are few potable water sources on the ride. Participants should contact Jeff Steedman on 51531932 or email [counsel@bigpond.net.au](mailto:counsel@bigpond.net.au)

**Sunday August 15th. Scout Camp Track. Leader Keith Law.**

Meet at Wolseley Street Car Park at 10:00 am. Ride along the tar to the Old Bonang Highway. Follow it to Scout Camp Track. Scout Camp descends (with speed humps!) to a creek crossing. The first 20 metres on the other side is very steep (bike pushing time!) and the road continues uphill for about 2.5 km. at the top is Knob Track which leads to Yalmy Road and back to town. Distance 20km but this is a fairly hard, steep ride. Pretty forest scenery and a good clearing for lunch.

**Sunday September 2nd. Garnetts Track. Leader Debbie Hall.** Meet at Wolseley Street Car park at 10:00am. A river and bush loop, leaving town along the B Road, then travelling along Garnetts, Wehners and Yalmy roads back to town.

Medium/ Hard difficulty, 30 km, two thirds dirt road. 3 long or steep climbs on dirt road ( lots of us are likely to walk up some of them..!)

**Sunday October 7th. Route T.B.A. Leader John Bremner.**

**Sunday November 4th. Railtrail Nowa Nowa to Bruthen. Leader Dave Palmer.**

**Sunday December 2nd. Conran Christmas Ride.** Meet at the Marlo pub 10.00 am for a ride to Conran. Transport for lunches will be available. Bring your family and a barbecue lunch. Approx 40km return on tar and gravel.

## Riders Responsibility

Riders are responsible for

- Choosing a ride within their capacity
- Ensuring they are medically fit for that level of ride
- Signing in and out of each ride at start and finish, or prior to finish if riders decide to leave ride
- Making sure they and their bike are in an appropriate state for each ride. If unsure they should consult with Ride Leader
- Carrying a puncture repair kit, water , snack food and clothing appropriate to weather
- Informing the ride leader of any relevant medical condition that they have
- Obeying all road rules

*Riders under 12 must be accompanied by an adult. Riders between 12 and 16 may come at the discretion of the ride leader after making face to face contact with the child's parent /guardian prior to or at the start of the ride.*