



## Business fact sheet: June 2024

### Trail opening

Mogo Trails will open in two stages. The first stage is a soft opening of the north-eastern trails in early August 2024, advising the trails are ready-to-ride for visitors and local riders. There will be temporary infrastructure in place to enable the opening with components like trail signage to be finalised later after rider feedback. We will announce the date 2-3 weeks in advance.

Stage two, known as the Maulbrooks area, will see the trails west of Mogo, including Mt Wandera open early next year. The formal launch, complete with ministerial ribbon cutting, will be in January or February 2025.

### Trail information

The Mogo Trails website [www.mogotrails.com.au](http://www.mogotrails.com.au) will have general information for visitors. For up-to-date trail information riders will be directed to the free app <https://www.trailforks.com/>. Trail Forks contains information on both Mogo and Narooma Trails.

Mogo Trails social media channels, Facebook (@mogotrails) and Instagram (@mogotrails) will also be key channels for important trail information.

### Trail access & car parking

There are three access points to the stage-one trails.

- Curtis Road: will enable access for anyone staying in Batemans Bay/ Batehaven, with car parking and amenities at Corrigans Reserve a short ride away. There is no parking on Curtis Road.
- Mogo Village: The main trailhead is accessed from the corner of James Street and Annette Street. Riders should park vehicles at the Mogo Recreation Park.
- Eurobodalla Regional Botanic Garden: Another trail head is accessed from the Eurobodalla Regional Botanic Garden. Car parking and amenities will be provided in the second/overflow carpark. Currently there is time-restricted access to this car park, as gates at the highway are locked. We are currently working on a solution.

### Facilities and rider amenities

- Corrigans Reserve has toilets and a water refill station.
- Mogo Recreation Reserve has toilets. These facilities will be upgraded.
- Eurobodalla Regional Botanic Garden carpark will have toilets later but no potable water.
- Tomakin Road has toilets. Encouraging other people to use these other locations will reduce the pressure on the Charles Street carpark.
- Bike mechanic stations with pumps and tools are located at Mogo Trig and the Eurobodalla Regional Botanic Garden car park.



### **Trails management**

Mogo Trails were developed by Eurobodalla Council under a permit issued by the landowner NSW Forestry Corporation. Rocky Trail Destination managed the build, assisted by subcontractor Next Level Mountain Bike, and will manage trail maintenance for the first year. The Batemans Bay Mountain Bike Club assists with volunteer days. Riders should report trail issues and hazards using the Trail Forks app or through the Mogo Trails website.

### **Rider safety**

Trails are graded based on rider skill and ability, indicated by coloured signs. These also provide location information if riders need assistance. Emergency services have been provided trail access information. Riders use Mogo Trails at their own risk.

### **Marketing and promotion**

The Mogo Trails website is currently a landing page that allows future visitors to register for trail updates. These registrations will also be used to develop a marketing database. The website will go live early July, along with other Mogo Trails online assets. Campaigns and marketing opportunities will be advertised in Council's monthly Tourism Industry Newsletter ([register here](#)).

Primary marketing channels:

- Website: [mogotrails.com.au](http://mogotrails.com.au)
- Facebook: [www.facebook.com/mogotrails](http://www.facebook.com/mogotrails)
- Instagram: [www.instagram.com/mogotrails](http://www.instagram.com/mogotrails)

Secondary channels:

- TikTok: [www.tiktok.com/@mogotrails](http://www.tiktok.com/@mogotrails)
- YouTube: [www.youtube.com/@MogoTrails](http://www.youtube.com/@MogoTrails)

Standard hashtags:

- #mogotrails
- #eurobodalla

Flow Magazine, the most popular online mountain bike publication, will feature Mogo from late June, October and March/April. Sydney weekender has also filmed in Mogo and Narooma and will air on the Seven network on 18 August.

Enquiries to Lysanne Cameron on 0434 007 701 or email [Lysanne.Cameron@esc.nsw.gov.au](mailto:Lysanne.Cameron@esc.nsw.gov.au)

### **Commercial functions on NSW Forestry land**

Commercial activities on NSW Forestry Corporation land requires a permit. Mogo Trails, with access points at Mogo and Batehaven, is intended to drive commercial activity to Eurobodalla businesses. There are exceptions to permit requirements for some bike-related support and Eurobodalla Council will work with Forestry to conduct EOIs for commercial offerings like shuttle services.

Enquires to Teresa Lever on 0436 924 976 or email [Teresa.Lever@esc.nsw.gov.au](mailto:Teresa.Lever@esc.nsw.gov.au)