REPORT PREPARED BY

HEALTHY
COMMUNITIES
RESEARCH
CENTRE

THE UNIVERSITY OF QUEENSLAND

TRAIL BIKE RIDING NEEDS ANALYSIS

SUMMARY OF RESULTS

HEALTHY COMMUNITIES RESEARCH CENTRE
THE UNIVERSITY OF QUEENSLAND

AUSTRALIAN DIRT BIKE ADVENTURES

GRIFFITH UNIVERSITY

QUEENSLAND ACADEMY OF SPORT



Background

Trail bike riders' numbers are growing rapidly and they need space to undertake their sport. We know that they benefit the local economy and that this outdoor recreational activity has health and social benefits which have not been identified unlike many other recreation sports.

Trail bike is a term generally used for a wide range of purpose-built motorcycles and related vehicles of variable design and associated activities including: motocross bikes, enduro bikes, mini-bikes, road registered trail bikes, quads and trikes. Recreational trail bike riding is a popular and growing activity.

The South East Queensland (SEQ) Outdoor Recreation Demand Study 2007 revealed that in SEQ the total activity-events for all outdoor recreation activities in 2007 had a 33% decrease from that of the 2001 survey. Not all activity categories showed this decline. Bicycling, camping and driving other vehicles (e.g. trail bikes) saw an increase in activity-events. Out of a sample of 1,334 participants, two hundred and two individuals participated in this outdoor recreation activity in 2007 which represents an estimate total of 331,558 people in SEQ based on ABS 2005 data. Thirty five percent indicated that they had undertaken 2WD vehicle driving in a somewhat natural setting, 57% in a very natural setting and 8% in a totally natural setting and their preference was for more natural setting. Males participated more often than females and the 40-54 age group was more interested than any other age group in driving 2WD vehicles. When asked about the constraints that prevented them from participating in driving 2WD vehicles they reported that they had nowhere to go to engage in this outdoor activity. Clearly there is a need to address the lack of places to ride.

The number of trail bikes sold each year and the corresponding number of riders continues to increase while the available land for activities of this nature decreases (Regional Trail Bike Facilities Needs Plan, September 2005, Pine Rivers Shire Council, Caboolture Shire Council, Redcliffe City Council, Kilcoy Shire Council, Sport and Recreation Queensland).

Trail bike use has been established as a legitimate outdoor recreation activity in SEQ, largely due to the efforts of the Queensland Outdoor Recreation Federation (QORF), the SEQ Trail Bike Management Forum (the Forum), Motorcycling Queensland (MQ), the Federation of Off Highway Vehicles Australia (FOHVA) and southeast Queensland local government authorities which have conducted studies into trail bike use (including Gold Coast, Redland, Logan, Brisbane, Beaudesert, Ipswich, Pine Rivers, Caboolture, Redcliffe and Kilcoy).

Aim of the On-line Survey

The aim of Trail Bike Riding Needs Analysis On-line Survey for Queensland undertaken in collaboration by Australian Dirt Bike Adventures and the Healthy Communities Research Centre at the University of Queensland was to acquire information on the profile of trail bikes riders, the kind of bikes they and their children and partner ride, where they ride, their needs in terms of places to ride,

their expenditures related to trail bike riding activities. This survey also asked about the benefits of trail bike riding and issues and concerns surrounding the sport.

This on-line survey is the first phase of a project which will be done in collaboration with Australian Dirt Bike Adventures, The Healthy Communities Research Centre at The University of Queensland, Griffith University and the Queensland Academy of Sport. The next phases of this collaborative project will focus on the personal and social benefits of trail bike riding activities. Psychological health, physical fitness and young men's health will be explored, as well as an analysis of wider community and population health benefits.

Limitations of the Methodology of the On-line Survey

The participants in our on-line survey were made aware of the on-line survey through advertisements on ADBA, Dalby Moto, Motorcycling Australia, and Motorcycling Queensland websites, UQ media release, Trail bike magazines, flyers distributed at dealers and other shops, and individual riders asking permission to forward the link to other communities and websites such as Dirt Bike World.

No probability sampling method was used thus making our sample of more than 1600 riders a non-probability sample. Participation was completely voluntary. Voluntary participation in surveys conflicts with the methodological of representative sampling. Certain types of people are more likely than others to decline participating than others thus resulting in biased samples. Our participants were avid and dedicated trail bike riders with 1100 riders completing the survey in the first two weeks. Thus, biased answers may be a problem in terms of capturing the full range of riders. This means that, as generalisation of research findings needs to be undertaken with caution.

However, a level of saturation was reached early in the collection of data process (above 1100 reponses). This means that as our sample size increased the response pattern began to stay the same. There is a possibility that we have a representative sample of a target population of trail bike riders and might be able to generalize our findings to a similar population of riders. That population of riders is between the ages of 35 to 49 years of age, have a family, participate in organized off-road motorcycling activities, come from medium to high socio-economic levels in Queensland, experience the same benefits and have the same concerns regarding the sport. In addition, the participants and responses are consistent with the same survey which was administered to a sample of 1098 riders in Western Australia in 2007. Nevertheless, we are very careful not to generalise the findings to entire trail bike riding community.

Research Findings on Trail Bike Riders and their Riding Activities

Two on-line surveys have been administered. One in 2007 by the Trail Bike Management Australia in WA to 1098 trail bike riders and another in 2009 by Australian Dirt Bike Adventures and the Healthy Communities Research Centre at the University of Queensland to more than 1600 trail bike riders. The results of both surveys are consistent.

The Profile of Trail Bike Riders

In the ADBA and UQ HCRC on-line survey, approximately 50% of participants are between the ages of 35 to 49 years of age, while 24% are between the ages of 25-34 years, 13% under the age of 24 years of age, and 11% are between 50 to 59 years of age.

The majority of riders (76%) are either married or in de facto relationship and approximately half of them live with their partner and children and 3% with their children only, 22% live with their partner and 6% live alone and the rest have other living arrangements.

One third of riders indicated that they are professionals by occupation and another third are tradespeople. One third of riders earn between \$51,000 to \$75,000 a year, around 25% earn between \$76,000 to \$100,000, approximately 20% between \$101,000 to \$150,000 and less 10% earn over \$150,000 per year.

Their Riding Profile

Half of the riders have been riding for more than 20 years, approximately 20% between 10 to 20 years, 13% between 5 to 10 years, 14% between 1 and 5 years and 3% less than a year. Fifty percent started riding between the ages of 10 to 18, a third started riding under 10 years of age, and 20% as adults. The majority ride with mates, more than half ride with family, more than half ride with organized groups. In addition, half of the riders ride with their children, 25% with their partner, and 24% with their siblings and 15% with their parents. More than half of the riders indicated that they belonged to trial bike or other off-road motorcycle clubs.

Their Concerns

The majority of riders (90% or more) had concerns for the environmental impact of riding, noisy bikes annoying residents, irresponsible riders, unlicensed and unregistered riders giving them a bad reputation, general lack of respect for trail bike riders, safety, conflict between other users of the tracks such as cyclist, horses, etc., trails being closed, lack of designated riding areas, lack of information on legal places to ride, uncertainty about where to ride legally, and lack of facilities for children to ride.

In summary, these findings demonstrate that riders have been involved in this outdoor activity for a major part of their life, that this is a way of life. It is a social activity enjoyed in the company of family, friends and organized groups of riders. These findings go against the perceived negative stereotypes attributed to some trail bike riders and their activities. Indeed, the list on concerns covers not only their wish to continue their support in an organised manner but also not to unduly infringe on local communities.

Benefits of Trail Bike Riding

The personal benefits riders report are: freedom, enjoying and appreciating the outdoors, the environment and the scenery, Australia, the adventure, exploring, fun, excitement, thrill, adrenalin, speed and working on the bike. The cognitive and physical benefits riders reported were: the demand of the sport requiring high level of concentration and improvement in decision making. While the physical demand of the sport required high level of physical fitness, a chance to exercise and keep fit, improvement of riding abilities, control, reflex and co-ordination, the challenge of different natural obstacles, enjoyment of non drinking culture and keeping the children active.

The mental health benefit aspect is the physical demand of the sport which provides stress relief and relaxation also the ability of getting away from it all, escapism, and fun.

Riders also reported the social benefits of trail bike riding indicating that it was an opportunity to have quality family time, teaching the children how to ride, an opportunity to spend time with friends (mateship), meeting new people, belonging to a sub-culture, keeping us out of trouble, increasing responsibility towards other riders, and appreciating the harmony between city and country.

Economic benefits to the Motorcycling Industry and related industries.

The results of ADBA and UQ on-line survey also revealed that 1429 riders personally owned and rode a total number of 2,064 bikes and 859 riders of those riders reported 1,513 bikes ridden by their partners and/or children for a total number of 3,577 bikes.

Half of the riders paid over \$10,000 for their own personal bike(s), 34% paid between \$5,100 and \$10,000, and 12% between \$2100 and \$5,000. Two thirds of their bike(s) were purchased new from a motorcycle dealer and 38% of their bikes were purchased privately second-hand. Half of the riders purchased their own bike(s) between one to 3 years ago, one third between 3 months to one year ago and 12% less than 3 months ago.

One third of their partner/children's bike(s) cost between \$5,100 and \$10,000, another third cost between \$2,100 to \$5,000, and 19% paid over \$10,000. Half of their partner/children's bike(s) were purchased new from a motorcycle dealer and 41% privately second-hand. Half of the bikes were bought between 1 to 3 years ago, a third between 3 months to 1 year ago and 10% less than 3 months ago.

A third of the riders reported spending over \$1,500 on the maintenance of their bike(s) per year. Almost half of the riders spent over \$1,000 and 34% spent between \$500 and \$1,000 on riding gear such as helmets, goggles, gloves, boots, etc. per year. Finally, 72% spent between \$500 to \$5,000 and 10% spent between \$5,100 and \$10,000 and another 10% spent over \$10,000 on camping gear such as tents, caravan, trailers, modification to utes/vehicles, etc. in the last year.

These results provide some indication of the expenditures spent on the sport which benefits both the motorcycling industry and motorcycling related industries in Queensland.

The data from the on-line surveys, indicate that trail bike riders appear to be well organized group who practice the sport in a safe environment with their family and friends and who spent a fair amount of their income on their sport. These findings provide a way forward to address the needs of the trial bike riding community such as places to ride, change of perception of the typical trial bike riders and to further investigate the health benefits of trail bike and other organized off-road motorcycling activities.

Conclusions

This report demonstrates that trail bike riding is a healthy lifestyle. Riders in both surveys perceive trail bike riding as a social activity which is beneficial to their personal well-being, their physical and mental health, and the relationship with their family and friends. The number of bikes reported and the expenditures related to trail bike riding indicate that this sport makes a significant contribution to Queensland's economy. In addition, trail bike riders are concerned with being able to continue practicing the sport in an organised and well managed fashion while taking into consideration the concerns of local communities. Strong empirical research is needed to validate the riders' perception of the benefits of the sport and also to generalise findings to the population of riders.







INTRODUCTION





The fourth annual **Transmoto 6-Hour at Conondale**, powered by KTM, treated 430 entrants to the best conditions at the Green Park venue yet. Participants rode as an Ironman, P air or Team on one of our most memorable tracks to date.

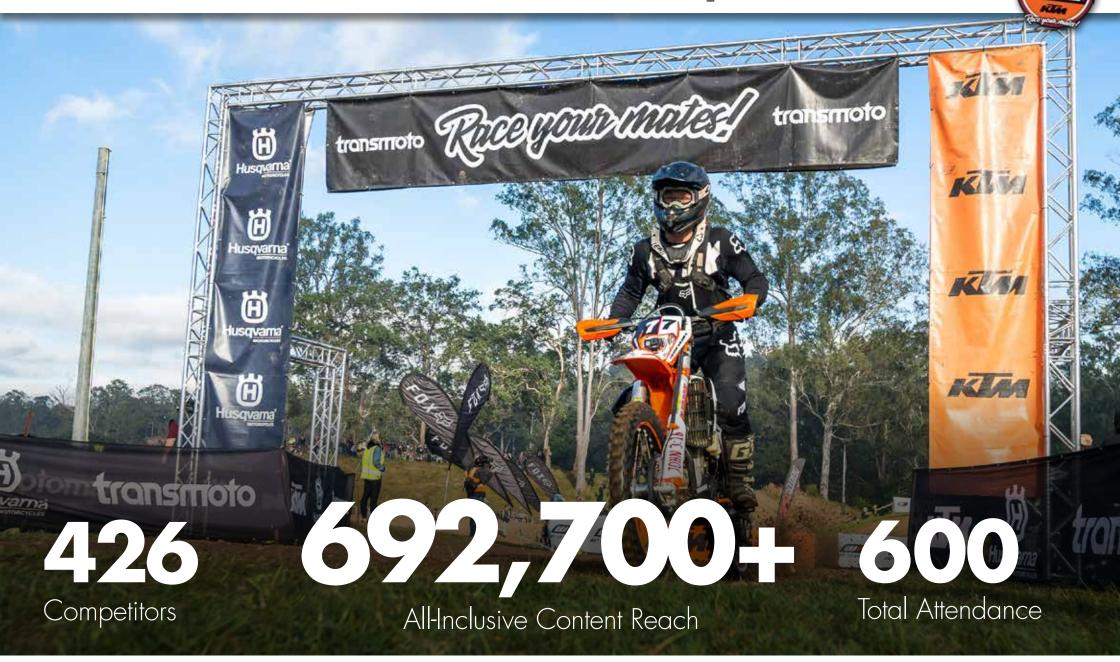
As always, Transmoto Enduro Events are about bringing partners together with our huge tribe of riding faithful; to connect their brands and products to not only those on-ground, but to a wide demographic of dirt bike fans through our distributed event content.

Thanks for being part of our event and our riders' journey in 2019.





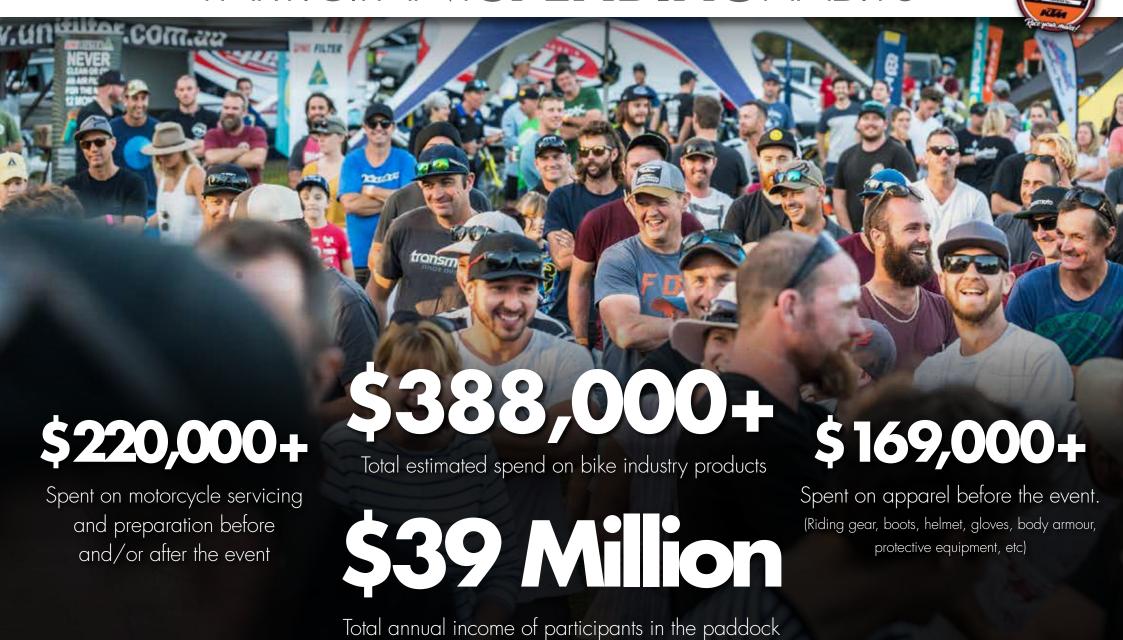
Inquiry into motor recreational activities TATTENDANCE/REACH







Inquiry into motor recreational activities CIPANTSPENDINGHABITS





Inquiry into motor recreational activities CIPANTSPENDINGHABITS

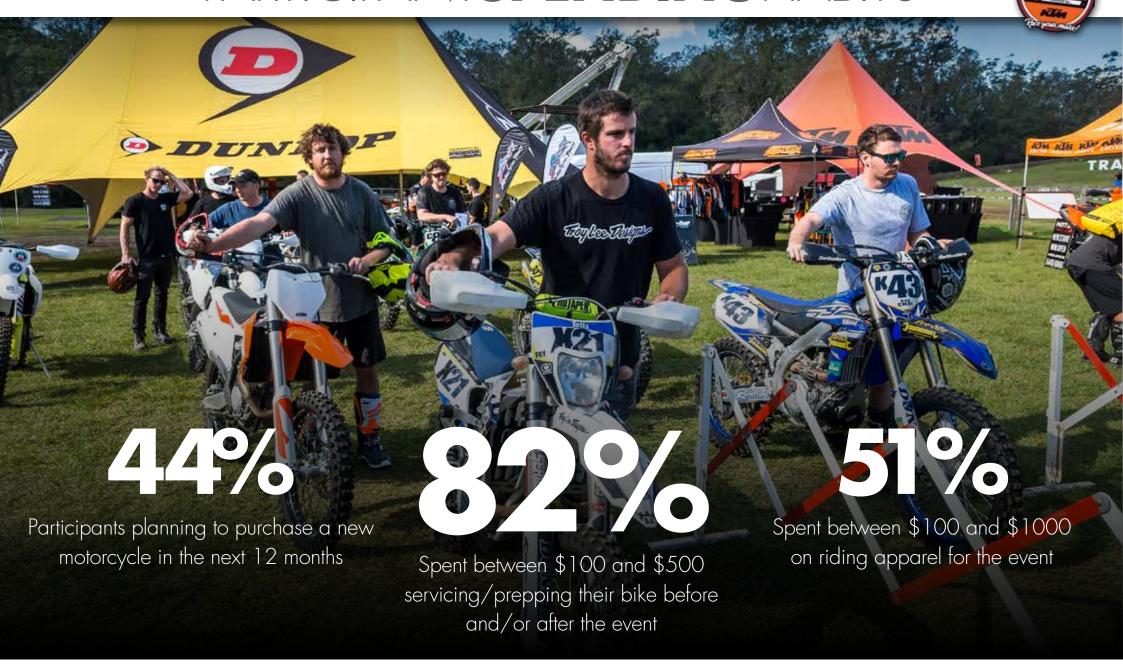






transmoto

Inquiry into motor recreational activities CIPANTSPENDINGHABITS







WEBSITE

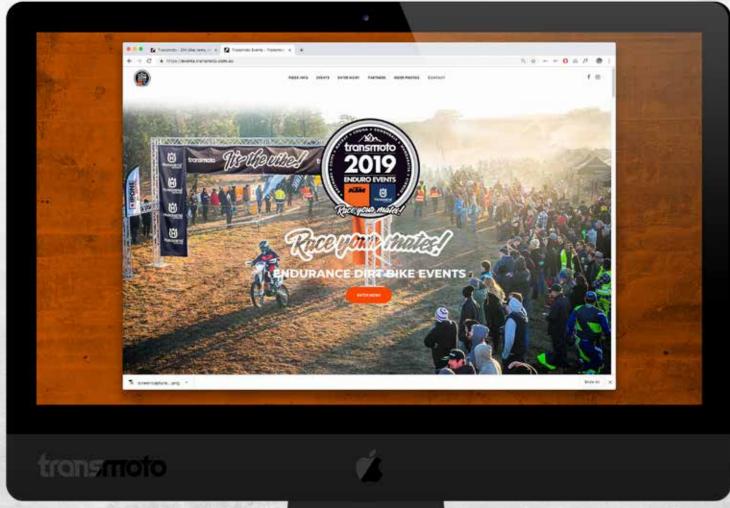


DEDICATED EVENT WEBSITE

8,644

Page hits since June 14, 2019

GO TO WEBSITE





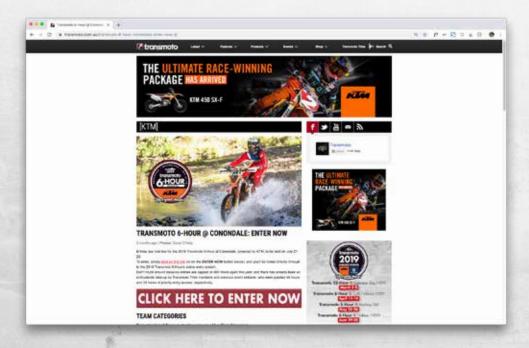


WEBSITE



PRE-EVENT ARTICLES

On Sale



Junior Entries



GO TO WEBSITE

GO TO WEBSITE





WEBSITE



POST-EVENT ARTICLES

Results



GO TO WEBSITE

Photos of You



GO TO WEBSITE

Image Gallery



GO TO WEBSITE

#Transmoto6Hour Image Gallery



GO TO WEBSITE

Highlights Video



GO TO WEBSITE

On-Board Lap



GO TO WEBSITE





VIDEOCONTENT

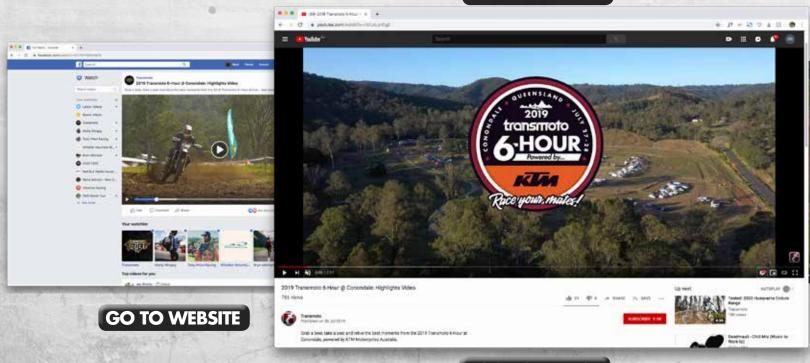


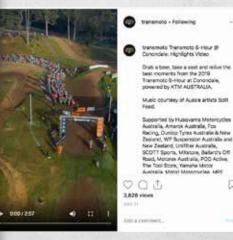
HIGHLIGHTS VIDEO

12.6K+



GO TO WEBSITE





GO TO VIDEO

GO TO VIDEO

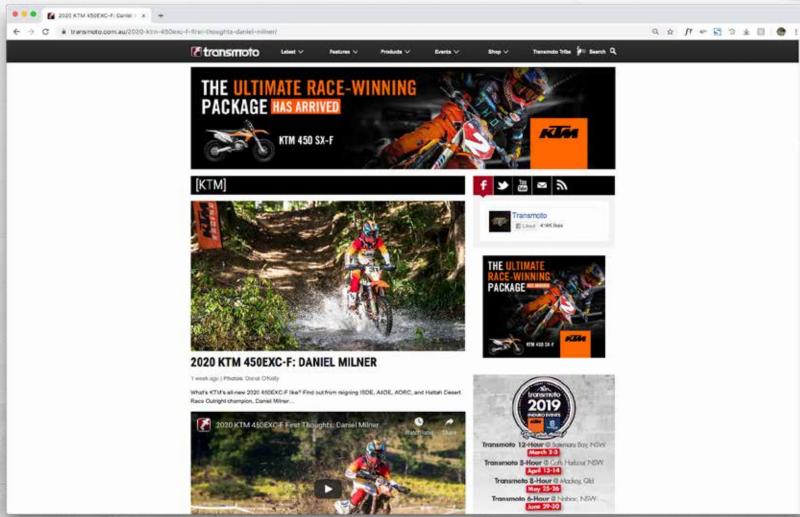




VIDEOCONTENT



CUSTOM KTM VIDEO

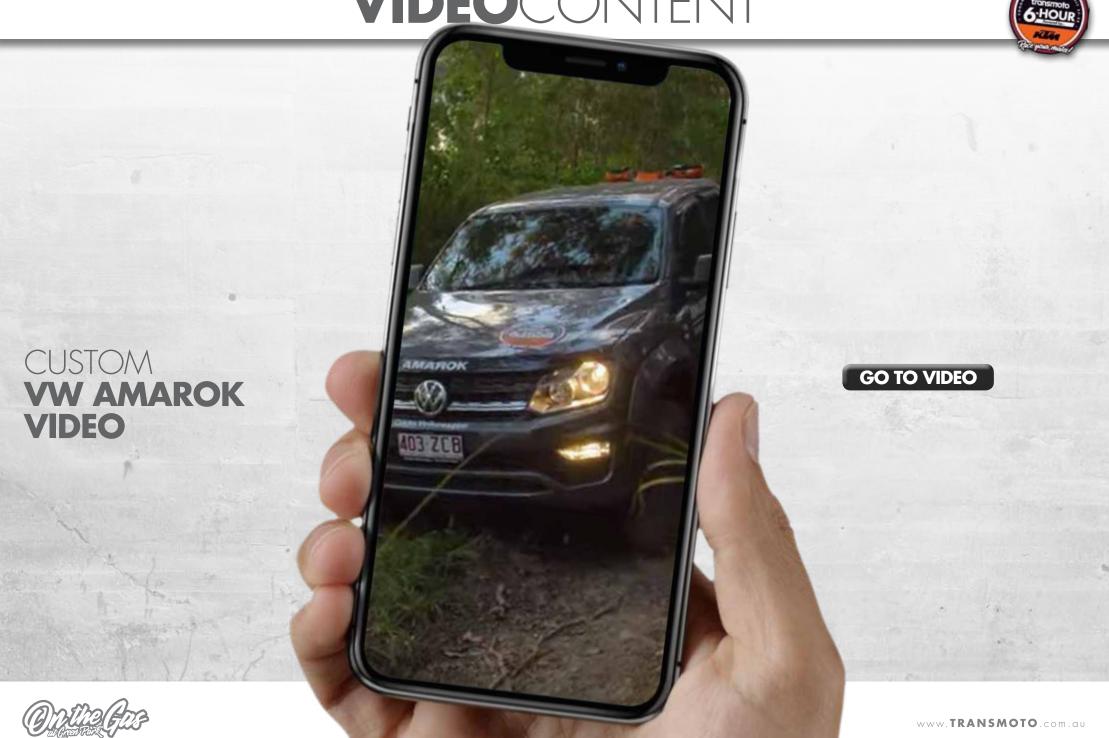












SOCIALMEDIA





Transmoto Facebook

22 Event Posts





Transmoto Instagram

11 posts by @Transmoto

674,500+

Total Reach





SOCIALMEDIA



@TRANSMOTO6HOUR FACEBOOK

22 event posts by @Transmoto





































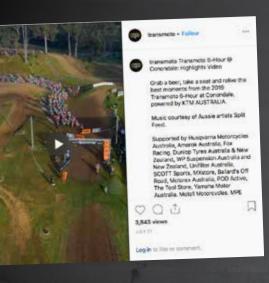


SOCIALMEDIA



@TRANSMOTO6HOUR INSTAGRAM

11 posts by @Transmoto





















Inquiry into motor recreational activities—REENERATED CONTENT



#TRANSMOTO6HOUR INSTAGRAM

54 posts with #Transmoto6Hour



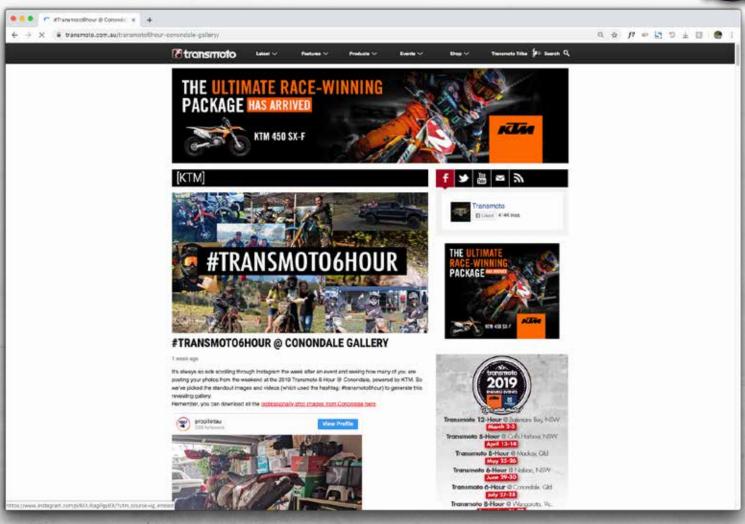
www.**TRANSMOTO**.com.au

Inquiry into motor recreational activities REPRETED CONTENT



#TRANSMOTO6HOUR

GO TO GALLERY







DIRECTMAIL



EDMs

x 3 EDMs

To Transmoto's entire database (past event entrants, industry, etc.)

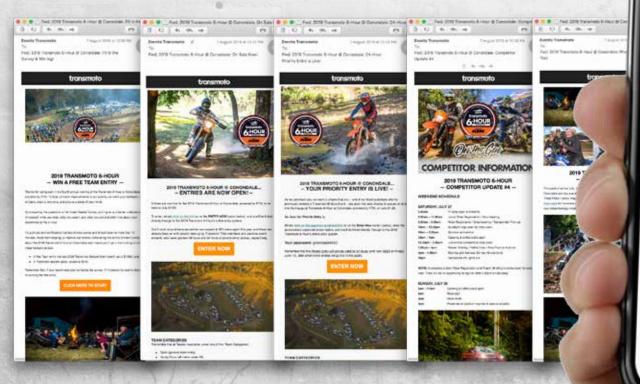
x 9 EDMs

To Transmoto 6-Hour entrants

8.8K Transmoto email database

433 6-Hour Event email database

transmo











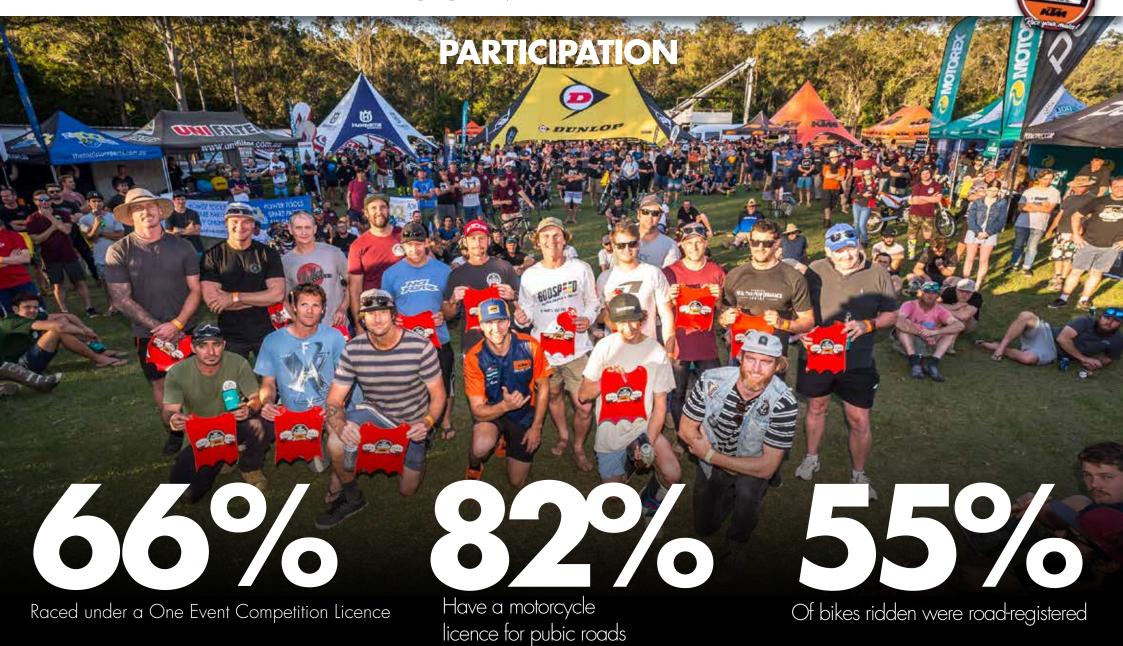






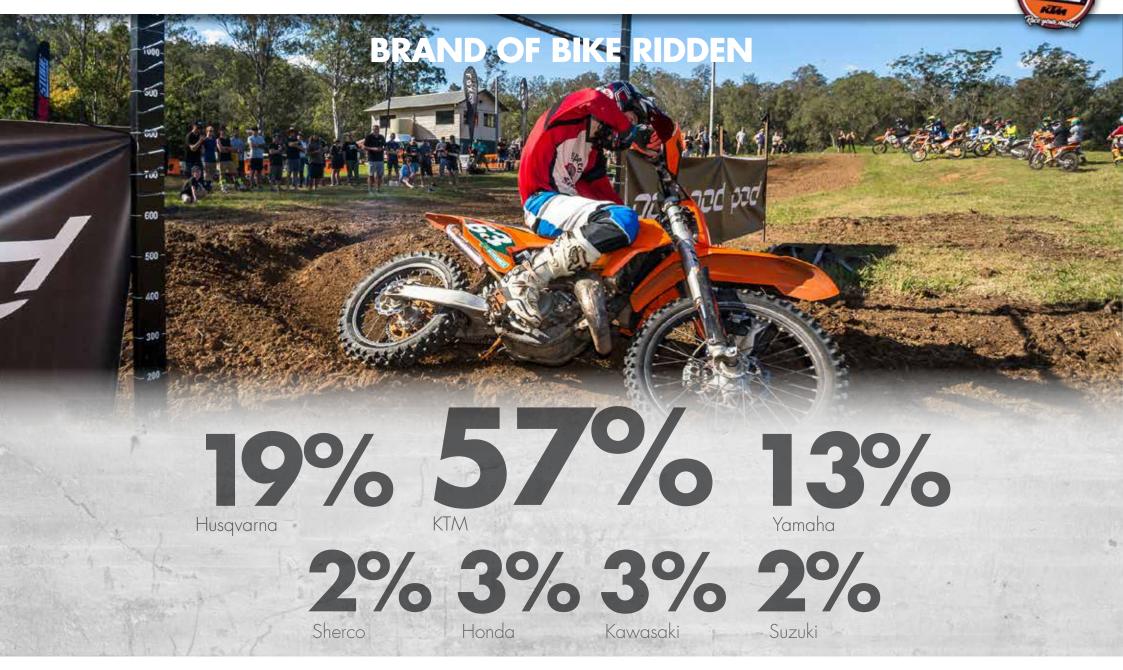














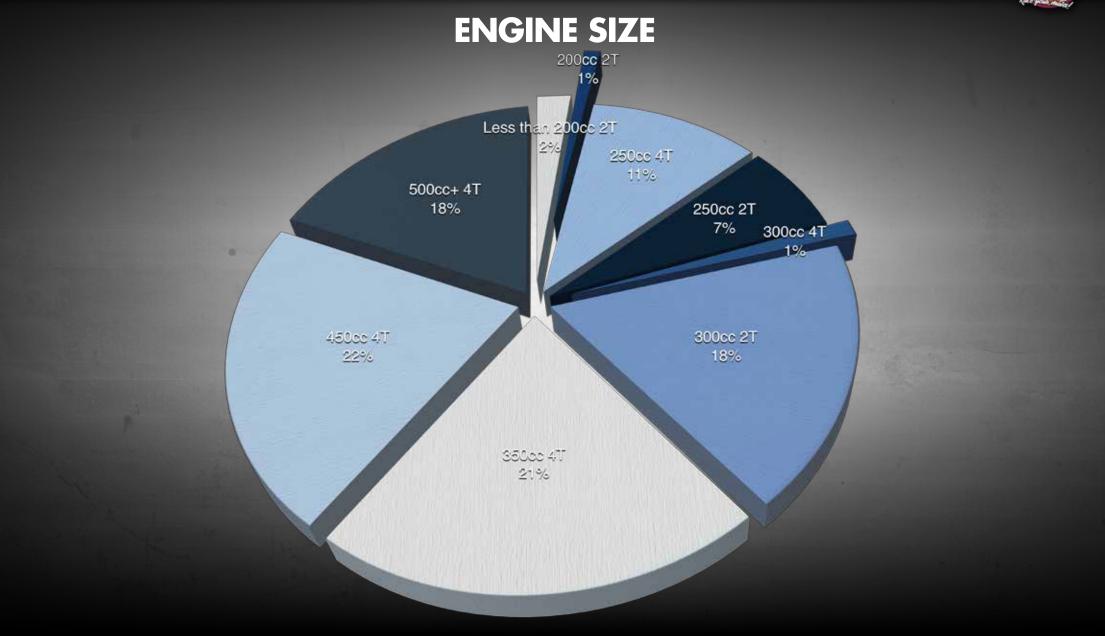












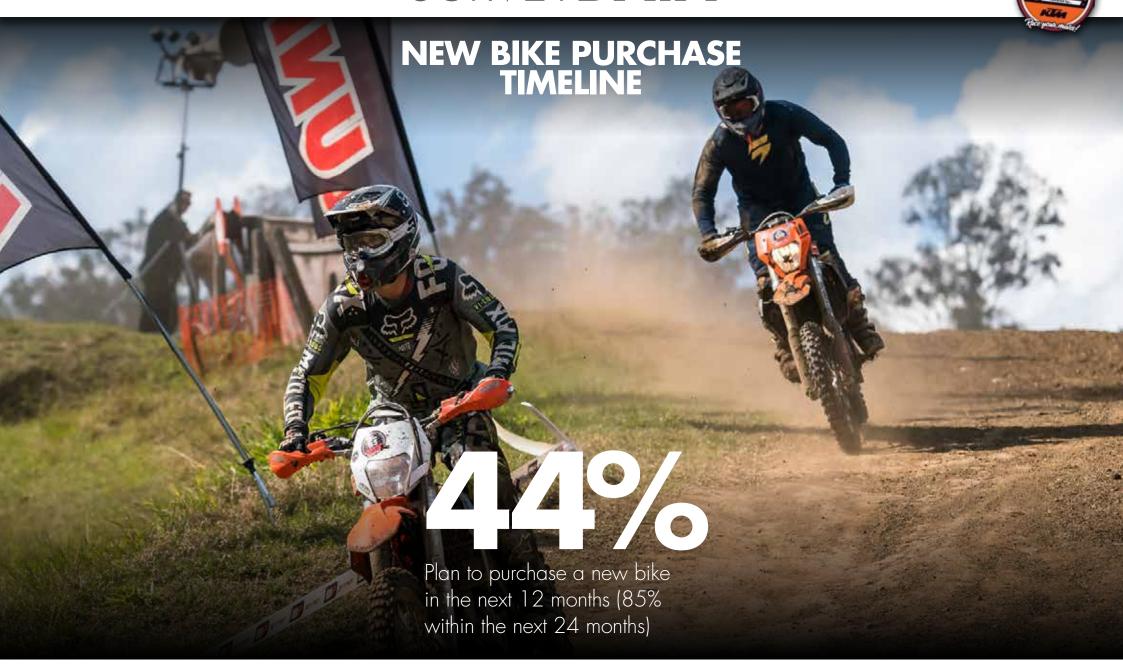






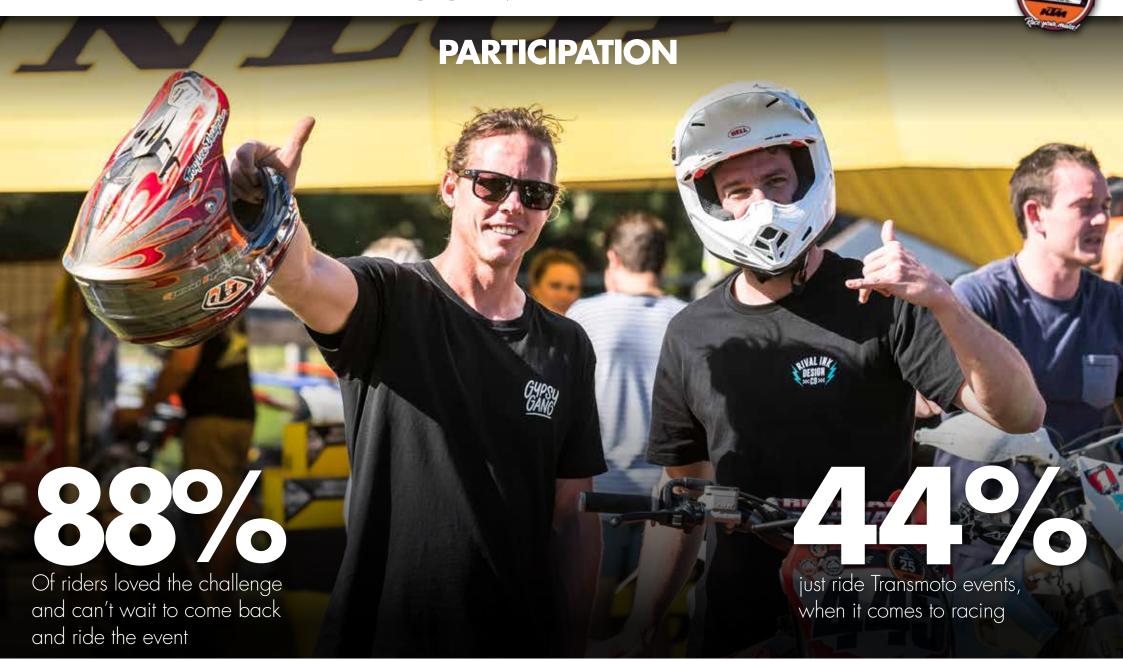


















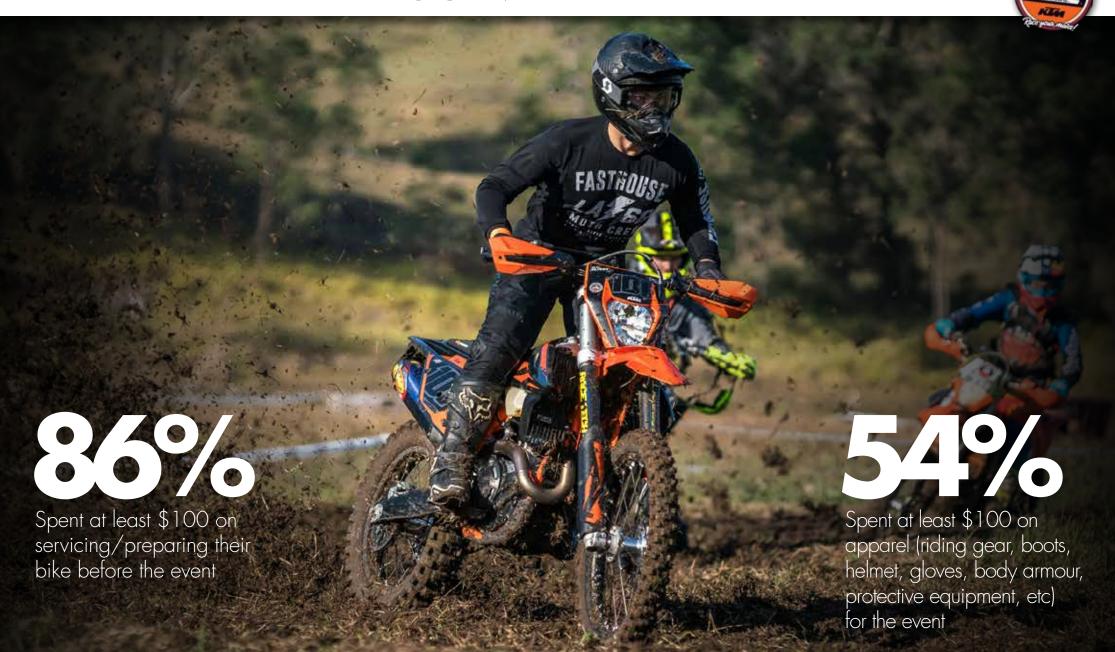












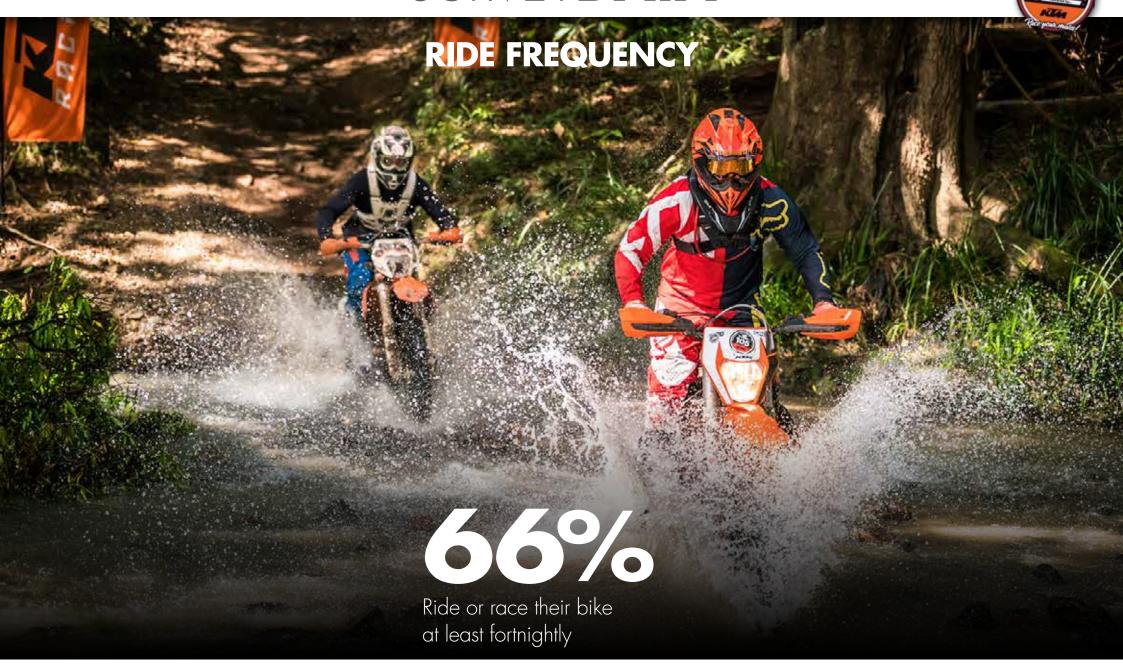






























PROMOTIONAL CHANNELS THAT CUSTOMERS USE

42%

Check out Transmoto's digital channels every 1-3 days; 68% at least weekly; 82% at least fortnightly



Websites



Motorcycle Shops

35% 91%

Word of Mouth

93% 59% 25% Motorcycle Clubs

Social Media

Direct Emails



& Dealers











Inquiry into motor recreational activities WINTY NO LYENT



\$160,000+

Participants spend on fuel, drinks, ice, food, cooking/camping supplies in and around the Sunshine Coast area.







LOCAL MOTORCYCLE CLUB



MOTORCYCLING STATE BODY

Event permits, One Event Licences, timing equipment





EVENTLICENCING







FUNDRAISING







SPONSORS



THE 2019 TRANSMOTO 6-HOUR AT CONONDALE

WAS BROUGHT TO YOU BY



















































We look forward to riding with you and your mates again soon.

For further information, please contact:

ANDY WIGAN

transmoto

Brand Manager andy.wigan@transmoto.com.au SIMON BARRATT

transmoto

Director of Marketing simon.barratt@3cmg.com.au ROBBIE WARDEN

transmoto

Events Manager robbie.warden@3cmg.com.au







INTRODUCTION



Not far from the Lower Hunter Valley township of Stroud, in a small valley called Gunns Gully, sits a picturesque 1300-acre parcel of prime countryside – a working cattle property that was home to the inaugural **Transmoto 6-Hour** back in 2015. This year, the fifth annual running of the **Transmoto 8-Hour at Gunns Gully** marked the seventh and final Transmoto Enduro Event for 2019. And despite the extremely dry conditions, some 470 entrants still lapped up its custom-built 16km loop, which included an intoxicating blend of gumtree-lined trails and undulating grasstrack with 360-degree views. Participants rode in either an Ironman, Pairs or Teams class on one of our most challenging tracks to date.

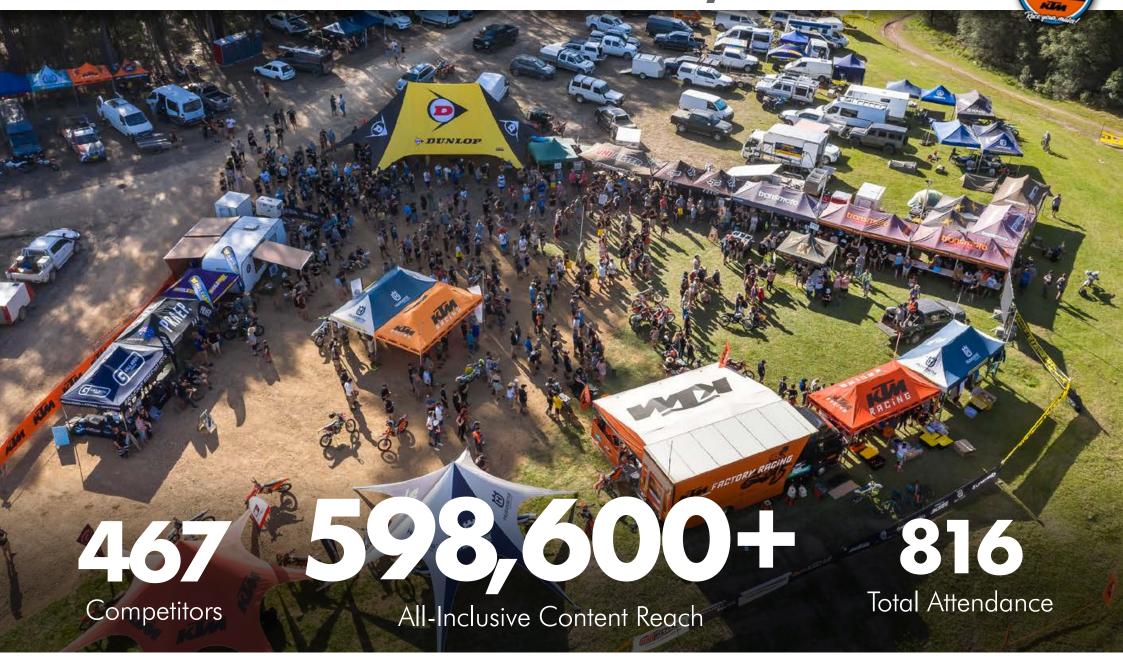
As always, **Transmoto Enduro Events** are about bringing partners together with our huge tribe of riding faithful; to connect their brands and products to not only those on-ground, but to a wide demographic of dirt bike fans through our distributed event content.

Thanks for being part of our event and our riders' journey in 2019.





Inquiry into motor recreational activities TATTENDANCE/REACH







Inquiry into motor recreational activities CIPANTSPENDINGHABITS



and preparation before and/or after the event

\$46 Million

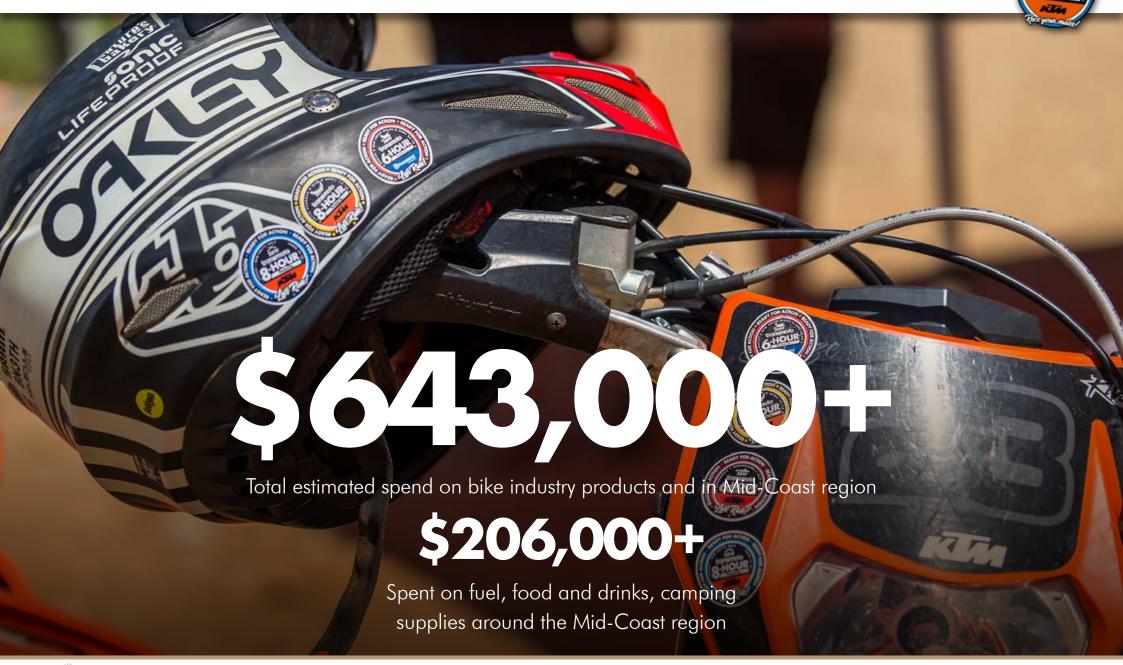
(Riding gear, boots, helmet, gloves, body armour, protective equipment, etc)

Estimated total annual income of participants in the paddock



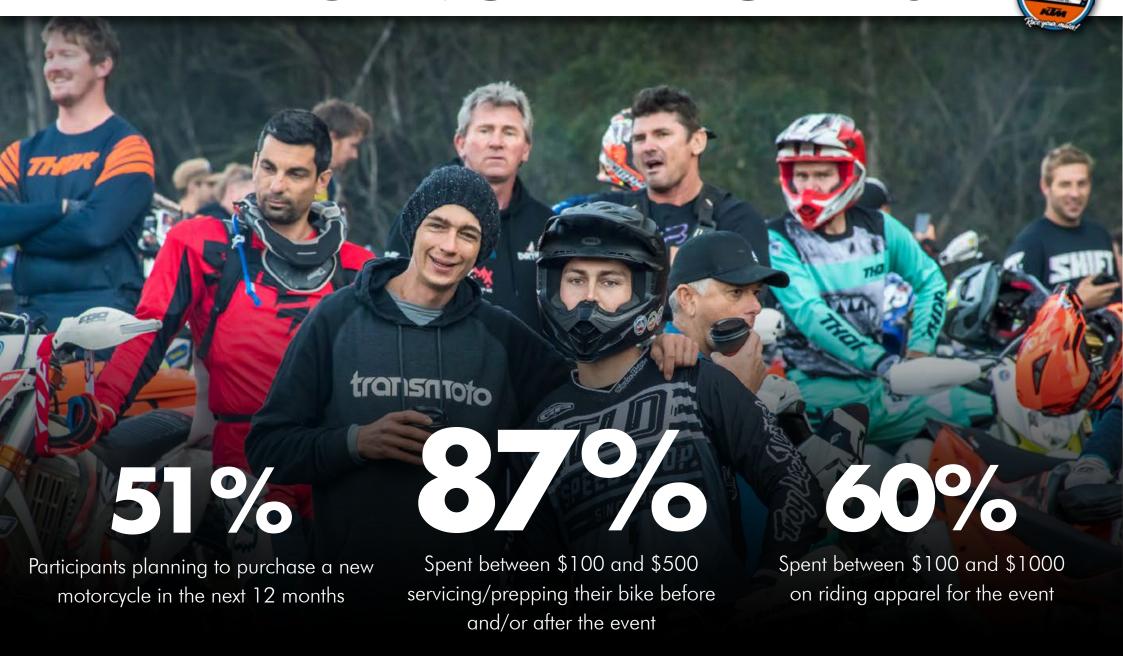


Inquiry into motor recreational activities PARTI CIPANTSPENDINGHABITS





Inquiry into motor recreational activities CIPANTSPENDINGHABITS







WEBSITE

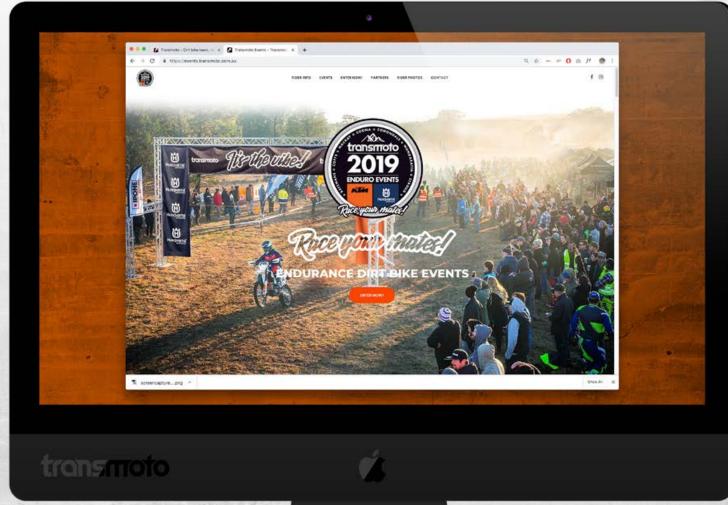


DEDICATED EVENT WEBSITE

6,867

Page Hits since August 16, 2019

GO TO WEBSITE





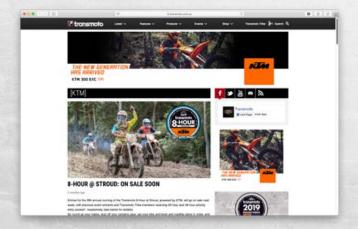


WEBSITE



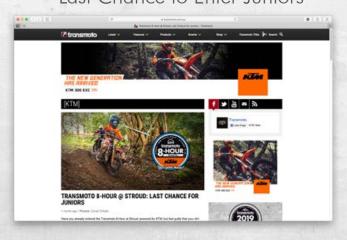
PRE-EVENTARTICLES

On Sale Soon



GO TO WEBSITE

Last Chance to Enter Juniors



GO TO WEBSITE

Sold Out



GO TO WEBSITE





WEBSITE



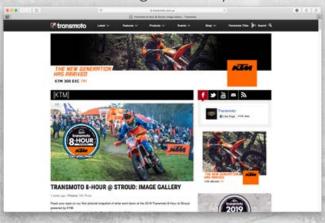
POST-EVENT ARTICLES

Results



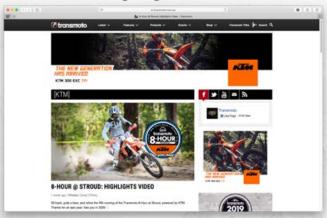
GO TO WEBSITE

Image Gallery



GO TO WEBSITE

Highlights Video



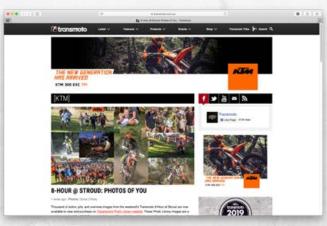
GO TO WEBSITE

#Transmoto8Hour



GO TO WEBSITE

Photos of You



GO TO WEBSITE

Standout Stories



GO TO WEBSITE





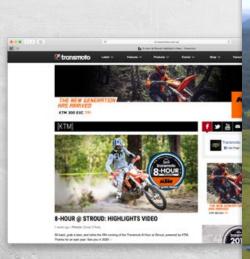
VIDEOCONTENT



HIGHLIGHTS VIDEO

10.2K

Views



GO TO WEBSITE





GO TO FACEBOOK

GO TO VIDEO





VIDEOCONTENT



CUSTOM KTM VIDEO

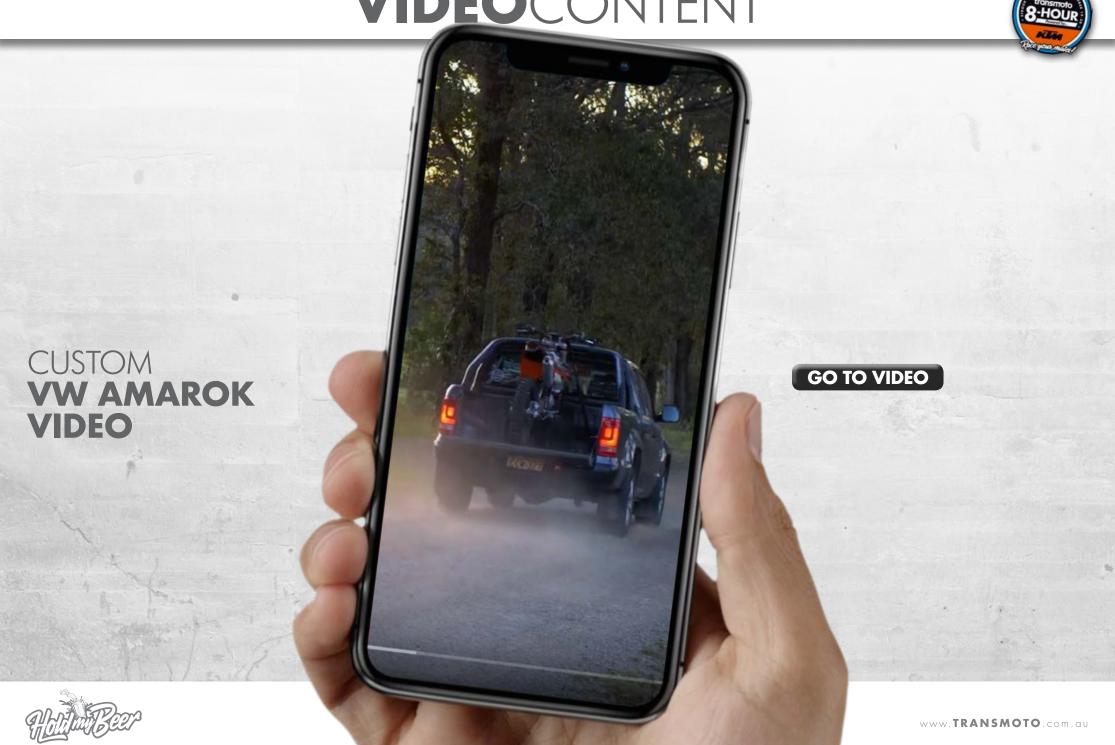


GO TO VIDEO









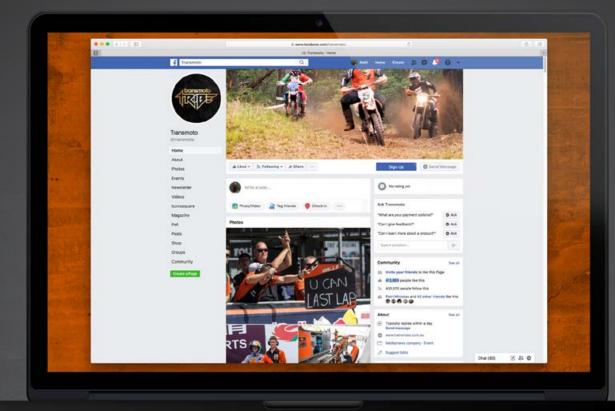
SOCIALMEDIA



413K+
Followers

Transmoto Facebook

16 Event Posts



41K
Followers

Transmoto Instagram

6 posts by @Transmoto

598,600+

Total Reach





SOCIALMEDIA



@TRANSMOTO8HOUR

FACEBOOK

16 event posts by @Transmoto



































SOCIALMEDIA

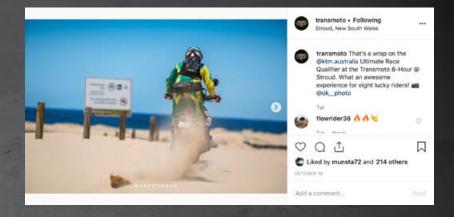


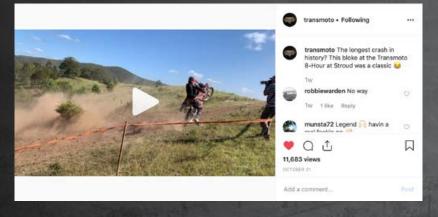
@TRANSMOTO8HOUR **INSTAGRAM**

8 posts by @Transmoto

















Inquiry into motor recreational activities RGENERATED CONTENT



#TRANSMOTO8HOUR INSTAGRAM

32 posts with #Transmoto8Hour

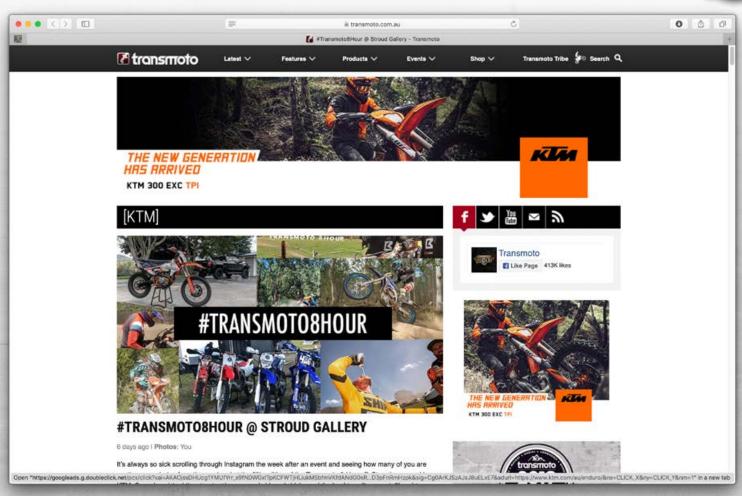


Inquiry into motor recreational activities RGENERATED CONTENT



#TRANSMOTO8HOUR
IMAGE GALLERY

GO TO GALLERY







DIRECTMAIL



transmoto

EDMs

x4 EDMs

To Transmoto's entire database (past event entrants, industry, etc)

x10 EDMs

To Transmoto 8-Hour entrants

9.9K Transmoto email database

500 8-Hour Event email database

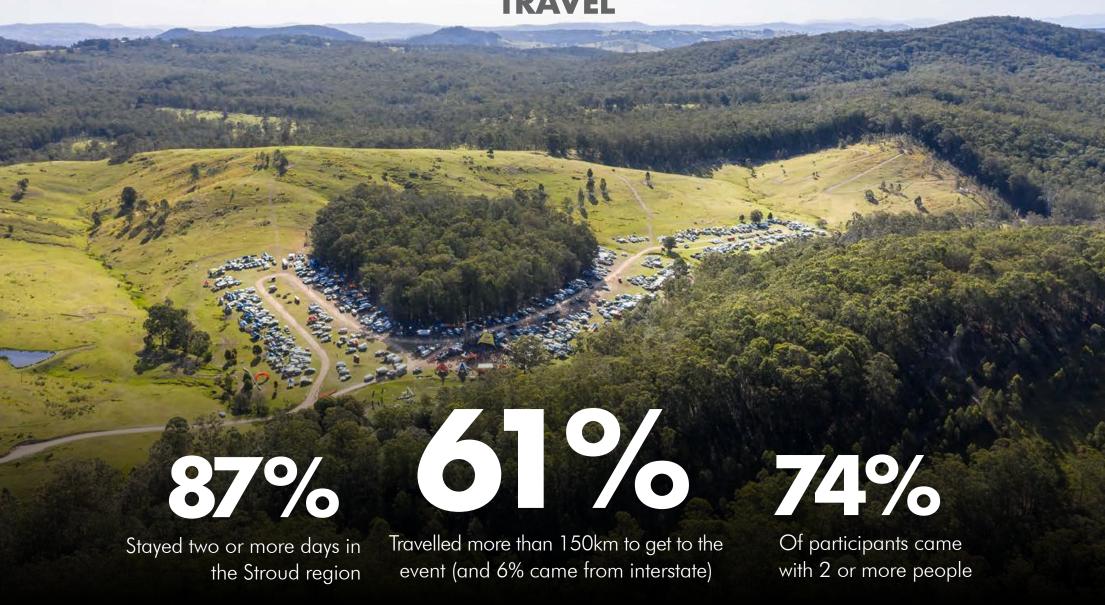






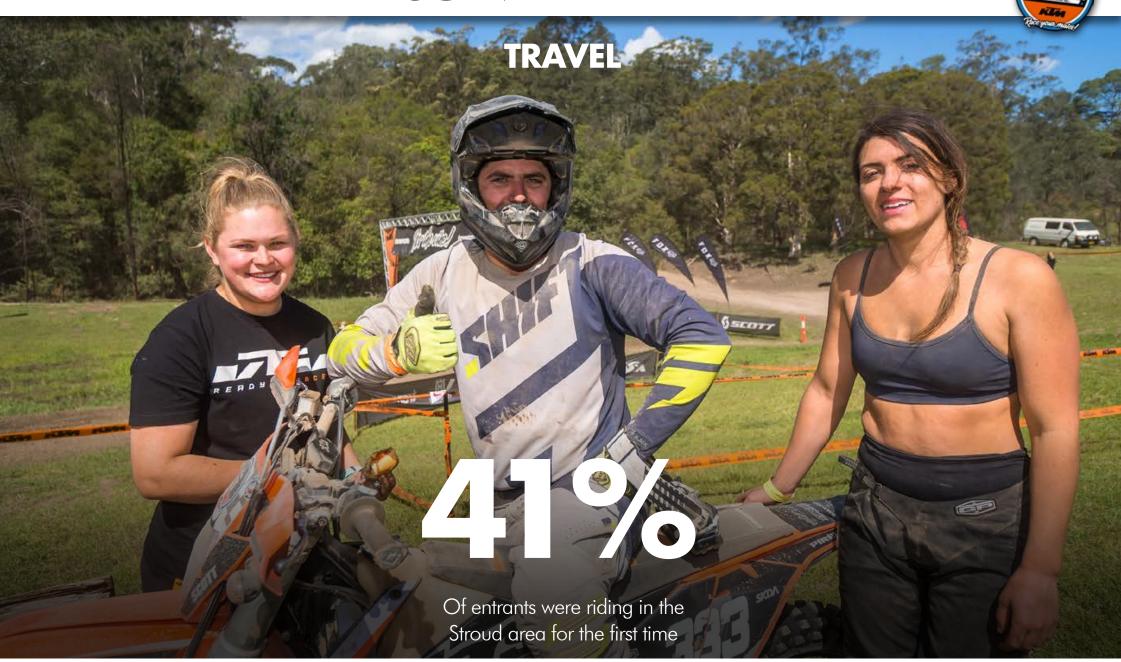


















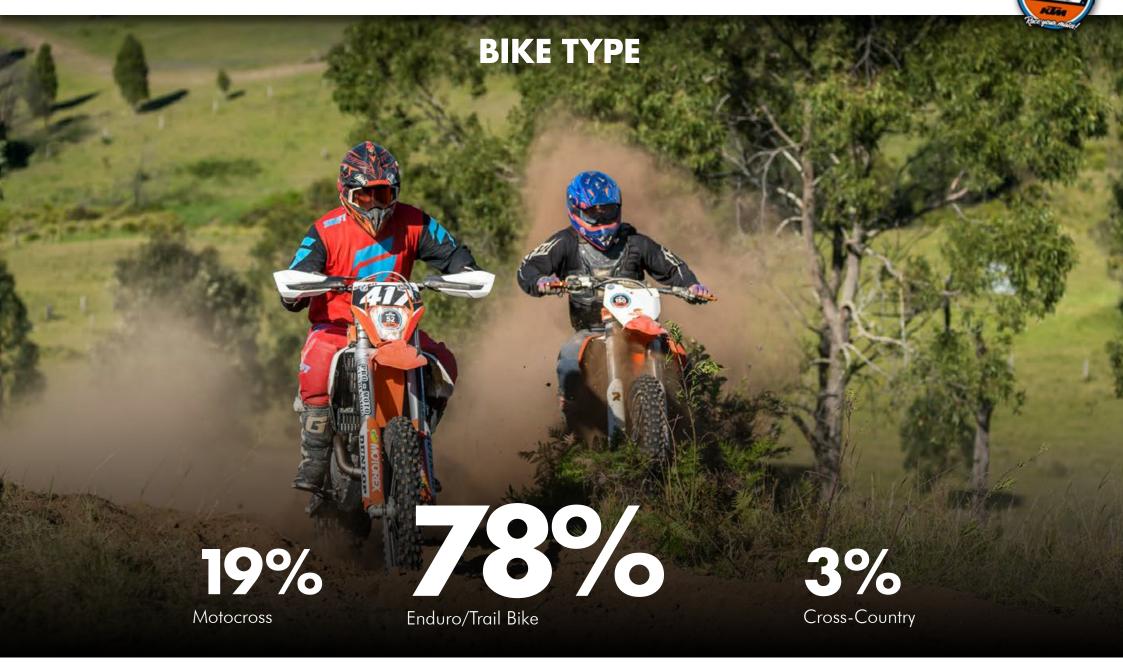










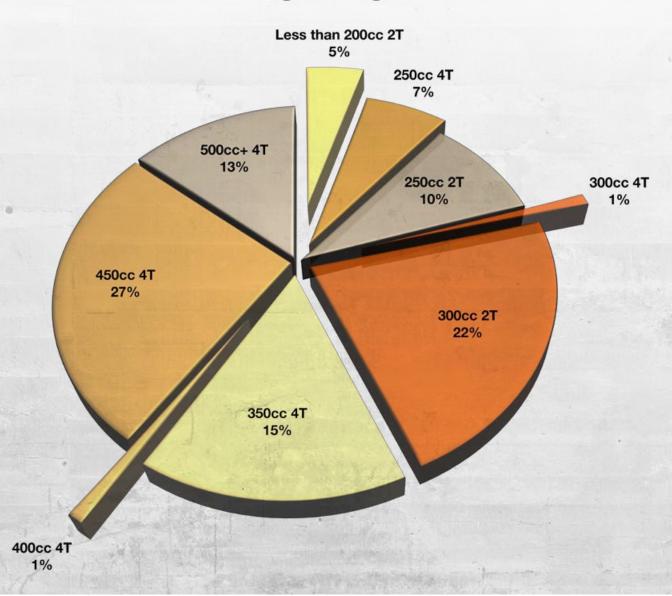








ENGINE SIZE



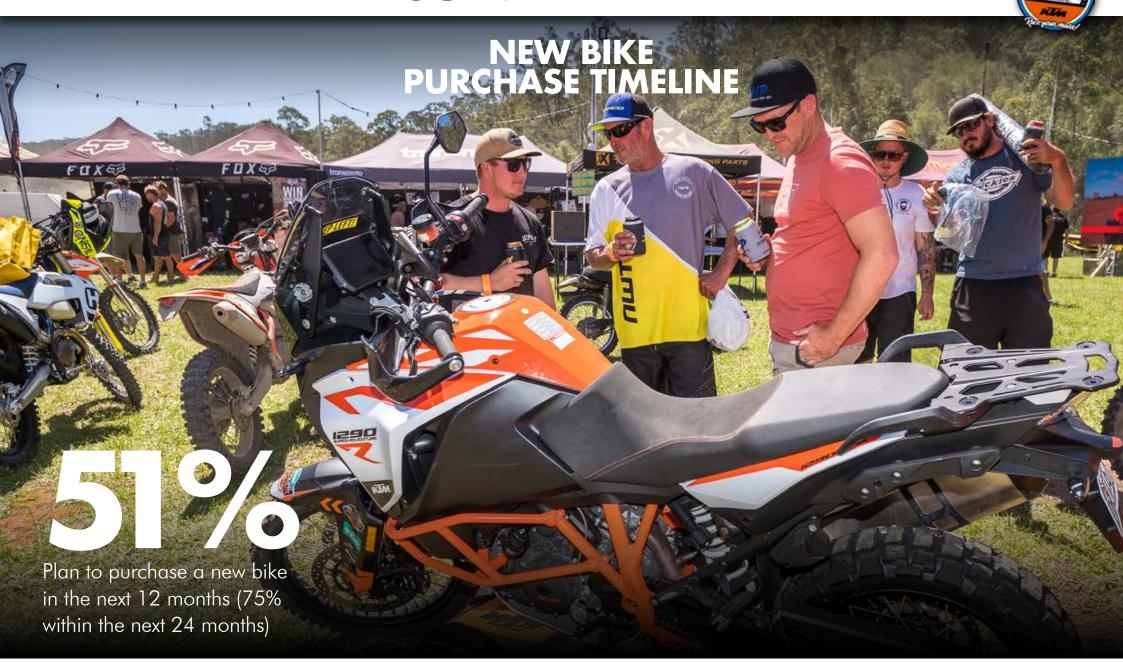






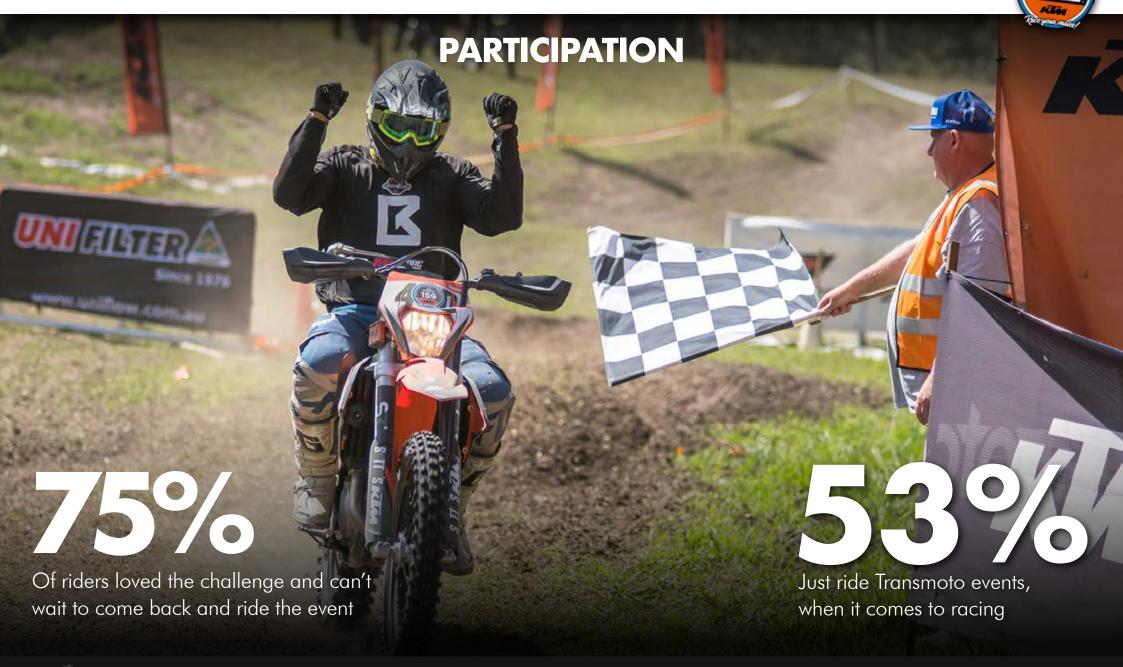
















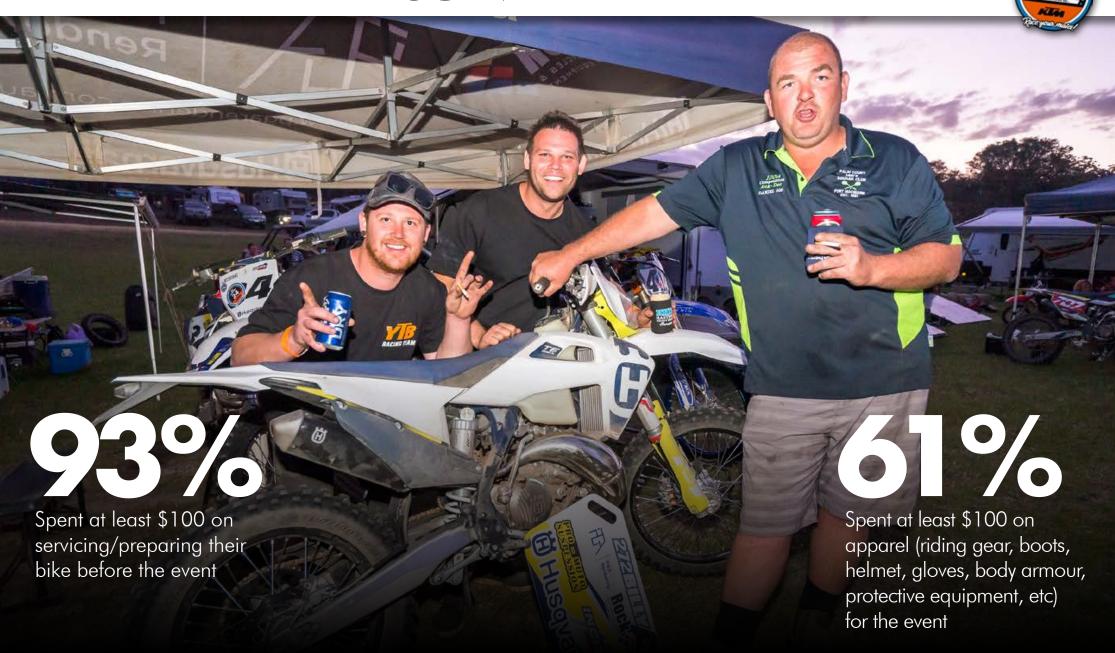






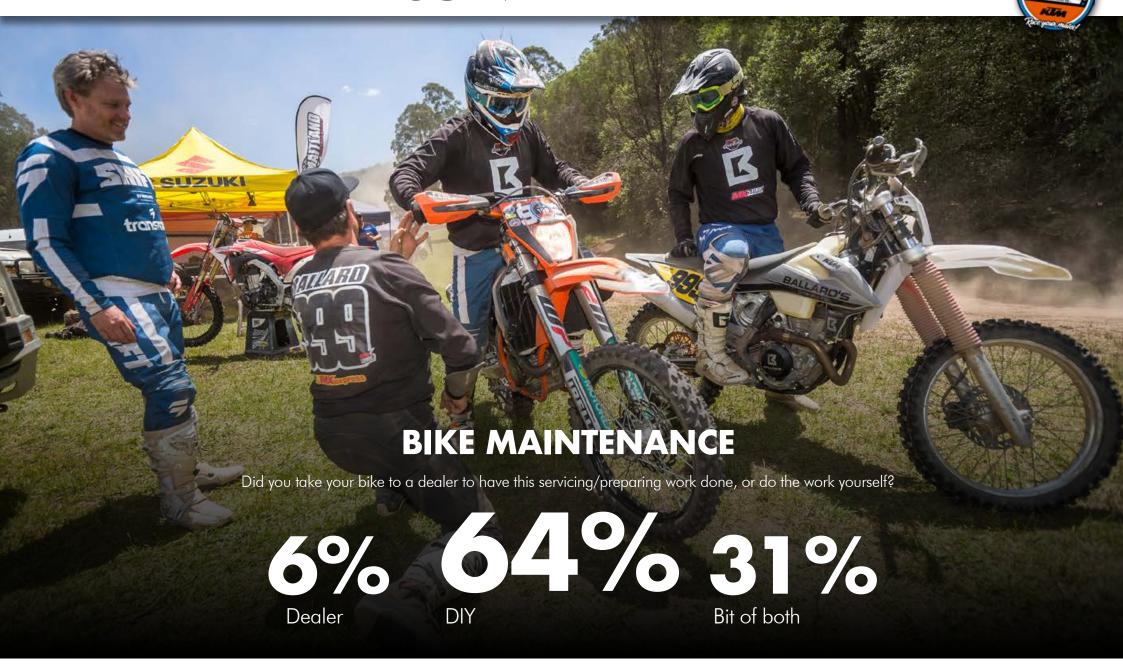






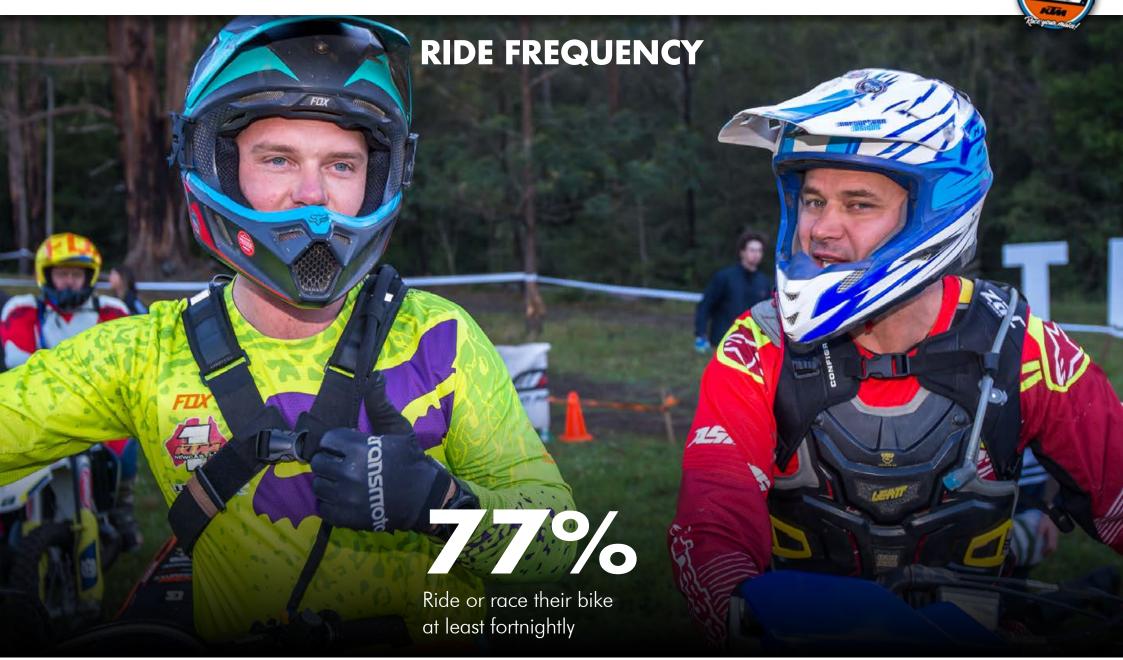






























PROMOTIONAL CHANNELS THAT CUSTOMERS USE

47%

Check out Transmoto's digital channels every 1-3 days; 63% at least weekly; 79% at least fortnightly

73%

Websites



Motorcycle Shops & Dealers

30% 90%

Word of Mouth

85% 74%

Social Media

Direct Emails

13% Motorcycle Clubs

















NSW



Inquiry into motor recreational activities UNITYINVOLVEMENT



\$206,000+

Participants spend on fuel, drinks, ice, food, cooking/camping supplies in and around the Mid Coast area.



LOCAL

Food, fuel, coffee, and supplies



LOCAL MOTORCYCLE CLUB



MOTORCYCLING STATE BODY

Event permits, One Event Licences, timing equipment





EVENTLICENCING







FUNDRAISING







SPONSORS



THE 2019 TRANSMOTO 8-HOUR AT STROUD

WAS BROUGHT TO YOU BY















































