

Conference program

Friday 18 October

- 9.00-9.20** Welcome, Acknowledgement of Country, and opening
Steven Kaye, Vice President, Rail Trails Australia
- 9.20-9.50** Keynote presentation: Building a trail network
Christina Harris, Ride High Country, Tourism North East
- 9.50-10.15** The Northern Rivers Rail Trail Success Story
Tiffany Stodart, Northern Rivers Rail Trail
- 10.15-10.40** Morning tea
- 10.40-12.00** Servicing the needs of rail trail users
Rachael Northwood, Alpine Hotel Warburton
Melanie Hardcastle, Carriage Café
Danielle Bortignon, Cog Bikes Australia
Amanda Godridge, Great Southern Bike Hire
- 12.00-12.30** The Bicycle Revolution
Alison McCormack, Bicycle Network
- 12.30-1.15** Lunch
- 1.15-2.15** Panel Discussion 1: Increasing rail trail usage
Damian Cerini, Tour de Vines
Christina Harris, Tourism North East
Tiffany Stodart, Northern Rivers Rail Trail
Alison McCormack, Bicycle Network
- 2.15-2.45** Value adding to rail trail experience - Artwork on the Great Victorian Rail Trail
Alarna Timmins, Mitchell Shire Council
Julie Blyth, Murrindindi Shire Council
- 2.45-3.30** Panel Discussion 2: The role of volunteer Committees of Management and Friends Groups
Ross Vaughan - Friends of GVRT
Trish Fox - East Gippsland Rail Trail
Helen Hoppner - Gippsland Plains Rail Trail
Rob Caddell - High Country Rail Trail
- 3.30-4.30** Break and networking
- 4.30-5.00** Rail Trails Australia Annual General Meeting
- 5.00-6.00** Post-conference drinks at Jasper Hotel (all welcome)
- 6:20** Dinner @ Mail Exchange Hotel (688 Bourke Street, Melbourne)

Saturday 19 October

- 11:00** Get out on the wonderful Lilydale to Warburton Rail Trail
Meet at Lilydale Trailhead for a ride to Carriage Café, Seville, on the Warburton Rail Trail. Pre-ordered lunch will be provided at 12:30 with an accompanying presentation by Paul Goodison, Shire of Yarra Ranges.

Thanks to Beechworth Honey, Confectionery Corner, Milawa Mustards, Schulz Organic Creamery & Café and Yarra Valley Chocolaterie & Ice Creamery for their generous support of our conference.

2024 Rail Trails Conference

Attracting more rail trail users - providing better experiences and facilities



Proudly supported by

CANYON

BROMPTON



Presenters



Alarna Timmins - Tourism and Promotions Officer, Mitchell Shire Council

Alarna Timmins has experience in visitor economy and economic development across both private sector and local government. She has led numerous tourism initiatives within Mitchell Shire and the Goulburn Region, including being part of the team who initiated the Great Victorian Rail Trail Strategic Development Plan, a project influential to securing the funding for the Art on the Great Victorian Rail Trail. Alarna has a passion for project management and strategic policy development, having been instrumental in leading Goulburn Region Tourism, the Visitor Economy Partnership in the Goulburn Region.



Alison McCormack - CEO, Bicycle Network

Alison is driven by a profound passion for bike riding and a mission to inspire and support more people to embrace cycling. Her leadership is guided by a vision where cycling serves as a sustainable mode of transport, positively impacting our environmental footprint, enhancing health, providing economic benefits, and offering opportunities for fun, adventure, and travel. Alison actively promotes inclusivity and community engagement at Bicycle Network, encouraging individuals to integrate cycling into their lives for its multitude of benefits: from enjoying nature to boosting health and discovering new places.



Amanda Godridge - Director of Great Southern Ride, Sales and Marketing Manager

Great Southern Ride was an idea that was hatched during COVID, with Amanda keen to showcase her passion for South Gippsland with the Great Southern Rail Trail forming the perfect platform. Her business partner, Paul Zezula, possessed the technical skills needed to construct and maintain bikes, and they launched the business hiring e-bikes. Their business has expanded into a strong hiring base for locals, travellers, and holiday-makers to South Gippsland. They relocated their retail shop to Meeniyon, situated at the heart of the Great Southern Rail Trail, which gives them great visibility.



Christina Harris - Marketing Manager, Tourism North East

Christina is passionate about using her decade of tourism marketing experience to promote Ride High Country's premier rail trail, mountain bike, gravel and road cycling. Holding a Masters of Marketing from Deakin University, a Bachelor of Science with Honours from the University of Queensland, and previous roles within industry-leading companies including Thredbo and YHA Australia, Christina combines data with creativity to drive cycling awareness, dispersal and yield. Weekends find her conducting in-field cycling research from her gravel and mountain bike on Ride High Country's endless trails.



Damian Cerini - Chief Cyclist and Wine Taster, Tour de Vines

Damian started Tour de Vines in 2012, what seems like (to him) many moons ago, from a love of travel. Having worked in the travel industry for over two decades, with some senior roles in top-notch travel businesses, he struck out and started Tour de Vines. Tour de Vines was the first to offer and deliver packaged self-guided and guided multi-day cycling tours in Australia and uses mainly rail trails as the backbone of their trips. Tour de Vines now offers trips in Victoria, South Australia, Tasmania, Queensland and New South Wales.



Danielle Bortignon - Business Manager, Cog Bikes Australia

Danielle Bortignon began working with her brother Joel at Cog Bikes in Warburton in 2019 to help open a new location in Monbulk. Her dedication and expertise were key to the successful launch of the Monbulk store. At Easter 2024 Danielle - along with her brother and their families - reopened the cafe side of Cog Bikes in Warburton, revitalising the beloved community spot. Other Cog Bikes locations include a hire hub at the Carriage Café Seville and Puffing Billy Emerald Lake (serving the Eastern Dandenong Ranges Trail).



Helen Hoppner OAM - Chair of Gippsland Plains Rail Trail (GPRT) Committee of Management

Helen lives in Cowwarr - halfway along the GPRT - and is working with family to restore their old church in town. Helen has chaired the GPRT since being appointed in 1999. Prior to that the CoM was a Friends Group to get the trail going and lobby politicians. She's an avid Collingwood supporter and has driven a car in the annual children's charity Variety Bash for 29 years - she's also the longest serving female on the Bash. Helen's stood as a candidate in two state and two federal elections and served as a councillor in local government.

For biographies of all Rail Trails Australia presenters, please scan the QR code:



Melanie Hardcastle - Owner of Carriage Café, Seville

In 2008 Melanie approached Yarra Ranges Council about setting up and opening a café using an old 1910 train carriage at the back of her property that adjoins the Warburton trail. After lots of planning it was finally opened as Carriage Café Seville in February 2010. Seville is almost a halfway point between Lilydale and Warburton which makes it the perfect spot to stop and recharge with some refreshments.



Paul Goodison - Project Manager Yarra Valley Trail (Yarra Ranges Council)

For five years Paul has been Project Manager for the planning and development of the 135km network of shared-use trails that comprise the Yarra Valley Trail network. This will connect Lilydale with Yarra Glen and Healesville, then across to the Lilydale to Warburton Rail Trail, with additional circuit trails connecting to some of the Valley's best wineries, art and cultural experiences and iconic tourism products such as Healesville Sanctuary. Prior to 2019, Paul was the Coordinator of the Landscape and Leisure Team at Manningham Council and involved in the planning and delivery of the Mullum Mullum Trail.



Rachael Northwood - Owner, Alpine Hotel, Warburton

Rachael has four children and is married to a master builder who loves heritage buildings. They planned their last working decade to team up together and restore a grand building and lead a team of people to deliver country hospitality with accommodation, farm to plate food and local Yarra Valley beverages. Three years on, the journey has been in the headwind! They have grown a tough hide with Google reviews and local feedback, but they know their destination, and their favourite customers - the bike riders - hungry, thirsty and happy.



Rob Caddell - Tallangatta Advisory Group for the High Country Rail Trail (HCRT)

Rob lives in Tallangatta and has been involved with the HCRT for decades, contributing to everything from restoring timber bridges, to fundraising and transporting rail trail users. He has helped promote the HCRT and rail trails in general at numerous events and conferences around Victoria and NSW over this time.



Ross Vaughan - President, Friends of the Great Victorian Rail Trail (GVRT) Inc.

Ross retired in December 2008 and in 2010 he and his wife relocated to Mansfield, Victoria to fulfil their dreams of a tree-change. He was Mansfield's community representative on the advisory committee during the construction period of the GVRT, which opened in June 2012. He was instrumental in forming the Friends of the GVRT in late 2017. Friends of the GVRT collaborates with the 3 councils that own the asset around the ongoing management, development and promotion of the rail trail.



Tiffany Stodart - Manager Destination, Communication and Customer Experience at Tweed Shire Council, current lead establishing the Northern Rivers Rail Trail Collective

Tiffany looks after a portfolio of services including the Tweed section of the Northern Rivers Rail Trail (NRRT). Her career spans 25 years in state and local government including corporate communication and engagement, construction, destination placemaking, sporting, and major events. Now Tiffany oversees the operation and cross-council partnerships to establish the NRRT as a sustainable commercial business operation with aspirations for it to be one of the best rail trail experiences in Australia.



Trish Fox - Secretary of East Gippsland Rail Trail Committee of Management

Dr Trish Fox is an ecologist who has lived and worked in East Gippsland since 2000. She joined the Committee last year and is a regular user of the 98km trail (stopping frequently to check out plants!). She reckons the trail is one of the best in Victoria and is confident that statement will prompt some healthy debate at the conference! Trish runs a profit-for-purpose consultancy Ecologic NRM and is secretary of Romawi Landcare Group.



**TOURISM
NORTH
EAST**

Building a Rail Trail Network

Developing the
strategic Rail Trail
tourism direction
for Victoria's High
Country

2024 Rail Trails
Australia Conference

Who is Tourism North East

Calling all adventure seekers...

TOURISM NORTH EAST IS THE REGIONAL TOURISM BOARD FOR VICTORIA'S HIGH COUNTRY.

OUR VISION

To sustain and elevate the High Country as the lead regional tourism destination in Victoria, with a thriving visitor economy based on destinations of choice, and a compelling range of tourism products and experiences.

- One of twelve Visitor Economy Partnerships, established at the directive of the Victorian State Government.
- Victoria's High Country forms a significant part of Australia's Great Dividing Range, encompassing the Shires of Alpine, Murrindindi, Benalla, Indigo, Mansfield, Towong and Wangaratta, and the three major alpine resorts of Falls Creek, Mt Buller and Mt Hotham.
- Calling all adventure seekers - Renowned for its physical beauty and rich diversity of visitor experiences, Victoria's High Country is filled with real people doing inspirational things in incredible places.
- Five product strengths - Great Outdoors, Snow, Eat & Drink, Arts & Culture...and Australia's premier cycling destination



**Brown Brothers,
Milawa**



**Cliff Picnic,
Mount Buffalo**

TRAVELLING TO VICTORIA'S HIGH COUNTRY



Location: Victoria's High Country



From Melbourne head north via the M31 Hume Fwy



Train from Southern Cross Station to Benalla, Wangaratta or Wodonga



Fly Sydney to Albury Airport



Melbourne to Kinglake

– 1 hour 30 mins

Melbourne to the King Valley

– 3 hours 10 mins

Melbourne to Bright

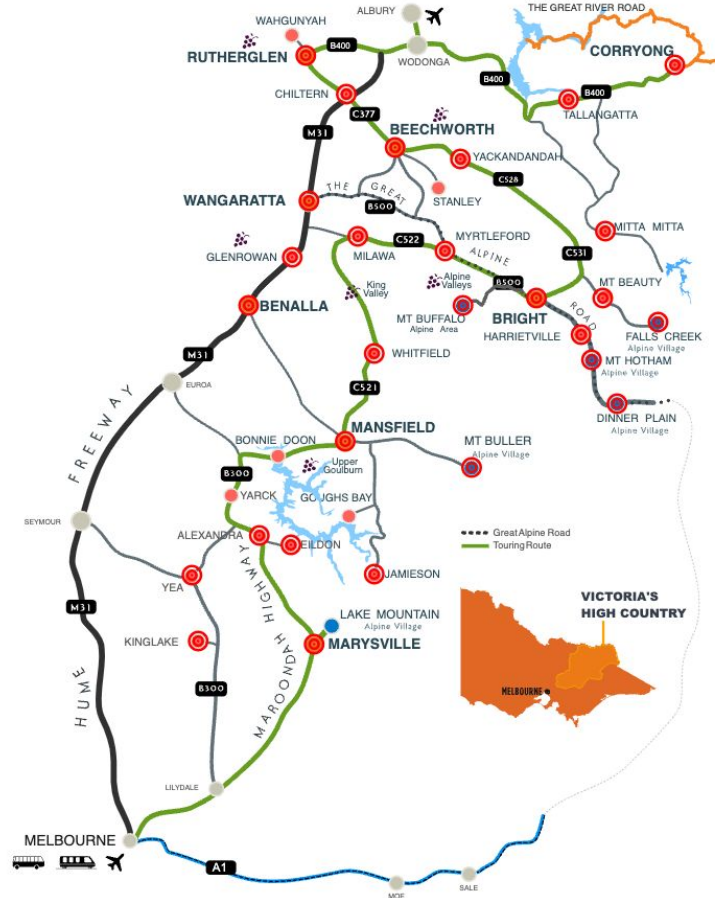
– 3 hours 40 mins

Melbourne to Corryong via the Great River Road

– 4 hours 50 mins

Melbourne to Falls Creek Resort

– 4 hours 40 mins



Ride High Country

Endless rides. Choose your adventure...

VICTORIA'S HIGH COUNTRY CYCLING SPECIFIC SUB-BRAND. RIDE HIGH COUNTRY UNITES OUR REGION'S FOUR CYCLING DISCIPLINES AND DRIVES AWARENESS WITH CURRENT AND POTENTIAL VISITORS.

Cycling is a key strength because of our region's:

- Endless riding opportunities with an unparalleled concentration of road, gravel, mountain bike and rail trail routes and trails
- Mountain and rural views with accompanying activities
- Strong cycling culture built by passionate and experienced cycling and cycling-friendly businesses
- Vibrant and historic towns and villages
- Exceptional local food and drink

[Video link](#)

RIDE
HIGH
COUNTRY



Murray to Mountains
Rail Trail, Oxley

RIDE
HIGH
COUNTRY



[Video link](#)

**IMPRESSIVE RAIL TRAIL INFRASTRUCTURE,
TOWNS & NATURE**

IS THAT ENOUGH TO DRIVE VISITATION & YIELD?

**RESEARCH, ENGAGE, PLAN,
MARKET & REPEAT**

North East Victoria Cycling Optimisation Masterplan (NEVCO)

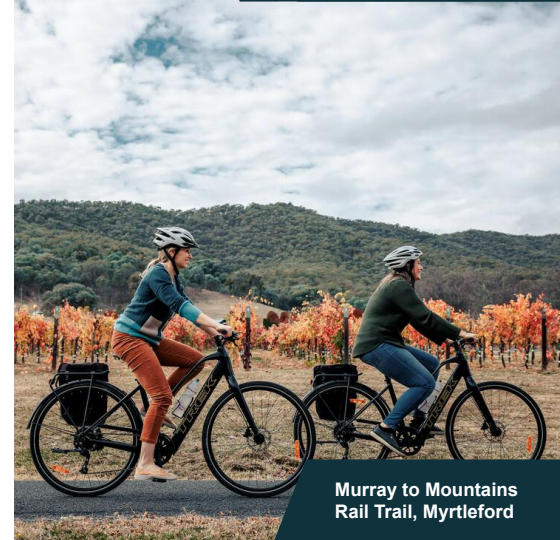
STRONG CYCLING CREDENTIALS, PROVEN CYCLING TOURISM ECONOMIC IMPACT FROM PAST INVESTMENT, LATENT DEMAND AND INCREASING COMPETITION DROVE THE DEVELOPMENT OF A CONSIDERED STRATEGIC TOURISM DIRECTION FOR OUR REGION.

Tourism North East and Regional Development Victoria developed the NEVCO Masterplan to optimise existing cycling investments and plan for future investment opportunities that drive significant economic growth.

- Research
- Strategic Considerations
- Project Consultation
- Set Strategic Direction with Realistic Objectives and Activation Plans
- Marketing
- Learn, Rinse and Repeat



Great Victorian Rail Trail, Yea



Murray to Mountains Rail Trail, Myrtleford

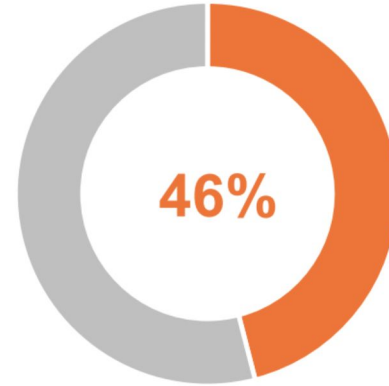
Research

You don't know what you don't know

THE MILLION DOLLAR QUESTION - WHAT DO RAIL TRAIL VISITORS WANT?

In a competitive environment with limited funding all activity must be as impactful as possible.

- Large parts of the potential market have no appreciation for 'cycle culture'. Their connection to cycling is simply a fun bike ride.
- Cycling is part of 'being in holiday mode'. Visitors want short rides that are safe, easy to navigate and supported by shuttles, bike hire, dining etc



Of recreational riders seek to ride **<1 hour** 'most of the time' when in Regional Victoria

Strategic considerations

Three unique Rail Trails

MURRAY TO MOUNTAINS | 156KM

- **Where** - Wangaratta to Bright with extensions in Rutherglen, Yackandandah, Wandiligong and Harrietville
- **Highlights** - Bike-centric towns, autumn leaves, mountain views, historic sites, Pedal to Produce, bike hire, shuttles and tours

GREAT VICTORIAN RAIL TRAIL | 134KM

- **Where** - Tallarook to Mansfield with a branch line to Alexandra
- **Highlights** - Art trail, Victoria's longest rail trail tunnel, Trawool Valley, Lake Eildon, Mansfield food and drink, bike hire, shuttles and tours

HIGH COUNTRY RAIL TRAIL | 80KM

- **Where** - Wodonga to Shelley Station and Colac Colac to Corryong
- **Highlights** - 600m Sandy Creek Bridge, Lake Hume, Shelley Station and historic bridges, pristine nature and Corryong country charm



Murray to Mountains
Rail Trail, Milawa



High Country Rail
Trail, Tallangatta



New and enhanced cycle product and experiences



Cycle friendly region



Complementary product and experiences



Grow demand for cycle tourism

Investment & Activation Planning

WHEN DEVELOPING THE STRATEGIC CYCLING TOURISM DIRECTION FOR VICTORIA'S HIGH COUNTRY THE ENTIRE RAIL TRAIL RIDING EXPERIENCE WAS CONSIDERED.

Aim to build a world-class and seamless ride getaway that delivers economic growth.

SHORT, MEDIUM & LONG TERM GOALS

Supporting industry

Infrastructure & nature is half the story

THE MAJORITY OF RAIL TRAIL VISITORS USE CYCLING AS A FUN WAY TO EXPLORE THE REGION'S TOURISM OFFERINGS.

- When developing Victoria's High Country's strategic tourism direction industry formed a large part of all planning.
- Supporting services are big motivators for large audience segments including on-trail dining, activities that can be accessed by Rail Trail, cycle-friendly accommodation, cycle tours, bike hire, bike shuttle options and more
- Tourism North East have a dedicated Industry and Product Development team working with tourism operators to enhance their offering and ensure long term sustainability
- Industry resources include online forums, in-person workshops, 1-1 support, product accelerator programs, social media training, RHC Preferred Program, VHC App and more



Marketing

~~Build it~~ Promote it and they will come

**THE POWER OF MARKETING
AND PR IS MASSIVE.**

**EVEN THE BEST LAID PLANS,
OPTIMISATION, INVESTMENT AND
OPERATOR SUPPORT NEED
CONSUMER AWARENESS TO
FLOURISH.**

As part of NEVCO the Ride High Country Marketing Strategy was developed. Investment and application of this has been central to Victoria's High Country's strategic cycling tourism direction, economic growth and trail awareness.

- Two pronged approach:
 - Brand awareness (grow demand)
 - Conversion (book and visit)
- Research based planning and targeting
- Strengths and weaknesses
- Support existing and new experiences with always on and dedicated campaigns
- Diverse media mix



Great Victorian Rail
Trail, Mansfield



High Country Rail
Trail, Tallangatta

Case study: Value of the Beechworth to Yackandandah Rail Trail extension

NEVCO'S MASTERPLAN IDENTIFIED THE EXTENSION OF THE MURRAY TO MOUNTAINS RAIL TRAIL FROM BEECHWORTH TO YACKANDANDAH AS A HIGH PRIORITY PROJECT.

- The Murray to Mountains Rail Trail is one of Australia's premier Rail Trail experiences based on quality of trail surface, scenery and mature complementary products and experiences.
- Research shows Rail Trail visitors are motivated by short, family-friendly rides with on-route dining.
- This project would deliver a 26KM/31KM family-friendly ride, linking two historic villages with food experiences, close-by winery and distillery experiences and capitalise on latent demand built by Murray to Mountains Rail Trail brand awareness and reputation.
- Opportunities for existing and new industry to capitalise on and support the Rail Trail extension.



Case study: Value of the Beechworth to Yackandandah Rail Trail extension

The results...

**THE BEECHWORTH TO
YACKANDANDAH RAIL TRAIL
EXTENSION OFFICIALLY
OPENED ON 7 AUGUST 2024.**

To support the opening of the Rail Trail a dedicated social media marketing campaign was conducted from August - September 2024. Campaign results:

- Suite of hero and social media first content assets to promote the destination
- Extremely positive social media commentary with majority indicating intent to ride the trail
- Exceeded all social media target metrics
- Strong news media coverage
- Heroed local operators



Beechworth to Yackandandah Rail Trail, Yackandandah



Beechworth to Yackandandah Rail Trail, Beechworth

Value of a strong strategic direction

It's all in the numbers...

SO...HAS THE DEVELOPMENT OF VICTORIA'S HIGH COUNTRY'S STRATEGIC CYCLING TOURISM DIRECTION DELIVERED TANGIBLE RESULTS?

- More than doubled cycling visitation
- More than tripled visitor expenditure
- 50% increase in Ride High Country website visitation
- Built and steadily increased Ride High Country social media following and views
- Top 3 Victorian cycling experience destination recall for all cycling disciplines (Rail Trail, Road, MTB and Gravel)
- Facilitated tourism investment across a range of high profile projects
- Supported industry through activation, product accelerator programs, research, event sponsorship, asset collection, targeted marketing, PR and more



Murray to Mountains
Rail Trail, Rutherglen



Great Victorian Rail
Trail, Mansfield

WHAT DOES THE FUTURE BRING...

**CONTINUING TO ELEVATE OUR
RAIL TRAIL EXPERIENCES**

Murray to Mountains Rail Trail Enhancements

Public art, landscaping & infrastructure

The M2M Rail Trail Enhancements Project will see the introduction of a series of world-class installations, experiences and infrastructure improvements designed to increase visitation by offering one of a kind, “must-see” moments that are engaging, shareable and repeatable on this premier Rail Trail.

- The Trail will be transformed into a seamless journey that celebrates local stories and gives creative opportunities for Victorian artists and First Nations peoples to share their work.
- Drive repeat visitation and advocacy for the M2M Rail Trail through enhancing the visitor experience.
- Inspire, delight, encourage talkability and social shareability to position the M2M as a ‘must do’ accessible cycling experience to domestic and international audiences.



A group of four people, two women and two men, are riding bicycles on a dirt path through a forest of large, mature trees. They are all wearing helmets and casual clothing. The path is flanked by tall, thick tree trunks, and the ground is covered in grass and fallen leaves. The lighting is bright, suggesting a sunny day.

Thank you

**TOURISM
NORTH
EAST**

Northern Rivers

RAIL TRAIL

Walk ~ Ride ~ Explore





Operating our rail trail

- + attracting more rail trail users
- + creating better guest experiences

18 October 2024 | Tiffany Stodart

Acknowledgment of country

On behalf of the Northern Rivers Rail Trail Collective we would like to acknowledge and pay our respects to the **Wurundjeri People** of the **Kulin Nation** whose land we are on today.



We extend that respect and acknowledgment to the first nations groups and people of the **Bundjalung Nation** that connect the Northern Rivers Rail Trail. In collaboration with them, we commit to caring for and protecting Country; and honoring and sharing cultural stories and connection along the Northern Rivers Rail Trail.



**KBIL
TRAIL**
SUPPORTERS



THANK

THE PROJECT

+

THE NRRT COLLECTIVE + OUR
BUSINESS

+

NRRT products + programs

THE NRRT JOURNEY: How it all started



Vision, mission & ambition

OUR VISION

To deliver a world-class rail trail and regional recreation and nature-based experience for the social and economic benefit of the Northern Rivers community

OUR MISSION

The 'must do' experience in the Northern Rivers NSW.

OUR AMBITION

To be an iconic Australian nature-based tourism experience that ranks in the top 3 rail trails in Australia and top 10 in the world.

Partners, Roles and Responsibilities

Role	Organisation	Responsibility
Funding Partners	Australian Government NSW State Government Councils	Funding and resource delivery for infrastructure, tourism and regional opportunities.
Landowner (Lessor)	NSW State Government – Department of Transport	Landowner
Asset Manager and Operator (Leasee)	Tweed Shire Council Richmond Valley Council Lismore City Council Byron Council	Development and infrastructure Commercial and Business Operations Asset Management and Maintenance Experiences, Marketing and Events
Tourism Partners	Tourism Australia Destination NSW / Destination North Coast Councils (as above) + The Tweed Tourism Company	Destination Marketing Content Partnerships Media familiarizations
Advocacy and Supporter Group	Northern Rivers Rail Trail Supporters Rail Trails Australia Rail Trails for NSW	Advocacy for funding and supporting the trail operations

THE PROJECT STATUS

1. The Tweed: Murwillumbah to Crabbes Creek (24km opened March 2023)
2. Richmond Valley: Bentley to Casino (13.2km – opened March 2024)
3. Lismore Section 1: Bentley to South Lismore (16.3km – opening end 2024)
4. Lismore Section 2: South Lismore to Booyung (15.5km – planning & proposal)
5. Byron Shire (62.8km – planning & proposal)



- █ Tweed Shire – complete
- █ Richmond Valley – complete
- █ Byron Shire & Lismore City stage 2 – proposed
- █ Lismore City – under construction



TWEED SECTION SNAPSHOT & SUCCESS

Northern Rivers RAIL TRAIL » THE TWEED



197,117

Visitors have been welcomed to the Tweed Section of the Northern Rivers Rail Trail since 1 March, 2023.*



*This patronage update is updated quarterly and is correct as of September 30, 2024.

THE NRRT COLLECTIVE & OUR BUSINESS

MOU + governance

+

BUSINESS + RESOURCE MODEL

+

Strategic business plan

ONE BRAND
ONE VOICE
ONE EXPERIENCE



Northern Rivers

**RAIL
TRAIL**

Walk - Ride - Explore

INTRODUCING THE NRRT COLLECTIVE



“The NRRT Collective logo represents the business entity that manages, maintains and markets the NRRT as a commercial regional tourism product.

The NRRT Collective logo features the rail trail graphic element made up of four coloured paths representing the four LGAs and a whole of trail commitment to ‘one brand, one voice, one experience.’”

GOVERNANCE MODEL – 3 TIER

1. NRRT Collective - Strategic Board

2. NRRT Collective - Operations Committee

3. Council Working Groups

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	1: NRRT Strategic Board	2: NRRT Operations Committee	3: Council Working Groups
	<ul style="list-style-type: none"> • Setting the strategic vision and objectives • Overseeing product performance and user satisfaction • Approving major product initiatives and investments • Guiding brand strategy and positioning • Monitoring and managing product-related risks • Fostering stakeholder relationships and partnerships • Ensuring governance and alignment across the organisation 	<ul style="list-style-type: none"> • Product management and branding • Operational and Asset management strategy and planning • Operational and Asset data management/syst • Asset condition assessment and monitoring • Maintenance planning and scheduling • Capital planning and budgeting • Asset risk management • Contractor and vendor management • Asset performance monitoring/reporting 	<ul style="list-style-type: none"> • Trail condition monitoring and inspection: • Routine maintenance and repairs: • Vegetation management: • Waste management and cleanliness: • Safety and security: • Amenity maintenance: • Local user and stakeholder engagement and feedback: • Data collection and reporting.

NRRT STRATEGIC BOARD



Tier 1: NRRT Collective Strategic Board

VOTING RIGHTS – TOTAL OF 5 VOTES

- 4 x Elected Representatives (one per Council)
- 4 x General Managers or Delegate.
- 1 x NRRT Inc Executive Position (consistent for a minimum 1 year)

EX-OFFICIO

- 1 x Executive Officer - Regional Lead
- 1 x NSW Government Dept of Primary Resources and Regional NSW
- 1 x NSW Department of Transport
- 1 x General Manager Destination North Coast by invitation.



Ex-officio

RESOURCE MODEL – PROPOSED



Northern Rivers Rail Trail Regional Lead

Product and Business
Development Lead

Guest Experience, Marketing
and Events Lead

Guest Services and
Program Support

Digital and Social
Content Creator

Respective Council's to lead CAPEX
and OPEX for their sections.

A COMMERCIAL BUSINESS ENTITY

INCOME

To sustain a commercially viable model, the commercial model goal is towards cost neutrality to its Councils supplemented by revenue opportunities including:

1. Grants
2. Leases and licenses
3. Business Connect (Rail Trail Pass)
4. Business Connect (marketing and signage program)
5. Commission and bookings (packages and tours)
6. Supporter program
(sponsorship, donations, fundraising)
7. Events
8. Retail and merchandise
9. Council general fund



EXPENDITURE

1. Trail operations, insurance and safety
2. Asset Management and Maintenance
 - vegetation
 - buildings and infrastructure
 - surface, tunnels, bridges, culverts/ drainage.
3. Guest experiences infrastructure including amenities, signage and wayfinding.
4. Marketing and promotion to increase visitation.

**GOAL:
TOWARDS
COST
NEUTRALITY**

SHARED SERVICES + COMMERCIAL ENTITY

INCOME

To sustain a commercially viable model, the commercial model goal is towards cost neutrality to its Councils supplemented by nine primary revenue opportunities including:

1. Grants
2. Leases and licenses
3. Business Connect (Rail Trail Pass)
4. Business Connect (marketing and signage program)
5. Commission and bookings (packages and tours)
6. Supporter program (sponsorship, donations, fundraising)
7. Events
8. Retail and merchandise
9. Council general fund



Northern Rivers Rail Trail Collective

- Shared Services Model + MOU based
 - Embedded within a lead Council
 - Resourced to support board, Councils and commercially manage the NRRT.



NRRT Member Councils – CAPEX AND OPEX

- Offset operational and maintenance expenses
 - CAPEX for trail development / construction
 - OPEX for trail maintenance
- Contribute to shared services NRRT Collective
- Minimise impact to ratepayers / general fund.

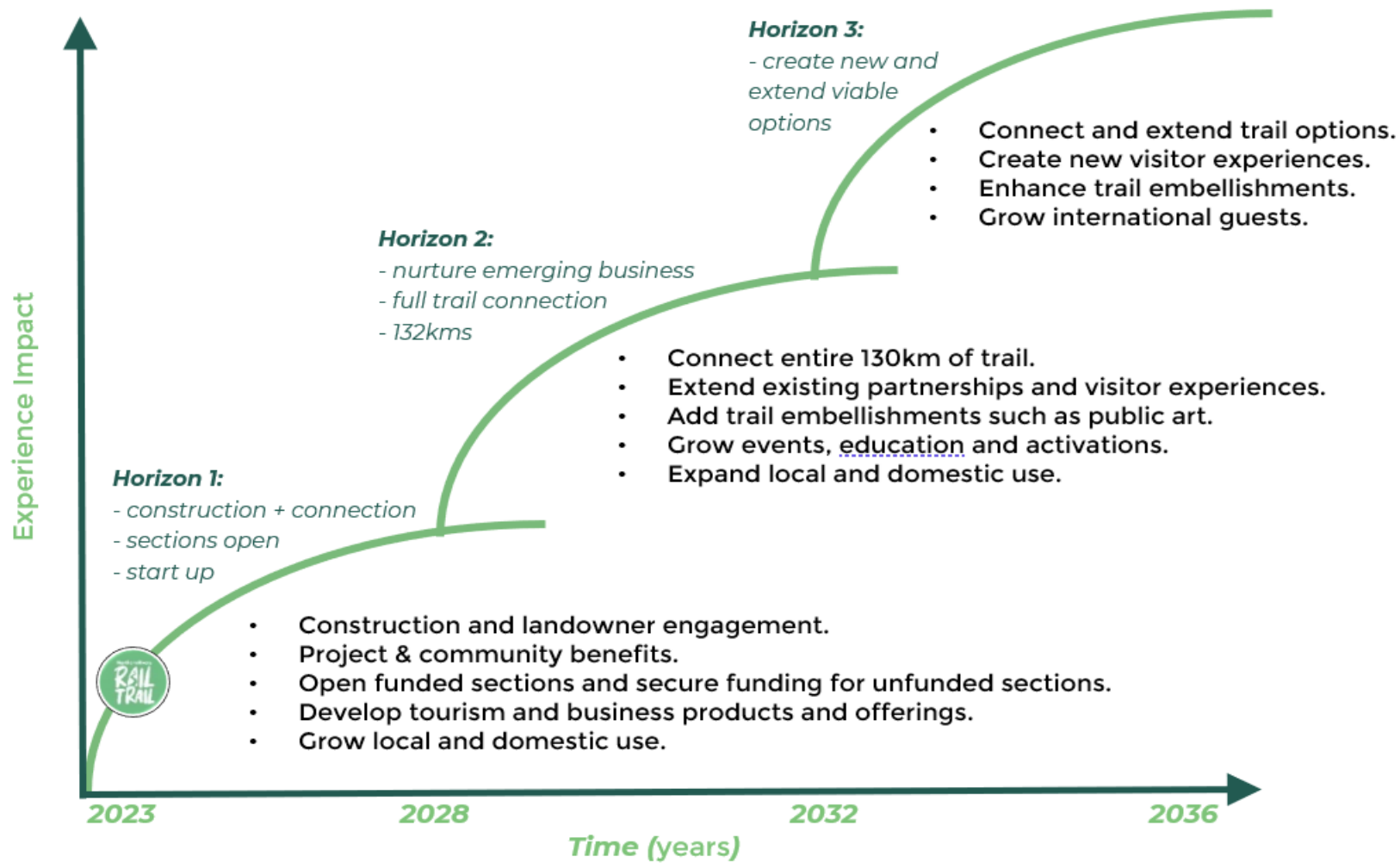
STRATEGIC BUSINESS PLAN










Northern Rivers

**RAIL
TRAIL**



Future state 3 horizon



<h3>Key Partnerships</h3>  <p>4 x Member Councils:</p> <ul style="list-style-type: none"> - Tweed - Byron - Lismore - Richmond Valley <p>Government</p> <ul style="list-style-type: none"> - Primary Industries and Regional NSW - Transport NSW - Transport Asset & Holdings Entity (TAHE) - Regional Development Australia <p>Northern Rivers Rail Trail Foundation (formerly Inc / Supporters)</p> <p>Tourism Organisations</p> <ul style="list-style-type: none"> - Tourism Australia - Destination NSW - Destination North Coast - Councils Tourism Teams + The Tweed Tourism Co <p>Other Stakeholders</p> <ul style="list-style-type: none"> - Local Community - Business Connect Operators and Local Business - Contractors/Asset Support - Adjoining Landowners - First Nations Groups <p><i>See SBP: Page 9 for Partnerships, Roles and Responsibilities.</i></p>	<h3>Key Activities</h3>  <p>Trail Development and Infrastructure</p> <ul style="list-style-type: none"> - Source funding to connect and complete 130km trail - Community and stakeholder engagement - Design and construction - Connections, links, and enhancements - Access and inclusion - Heritage <p>Commercial and Business Activities -</p> <ul style="list-style-type: none"> - Management, governance, and staff resources - Revenue and income - Leases and licenses - Product Development - Trade Promotion - Business Connect Program - Supporter Program <p>Operations, Assets Management and Maintenance</p> <ul style="list-style-type: none"> - Risk management and insurance - Safety and emergency management - Sustainable operations, service levels, systems and procedures - Asset management and maintenance (built and natural) <p>Experiences, Marketing and Events</p> <ul style="list-style-type: none"> - Brand management and protection - Guest experiences and education - Communication and marketing - Media and familiarisations - Retail and merchandise - Events and activations - Awards and recognition <p><i>SBP Page 22 for Strategic Pillars, Goals and Functions; and Page 57 for the Implementation Plan /Timeframe of key actions.</i></p>	<h3>Key Resources</h3>  <p>People</p> <ul style="list-style-type: none"> - NRRT Strategic Board - NRRT Operations Committee and Collective Resourcing Model - Council specific teams - Foundation + Volunteers <p><i>SBP Page 29 Collective Resource Model</i></p> <p>Process</p> <ul style="list-style-type: none"> - Strategic Business Plan - Asset+Vegetation Management Plans - Operations Manual - Marketing Plan + Events/Activation Strategy - Supporters Program <p><i>SBP Page 56 Strategic Document Map</i></p> <p>Product</p> <ol style="list-style-type: none"> 1. Taste (food and beverage) 2. Stay (accommodation) 3. Move (bike hire/transport) 4. Explore (tours/experiences) 5. Enjoy (events and activations) <p><i>SBP Page 32 Product Development and Trade Promotion</i></p> <p>Assets</p> <ul style="list-style-type: none"> - 130km rail trail corridor infrastructure + tunnels, bridges, surface, rest stops and carparking. - State heritage listed assets (Murwillumbah & Lismore Stations) and a wide range of heritage assets. - Brand and intellectual property - Digital/online community of 40,000+ <p><i>SBP: Page 63 for NRRT Asset Matrix</i></p>	<h3>Value Propositions</h3>  <p>The Northern Rivers Rail Trail is for everyone who wants to feel freedom and have fun as they explore a trail of discovery that connects them to the unique nature, people, and places of the Northern Rivers region of New South Wales.</p> <ol style="list-style-type: none"> 1. World-class rail trail and regional recreation experience 2. Safe, scenic, and accessible leisure and commuter trail 3. Connection to local nature, people, and places. 4. Fun and accessible outdoor activity 5. Economic growth driver for region 6. Regional visitor dispersal <p><i>SBP Page 10 Value Proposition & Key Messages. Page 15 Brand Positioning</i></p>	<h3>Customer Relationships</h3>  <ul style="list-style-type: none"> • Self-service (trail use) • Guided experiences (tours) • Packaged ad bookable product • Experiences + education programs • Business Connect Program • Supporter Program • Events and Activations <p><i>See SBP: Page 22 for goals and functions; and Page 57 for the Implementation Plan of key actions.</i></p>
		<h3>Cost Structure</h3>  <p>NRRT Collective - shared service model between the 4 Councils Model/cost split to be determined preferred option . Commercial entity in a public service environment</p> <ul style="list-style-type: none"> • Trail construction and infrastructure development • Ongoing maintenance and operations • Staff and administration costs • Marketing and promotion expenses • Event organisation costs • Heritage conservation expenses • Environmental management costs <p><i>See draft NRRT Collective 10 Year Long Term Financial Plan</i></p>	<h3>Channels</h3>  <ul style="list-style-type: none"> - On/Off Trail Signage and Information - Telephone: 02 6673 0404 - Email: hello@northernriversrailtrail.com.au - Website and booking platform: northernriversrailtrail.com.au - Instagram - Facebook - Official - Facebook - Community Group - Trail Tales e-news + blog - E-commerce retail shop - Visitor Information Centre - Tourism Partnerships - Media and influencer partnerships - Business Connect Program <p><i>SBP Page 44 Guest Experiences, Marketing and Events</i></p>	<h3>Customer Segments</h3>  <p>Target Market</p> <ul style="list-style-type: none"> - Residents / visiting friends & relatives - Domestic day: Northern Rivers, Brisbane, SE Queensland - Domestic overnight: NSW/Sydney, QLD/Brisbane, VIC/Melbourne. - International: New Zealand, Asia (Japan, Korea, China), USA, UK, Germany - Business / Operators / Events <p>Market Segments</p> <ul style="list-style-type: none"> - Youth + Family + Mature <p>User Groups</p> <ul style="list-style-type: none"> - Walker / Hikers - Runners / Joggers - Cycling - Leisure - Cycling - Enthusiast - Horse Riders - People with a Disability <p><i>SBP Page 19 Target Market, Audience and User Groups</i></p>
			<h3>Revenue Streams</h3>  <ol style="list-style-type: none"> 1. Grants > Collective and Councils 2. Leases and licenses > Councils 3. Business Connect (Trail Pass and Marketing > Collective) (Signage > Councils) 4. Commission on bookings and packages > Collective 5. Retail and merchandise sales > Collective 6. Events and filming fees > Councils and Collective 7. Donations and sponsorships > Collective 8. Council Contributions from general revenue > Councils <p><i>SBP Page 30: Commercial and Business Activities Revenue and Income</i></p>	

NRRT STRATEGIC PILLARS

	Trail Development & Infrastructure	Commercial & Business Activities (B2B)	Operations, Asset Management & Maintenance	Experiences, Marketing & Events (B2C)
Strategic Pathway				
Goal	To construct and deliver safe and accessible infrastructure that enhances the rail trail, amenities, and village connections.	To responsibly and commercially manage the NRRT for the long-term economic and social benefit of the Northern Rivers community.	To safely and sustainably manage, operate, and maintain the NRRT built and natural assets to deliver a world-class rail trail experience.	To position the NRRT as the must-do experience in the Northern Rivers through visitation and quality guest experiences.
Functions	<ul style="list-style-type: none"> Community and stakeholder engagement Design and construction Connections, links, and enhancements Access and inclusion Heritage 	<ul style="list-style-type: none"> Management, governance, and staff resources Revenue and income Leases and licenses Product Development Trade Promotion Business Connect Program Supporter Program 	<ul style="list-style-type: none"> Risk management and insurance Safety and emergency management Operations, service levels systems and procedures Sustainable Operations Asset management and maintenance (built and natural): <ul style="list-style-type: none"> - Surface, bridges, and tunnels - Buildings and amenities - Vegetation 	<ul style="list-style-type: none"> Brand management and protection Guest experiences and education Communication and marketing <ul style="list-style-type: none"> - Traditional - Digital - Social Media and familiarisations Retail and merchandise Events and activations Awards and recognition

OUR PRODUCTS & PROGRAMS

BUSINESS CONNECT PROGRAM

+

SUPPORTER PROGRAM

+

EXPERIENCE, EDUCATION & EVENTS PROGRAM

Defining world class

- + attracting more rail trail users
- + creating better guest experiences



Innovative Technology

Utilizing the latest technology to enhance the visitor experience, such as virtual tours, mobile apps, and interactive guides.

Exceptional Service

High-quality, personalized service that anticipates and meets the needs of tourists, making them feel valued and cared for.

Seamless Logistics

Efficient and convenient transportation, accommodation, and itinerary planning that minimize stress and maximize enjoyment.

Unique and Authentic Experiences

Opportunities to engage with the local culture, traditions, and natural beauty in a way that is genuine and respectful.

Memorable Attractions

Iconic landmarks, natural wonders, and unique activities that leave a lasting impression.

Safety and Comfort

Ensuring that tourists feel safe and comfortable throughout their journey, with reliable infrastructure and amenities.

Accessibility

Making sure that experiences are accessible to all, including people with a disability or special needs

Sustainability

Practices that protect and preserve the environment and local communities, ensuring that tourism benefits both visitors and residents.

Our product DEVELOPMENT

FOOD & DRINK



BIKE HIRE & SHUTTLE



ACCOMMODATION



ATTRACTIONS



WHAT'S ON



Our product experiences



Our product experiences



Our trade promotion



PROGRAM: BUSINESS CONNECT

IN CONNECTION WITH

Northern Rivers

**RAIL
TRAIL**

Connect with the Rail Trail

**Rail Trail Pass for
Commercial Operators**

**Connect
Marketing Program**

**Connect
Signage Program**

Program: BUSINESS CONNECT: SIGNAGE

1. RAIL CORRIDOR SIGNS



Small
600 x 600 mm



Medium
600 x 1200 mm



Large
1200 x 1200 mm

2. VILLAGE TOTEM OPTIONS



At 2700 mm tall, the village totems offer a limited number of opportunities to businesses in the NRRRT Connect Marketing Program.

There are 7 double-sided vacancies available per totem, across a range of locations. Locations are usually near villages or rest stops along the Rail Trail. Please contact your local Council for the available sites.

Please refer to the dimensions and charges on page 9 for more information.

This is a concept only. Sign sizes are correct. Frame, material and sign construction may change.

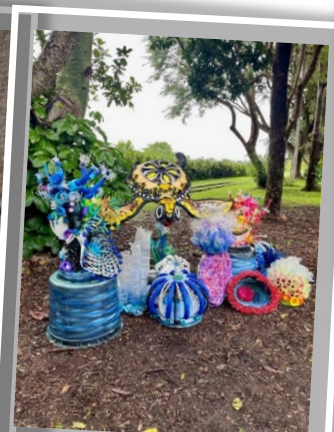
PROGRAM: Supporters

- ✓ Attract corporate and community sponsorship
- ✓ Receive tax deductible donations and fundraising
- ✓ Supporter Spots / Walls
- ✓ Attract and manage volunteers
- ✓ Trailblazer Club / Membership



PROGRAMS: EXPERIENCE, EDUCATION & EVENTS

1. Rail and Local Heritage
2. Aboriginal Culture
3. Flora and Fauna
4. Arts and Creative Industries
5. Trail, Road and Bike Safety



PROGRAMS: EXPERIENCE, EDUCATION & EVENTS



PROGRAMS: EXPERIENCE, EDUCATION & EVENTS



Apparel

A selection of comfortable and stylish clothing items such as t-shirts, hoodies, caps, and jackets.



Accessories

Trail-inspired accessories like tote bags, umbrellas, water bottles, coffee cups and jewellery items.



Outdoor Gear

Practical items like trail maps, torches, compasses, binoculars, and hiking essentials, ensuring visitors are equipped for their journey along the Rail Trail.



Souvenirs

Affordable and unique keepsakes such as postcards, stickers, pens, and small mementoes that act to evoke memories of the Rail Trail experience.



Local Products

Collaboration with local artisans and businesses to showcase regional crafts, gourmet food products, and locally sourced merchandise, promoting the local economy.



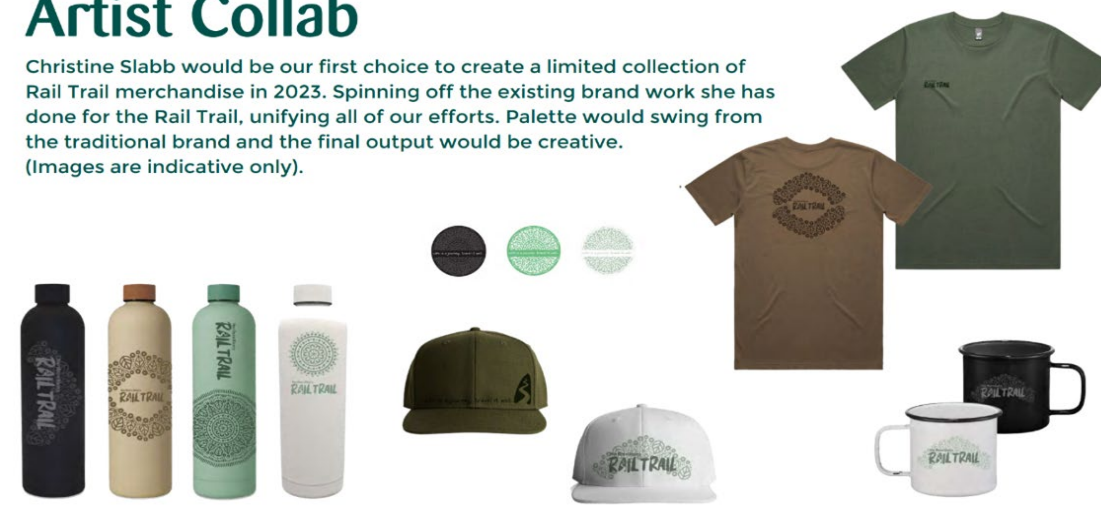
Brand Merch

The brand merchandise focuses on capturing the essence of the Rail Trail itself, using the NRRT palette, logo and visual elements to create consistent recognition across all products. Many of these elements may double up as marketing tools and giveaways. (Images below are indicative only).



Artist Collab

Christine Slabb would be our first choice to create a limited collection of Rail Trail merchandise in 2023. Spinning off the existing brand work she has done for the Rail Trail, unifying all of our efforts. Palette would swing from the traditional brand and the final output would be creative. (Images are indicative only).



SUCCESS & LEARNINGS

1. **Build a brand and a community:**

Build a brand as a foundation, protect it, and own your channels and voice early.

2. **Build an experience, not a trail:**

It's a mindset. Lead with a people focus, add 'wow' and surprise and delight in your own authentic way.

3. **Tell everyone about it:**

If you only build it, they will not come. Marketing is the secret sauce.

4. **Measure outcomes with intent:**

From patronage counters to economic impact assessments, and industry award recognition, prove the business case.

1. **Start with the end in mind:**

Have your operational team working along side project/construction team at least 1 year out, minimum.

2. **Establish governance early:**

Be clear on roles and responsibilities, preferably before opening.

3. **Emergency Management and Risk:**

Provide key emergency management information, access and digital maps.

4. **Get real on usage estimates:**

Underestimating usage in a business case can mean you underprepare in terms of risk, user groups and amenities.

The YEAR AHEAD for NRRT in 2025



**Lismore Stage One Opens
+ Connects to Richmond Valley**

**Funding proposals to connect and
complete Byron and Lismore**

**Launch Supporters Program +
Merchandise**

**Governance + First Board Meeting
The NRRT Collective + Resource Model**

**Re-boot Connect Business Program
+ Launch Product Packages**

NRRT Events and Activation Strategy

Why we create rail trails





THANK YOU



Northern Rivers

RAIL TRAIL

Walk ~ Ride ~ Explore



Carriage Cafe

by Melanie Hardcastle







OVER

SIZE

AJ19 LO

16 BE

16 BE

16 BE

16 BE

16 BE













CARRIAGE HOUSE

CLUBHOUSE

Bad
FFEL
A
Bla
FFEL
A
Bla



CARRIAGE CAFE SEVILLE



CARRIAGE CAFE SEVILLE
OPENING HOURS
Tue Thur Fri 9-3
Sat & Sun 8-5:30
Public Holidays 9-4
0408348122









CARRIAGE CAFE SEVILLE

SECOND

SEC

COG







16 BE

SECOND

CARRIAGE CAFE SEVILLE

SECOND

16 BE









PLEASE LEAVE
YOUR HORSES
TETHERED HERE

CARRIAGE CAFE SEVILLE





PLEASE LEAVE
NO LITTER
BEHIND





16 BE

SECOND

CARRIAGE CAFE

CARRIAGE CAFE
SEVILLE

OPENING HOURS:
Tue-Thurs 8-3
Sat & Sun 8-3
Public Holidays 8-4
DAILY 8-4





CARRIAGE CAFE
SEVILLE
OPENING HOURS
Tue-Thur-Fri 9-3
Sat-Sun 8-3:30
Public Holidays 9-4
04128343122

CARRIAGE CAFE
SEVILLE

16 BE

COND

CARRIA CAFE SEVILLE

SECOND 16 BE

Seville

Seville



16 BE

COND

CARRIVALE CAFE SEVILLE



OPENING HOURS
Sun-Thurs 8:00 - 4:00
Fri-Sat 8:00 - 5:00
Public Holidays 8:00 - 4:00
BY APPOINTMENT



CARRIAGE CAFÉ



Hot & Cold Drinks
**BREAKFAST &
LIGHT MEALS**



(03) 5964 2773







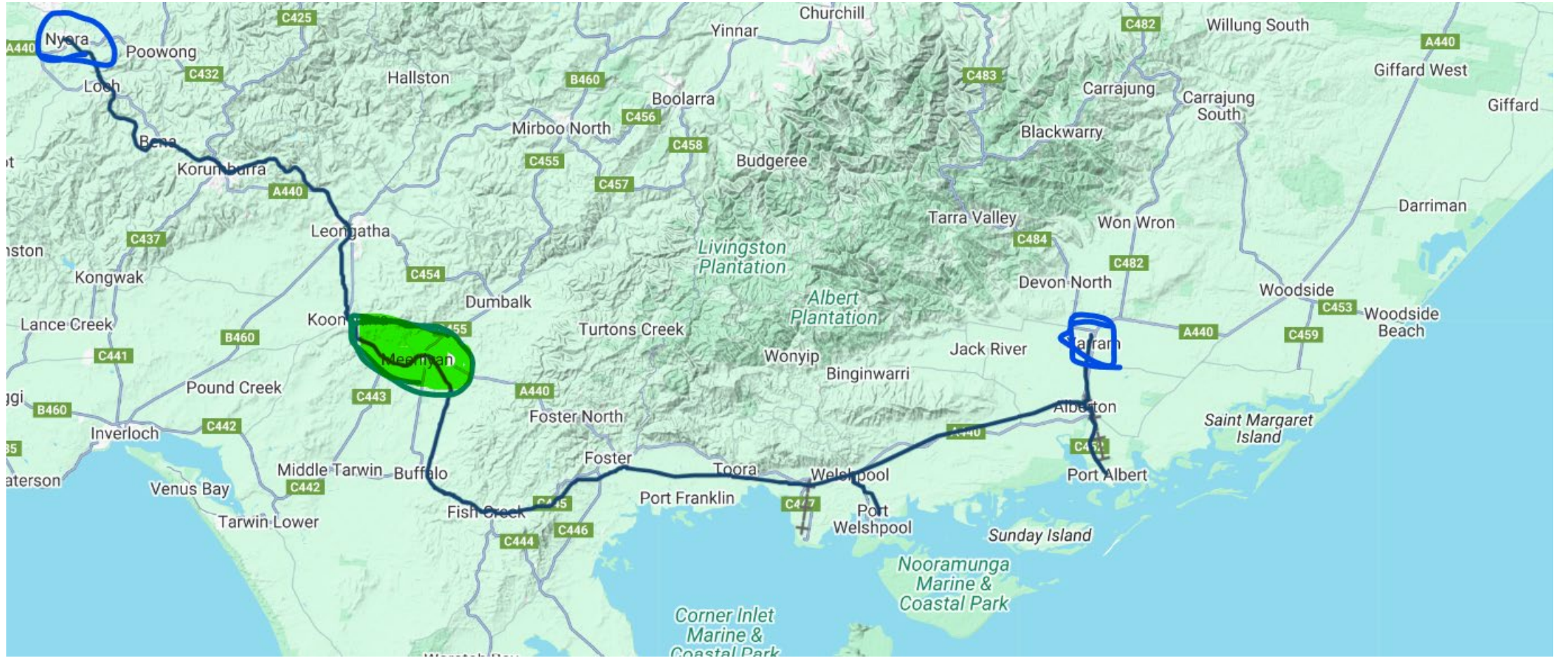


CAFE SEVILLE



GREAT SOUTHERN RIDE





GSR 





GREAT
SOUTHERN
RIDE



Bicycle Store





GREAT SOUTHERN RIDE

• E- Bike and Bike Rentals Service

NGM













Alpine Hotel
X
Rail Trails Australia
...

18th October 2024

The Alpine Hotel Warburton

- Est 1885
- 32 rooms of accommodation, seating 346 inside, 450 outside
- 8th Custodian purchased in Covid
- Rail Line operational in 1901
- Rail ceased 1965
- Rail Trail built in 1998 to bridge flyovers by 2011
- Walker, equestrians and bicycle riders frequent 300,000 plus users, even more in Covid !!

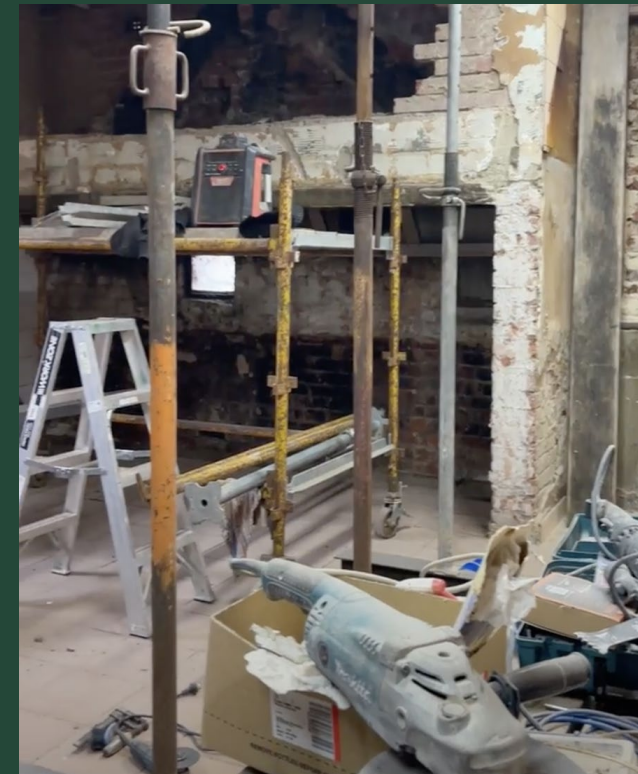
Our Beautiful Location!



- Mt Donna Buang tower, rainforest gallery, spring water
- Redwood Forest
- Birrarung (Yarra River)

Restoration works completed in Covid lockdowns

- Deflated with Covid,
- Not a car on the Highway in front of the Hotel
- Upbeat with all the trail users ☺ at the back of the Hotel
- Confidence to deliver our vision





Rail Trail users

- Walkers
- Runners
- Dog walkers
- Ski whizzing and poles
- E bikes, gravel bikes, road bikes, kids bikes, tandem bikes



End of trip facilities



22 taps of cold beer !



HOTEL MENU

October Edition

Starters	Garlic focaccia - whipped ricotta	5pp
	Marinated olives, spiced cashews, local pickled veg	14
	Hot smoked Tommy Finn's trout dip - grilled focaccia	18
	Duck croquettes (3) - romesco	18
Mains	Linguine prawns - roast chilli, rocket, ricotta salata	34
	100% Mayura wagyu cheese burger - burger sauce, lettuce, fries <i>add gf bun +4</i>	28
	Sweet & sour grilled Scottsdale pork - stir fried farm greens, coriander	29
	Massaman curry - coconut braised potato, peanut, flatbread <i>add Mayura wagyu beef shin +16</i>	30
	Nashville fried chicken sandwich - ranch dressing, cos, fries	27
	300g O'Connors scotch fillet - duck fat potatoes, local broccoli, jus	55
	250g O'Connors Black Angus rump cap - herb butter, fries	37
	Lamb for two - spiced lamb shoulder, rice pilaf, tahini yogurt, kohlrabi	70
Sides	Spring asparagus - sunflower cream, black olive	12
	Muddy Creek Gardens Farm leaf salad - vinaigrette, toasted seeds	8
	Fries - aioli, herb salt	14
	Roast chicken gravy	4
Desserts	Vanilla creme brulee	14
	Chocolate mousse - coconut, honeycomb crumb	14
	Basque cheesecake - rhubarb, pistachio	14
	Valhalla Tasmania choc tops - vanilla, boysenberry, choc mint, chocolate, salted caramel & peanut	9

No menu alterations available

Please advise our staff upon ordering of any allergies as our kitchen handles various foods

A 15% surcharge applies on all public holidays

An EFT transaction charge applies for all card payments

~ Locally sourced Yarra Valley Wines ~

Sparkling Wine

Zonzo Prosecco	12 45
Fetherston Estate Blanc de Blanc	14 55
Zonzo Moscato	14 55
Soumah Blanc de Blanc	55
Helen and Joey Sparkling Re'em	85
Moet & Chandon Vintage 2012, 2013	190

White Wine & Rose

Ephemera Chardonnay	12 45
Yering Farm Sauvignon Blanc	13 50
Soumah Pinot Grigio	13 50
Dirty Black Denim 'Mille Fleurs' Riesling	14 55
Fin Wines Rosè	12 45
Medhurst Rosè	16 65
Boat O'Cragio Sauvignon Blanc	55
Yering Farm Estate Chardonnay	60

Red Wine

Ephemera Claret	12 45
Yering Farm 'Duck Down Under' Pinot Noir	13 50
John Luke Heathcote Shiraz	14 55
Inara Cabernet Merlot	12 45
Fin 'Pinot Yay' Pinot Noir	50
Boat O'Craigio 'Black Spur' Pinot Noir	60
Yering Farm 'One by One' Pinot Noir 2020	95
Soumah Cabernet Sauvignon	65

Cocktails

Aperol Spritz - <i>aperol, prosecco, soda water</i>	18
Cosmopolitan <i>777 vodka, cointreau, cranberry, lime</i>	20
Espresso Martini <i>777 vodka, kahlua, espresso, sugar syrup</i>	22
French Martini <i>777 vodka, chambord, pineapple juice</i>	20
Margarita <i>mountain tequila, cointreau, lime juice</i>	20
Negroni <i>four pillars rare dry gin, campari, fot li vermouthe</i>	22
Old Fashioned <i>michter's bourbon, sugar syrup, angostura bitters</i>	24

Non-Alcoholic

HEAP Quiet XPA 0.5%	7.5
Heineken 0.0%	7
Warburton Fermented Tea <i>Darjeeling blush snow daisy</i>	12 35
Pure Valley Spring Water 750ml	9.5
Capi - Natural Australian Sodas <i>Cranberry Blood Orange Ginger Ale Grapefruit Yuzu</i>	7

Tap Beer & Cider

Hard Rated - Zero Sugar 4.5%	12 15 18 36
Bridge Road Ginger Beer 4%	11 14 17 33
South Ave Watermelon Seltzer 4.3%	10 13 16 32
Kaiju Golden Axe Apple Cider 5.2%	9 12 14 29
Alpine Lager 4.9%	9 12 14 29
Watts River IPA 6.6%	11 14 17 33
Great Northern Super Crisp 3.5%	9 12 14 29
Carlton Draught 4.6%	9 12 14 29
Balter XPA 5%	11 14 17 33
Hargreaves Hill Hoppy Pale Ale 4.9%	9 12 14 29
Stone & Wood Green Coast Crisp 3.5%	9 12 14 29
Stone & Wood Pacific Ale 4.4%	11 14 17 33
Bridge Road Pale Ale 4.8%	9 12 14 29
Guinness Pint 4.2%	15.5

Bottled Beer & Cider

Yering Farmyard Apple Cider 5%	10.5
Watts River Brett Pale Ale 5.8%	18
Victoria Bitter 4.9%	7
Cascade Light 2.4%	6.5
Corona 4.5%	8.5
2 Bays Pale Ale Gluten Free 4.5%	13

Whiskey - 30ml

Starward Nova Whiskey	18
Gospel Rye Whiskey	18
Mountain Distiller Single Malt Whiskey	22
Bakery Hill Peated Single Malt Whiskey	26
Woodford Reserve Double Oaked Bourbon	20
Michter's Small Batch Bourbon	22
Macleans Nose Blended Scotch	18
Balvenie 12yr Double Wood Single Malt Scotch	22
Macallan 12yr Triple Cask Single Malt Scotch	24
Benriness 12yr Sherry Cask Single Malt Scotch	28
Ardnamurchan AD Single Release Single Malt	30

Whiskey Flights

Whiskey Flight of 3 x 15ml	25
Balvenie 12yr Doublewood Scotch, Russels Reserve 6yr Small Batch Rye, Starward Nova Australian Whiskey.	
Scotch Whiskey Flight of 3 x 15ml	50
Ardnamurchan AD Single Release, Benriness 12yr 'Adelphi Selection', Maclean's Nose Blended Scotch.	

Digestives - 90ml

Fot-Li Vermut	15
Corniola Muscat	16.5
Penfolds Grand Tawny	15
Pedro Ximenez Sherry	13.5
Napoleon Brandy	22

Solo Traveler

\$99 no ensuite

\$135 with ensuite



Solo Traveler

\$140 no ensuite

\$180 with ensuite



Queen Room

Winter \$185

Summer \$245



River View Room

Winter \$225

Summer \$325



Bike lockers for individual secure storage



E-Bike charging Garage with added security



Shower facilities for non-ensuite rooms and day travellers



Day user facilities access

\$25 shower Tote with Bath towel, mat, hand towel and Warbotanical wash products



Mountain Bike Trail Project, 120km

Stage 1 – Total cost \$11.3m



Collaboration not competition

- Air Bnb
- Oscars on the Yarra
- Cafes – sharing the love with trading hours when it's tough trading for all businesses



Where to next

- Staying Sane !!!
- Offering breakfast
- Aim for accessible accreditation
- Qualify for accreditation as a Bike Hotel – require a laundry !!
- MTB trail construction 120km 13.6m of approved funding from Federal, state, local and Bendigo Bank
- Yarra Valley Rail trail connecting Lilydale to Yarra Glen, Healesville by train and one day to Warburton a full loop in 2035

Come visit us



**OUR JOURNEY
OUR COLLABORATIONS
OUR CHALLENGES
OUR GROWTH**

DECEMBER 2017

Joel & Deb purchase Cog Bikes Australia at Warburton (Bike Shop, Hire and Repairs).

Located right on the Warburton Trail.



AUGUST 2019

MONBULK Store OPEN.

Business becoming more diverse
Retail & Workshop
Warburton's "Sister"



NOVEMBER 2019

- RAIL Trail CAFÉ Cruise is developed.
- Collobarations with a number of businesses along the trail.
- Highlighting what's available on the trail and improving the experience for trail users who hire bikes.



2020 – THE CHALLENGE

- Getting through?
- Servicing – FREE Pick up and Drop off of bikes
- Highlighting the outdoor experience when people could get outdoors.
- Making sure branding is strong online.



DECEMBER 2020



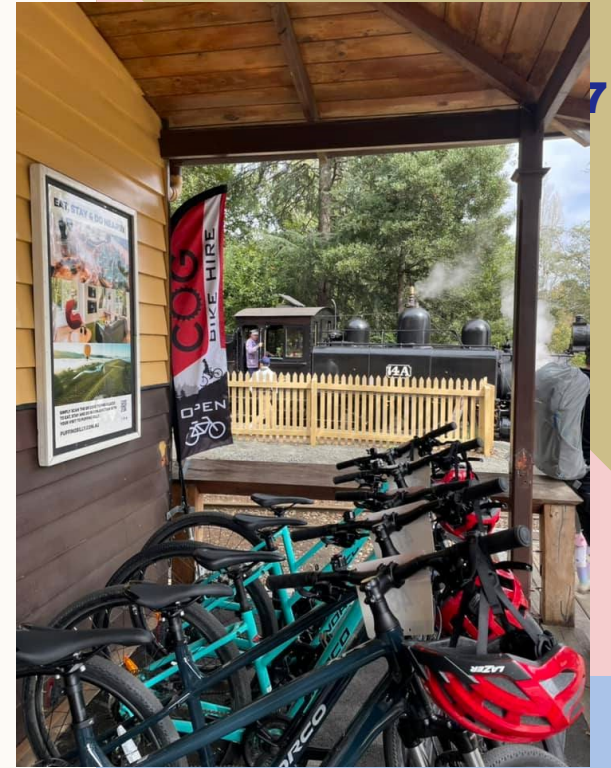
Another Collaboration

- Archery Park
- Customers want value for money
- Day Trips/Outdoor Experiences

MARCH 2022

Partnership with PUFFING BILLY Emerald.

- Helping to look after customers for the EASTERN DANDENONG RANGES TRAIL.
- More overseas Tourist Market



LATE 2022 – WARBURTON

A “bump” in the COG Journey

Strong collaborations – help with solutions

Discussions start with CARRIAGE about increasing our services at this location.

Feb 2023- Our stronger collaborations with CARRIAGE CAFÉ commences.

Assists riders to get more assistance on the trail when needed.
More Hire location Options
Comes with challenges – but it works!



WARBURTON 2023- 2024

- Bike hire location opens back in WARBURTON right on the TRAIL 2023
- CAFÉ – Now COG Bikes & Brew Café – opens EASTER weekend 2024



THE CHALLENGES

- The weather – that’s a common theme amongst us all.
- Get to know your market, how to attract business when things are slow, talk to your rail trail users – what do they want?
- Staffing – not enough or too many? Finding the right balance and the right people.
- Choose your collaborations carefully – make sure they are aligned with your own values and will provide the same service to trail users as you would.



WHAT CAN WE DO TO FURTHER INCREASE THE EXPERIENCE FOR RAIL TRAIL USERS?

- Promote the RAIL TRAILS and the services along them.
- Work with State & Federal Governments, your local councils – show them the value. Show them the value in investing in the RAIL TRAILS.
- Encourage collaborations with businesses along the trails. No us and them – help promote each other.
- Give reasons for trail users to come back – have they seen it all? Is there something else they can do?

QUESTIONS?? & THANKYOU!



It's time to seize Australia's e-bike moment

Rail Trails Australia Conference, October 2024

Alison McCormack, CEO Bicycle Network, 18 October, 2024

About Bicycle Network

We have almost 50,000 members

- **We are** a nationally trusted organisation that collaborates to advocate, educate and innovate on behalf of all people who want to ride.
- **Our vision** is for a healthy, sustainable society where everyone can ride a bike every day.
- **Our purpose** is to promote the health of the community by encouraging more people to ride more often.



E-bikes have rapidly expanded the appeal of two-wheeled transport in cities, regions and towns.



Climate change

Carbon savings for the planet

- E-bikes produce 40 times less emissions than a car and take up less than one sixth of our public space.
- Globally, electric bikes are already displacing four times as much oil as electric cars.
- International evidence shows that access to an e-bike has a significant impact on reducing car trips.



Affordability

E-bikes can replace cars

- E-bike sales increased from 9000 to 75000 between 2017 and 2022.
- Five times more e-bikes were sold in Australia than electric cars in 2021-22.
- Tasmania invested \$200,000 in an e-bike subsidy scheme late last year.
- Queensland has invested \$2million in the last month.
- We are campaigning for subsidies nationally, and in Victoria.



Healthy living

E-bikes are not cheating!

- Sedentary lifestyles are major risk factors for premature death from heart disease, obesity, cancer and diabetes.
- It is recommended that Australians engage in at least 150 minutes of moderate-to-vigorous activity per week.
- Studies show that e-bikes are encouraging more people to choose to ride bikes more often.



For everyday people

E is for easy

- Bike riders are NOT a fringe group
- Everyone can ride a bike, not just elite riders.
- Bike riders are a cross-section of the population.
- Commuting, or fitness, or local trips, or recreation is even easier on an e-bike



Social influence

More powerful than marketing

- E-bikes offer strong appeal to the people who are *almost* riding.
- Bicycle Network's annual Super Tuesday Count in March recorded that e-bikes now account for 11% of all bike trips across the country.
- Seeing others ride encourages more people to ride and e-bikes are helping to break down barriers for all ages and all types of riders.



Tourism opportunities

E-bikes have broad appeal

- E-bikes are making riding more accessible to people of all ages and abilities.
- They allow tourists to travel for longer distances without fatigue and expand regional tourism.
- E-bikes offer new opportunities for bike shops and regional food, wine and accommodation businesses.



E-bike Expos

The best way to get hooked

- Trying an e-bike for yourself is the best way to get hooked.
- Thousands attended our first two E-bike Expos in Melbourne this year.
- We hope to run more of them regionally and will work with local government and businesses to explore opportunities.



Conclusion

E-bikes are the future

- Like any new technology, e-bikes will bring challenges and opportunities.
- There are always creative people who rise up to meet them.
- “Innovation is about taking two things that exist and putting them together in a new way”.

TOM FRESTON, CO-FOUNDER OF MTV



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RAIL TRAIL**

We acknowledge the Taungurung people as the traditional owners of the land that the Great Victorian Rail Trail is located on. We pay respect to their cultures and Elders past and present.



Introduction

- The Great Victorian Rail Trail is jointly managed by Murrindindi, Mansfield and Mitchell Shire Councils
- Julie Blyth
 - *Coordinator Business Investment and Innovation*
 - Murrindindi Shire Council
- Alarna Timmins
 - *Tourism and Promotions Officer*
 - Mitchell Shire Council



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Rail Trail Overview

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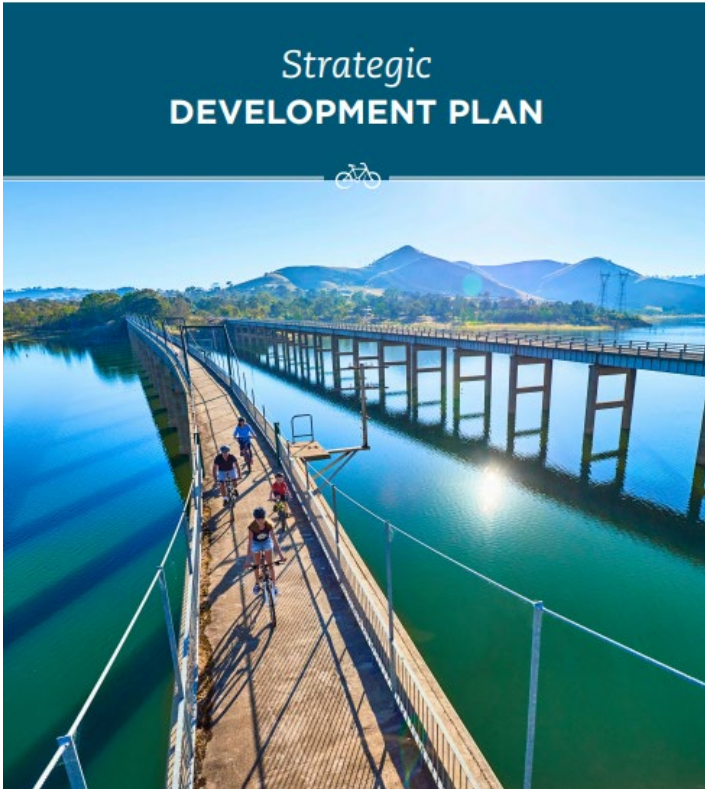
- The Great Victorian Rail Trail was opened in 2012
- The Great Victorian Rail trail is 134km in length and is a multi-use trail through the central north east of Victoria
- The trail begins in Tallarook, through Yea onto Mansfield with a spur line to Alexandra. It is one of the longest rail trails in Victoria

Strategic Planning

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Strategic
DEVELOPMENT PLAN



- The Great Victorian Rail was a fantastic recreational asset but had further activation potential for tourism and economic benefit for the townships along the trail
- The Great Victorian Strategic Plan was created to strategically plan development and marketing of the trail to help realise the potential of the trail
- Art on the Great Victorian Rail Trail was identified as a long-term development opportunity with the potential to attract 11,826 new visitors

Art on the
.**GREAT VICTORIAN.**
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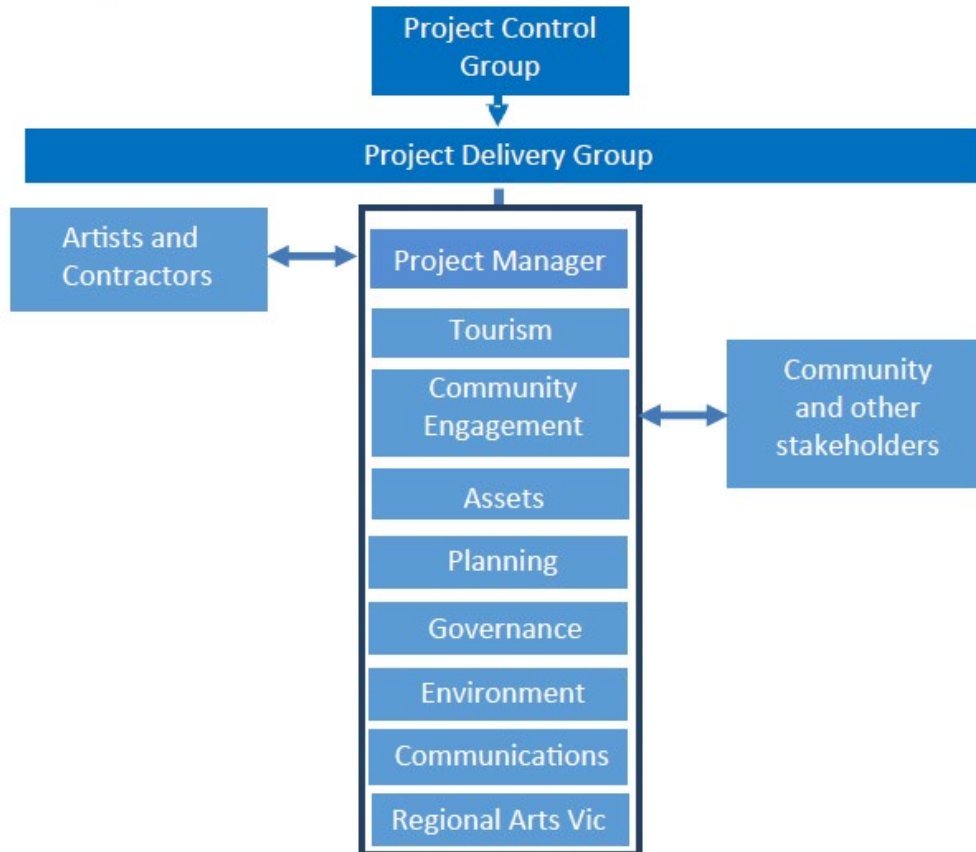


Funding



- In 2021 the Great Victorian Rail Trail was successful in receiving \$1.2 million through the Victorian Government's Regional Tourism Investment Fund to create large scale art installations along the trail and improve directional signage

Governance Structure



- Collaborative project across three local government authorities
- Complex stakeholder considerations
- Appointment of a Project Manager for art process
- The Project Manager worked directly with the artists and provided valuable direction to the Community Reference Group



- Community Reference Group
 - The purpose of the CRG was to provide reference and representation of the community during the development of the artist EOI phase of the project and ongoing engagement through the life of the project, in order to create positive outcomes for the project and for community.
- Community Engagement Period
 - Feedback on locations and art theme
 - Locations to meet community desire and outcomes of the funding requirements to create economic benefit

Commissioning Artwork



- Competitive tender process with two stages of expression of interest
 - Over 80 submissions
 - Second stage of EOI, artists developed their concept further to a specific site
- Best practice public art considerations balanced with budget constraints and Council maintenance constraints

[Video Link](#)



Outcomes and Learnings



- Rail trail users increased over an additional 12,000 users between 2022 and 2023
- Resulted in positive promotion for GVRT
- Signage improvements as part of the funding
- Update to GVRT website
- Documenting the artist process
- Delivery was resource heavy



Donna Marcus,
Nook, 2023



Yu Fang Chi,
Traces, 2023



Christabel Wigley, *Mimong
(Yam Daisy)*, 2023



Louise Paramor,
Soul Train, 2023



Tai Snaithe,
Memory Palace 1&2, 2023



Cara Johnson,
Remnant, 2023



Robbie Rowlands,
Responding, 2023



Mick Harding,
We Scar Many Trees, 2023

Rediscover the Great Victorian Rail Trail Marketing Campaign



2023/24 Marketing Campaign

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- Rediscover the Great Victorian Rail Trail campaign focused on raising awareness of the GVRT and the new offering of art along the trail
- Campaign was in market from 22 November – 9 February
- Targeted two key segments
 - Holiday Explorer, seeing light exercise in nature
 - Active Families, seeking quality time in the great outdoors
- Tagline *“Great Rides, Great Walks, Great Art. Rediscover the Great Victorian Rail Trail.”*
 - Repetition of 'Great' to drive curiosity and visitation
 - Reinforced existing assets and introduced new art elements

[Video Link](#)



Marketing Campaign Outcomes

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- Content assets for the partner Councils
- Social media advertising had great results with:
 - Reach of 782,000 views
 - Website clicks of 17,300
 - Over 1,600 people views of the youtube videos with a 74% average watch time
- Media coverage included:
 - Herald Sun
 - Holidaying with Kids
 - Bicycle Network
 - Visit Victoria Official Visitor Guide and more!

Questions



Thank You

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Great Victorian Rail Trail Friends Group



Background on GVRT project

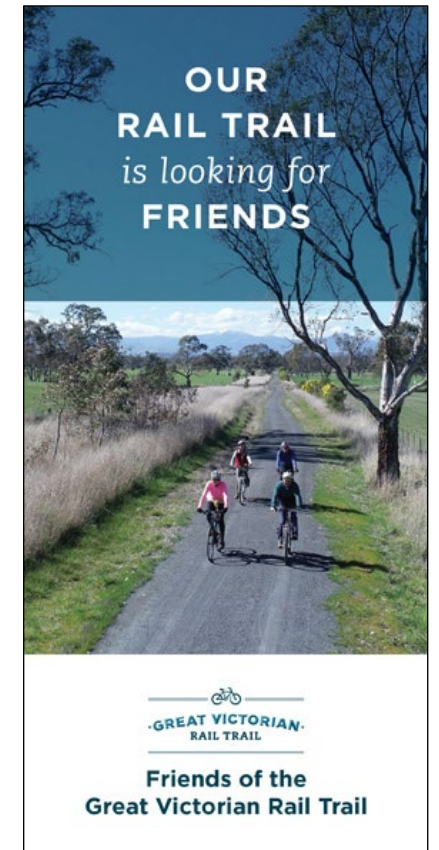


- Rail trail officially opened June, 2012
- Project scope was to construct all-weather trail with necessary safety signage, toilet facilities, shelters and car access points
- \$14 million project saw 39 bridges rebuilt, 8-toilets installed, 6-shelters/rest points constructed plus access car parks
- Did not include for interpretative/wayfinding signage or other improvements to enhance the rail trail experience
- *Project Advisory Committee* was disbanded at end 2014
- It was proposed the councils would develop a 'Terms of Reference' to establish Friends Group but never transpired!!



Role of 'Friends Group'

- Formed late 2017 - response for need to further develop the rail trail as increasing useage is essential to its sustainability
- Groups charter is to provide feedback to 3-Council partners, carry out revegetation projects and generally promote the trail
- Act as a contact point for various stakeholders with common interest in the rail trail
- Undertake some volunteer activities towards the development and promotion of the trail
- Since formed, operated as unincorporated community group - finally became incorporated association with CAV, July 2024
- No formal arrangement with Councils(s) to have legitimacy - Mansfield SC endorsed a MoU with FGVRT at Aug '24 meeting



GVRT Tourist Attracting Signage

- Project did not include for highway wayfinding signage or other directional signage to be installed
- 17-access points/carparks along 130km length of trail
 - only one had signage to give visitors direction or guidance
- Mansfield Shire Council agreed to fund installation of brown tourist signs at 5-sites following grant submission by FGVRT
- Similar appltns to Murrindindi SC remains work in progress
 - Mitchell SC have recently updated/added to roadside wayfinding signage



GVRT Revegetation projects

- Olivers Rd initial revegetation project in 2018
 - \$5k grant by FRRR saw 250 seedlings planted on NTD
- Stage 2 has resulted Olivers Rd plantings extended
 - nearly 1,000 seedlings planted in June/July 2020
 - infill/replacement planting carried out June 2022
 - further 400 seedlings planted Aug 2024 by Yr 11 VET students
- Woodfield historical Station precinct
 - initial work in 2019 saw 140 seedlings planted
 - working bees for weed mngmt/replacement planting
- Maindample Station precinct
 - initial planting of 130 seedlings carried out July 2021
 - infill/replacement planting carried out June 2022



Station Nameboard project

- Community initiated project by FGVRT
 - fully funded by Mansfield Shire Council in late 2023
 - Mansfield/Maindample/Bonnie Doon/Woodfield/Merton
- Standardised nameboards introduced in 1900's
 - used raised cast letters on timber backboards/poles
 - when lines closed, infrastructure was removed
 - iconic signs disappeared into rubbish tips/sovenired
- Push to bring back heritage style nameboards
 - way of linking rail trails with their previous life
 - powder coated steel/laser cut letters used for new signs
- FGVRT goal is to extend signs full length GVRT
 - Mitchell SC ordered 3-signs from FGVRT, installed mid 2024
 - funding applt n to Murrindindi SCs 2024/25 budget



Promotional activity for GVRT

- GVRT Photographic display
 - developed portable display for use in VIC's/libraries along trail
 - A4 size photos, max capacity 32-images across 4-panels
- *Around the Bay* 1st weekend in October 2022/2023/2024
 - FGVRT exhibited at 'The Village' to promote GVRT & rail trails
 - great opportunity to connect with bike riders of all ages and abilities
- Mansfield Farmers/Bush Market
 - opportunity to promote GVRT and Friends Group activities
 - used to promote forthcoming events/wood raffle sales/etc



Tour de Trail cycling event

- In 2021 became event organiser with launch of *Tour de Trail* along Mansfield end rail trail
 - made possible initially by \$3.7K grant from FRRR
- Out-and-back family friendly ride – 2 options
 - Maindample or Bonnie Doon & return
 - coffee van at both turn around points, sausage sizzle on return
- Non-competitive ride to encourage visitation to GVRT
 - in 2023 ~130+ riders, in 2024 ~110+ riders
 - over 80% riders from outside Mansfield LGA!!
- Bendigo Bank to sponsorship for 3-years
 - to help grow and secure the events sustainability
 - contribute to communities health & wellbeing

