



# WORLD TRAIL

## CAPABILITY STATEMENT



WORLDTRAIL

# INTRODUCTION

Since our establishment in 2003, World Trail has paved the way for sustainable solutions and innovative trail design. The winning combination of Dylan Jeffries' solid business expertise and Glen Jacobs' 30 year history of outstanding trail craftsmanship has seen our Company Directors guide World Trail into a multi-dimensional company which develops Premium Destinations, Mountain Bike Trails, Walking Trails and Pump Tracks.

World Trail is globally recognised for our unique approach to exciting and challenging competitive courses, from Olympic, World Championship, World Cup and Enduro World Series.

We have developed award-winning mountain biking destinations that have reignited towns and communities, providing opportunities for employment, business and nature-based tourism.

'We live and breathe trails – it's what we do.'



# OUR VALUES

Every person on the World Trail team is involved with trails on a personal and professional level. Our core strength derives itself from each and every member of the team's emotional attachment to nature.

**Create** – We are building a sustainable legacy for the future of mountain biking and the communities that it enriches - we understand how trails need to be sustainably built and incorporated thoughtfully into the landscape.

**Respect** - We are fostering respect for the environment through trail experiences, connecting the world through trails and making better places to live one trail at a time.

**Innovate** - We focus on outcomes and understand the positive change that happens as a result of the trails we build. We constantly strive to develop new methods, ideas and trail products.

**Connect** - We love what we do – we are passionate and believe in connecting the world through the trails we build.



# OUR SERVICES

World Trail are a team of specialist consultants, designers and trail construction experts.

Recognised as a worldwide leader in a growing industry, World Trail is known for creating stunning trails with unwavering professionalism and integrity when working with clients and communities. All our staff have a strong and proud connection to working in nature and have significant collective knowledge and experience to deliver an extensive suite of in-house services.

World Trail communicates the trail brand effectively, providing several services to meet our client's individual needs, including:

- » Mountain Bike Trails
- » Walking Tracks
- » Asphalt Pump Tracks
- » Design
- » Consultation
- » Construction
- » Destination Development
- » GIS Mapping Solutions
- » Stakeholder and Community Engagement



# MOUNTAIN BIKE TRAILS

Our long and proud heritage in professional design stretches back three decades. Designing and constructing the world's best mountain bike trails is the core of World Trail.

We believe in leaving a legacy of the highest quality for the future of mountain biking in every product we create.

World Trail have extensive experience in all types of mountain bike trails, including:

- » Airflow
- » Adventure
- » Wilderness
- » Gravity
- » Downhill
- » Shared Use



# MOUNTAIN BIKE DESTINATIONS

World Trail specialise in creating Premium Mountain Bike Destinations. Drawing on years of knowledge and experience, we have developed a Destination Model. The model uses six key criteria (see opposite page), each with several layers, to comprehensively evaluate the level of potential social, economic and tourism benefits a trail network could support.

The Destination Model was used in the planning and development of the internationally recognised Ride Blue Derby in Tasmania. Through applying the model, World Trail created over 100km of purpose-built mountain bike trails and the small town has been reinvigorated and is now a thriving mountain bike destination.

From an initial investment of \$3,1 million, the benefits of applying our Destination Model have been significant, including:

- » \$15 million per annum in economic activity in the region and an estimated economic return of \$30 million per annum for the state of Tasmania;
- » Estimated rider number per annum of 50,000;
- » Average length of stay of 4-5 visitor nights;
- » Host of prestigious international event, the Enduro World Series I 2017 and 2019. Schedule for 2022.



# DESTINATION MODEL



*Event Overlays*



*Pubs & Accommodation*



*Natural Features*



*Connectivity*



*Quality Trails*



*Progressive Expansion*

# WALKING TRACKS

World Trail has significant experience in designing and constructing walking tracks for all abilities. Our design team's experience in project management and in-house engineered construction plans ensure alignment to Australian Standards (e.g. AS 2156.1) and ensure a seamless process and level of quality that believe sets a bench mark in the industry.

We use our time-tested and proven logistical experience in construction of remote trail projects to deliver walking tracks to our clients with a level of confidence and satisfaction that the World Trail brand has been measured on time and again.

From managing complexities of walking track construction into major city nature reserves, through to remote access projects with major infrastructure requirements. We understand the needs of our clients and users and draw on our experience working in, and our appreciation of, the environment.





# ASPHALT PUMPTRACKS

World Trail led the market in identifying the importance of designing and constructing sustainable Pump Tracks with asphalt surfacing, delivering the first one in Australia in 2016.

Our Pump Track team create a wide range of stand-alone facilities and can also integrate them with existing community assets to create modern multi-use play spaces for people of all ages and abilities.

Our in-house RPEQ Civil Engineer works closely with drafters and designers to use 3D Auto Cad modelling software to develop innovative designs and produce 'for construction' plans. The Pump Track construction team draw on their extensive civil works and trail building experience to consistently create exciting pump track with drainage solutions and landscaping. World Trail's experienced project managers oversee the entire design and construction stages, managing all logistic, budget and delivery requirements.



# DESIGN

The World Trail design team draw on their extensive understanding of world class trail experiences and their knowledge of terrain, soil, standards and guidelines when designing trails. Through understanding how communities interact with trails, our design team use careful and creative planning tools to ensure the ultimate success of any product or trail network.

Our design services span from early concept development through to detailed design, including:

- » Concept Plans
- » Master Plans
- » Detailed Design Drawings
- » RPEQ Certification
- » GIS Mapping Solutions
- » Construction Plans
- » Maintenance Budgets and Schedules
- » Future Development Strategies



# CONSULTATION

World Trail's consultation team is highly skilled with decades of experience providing services relating to current and emerging safety, environmental sustainability and trail use trends.

We offer a comprehensive set of consultation services, including:

- » Feasibility Studies
- » Site Assessment
- » Destination Audits
- » Trail Planning
- » Trail Auditing
- » Signage Plans
- » Marketing and Promotion
- » GIS Asset Management
- » Engineering Services - Environmental and Civil
- » Event Attraction and Development



# GIS SOLUTIONS

World Trail uses the ArcGIS software suite to manage all of our spatial data. Data is collected in the field using high powered GPS devices linked to smartphones, capable of sub-metre accuracy. Being cloud based this allows real time monitoring of data collecting and remote collaboration with clients or other staff members. The web browser interface also allows us to share maps easily with clients.

In the design phase, this highly accurate GIS platform allows trails to be carefully designed to avoid constraints like private property boundaries and areas of high environmental cultural heritage or historical significance.

In the construction phase, the ArcGIS platform allows our team to ensure the constructed trail alignment is faithful to the ground-truthed alignment. The platform also provides 'as constructed data' and accurate project management reporting.



**GIS TECHNOLOGY ALLOWS REAL TIME DATA COLLECTION AND MONITORING IN THE FIELD**



# CONSTRUCTION

World Trail is one of the world's most respected and highest-profile trail building companies. We have won several awards for our work and are recognised as professionals in the industry, particularly for creating trails with minimal footprint and impact on the environment.

We have multiple experienced teams of trail builders, a suite of machinery, tools and specialised equipment. This, combined with our experience project managers, allows us to take on multiple construction projects across Australia and the world concurrently.

World Trail offers the following construction services:

- » Mountain Bike Trail Construction
- » National and International Competitive Course Construction
- » Shared-use Trail Construction
- » Walking Track Construction
- » Asphalt Pump Track Construction
- » Urban to Wilderness Connectivity Solutions



# STAKEHOLDER AND COMMUNITY ENGAGEMENT

At the heart of every trail we design and construct are the communities.

It's people who ride and walk the trails, people care for the environment the trails take us through, people live in the communities we work in and people travel from near and far to ride and walk our trails.

World Trail take time to listen to the people involved in each project and seek to understand their views. WE have an IAP2 certified engagement specialist on our team who can design meaningful and effective engagement plans and activities using various methods including digital platforms for surveys and social pinpoint. This helps us to understand what people want from the trails and to gain feedback on proposed alignments, with the end result being amazing trails that people want to walk and ride.



# OUR TEAM

World Trail are one of the most experienced trail building companies in the world, with a passionate and dedicated team possessing a unique combination of skills, industry-specific knowledge and leadership to undertake a diverse range of projects.

Our design and construction teams continually hone their skills under the guidance of Director and International Mountain Bike Hall of Fame inductee, Glen Jacobs, to ensure the most innovative trail destinations are created. Several of our construction teams are elite level riders, providing World Trail with critical understanding and currency of trail design and construction requirements from the end users' perspective.

In addition to comprehensive knowledge and understanding of a suite of in-house developed frameworks, systems and processes, our team hold several qualifications that add value to all projects, including:

- » Civil Engineer – BEng(Civil), Registered Professional Engineer (RPEQ) – Civil (16161)
- » Business Management and Marketing – BBus(Mktg, Mgt)
- » Registered Landscape Architect (AILA) - BAppSc(BuiltEnv), GDip(LArch)
- » Environmental Scientist - BEnvSc, MEnvMgt (Policy & Planning)
- » Environmental Scientist – BEnvSc (Botany), GDip(LArch)
- » Electrical and Electronic Engineer – BEng(Elec, Electronic)
- » Health and Safety Representative - HSR
- » Soil and Sediment Controller (SQP-055)
- » IAP2 Certified Stakeholder and Community Engagement Specialist



# OUR ACHIEVEMENTS

With significant industry experience and heritage, World Trail have designed hundreds of competitive and recreational projects in 20 countries.

We have designed multiple discipline courses around the globe, including tracks and trails in Italy, Spain, Japan, Austria, France, Switzerland, Norway, Canada, Slovenia, South Africa, Belgium, USA, Germany, UK and more, from the Olympic Cross-Country Course, Sydney 2000 to every UCI World Cup and World Championship track ever held in Australia.

Our key achievements are of the highest level within the industry, these include:

- » Awarded 2017 Parks and Leisure Queensland Playspace Award for the Gladstone Pump Track;
- » Awarded 2019 MTBA Power of Partnership Award with Break O'Day Council and Tasmania Parks and Wildlife Services for St Helens Mountain Bike Trails;
- » Awarded the 2017 International Trail of the Year, Enduro World Series, Derby, Tasmania Australia for our innovative design
- » Awarded the 2019 International Trail of the Year, Enduro World Series, Derby, Tasmania Australia for our innovative design
- » Awarded Australia's only International Mountain Biking Association (IMBA) 'Epic Trail' - the Australian Alps Epic at Mt Buller, Victoria.
- » Designed and constructed one of the world's most successful mountain bike destinations in Derby, Tasmania.
- » Our head trail building team members have been awarded sponsored partnerships with leading international bicycle brand Specialized and are the only Australians on their Soil Searching Ambassador Program;
- » Director, Glen Jacobs, is the only Australia to be inducted into the International Mountain Biking Hall of Fame, is a member of the Cycling Australia Hall of Fame and has received multiple Australia Day awards for his contribution to mountain biking.





# ACCREDITATIONS

World Trail are proud to hold several professional industry accreditations and certifications, including:

- » ISO 9001:2015 Quality Management System
- » ISO 14001:2015 Environmental Management System
- » ISO 45001:2018 OH&S Management System
- » QBCC Licence No. 15068161
- » Local Buy
- » Vendor Panel





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