

Ordinary Council Meeting - 23 January 2024 Attachments

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MINUTES OF MEETING

Committee: Glamorgan Spring Bay Council Audit Panel
Chairperson: Heather Salisbury
Executive Officer: Greg Ingham
Meeting Date: Tue 28 November 2023 9.30am
Location: Council Office Triabunna and online via Microsoft Teams
Invitees:

Heather Salisbury	Independent Panel member (Chair)	Present
Ric de Santi	Independent Panel member	Present
Clr Rob Churchill	GSBC Councillor Panel member	Present
DM Clr Mike Symonds	GSBC Councillor Panel member	Present
Greg Ingham	GSBC General Manager	Present
Elysse Blain	GSBC Director Corporate & Community (Minutes)	Present
Brendan Ryan	GSBC Accountant	Present

1. Preliminaries

a) Conflict of interest declaration.

Person	Association	Risk/Conflict
Ric de Santi (additional)	LG review concluded	Nil

2. Confirmation of previous minutes 23rd August 2023.

a) True and correct

3. Actions arising from previous Minutes

a) Included in below. All transferred to this agenda.

4. Financial Reports 31 Oct 2023

a) Discussed, positive results against budget.

5. External Audit Financial Statements 2022-23

- a) Financial statements for Tas Audit submitted on due date 14 August 2023. TAO reports due Sept, received November.
- b) The Panel met with KPMG's Nick Cleary and TAO's Mark Farrington via Teams.
- Discussed the substance of the Audit.
 - Discussed the findings and the follow-up paperwork to be finalized.
 - Satisfied on progress on stormwater assets, rectifying lack of process in historic past. Acknowledging the considerable work that goes with this and the reduction of risk.
 - There were some concerns on report delays from TAO impacting publication of annual report for AGM, however this was rectified.
 - KPMG's overall assessment of the audit was that it was effective, timely, documentation of a high level and generally very happy with the engagement and result.
- c) This is the last of three assignments with KPMG. Likely TAO will perform the Audit next year. Of the outstanding findings at the beginning of the assignment, all are now closed which is a testament to council and KPMG audit team for work well done.
- d) The audit panel will perform an assessment of the KPMG 3 year term including the TAO fees increases and performance. A questionnaire may assist. **Action Ric** to assist in drafting.
- e) Audit Panel is satisfied to sign off that that documents presented at end of year fairly represent the financial position of the Council.



6. Review of Long Term Financial Management Plan

- a) Initiated the Strategic Plan review. Unlikely to do a full review in light of the LG review underway. An update has begun with Councillors. The Financial Strategy will be updated with the LTFMP. These documents will be updated in parallel with the Strategic Plan to ensure the financial impacts of key priorities are captured and assumptions reviewed. **Action** Elysse

7. Audit Report to Council

- a) Submit Audit Panel Annual Report to December Council meeting. **Done** Elysse
- b) Propose to provide the updated Audit Panel Charter to Council. **Action** Elysse

8. Audit Panel Workplan

- a) Review in the new year. **Action** Brendan

9. Risk and Opportunity Framework

- a) Work underway on the strategic part of this. Requires a review on risk appetite and impacts on costs. Work has progressed on risk, reviewing framework and registers. Propose to present to Councillors at one of the next workshops. Will determine the risk appetite, which risks that Council wants to monitor and review mechanism. **Update** Panel how this moves forward. Elysse/Greg

10. Debtors

- a) Draft debtor policy reviewed at Council workshop and determined that Councillors prefer a guideline instead of policy due to flexibility required to follow through with debt. **Action** Update and issue. Elysse
- b) Reviewing s137 instances. **Will advise.** Elysse

11. General Manager's update – emerging risks

- a) Discussed Cohealth engaged from 16 Oct 2023.
- b) Discussed staff resources are still difficult to obtain, particularly professional roles.

12. Local Government Reform

- Discussed

13. Items referred to Audit Panel (if any)

- Nil

14. Other business and close of meeting

- Nil

15. Next Meeting:

- Tue 27 Feb 2024 9am send out proposed calendar with this invite.

16. Close

- Closed 11 55am

Action Summary

Meeting	Item	Action Item	Who	Status
Nov 22	10.3	Discuss further action re shortfall of State Grants Commission funding	Greg	Ongoing
Feb 23	7	Progress to WLF phase 2 support	Elysse	After budget
Aug 23	6	LTFMP workshop New year	Elysse	Jan 24
Aug 23	7b	Auditor assessment questionnaire	Ric	ongoing
Aug 23	8a	Annual Audit Panel Report to November Council meeting	Heather	Done
Aug 23	8b	Audit Panel Charter to January Council meeting	Elysse	Ongoing
Aug 23	9a	Update draft workplan with Chair	Elysse	Ongoing
Aug 23	10b	Present Councillor risk assessment to Councillor workshop	Elysse/Greg	Ongoing
Aug 23	11	Debtor policy amend to guideline	Brendan	ongoing
Nov 23	5e	Panel Sign off of financial accounts 2022-2023	Heather	Done



Presented at Council meeting dated: 23 Jan 2024

Signed by Audit Panel Chairperson:

Heather Salisbury

Dated



Profit and Loss

Glamorgan Spring Bay Council

For the 6 months ended 31 December 2023

Account	YTD Actual	YTD Budget	Budget Var	Var %	2023/24 Budget	Notes
Trading Income						
Rate Revenue	13,027,196	12,954,680	72,516	1%	12,954,680	
Statutory Charges	363,424	336,498	26,926	8%	691,962	
User Charges	647,023	584,701	62,322	11%	980,956	1
Grants	628,497	878,221	(249,724)	-28%	2,430,702	2
Interest & Investment Revenue	405,551	264,200	141,351	54%	611,200	3
Contributions	610,309	92,502	517,807	560%	185,004	4
Other Revenue	1,101,267	947,808	153,459	16%	1,825,339	5
Total Trading Income	16,783,267	16,058,610	724,657	5%	19,679,843	
Gross Profit	16,783,267	16,058,610	724,657	5%	19,679,843	
Capital Grants						
Grants Commonwealth Capital - Other	551,149	403,039	148,110	37%	1,050,721	6
Grants Commonwealth Capital - Roads to Recovery	31,510	0	31,510	0%	31,510	
Grants State Capital - Other	49,366	236,866	(187,500)	-79%	486,866	7
Total Capital Grants	632,025	639,905	(7,880)	-1%	1,569,097	
Other Income						
Net Gain (Loss) on Disposal of Assets	70,082	0	70,082	0%	0	8
Total Other Income	70,082	0	70,082	0%	0	
Operating Expenses						
Employee Costs	2,522,037	2,906,802	(384,765)	-13%	5,703,604	9
Materials & Services	4,017,781	4,409,434	(391,653)	-9%	8,038,110	
Depreciation	1,757,489	1,720,304	37,185	2%	3,430,537	
Interest	60,445	95,164	(34,719)	-36%	189,543	
Other Expenses	102,412	124,642	(22,230)	-18%	219,284	
Total Operating Expenses	8,460,165	9,256,346	(796,181)	-9%	17,581,078	
Net Profit	8,323,102	6,802,264	1,520,838	22%	2,098,765	
Total Comprehensive Result (incl Capital Income)	9,025,209	7,442,169	1,583,040	21%	3,667,862	

NOTES OF BUDGET VARIANCES > \$50k and >10%.

1. Higher than expected revenue generated from variable water charges and higher than expected revenue generated from transfer stations year to date.
2. Opportunistic not budgeted Primary Health Tasmania Grant of \$27k expected in June, received in July. Black Summer grant funds of \$307k not yet received.
3. Higher than expected interest income due to increasing interest rates.
4. Public Open space contribution \$397k and Subdivision contribution \$128k higher than budget.
5. Medical turnover higher than estimate from higher patient throughput. Medical services have now transferred out of Council operations.
6. Local Roads & Community Infrastructure Grant of \$148k forecasted for January received early.
7. Emergency management funds for stormwater damage of \$187,500 not yet received.
8. Proceeds from sale of various equipment and motor vehicles.
9. Staff vacancies creating shortfall in staff capacity/availability.

Statement of Financial Position

Glamorgan Spring Bay Council

As at 31 December 2023

Account	31 Dec 2023	30 Jun 2023
Assets		
Current Assets		
Cash & Cash Equivalents	10,396,995	7,378,375
Trade & Other Receivables	5,416,172	1,197,729
Other Assets	23,375	29,750
Total Current Assets	15,836,542	8,605,854
Non-current Assets		
Investment in Water Corporation	32,180,959	32,180,959
Property, Infrastructure, Plant & Equipmen	168,454,225	169,937,559
Total Non-current Assets	200,635,184	202,118,518
Total Assets	216,471,726	210,724,372
Liabilities		
Current Liabilities		
Trade & Other Payables	733,363	468,081
Trust Funds & Deposits	410,411	406,067
Provisions	795,335	795,335
Contract Liabilities	0	788,036
Interest bearing Loans & Borrowings	1,945,186	2,077,666
Total Current Liabilities	3,884,295	4,535,184
Non-current Liabilities		
Provisions	103,327	103,327
Interest Bearing Loans & Borrowings	5,509,214	5,509,214
Total Non-current Liabilities	5,612,541	5,612,541
Total Liabilities	9,496,835	10,147,725
Net Assets	206,974,890	200,576,647
Equity		
Current Year Earnings	6,398,244	5,254,545
Retained Earnings	95,159,410	89,904,865
Equity - Asset Revaluation Reserve	104,218,014	104,218,014
Equity - Restricted Reserves	1,199,222	1,199,222
Total Equity	206,974,890	200,576,647

Statement of Cash Flows

Glamorgan Spring Bay Council

For the 6 months ended 31 December 2023

Account	YTD Actual	2022/23 Actual
Operating Activities		
Receipts from customers	11,347,877	16,403,161
Payments to suppliers and employees	(6,816,027)	(14,562,130)
Receipts from operating grants	67,138	2,264,209
Cash receipts from other operating activities	520,752	726,177
Net Cash Flows from Operating Activities	5,119,740	4,831,417
Investing Activities		
Proceeds from sale of property, plant and equipment	42,794	536,896
Payment for property, plant and equipment	(2,826,754)	(3,135,595)
Receipts from capital grants	810,976	1,125,695
Other cash items from investing activities	0	(879,141)
Net Cash Flows from Investing Activities	(1,972,984)	(2,352,145)
Financing Activities		
Trust funds & deposits	(10,656)	(9,909)
Proceeds from/ repayment of long term loans	(113,018)	(219,084)
Other cash items from financing activities	(4,462)	860,375
Net Cash Flows from Financing Activities	(128,135)	631,381
Net Cash Flows	3,018,621	3,110,653
Cash and Cash Equivalents		
Cash and cash equivalents at beginning of period	7,299,006	4,188,352
Cash and cash equivalents at end of period	10,317,626	7,299,006
Net change in cash for period	3,018,621	3,110,653

Capital Works Detail
Glamorgan Spring Bay Council
For the period 1 July 2023 to 31 December 2023

	Cost YTD	% cost spent	Status	Carry Fwd Last Year	Renewal Works	New Works	Adj Budget 2023/24	Original Budget 2023/24	Council Funded	External Funded	External Funding Source	Details	Notes
Roads, Footpaths, Kerbs													
Road accessibility (Black Summer)	-	0%	In progress	60,000			60,000	60,000		60,000	Black summer bushfire recovery		
Wielangta Road Corner Stabilisation	519,060	101%	Completed	100,000	207,730	207,730	515,460	100,000	128,865	386,595	Emergency management fund		
Swansea Main Street Paving	94,522	47%	In progress	200,000			200,000	200,000	76,500	123,500	Community Development Grant Cwth		
Sand River Road Buckland	39,226	98%	Completed	40,000			40,000	40,000	-	40,000	Defence Contribution		
Resheet Program	62,318	62%	In progress		100,000		100,000	150,000	100,000				
Reseal Program	641,788	102%	In progress		628,300		628,300	628,300	596,790	31,510	Roads to Recovery		
Pavement renewal Program	365,000	100%	Completed		365,000		365,000	365,000	133,644	231,356	Community Development Grant Cwth		
Rheban Road Reinstatement	316,564	79%	In progress		151,000	250,000	401,000	401,000		401,000	Community Development Grant Cwth		
Footpath and disability compliance renewal	1,731	1%	In progress		150,000		150,000	150,000	150,000				
Kerb & Channel Renewal	959	1%	In progress		100,000		100,000	100,000	100,000				
Storm Damage Projects 2022	63,951	26%	In progress		125,000	125,000	250,000	250,000	62,500	187,500	Emergency management fund		
Design 2023-24	13,310	44%	In progress		30,000		30,000	30,000	30,000				
Total Roads, Footpaths, Kerbs	2,118,429	75%	-	400,000	1,857,030	582,730	2,839,760	2,514,300	1,378,299	1,461,461			
Bridges, Culverts													
Rosedale Rd 30% deck renewal	-	0%	Not started		100,000		100,000	90,000	100,000		Bridge renewal program	Subject to grant approval	
Total Bridges, Culverts	-	0%	-	-	100,000	-	100,000	691,000	100,000	-			
Parks, Reserves, Walking Tracks, Cemeteries													
Bicheno Triangle	4,929	1%	In progress	500,000			500,000	500,000		500,000	Community Development Grant Cwth		
Bicheno Gulch	25,300	2%	In progress	1,300,000			1,300,000	1,300,000		1,300,000	Community Development Grant Cwth		
Coles Bay Foreshore	369,798	62%	In progress	600,000			600,000	600,000		600,000	Community Development Grant Cwth		
Playground Renewals	-	0%	Not Started		20,000		20,000	115,507	20,000				
Walking/Cycling strategy	-	0%	Not started			20,000	20,000	20,000		20,000	Department of Health		
Walking bridge Bicheno (timber)	25,856	105%	Completed	24,571			24,571	-	24,571				
Total Parks, Reserves, Walking Tracks, Cemeteries	425,882	17%	-	2,424,571	20,000	20,000	2,464,571	2,535,507	44,571	2,420,000			
Stormwater & Drainage													
Pit and Pipe infill works	1,127	2%	In progress	60,000			60,000	60,000	60,000				
49 Rheban Rd design to West Shelley Bch Nautilus Detention Basin	-	0%	In progress	35,000			35,000	35,000	35,000				
Holkham Court	-	0%	In progress	40,000			40,000	40,000	40,000				
Pit and Pipe Renewal Program	16,273	18%	In progress		90,000		90,000	150,000	90,000				
Total Stormwater & Drainage	17,400	8%	-	135,000	90,000	-	225,000	325,237	225,000	-			
Building													
Heli-pad Swansea Emergency Services	3,755	4%	In progress	107,000			107,000	107,000		107,000	Black summer bushfire recovery		
Triabunna Depot kitchen bathroom	-	0%	In progress	15,000			15,000	15,000		15,000	Black summer bushfire recovery		
											Community Infrastructure Round 3 &		
Coles Bay Hall Annexe	6,868	1%	In progress		300,000	300,000	600,000	430,000	170,000	430,000	Tasmania Community Fund		
Spring Beach Toilet Refurbishment	33,149	84%	In progress	39,635			39,635	-		39,635			
Public Amenities	-	0%	Not started		100,000		100,000	100,000	100,000				
Triabunna Depot	-	0%	Not started		65,000		65,000	65,000	65,000				
Purchase of Land	-	0%	Not started			325,000	325,000	-	325,000				
Total Building	43,771	3%	-	161,635	465,000	625,000	1,251,635	717,000	660,000	591,635			

Capital Works Detail
Glamorgan Spring Bay Council
For the period 1 July 2023 to 31 December 2023

	Cost YTD	% cost spent	Status	Carry Fwd Last Year	Renewal Works	New Works	Adj Budget 2023/24	Original Budget 2023/24	Council Funded	External Funded	External Funding Source	Details	Notes
Marine Infrastructure													
Saltworks Toilet	-	0%	In progress	100,000			100,000	100,000		100,000	Community Infrastructure Round 3		
Saltworks Boat Ramp Upgrade	-	0%	In progress	99,123			99,123	99,123		99,123	State Grant MAST		
Triabunna Marina Car Park Upgrade	-	0%	Not started		25,000		25,000	25,000	25,000				
Total Marine Infrastructure	-	0%	-	199,123	25,000	-	224,123	224,123	25,000	199,123			
Sewerage													
Swanwick Waste Water Driveway Seal	1,725	17%	Completed			10,000	10,000	-	10,000				
Total Sewerage	1,725	17%	-	-	-	10,000	10,000	-	10,000	-			
Plant & Equipment													
IT Computer Equipment	19,758	198%	In progress		10,000		10,000	10,000	10,000				
General Equipment	2,163	22%	In progress		10,000		10,000	10,000	10,000				
F90LR BT-50 crew cab swansea	-	0%	Not started		45,000		45,000	45,000	45,000				
MUX I62BW	35,802	80%	Completed		45,000		45,000	45,000	45,000				
H92ME BT50 dual cab	-	0%	Not started		45,000		45,000	45,000	45,000				
Backhoe Bicheno 4x4 JCB DH9566	155,357	97%	Completed		160,000		160,000	160,000	160,000				
Kubota Rear Discharge Plus Mower	26,750	99%	Completed		27,000		27,000	-	27,000				
Total Plant & Equipment	239,830	70%	-	-	342,000	-	342,000	315,000	342,000	-			
Total Capital Works	2,847,037	39%		3,320,329	2,899,030	1,237,730	7,457,089	7,322,167	2,784,870	4,672,219			

Application Number	Applicant name	Address	Application details	Representations received (N/A for Permitted)	Summary of representation.	Officers consideration of representation	Approval date
DA2023/221	Steven Jordan Drafting	95 Gordon St, Swansea	Two visitor accommodation units	2	1. The development is not in keeping with the rural living character of the area and the zone purpose through increased number of buildings being occupied, increased traffic and vegetation removal.	1. The proposal is modest in scale and is considered to be in keeping with the character of the area. Additional traffic will be modest and within the capacity of the road.	27/11/2023
DA 2023/203	Garth Ancher	1 Tasman Highway, Bicheno	Alterations and additions to an existing restaurant and construction of six (6) multiple dwellings	2	<ol style="list-style-type: none"> 1. Scenic Protection Code should be considered in the assessment as the undeveloped section of the title provides a scenic vantage point for pedestrians and traffic heading north. 2. Double storey buildings are selfish and disrespectful – the views could and should remain for all. 3. 13 car parking spaces with no landscaping proposed including associated night lighting. 4. Location of waste facilities 5. Blind spot for access 6. Township Structure Plans are currently being reviewed – this DA should not be approved without the Structure Plan work being finalised. 	<ol style="list-style-type: none"> 1. The site is not subject to the Scenic Protection Code. 2. The site is located within the Local Business Zone and clause 14.4.1 provides an acceptable solution of 9m for building height. Building height of the proposed development is not greater than 9m. 3. The C2.0 Parking and Sustainable Transport Code requires 13 car parking spaces. Landscaping is not provided however a condition of approval requires a car parking plan including areas for landscaping to be submitted prior to the commencement of works. Lighting is to be installed in accordance with the 	06/12/2023

					<p>7. Proposal does not satisfy the performance criteria of 14.3.2 Discretionary Use.</p> <p>8. The previous approval under DA 63/2018 has been disregarded.</p>	<p>relevant Australian Standards.</p> <p>4. The proposed location for waste facilities will be screened from the Tasman Highway and is considered appropriate for the proposed use and development.</p> <p>5. The proposed access was assessed by the Department of State Growth.</p> <p>6. The Tasmanian Planning Scheme – GSBC does not provide a clause for Structure Plans to be considered.</p> <p>7. Assessment concluded that performance criteria met.</p> <p>8. It is not a requirement to consider the previous development application.</p>	
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As of 15 January 2024

Planning Appeals	Address	Proposal	Council Decision	Appellant	Progress
DA2023/00055	1100 Coles Bay Road, Dolphin Sands	8 x visitor accommodation, café/cellar door and dwelling	Refused	Applicant	in Tribunal - final hearing date 23/01/2024
SA2022/31	1433 Dolphin Sands Rd, Dolphin Sands	3 lot subdivision	Refused	Applicant	in mediation
DA2023/161	60A Burgess St, Bicheno	Ambulance Station	Approved	Respondent	Tribunal hearing set for 16/02/2024

Resolved between November 2023 - Jan 2024

Resolved Appeals	Address	Proposal	Council Decision	Appellant	Progress	Appeal Outcome	Date Resolved
Nil							



Southeast Tasmania Mountain Bike Strategic Plan

**Factors for success of mountain bike
recreation**

SERDA

21 April 2023

➔ **The Power of Commitment**



This report: has been prepared by GHD for SERDA and may only be used and relied on by SERDA for the purpose agreed between GHD and SERDA as set out in this report.

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Document status

Status Code	Revision	Author	Reviewer		Approved for issue		
			Name	Signature	Name	Signature	Date
S0	A	S. Chapman K. Reilly J. Fitzpatrick O. Friendship	J.Comery H.Jones		M.Daley		21/04/2023

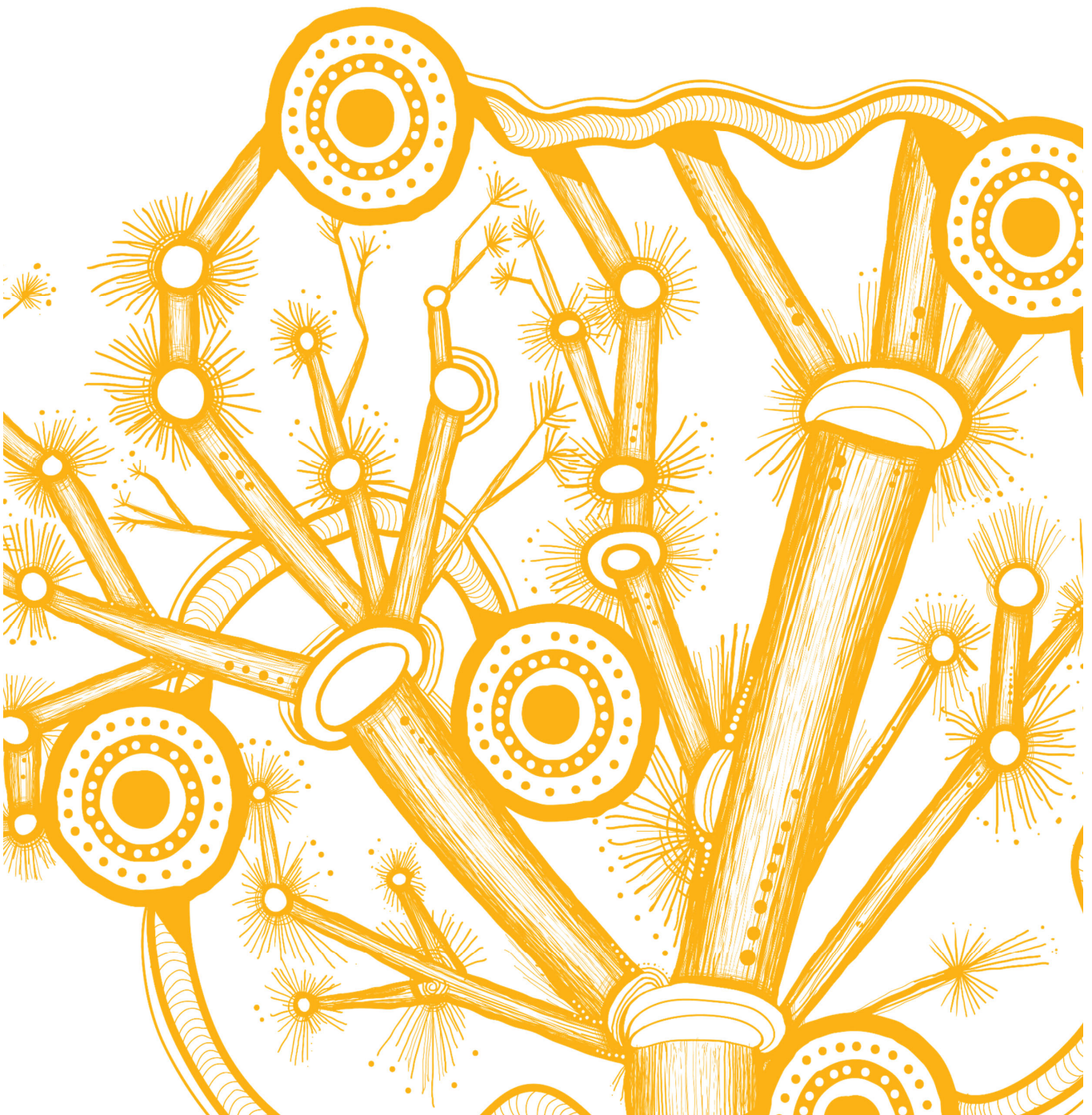
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 **The Power of Commitment**

Acknowledgement of Country

GHD acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of the land, water and sky throughout Australia on which we do business. We recognise their strength, diversity, resilience and deep connections to Country. We pay our respects to Elders of the past, present and future, as they hold the memories, knowledges and spirit of Australia. GHD is committed to learning from Aboriginal and Torres Strait Islander peoples in the work we do.



Executive Summary

The Southeast Tasmania Mountain Bike Strategic Plan (the Strategic Plan) details factors for success of trail development of the proposed Wielangta Trail Project (the project). The project is an exciting initiative of the Southeast Region Development Association (SERDA), in association with Southeast Tasmania Mountain Bike Association (SETMBA), which provides the reasoning and approach required to develop a unique mountain biking destination in southeast Tasmania and support a holistic outdoor tourism and recreation experience across the state.

The project proposes development of around 70km of trails in the Wielangta State Forest. The proposed network will connect existing trails between the Kelleve and Orford townships and to other adjoining local attractions. This area is ideally located for visitors - approximately 80km from Hobart and the international airport and near other renowned tourism destinations such as Maria Island, Freycinet National Park and Port Arthur Historic Site.

VISION: The southeast region will be an exemplar mountain biking destination that supports and enhances Tasmania's established and sought-after nature-based tourism offer – not only by delivering exciting, diverse, and quality mountain bike trails - but through bold initiatives that protect the environment, share site values, and connect with surrounding visitor attractions.

Complementing the current offering of mountain bike experiences available across Tasmania, the project will enhance the existing offer and work in synergy with the full mountain bike network by providing new additional trails to explore and diversity of offering. This will thereby increase visitation and duration of stay, not only for the southeast region, but supporting activity across the state.

This project is considered to have high viability and return on investment based on:

- Opportunities to showcase and enhance the area's unique natural values, culture, and history
- Broad community and industry support, with identified proponents and a defined model of practice
- Interest in investment and existing investment from the private sector in the region
- Alignment with strategic objectives from government (local, state and federal) and tourism bodies
- Opportunities for job creation, training and education partnership pathways
- Ideal location near key visitor destinations with easy access via Hobart International Airport
- Enhancement of visitor motivation to travel to the Southeast region with increased overnight stays

By combining world class trails with overall visitor and community experiences, a world class destination is created. The generated activity from mountain biking tourism supports local businesses and can in-turn provide visitors with accommodation, hospitality, and retail services.

The principles that guide the Strategic Plan and future project delivery and decision-making are to:



1

Provide positive community impact and cohesiveness



2

Facilitate inclusiveness and access for all



3

Adopt sustainability principles and protect unique site values

Project benefits

As noted throughout the Strategic Plan, mountain biking provides numerous benefits including:

- **Environmental benefits:** through contributions to conservation efforts and preservation of natural areas and providing access to open space for communities to enjoy and nurture.
- **Social and health benefits:** through improved physical and mental health, increased community cohesion and connection and volunteer opportunities.
- **Economic benefits:** through increased tourism and spend in local communities with mountain bike trails (e.g., spend on bike hire, shuttle services and at local food and beverage outlets).

Cost benefit analysis using a standard 7% discount rate the project results in an estimated positive net present value (NPV) of \$5,666,152.21,, and a benefit-cost ratio (BCR) of 1.86. This value is greater than 1, indicating discounted benefits are greater than discounted costs. In addition to the expenditure at local trails, mountain bike riders also contribute significantly to their local and Australian economy through annual purchases and mountain biking specific holidays. A significant opportunity exists to leverage this substantial expenditure to benefit the local community. Blue Derby in Tasmania is an excellent example of the success of mountain biking tourism in achieving economic benefits for local communities with more than 30,000 tourists visit the trails each year, who generally spend four to five nights in Derby, then may spend another five nights elsewhere in Tasmania, injecting more than \$30 million back into the economy each year.

The Tasmanian offering

Mountain biking supports Tasmania's brand as a nature-based experience destination – which is internationally recognised for its walking, cycling and wilderness-related tourism offers. Building on the success of popular mountain bike destinations in other regions in the State (i.e. Derby), there is great opportunity to bring similar social and economic benefit to the Southeast Tasmania and further bolster the states offering. The project also supports numerous local, state and federal government and tourism strategies and objectives.

Further opportunities

Given the southeast region's unique landscape and history, there is also great opportunity for the project to deliver environmental and cultural benefits for the region. As outlined in this strategy, these could be realised through other project opportunities such as:

- Creating a Connection to Country and Aboriginal partnership program
- Sharing site values through storytelling and wayfinding (i.e. interpretation about local values and history)
- Building in multi-modal and all-abilities access options to the trail designs
- Embedding strong environmental protection requirements
- Achieving Infrastructure Sustainability Council (ISCA) certification
- Aspiring to become a carbon neutral mountain biking precinct
- Developing a branding and marketing approach to promote the project as a key mountain biking destination.

Delivering on the Strategic Plan

This Strategic Plan includes an overview of the project context, analysis of existing trails, events, land-uses and regional tourism offers. It also includes a market analysis to compare other mountain biking destinations and an outline of various project opportunities. Finally, the Strategic Plan contains a cost-benefit analysis of the project, preliminary draft cost estimates, potential funding mechanisms and next steps required to deliver the project objectives.

The recommended next steps for implementation include:

- Further progression of the project delivery and opportunity realisation with key stakeholders
- Identification of potential funding mechanisms, which may include development of detailed business case
- Develop a sustainable operations plan and outline ongoing expenses.
- Construct the proposed trail network and supporting infrastructure (i.e. capital expenditure)

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1. Introduction

The Southeast Region Development Association (SERDA), in association with Southeast Tasmania Mountain Bike Association (SETMBA) have been investigating the development of mountain biking trails in the southeast region of Tasmania, particular in Wielangta State Forest (the project). This document, the Southeast Tasmania Mountain Bike Strategic Plan (the Strategic Plan), outlines these investigations and establishes a plan for achieving the project objectives. It assesses the project need, benefits, design considerations and steps required to meet the overarching goal of implementation of the project.

The Strategic Plan acknowledges that off-road cycling is recognised globally as a rapidly growing recreation and tourism opportunity, with proven economic and social benefit for regional communities. In Tasmania, a sector of the outdoor tourism market profile is being captured with a focus on adventure and nature-based experiences. This project seeks to enhance the overall Tasmanian mountain biking offering by developing a range of trails in the Southeast region, providing social and economic benefits to local communities and broader opportunities for Tasmania's inbound tourism.

1.1 Purpose of this report

GHD was engaged by SERDA to prepare the Southeast Tasmania Mountain Bike Strategic Plan which outlines opportunities for mountain bike trail development in the southeast of Tasmania. The Strategic Plan documents the investigations undertaken and next steps in relation to developing trails in the Wielangta State Forest.

1.2 The project

The Strategic Plan incorporates the proposed Wielangta Trail Project (the project), which proposes development of around 70km of trails in the Wielangta State Forest - linking the towns of Kelleve and Orford with access loops (road verge access trails) at both ends. The trails traverse the Wielangta Forest through various forest ecologies, utilising access lines established during over 100 years of historical milling operations in the area. Therefore, the trail route should be designed where possible to link historical access tracks. The trails will not cross into privately owned land.

The project concept envisages development of a primary trail as a potential access link to provide opportunities for development of trail and visitor facilities on adjoining private properties on the route. The intent is to develop the primary trail as an adventure style trail open to a broad range of rider skill levels. The area for the project is approximately 150 hectares (hA) and is located off Wielangta Road (approximately 13km from Orford and 15km from Kelleve).

The Project Objectives are to:

- **Increase visitation** for cycling tourists by contributing to a diverse range of state-wide cycling experiences.
- **Stimulate the economy** for the Southeast and Eastern regions of Tasmania.
- **Provide recreational infrastructure** and activity for visitors and local communities.
- **Protect and enhance** the natural, cultural, and historic values of the area.



2. Project context

2.1 Project establishment and background

Building on the success of local events attracting a high percentage of interstate and international participants to the Southeast region, local industry representatives involved in mountain biking were engaged by SERDA to define how the Southeast could benefit from mountain biking development. The intent of the investigation was to explore opportunities to deliver improved economic and social outcomes in the area, whilst simultaneously supporting the other projects in the outdoor market of adventure opportunities in the northeast and central coast.

These industry representatives formed SETMBA in 2014 provided recommendation to SERDA. The industry group has since been liaising with local government to develop the Southeast Mountain Bike Development Plan (the Development Plan – Appendix A) with the intent of increasing economic outcomes in the Southeast area and generate increased activity.

SETMBA identified the Southeast as having significant untapped adventure-based recreation which would complement the current programmes and improve the density of offerings, offering diversity and opportunities for intrastate, interstate, and international tourists, drawing on examples of success in New Zealand, Wales, Scotland, Canada and the United States. The project is a key length of trails identified for the southeast to realise these opportunities.

A supported and strategic approach to trail development in the Southeast can provide significant economic growth for the region. Simultaneously such a project could expand potential engagement of other recreational projects state-wide by providing activities for longer duration trips and providing a more cohesive visitor offer. Figure 2.1 indicates an aspirational plan for the full Tasmanian offering developed by SEMTBA, of which the Southeast offering is a key part. This Strategic Plan focusses specifically on the Southeast offering; however, recognises the potential benefit should the aspiration of a state-wide trail network be realised.

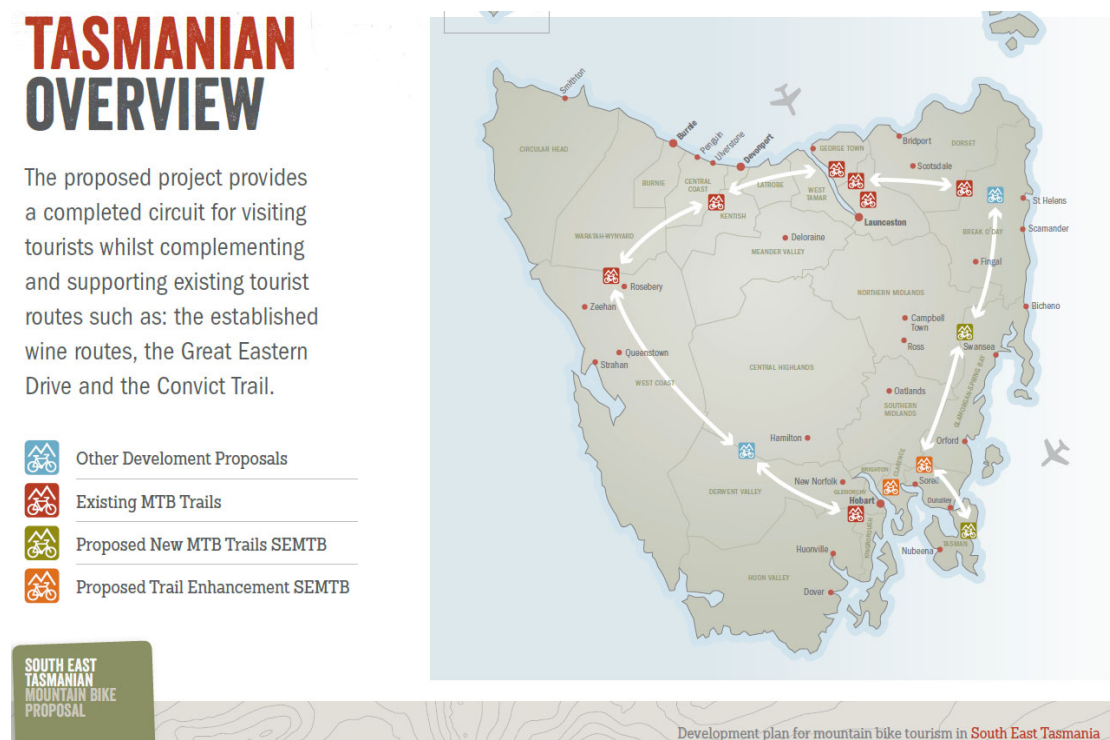


Figure 2.1 State context map from SE TAS Development Plan (SETMBA)

2.2 State context

Tasmania has access to many natural advantages including proximity to wilderness areas, beaches, abundant renewable energy, food production and fresh water. It has a reputation for world-class national parks, reserve land and First Nations land, with almost 25% of the state classified as World Heritage. Tasmania is internationally recognised for its natural environments, high-quality produce, and unique lifestyle offering. With integrated planning it is possible to sustain and maximise these natural strengths into the future. Being a natural gateway to east Antarctica, Tasmania is well positioned to capitalise on its prominent tourism brand.

Tasmania's strong tourism industry was able to attract 1,326,600 visitors in the year ended September 2019 (pre-covid) according to the Tasmanian Visitor Survey (TVS). This figure compares with only 874,000 visitors in the year ended 30 September 2012. Off-road cycling is a globally recognised and rapidly developing recreation and tourism opportunity, with proven economic and social benefit for regional communities. Mountain biking in particular, is emerging as a leading element of Tasmania's outdoor tourism market profile. *The New Zealand Cycleway Market Research Report* (Tourism Resource Consultants, 2018) found that the biggest attraction for international travellers is accessible multiday riding options that are in proximity to other attractions and connect to other riding destinations. Implementation of the project would facilitate less than 2 hours travel time between different riding experiences within Tasmania. This would support Tasmania in becoming a world class destination by providing a collection of linked active and outdoor tourism destinations and potential for future state-wide connected offering.

2.3 The southeast region

The southeast region is ideally located for ease of visitor access and for connections to other tourism experiences including proximity to ferry access to Maria Island. The site is approximately 80km from Hobart city and the Hobart International Airport providing readily accessible transport links. Situated between townships of Orford and Kelleve, the project centres around development of trails in the Wielangta State Forest, as depicted in Figure 2.2.

The proposed trail network will complete missing links from Kelleve to Orford, with access points to private developments and potential for future trails and connections with other tourism offers. The project envisages the opportunity to develop a network that complements existing and proposed trail projects to meet market demand for varying trail styles and access alternative tourism and recreational experiences.

The existing Wielangta Forest road network and adjoining public forest and private properties provide diverse visitor experience, which could be complemented by providing the linking trails identified by the project. The nearby towns and private developments support these visitor experiences through accommodation, dining and other services.



Figure 2.2 Wielangta State Forest Trail Plan from SE TAS Development Plan (SETMBA)

2.4 Vision and principles

PROJECT VISION: The southeast region will be an exemplar mountain biking destination that supports and enhances Tasmania's established and sought-after nature-based tourism offer – not only by delivering exciting, diverse, and quality mountain bike trails - but through bold initiatives that protect the environment, share site values, and connect with surrounding visitor attractions.

There are several unique **opportunities** which the project can capitalised upon including:

- Tasmania has a growing tourism and mountain bike industry and the Southeast region offers significant opportunity to enhance the current offer and attract more visitors to Tasmania.
- The area provides unique natural values and significant geology, flora and fauna.
- The rich pre and post settlement history of the region is of interest to visitors.
- The Southeast region's social disadvantages regarding employment, and education can be improved through job creation and training opportunities.
- Increased sporting and recreation opportunities to support local community health and wellbeing.
- Existing commercial activity and infrastructure in the region can support the project, with opportunities for tourism expansion driven by public and private investment.
- Opportunities for engagement and community support for the project.

The following **Principles** will guide the project development facilitate opportunities to enhance community cohesion and liveability.

1

Provide positive community impact and cohesiveness

Community engagement

- Develop and implement mechanisms for community feedback in all stages of the project.
- Exploring new opportunities to support organisations with social charter through the project and trail management plan.

Training and education

- Explore training, employment, and education opportunities during construction and ongoing post project completion.

Economic growth

- Increase visitation to the region and enhance existing tourism accommodation and services.
- Encourage new investment in tourism and hospitality services in the region.

Storytelling

- Use multiple channels to share the stories of Aboriginal cultural history, settlement history, forestry and natural values of the project area.

Recreational opportunity

- Provide ongoing community access to the Wielangta Trails.
- Encourage and support community access via the Wielangta Trail management plan.

2

Facilitate inclusiveness and access for all

Harmonious relationships

- Compatible and collaborative with existing legitimate user groups and recognised commercial activity.
- Promotion of the successful relationship between land managers, commercial operators, and the trail networks social and economic outcomes.
- Facilitate continuation of existing lawful access or activity of other user group or organisation

Accessibility and equity

- Trail design for a broad range of trail styles to create a diverse offer for differing skill levels and riding styles
- Promote opportunities for dual usage walking trails where practicable to increase the range of community access
- Trail access is free of charge for public (non-commercial) usage. (Note: Non-exclusive commercial access should be available to registered operators who meet the standards and requirements to explore economic opportunities)

3

Adopt sustainability principles and protect unique site values

Environmental best practice

- All relevant environmental legislation will be met or exceeded in planning, construction and operations.
- Threatened species, biodiversity protection, biosecurity management, minimal footprint, environmentally sustainable principles will be adopted.
- Natural values of the area will be protected and promoted

Government and Industry strategic credibility

- Strategic alignment with state, federal and local government tourism and economic development goals and principles
- Complimentary, cohesive alignment with other Tasmanian mountain bike and non-mountain bike destinations providing a unique offer that enhances motivation to visit Tasmania as a mountain bike destination

Quality assurance

- Trail construction, maintenance and signage to IMBA standards
- Supporting infrastructure designed and constructed to meet user expectation and demand
- Trail maintenance schedule incorporated into the Wielangta Trail project management plan

Financial sustainability

As part the Wielangta Trail project management plan:

- Revenue strategies to be developed and deployed to ensure trail maintenance provides minimum burden to the proponent
- Trail and infrastructure maintenance planning
- Fee structure for commercial operators

3. Project alignment

3.1 Existing mountain bike context

Mountain bike trails

The southeast region is already nationally recognised for its mountain bike trails and event history. Significant trail development has occurred in the Kelleve and Wielangta State Forest areas to support mountain bike events (as highlighted by cycling activity in Figure 3.1). An inventory of existing and proposed trails in the region is provided in Appendix B.

There is a great opportunity to make use of these existing assets via a relatively small investment in the broader trail network that could lead to a greater than expected net-positive outcome. Completing the link from Kelleve to Orford will provide critical trails and access points to private developments and future additional trails. This provides a basis to then define the range of options available for track augmentation or development, along with an approach to prioritising the developments within an overall plan. Furthermore, provision of a more holistic network in the southeast region will support the broader Tasmanian mountain bike offering.

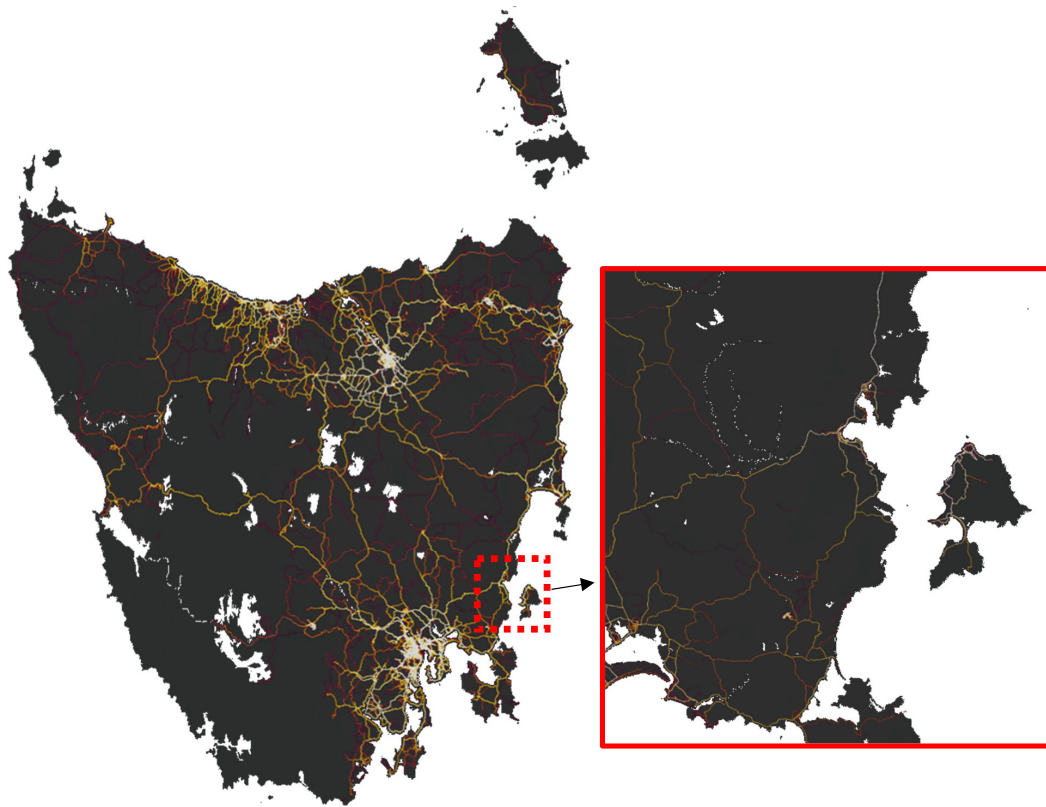


Figure 3.1 Strava heatmap of cycling use (Strava Global Heatmap, accessed June 2022)

Mountain bike events

Mountain bike events in Tasmania have seen significant growth over more recent years, with a number of events attracting a large proportion of interstate and overseas visitors. This provides a basis to define the range of opportunities available to support events in the proposed project area.

An inventory of existing Tasmanian mountain bike events including their audience and attraction is provided in Appendix B. This includes current events in the Southeast region (e.g. Hellfire Cup, Pickles Hill, Winter Challenge) and popular events occurring state-wide (e.g. Derby Fest, Tas Gravity Enduro Series, Maydena Endure Fest, Dragon Trail).

Mountain bike events are an important motivator for many visitors and can often be the way that many riders visit a destination for the first time. Events include elite level events that attract numerous spectators (i.e. the Derby Enduro World Series) and mass-participation events held in various locations (i.e. 24-hour cross-country and enduro style events). The project site may also provide the opportunity to host national and regional events such as the Australian mountain bike marathon championships and local club events which encourage participation in the sport and community.

Existing tourism and social infrastructure

Mountain biking and similar outdoor adventure type facilities both benefit from surrounding hospitality and tourism sites. The availability of accommodation near any potential trail network is a key criteria World Trail uses to evaluate a region's potential with respect to mountain bike trails. This is based on the current availability of accommodation and the opportunity to develop future accommodation options as demand facilitates. Hospitality options provide facilities for mountain bike riders who regularly frequent cafés and other hospitality services when out riding. This provides a great opportunity to stimulate local economies.

Mountain bike tourists are generally seeking an outdoor adventure experience in a picturesque environment, and often want to combine mountain biking with other activities in the region (e.g. culinary, sightseeing, tours, events). This provides opportunity for economic stimulus to existing operators and creates profitable conditions conducive to the entry of new tourism operators. There is also opportunity to provide guided trail services and tour packages, combined with other regional experiences or tourism packages.

Proximity to regional business centres provides access for mountain bikers to shopping centres, bicycle shops, tour operators, accommodation, medical services and other facilities. Mountain Bike Australia's *Guidelines for trail planning, design and management* has determined that being near accommodation and associated products and services is an essential component of any internationally, nationally, or state-wide significant trail.¹

Additionally, proximity to emergency services is considered desirable for a mountain bike trail destination. Ideally services would generally lie within 100km of any response location in the trail network which due to vicinity to Hobart and regional towns is achieved by the project site.

An inventory of specifically identified opportunities and adjacent uses in the region is provided in Appendix B. It should be highlighted that these are explicitly adjacent opportunities and does not include the ability for the project to connect trips along the east coast between the Tasman Peninsula and attractions and destinations further north.

Many of the opportunities identified have been involved in previous engagement around the proposal and are highly supportive due to the shared opportunities. *Coastal Retreat Property Group* (local tourism property owners and operators) shared their support in saying:

"We believe that this economic stimulus will provide proven benefits of tourism, investment, job creation and growth in regional Tasmania; as it has already done so in Derby and surrounds. More importantly, we believe this project would provide additional infrastructure and activity for our local families to use, drive increased family groups to live permanently in the area and create a social benefit to our local communities - ultimately strengthening these regional communities."

3.2 Government and tourism strategy alignment

The project aligns with several federal, state, and local government and tourism strategies and objectives, a detailed analysis is provided in Appendix C with the level of alignment to strategy summarised following.

- The Project directly aligns with the **Federal Government's** objectives in the *Re-Imagined Visitor Economy (THRIVE 2030) Strategy* and the *Regional Growth Fund* – both of which have targets to support visitor expenditure, major transformational projects, long-term economic growth, and regional job creation.

¹ Mountain Bike Australia (now AusCycling). 2015. Guidelines for trail planning, design, and management. Pg. 15.

- The project also aligns with the **Tasmanian State Government's** strategic goals as expressed through the *T21 Visitor Economy Action Plan*, the *Southern Tasmania Regional Land Use Strategy*, the *Tasmanian Cycle Tourism Strategy*, and the *Tasmanian Open Space Policy* and Planning Framework.
- The **Glamorgan Spring Bay Council** and **Sorell Council** are two unique regional communities and economic catchments of Tasmania, that can attract more than 30% of Tasmania's interstate visitors with outdoor recreation and tourism having strong alignment to Council plans.
- Due to the ability of the Project to drive tourism growth in south-east Tasmania, it is in alignment with the interests and strategies of the relevant government, quasi-government, and non-government tourism agencies. These include Tourism Australia (*Corporate Plan: 2019 to 2023*²), Tourism Tasmania (*Corporate Plan: 2021-2024*³), Destination Southern Tasmania (Destination Action Plans⁴), and the Tourism Industry Council of Tasmania (*TICT Strategic Directions 2022-24*⁵). For the same reason, the Project is also in alignment with relevant state and local industry organisations such as Business Tasmania (forthcoming *Tasmania's Business Growth Strategy 2022-26*⁶) and the Sorell Business Association, as well as other key industry stakeholders; especially those with direct exposure to the tourism industry such as hoteliers and restaurant owners.
- Broader to strategic alignment, documentation including the *Sorell Municipal Recreation Report* (M. Hepper 2006), identify tracks and trails as being significant parts of the communities' recreation and social development. The *Sport and Recreation Mountain Bike Plan* (2009) identifies the economic potential of mountain biking in Tasmania. Other international research such as the Economic Value of Mountain Biking in Scotland (2009 economic development and regeneration) significantly highlighted the exponential increase in returns as more mountain bike trail "clusters" are developed in regional economies.

3.3 Land use context

The project site and the land immediately surrounding, is predominantly classified as either 'environmental management', 'rural living', or 'agriculture'. Concentrations of economic, tourist, and community-based activities exist primarily around the Orford, Triabunna, and Spring Bay area, which is situated within the Glamorgan Spring Bay Council local government area. Furthermore, given there are several areas in towns (Orford, Triabunna, and Buckland) surrounding the proposed project that are zoned "local business"- there are several retail and other associated local business sectors that would be supported by development of the trails through increased visitation to the region. A "Major Tourism" zone also exists to the north of Orford, correlating with the East Coaster resort.

² https://www.tourismnortheast.com.au/wp-content/uploads/sites/54/TA_Corp_Plan_2019_2023.pdf

³ <https://www.tourismtasmania.com.au/contentassets/4274531b9d3c4fdeb6db2146c79b054a/tourism-tasmania-corporate-plan-june-2021>

⁴ <https://southerntasmania.com.au/industry-resources/dap/>

⁵ <https://tict.com.au/about/tict-directions-2018-21/>

⁶ https://www.business.tas.gov.au/home/image_tiles/top_row/business_growth_strategy_2022

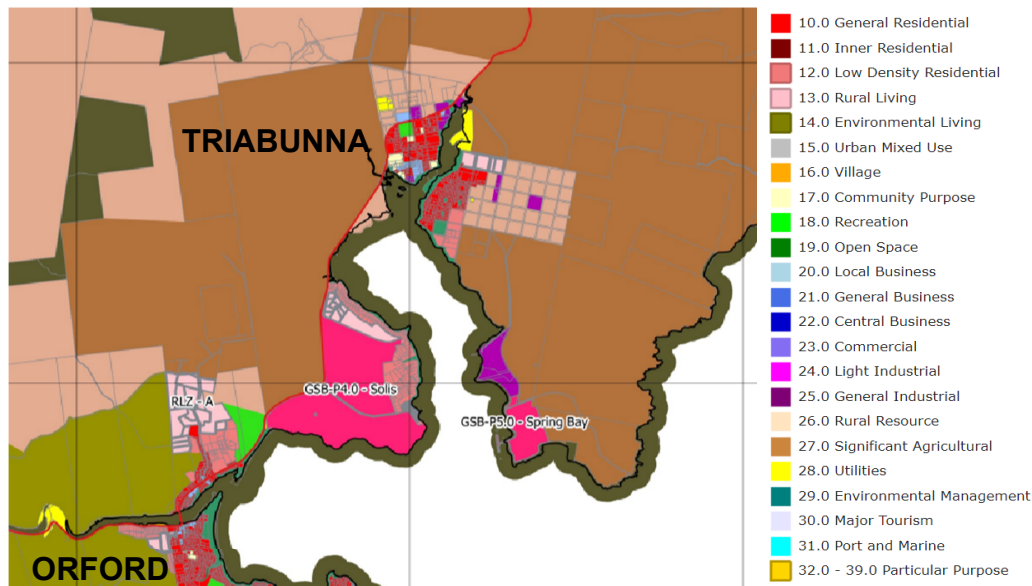


Figure 3.2 Zoning map of Orford and Triabunna

3.4 Region demographics

For this review, the southeast region comprises the Glamorgan Spring Bay Council, Sorell Council and Tasman Council and is bounded by the Break O'Day Council in the north and Northern Midlands Council, Southern Midlands Council and City of Clarence in the west (Community.id, 2022). Detailed demographic data is provided in Appendix D (Section D-1).

Key aspects about the region's demographics and visitation include:

- The population is projected to increase to 25,850 persons by 2041-42 (DTF, 2019).
- Accommodation & Food Services was the largest employer, generating 1,041 local jobs in 2020-21. Understanding the importance of accommodation and food services as an industry to the region, tourism is a critical component of the local economy.
- Between 2015 and 2020, there were an average of 79,806 international visitors, with an average length stay of 2 days (Economy.id 2022).
- The Tasman Peninsula is a significant location for tourism and an area known for its natural biodiversity, as well as its significance to the Tasmanian Aboriginal Community (TPWS, 2020b). The Tasman Peninsula is a popular tourist destination having received 202,000 visitors in 2018, an average 8.2% annual increase from 2016.
- Another significant location for tourism is Freycinet National Park, which received 316,000 visitors in 2018, an average 5.1% annual increase since 2016 (TPWS, 2021a).

It is important to consider the necessary supporting infrastructure and transport in the region for any new proposed developments to support traveller access. Key aspects about the project include:

- The project is located approximately 40 minutes by vehicle from the Hobart International Airport and within 1 hour from Hobart central business district.
- The project is located between two key tourist sites (Port Arthur Historic Site and Freycinet National Park) both with approximate tourist visitation of 250,000 people annually.
- Bus services connect Coles Bay and Bicheno in the Glamorgan Spring Bay Council area to Hobart and Launceston, as well as Tasman Peninsula to Hobart (DSG, 2021a).
- Significant investment in upgrading the road infrastructure that connects this region to Hobart under the major road network initiative by Southeast Traffic Solution (DSG, 2021b).

There is significant investment current to upgrading the road infrastructure that connects this region to Hobart and more broadly Tasmanian locations under the major road network initiative, the *South East Traffic Solution*, which was established to help maintain the liveability of Sorell and the Southern Beaches through improving travel time reliability through a more efficient and safer road network (DSG, 2021b). Projects under the *South East Traffic Solution* are currently being delivered.

4. Market analysis

This section summarises the current understanding of the outdoor experience, tourism, and mountain biking market. To undertake a holistic review, the potential opportunities are informed by international, national, state and local market assessments and strategies.

Determining the number of mountain bikers in Australia and Tasmania can be estimated reasonably accurately from several sources as outlined following, which are referenced through this market analysis:

- An *Australian Bureau of Statistics* survey in 2000 estimated there were 15,300 mountain bikers in Tasmania. This equates to approximately 3.5% of the population. The majority (55%) were located in Hobart, 22% in the North and 23% elsewhere. Using a similar participation rate (3.5%) there would be an estimated 17,800 mountain bikers in Tasmania today.
- Based on the strong sales of mountain bikes over the last decade and the increased number of mountain bike trails being build, it is reasonable to assume that the number of mountain bikers in the State would be in the range of 20,000 to 25,000 as stated in *Mountain Bike Tourism Potential in Northern Tasmania Report* (2011).
- There are an estimated 2,081,200 cycling participants in Australia over the age of 15 years (ERASS, 2011). Cycling participation in Australia has experienced 45% growth over the last 10 years.
- Mountain Bike Australia (MTBA, the former peak body for mountain biking nationally) - in the 5 years to 2019, Mountain Bike Australia recorded a membership increase of more than 60 percent.
- Extensive work in understanding mountain biking in Australia from both an economic and participation perspective has been undertaken by AusCycling.
- GHD's report: *Mountain Biking in Australia: An Economic and Participatory Analysis* (GHD Advisory, 2020)⁷. Refer to Appendix D (Section 0) for detailed inclusions from this report.

4.1 International

The concept of developing cycling recreation and tourism infrastructure to boost regional advantage is not new. Appendix E provides an overview of various international case studies that illustrate the way in which mountain bike infrastructure and events have served important niche tourism roles in rural areas across New Zealand, Europe, and North America.

4.2 Australia

Governments at all levels are recognising the growing popularity of mountain biking and its significant market potential by developing strategies and policies to guide investment and planning. Mountain biking and cycle tourism more broadly is considered one of the fastest growing recreational activities globally.

To estimate total participation rates of mountain biking in Australia, GHD undertook an analysis and prepared the report *Mountain Biking in Australia: An Economic and Participatory Analysis* (2020) of which the following analysis and figures are based upon. For the report, cordon survey at mountain bike trails was undertaken to identify gender, age and if riders at the trail networks were MTBA members in the previous 12-month period. The results from this survey were then used to identify the average proportions of members against total mountain bike riders and extrapolate this proportion to estimate total participation.

Based on the participation rate calculated as part of this survey (participation of 73,823), mountain biking participants directly spend \$136.9 million and support a total of 1,323 full time equivalent employees annually through riding at their local trails. A significant opportunity exists to leverage this substantial expenditure and bring benefit to the local community and economy.

⁷ MTBA 2020, Mountain Bike Australia Annual Report 2020

Frequency of use and expenditure due to cycling

Based on the survey results, the most common frequency of rides was a couple of times per week, followed by once a week. For members, the third most common frequency for riding was daily, whereas for non-MTBA members it was once a fortnight.

Also, riders had an average \$2,282.90 expenditure relating specifically to riding, with transport to and from trails typically being the largest form of expenditure (\$1,073.25 per year), followed by meals and beverages (\$566.50 spent per rider per year) and purchases from supermarkets and other retail shops (\$553.40 spent per year).

By applying the frequency of rides with the total expenditures, an average expenditure per ride can be estimated. This analysis illustrates that, on average, individuals who mountain bike spend \$27.10 per ride, with transport to and from the trails constituting the largest expenditure item, at \$12.35 per ride. This is followed by purchases from supermarkets and other retail shops at \$7.40 and other meals and beverages at \$6.25 per ride. Importantly, these purchases, except for some transport costs, would likely occur in proximity of mountain bike trails, with purchases made before or after a ride. This provides a direct economic benefit to the area where the trail is located.

Intrastate holidays

In addition to general expenditure items, it was identified that approximately two-thirds of respondents went on a mountain bike specific intrastate holiday in the past 12 months. Based on the survey results, people who went on intrastate holidays to mountain bike went between one and three times a year, with members more likely to go on intrastate holidays to mountain bike more than four times per year. Typically, people who went on intrastate holidays for the primary reason of mountain biking spent \$1,707.95 per trip with accommodation being the largest expenditure item at \$525.70 per ride, followed by meals and beverages at \$510.90 and ground transport at \$279.20 per trip.

Interstate holidays

Approximately 40% of respondents went on a mountain bike specific interstate holiday in the past 12 months. Approximately 55% of members went on an interstate holiday revolving around mountain biking compared to approximately 30% of non-MTBA members. Survey results indicate that Tasmania is typically the most popular location for an interstate mountain bike holiday within Australia, followed by Victoria, ACT and New South Wales.

National employment impact

Based on the survey results participation estimates for Australia, people who mountain bike at their local trails spend \$136.9 million within Australia annually, directly supporting 903 full time equivalent employees. Once factoring in indirect expenditure, the total employment supported amounts to 1,323 full time equivalent employees. The top three industries which are supported the most from mountain bike riders within Australia are the retail trade, accommodation and food services and professional, scientific, and technical services industries.

As a comparison, based off the participation estimates for Australia developed by AusPlay, people who mountain bike at their local trails spend \$630.8 million within Australia annually, directly supporting 4,163 full time equivalent employees. Once factoring in indirect expenditure, the total employment supported amounts to 6,095 full time equivalent employees.

4.3 Tasmania

Mountain biking is a good fit with Tasmania's brand as a nature (and heritage) based destination, which is well recognised internationally for its walking and wilderness-related product. Mountain biking becoming a fast-growing activity that attracts varying ages and demographics – with visitors from local communities, intrastate, Australia, and overseas.

Tasmania is one of the most notable success stories for investing in dedicated mountain biking tourism experiences, with the development of several signature trails that have propelled it onto the world stage of 'must do' premier mountain bike tourism destinations. Across the state there has been considerable development in mountain bike infrastructure including in the Northeast, North and South, with the trail networks at Kate Reed Reserve, Trevallyn, Hollybank, Derby, the Meehan Ranges and Mount Wellington.

According to the *Tasmania Visitor Survey (TVS)*⁸ approximately 42,500 visitors to Tasmania in the year ended 30 September 2019 participated in the activity of "riding a bicycle or mountain bike" (compared to 26,000 participants in 2012). Of these visitors, the majority visited Tasmania's Northern region, where the Blue Derby trail is located, and the least visited the Southern and East Coast regions.

The relative size of the visitor cycling market and the potential for expansion in cycling activity can be gleaned from a comparison of visitor activity in other outdoor activities. According to the TVS, in 2019 approximately 490,000 visitors undertook bushwalking activity under a duration of four hours and approximately 39,000 visitors undertook an overnight bushwalking activity.

It is also noted that during the COVID-19 pandemic, local economies struggled due to lack of tourism spend, and similar facilities in the north of the state have benefited greatly through state-based tourism and the impact that the mountain bike trails have had on local businesses is evident.

Derby mountain bike case study

Much of the growth in Tasmanian's fledgling mountain biking market can be attributed to an initial investment of approximately \$3 million to develop the first 85 km stage of a mountain bike network in the small rural township of Derby. Formerly home to tin mining and forestry, the area was suffering significant decline. Fast forward seven years, and the town has been completely revitalised with a range of new businesses and employment opportunities following several new business openings across tour, retail, and food and beverage industries, as well as a boom in property prices. According to *Queensland's Mountain Bike Strategy*:

"Offering a range of experiences through pristine bushland on the town's doorstep, the 'Blue Derby' mountain bike tourism destination is widely regarded as the mountain bike capital of Australia, its closest rivals located across the ditch in New Zealand. In 2017, the Blue Derby trails were voted by professional mountain bikers as the best in the Enduro World Series (EWS) competition. This was the first time a stage of the EWS was held in Australia.

*The \$3.1 million network is reportedly attracting more than 30,000 visitors every year, who spend four to five nights in Derby then another five nights elsewhere in Tasmania, delivering an estimated return on investment of more than \$30 million per year from visitation alone."*⁹

Blue Derby's success has been a catalyst for several other new trail development across Tasmania, including:

- Maydena Bike Park, a privately run and gravity-focused mountain bike park in the Derwent Valley, which opened in January 2018. The park is Australia's largest gravity-focused bike park, with an estimated 80km of trails tailored predominantly to the 'enduro' market. The Maydena Bike Park also attracted an approximately 35,000 visitors to the town of Maydena in its first year of operation. Furthermore, with a broadening focus towards trail-based riding and beginner friendly trails, visitation at the park will likely grow substantially in the coming year.
- A 66 km network south of St Helens connecting to Blue Tier, including the recently opened iconic Bay of Fires Descent Trail, opened in November 2019. The average riders of the St Helens mountain-biking network are Tasmanians travelling intrastate with their families, and who are aged between 36 and 45. They stay in the St Helens area for an average of 1-3 nights more than once a year and, while in the area they spend an average of \$50 - \$100 a day not including accommodation. Mountain bike riders travel to the St Helens area specifically to ride the trails, with the average rider mountain biking at least once a week.¹⁰
- Stage 1 of the \$4.1 million, 100 km+, Wild Mersey Mountain Bike Development in the North West of Tasmania, catering for more beginner and family experiences (construction commenced in 2018). Work on Wild Mersey has continued since then and continues to progress, with Kentish Council lodging a development application for 3 new downhill trails in early August 2022. Overall, the North West is predicted to attract over 138,000 new visitors, and create 51 full time jobs, contributing \$6.88 million to the economy.
- Current investigations to develop an expanded trail network at Mt Wellington, Hobart, and new trail networks at George Town, Queenstown and on the west coast of Tasmania.

⁸ <http://www.tvsanalyser.com.au/>

⁹ Source: Queensland Mountain Bike Strategy

¹⁰ Break O'Day Council, 2022, Mountain Bike Visitation 2021-2022.

5. Cost benefit analysis

5.1 Project cost estimates

A preliminary project cost estimate has been prepared by SETMBA, provided in Appendix F. The cost estimates consider preliminary planning works (i.e., development application), design, construction, and project management fees- for the proposed project areas (Wielangta State Forest/Kellevie and Meehan Ranges).

Based on the cost estimate the project has been assigned a capex value of \$3,795,000.

5.2 Economic analysis

To assess the economic viability of the Project, the costs and benefits associated with the Project need to be analysed and compared.

5.2.1 Costs

As noted, the estimated capital expenditure necessary to complete the Project (capex) is equal to \$3,795,000. This is the initial cost of implementing the Project.

Furthermore, the annual cost of operating the mountain bike trails once they are completed (opex) is estimated to be between 5% to 7% of capex. This is an assumption made with a community training and education model contributing to labour, with these costs constituting those required for maintenance, destination promotion, variation to insurance, and administration. To ensure that the economic analysis remains conservative, to maintain the robustness of evaluated outcomes, an opex of \$265,650 per annum (7% of capex) is used in this analysis.

5.2.2 Benefits

According to GHD Advisory's *Mountain Biking in Australia: An Economic and Participation Analysis* (pg.33) report, when the average 'day visitor' goes to a mountain biking trail, they will contribute \$27.10 to the local community. Of this, \$12.35 is spent on transport to and from the trails, \$6.25 is spent on meals and beverages, \$7.40 is spent on purchases from supermarkets or other retail shops, and \$1.10 is spent on bike rental hire. Moreover, assuming one ride per day, this expenditure estimate is broadly consistent with the \$25/day figure used in the *George Town Mountain Bike Feasibility Study*, which was based on "peer research and reports into mountain bike destination economic impacts" (pg. 98).

Overnight visitors typically spend far more per day than day visitors on accommodation, food, retail trade etc. Therefore, the \$27.10 figure cited above is insufficient to use for overnight visitors. In determining a realistic and viable estimate for overnight expenditure per person, in the *George Town Mountain Bike Proposal Economic Analysis* "overnight Spend (Per Night) [was] assumed to be \$195 based on an average of estimates from Dirt Art (2018), TRC Tourism (2015) and Tourism Tasmania (2019)" (Pg. 15). Similarly, in Dirt Art's *George Town Mountain Bike Proposal Economic Study*, "overnight visitation spend [was] estimated at \$200.00/night. This figure [was] estimated based on Tourism Australia data and peer reports on mountain bike tourism potential" (pg. 98). These estimates are also broadly consistent with Break O'Day Council's *Mountain Bike Visitation 2021 - 2022* report, which attests that "while in the area [riders] ... that do not own property in the area spend around \$100 - \$200 on accommodation" on top of other expenditures (pg.2). However, these estimates are lower than the June 2022 Tasmanian Visitor Survey estimate of an average tourist spend, which was \$274/night, although this figure is for all Tasmanian tourism and not mountain biking specifically. To ensure a conservative estimate, the lowest expenditure estimate found in the literature (\$195) was used in this analysis.

In calculating the economic expenditure and benefit associated with the project, annual visitation numbers for the trails must be estimated. This issue of visitor forecasting has historically been challenging for mountain biking economic analyses in Tasmania with estimations tending towards overestimation due to data limitations and a large degree of variability between trails. Because of this variability, in estimating annual visitor numbers in this economic analysis, it is prudent to consider the other already-existing mountain biking facilities in Tasmania most prominently, as any Southeast Tasmanian mountain-biking trails would likely mirror these more than any other

project globally. And, based on real visitation data that has been provided by Maria Island Bike Hire for mountain bike tourism to Maria Island's trails, an annual visitation figure of 10,000 is used in this analysis. Importantly, this is a strongly conservative estimate for the Project since Maria Island has relative barriers to visitation such as only being accessible by ferry, and having a smaller range of trails.

The assumptions, values, and conclusions outlined above are summarised in Table 5.1.

Table 5.1 Analysis inputs

Factor	Input
Average expenditure per ride (day visitor)	\$27.10
Average expenditure per night (overnight visitor)	\$195.00
Annual Riders	10,000

Any multi-night visits to the mountain bike trails are also assumed to be 3 nights long. This was also done in the *George Town Mountain Bike Feasibility Study* (pg. 98), with such an estimate described as "conservative". The assumed proportion of day visitors, to single night visitors, to multi (3) night visitors, is 62.5% / 25.0% / 12.5%. This proportional split between visitor types is based on the stage one estimates in the *George Town Mountain Bike Feasibility Study* (pg. 97). corroborated by anecdotal and local evidence.

Moreover, based on this proportional breakdown, the annual estimated expenditure for the Project can be found by type of visitor as calculated in Table 5.2.

Table 5.2 Annual estimated expenditure

Visitor type	Proportion	Number per year	Annual Expenditure
Day Visitor	62.5%	62.5% * 10,000 = 6250	6250 * \$27.10 = \$169,375.00
Single Night Visitor	25.0%	25.0% * 10,000 = 2500	2500 * \$195.00 = \$487,500.00
3 Night Visitor	12.5%	12.5% * 10,000 = 1250	3 * 1250 * \$195.00 = \$731,250.00
			SUM TOTAL = \$1,388,125.00

Therefore, at full operation, the economic benefit associated with the project is estimated as \$1,388,125 per annum.

Furthermore, it should be noted that no 'tourism multiplier' or any other economic multiplier is applied in this analysis, as has been done in other economic analyses of mountain biking trails such as the *George Town Mountain Bike Feasibility Study* (1.9x "economic impact multiplier for tourism-related development" used on pg. 97), and the *Victorian Forrest Mountain Bike Trails Economic Cost Benefit Analysis* ("tourism multiplier of 1.65" used on pg. 16). No tourism or economic multiplier is used in this analysis because, as noted in GHD Advisory's *Mountain Biking in Australia: An Economic and Participation Analysis* report, "it is recognised that economic multipliers used in ... modelling are based on limited assumptions that can result in multipliers being a biased estimator of the benefits or costs of a project". As such this estimation is more conservative than comparable assessments.

Furthermore, to ensure that the analysis is sufficiently conservative and robust, the assumption is made of a linear, graduated increase in visitation over a period of 5 years. This assumption allows for the economic analysis to consider the gradual adjustment of consumer preferences as shown in Table 5.3.

Table 5.3 Adjusted annual expenditure

Year	Visitation Rate	Adjusted Expenditure/Benefit
1	20%	\$277,625.00
2	40%	\$555,250.00
3	60%	\$832,875.00
4	80%	\$1,110,500.00
5 and onwards	100%	\$1,388,125.00

Lastly, it also needs to be noted that this economic analysis does not quantify and consider costs and expenditures not immediately or directly related to the project such as the explicit expenditure on items such as bike purchases, as well as all implicit costs such as the impact of rider accident and implicit benefits such as the impact on rider health. Put simply, this economic analysis focuses on only explicit economic costs and benefits of the project in the project area. The expenditure, and therefore economic contribution, of tourists outside of Southeast Tasmania is also not considered (i.e., travel to Tasmania via plane or ferry is not considered, nor is any money spent in other parts of Tasmania or Australia).

5.2.3 Cost and Benefit Comparison

Given the capex, opex, and expenditure/benefit information and assumptions outlined in Sections 5.2.1 and 5.2.2, the costs and benefits associated with the project can be compared on an annual basis as shown in Table 5.4. A design life of 20 years is also conservatively assumed.

Table 5.4 Comparison summary

Year	0	1	2	3	4	5 to 20
Costs	\$3,795,000.00	\$265,650	\$265,650	\$265,650	\$265,650	\$265,650
Benefit		\$277,625	\$555,250	\$832,875	\$1,110,500	\$1,388,125
Net Benefit	-\$3,795,000.00	\$11,975	\$289,600	\$567,225	\$844,850	\$1,122,475

Using a standard 7% discount rate following the Department of Prime Minister and Cabinet (PMC) and other central agency guidelines, the project results in an estimated positive net present value (NPV) of \$5,666,152.21, and a benefit-cost ratio (BCR) of 1.86. This value is greater than 1, indicating discounted benefits are greater than discounted costs including the conservative nature of this assessment. Even at PMC's higher 'sensitivity checking' discount rate of 10%, the NPV is still positive at \$3,456,601.38, with the BCR still greater than 1, at 1.57.

5.3 Broader benefits

Environmental impact

Population growth is increasing pressure on land and biodiversity and impacting on air and water quality and environmental values and spaces. The provision of well-planned and managed mountain bike trails in natural areas, particularly in areas currently experiencing and forecast to experience high population growth and expansion (such as the outskirts of capital cities), has the potential to positively contribute to conservation efforts and preservation of natural areas. As tools for conservation, trails preserve important natural landscapes, provide links between fragmented habitats, and offer opportunities for protecting plant and animal species.

Mountain bike trails also increase access to natural areas for recreation, increasing the amount of open space available to the public. The value of access to green open space (for example ovals, golf courses and national parks) can be quantitatively estimated in terms of the increase in property prices in nearby areas. A study undertaken on behalf of Queensland Fitness, Sport and Recreation (QFSR) Skills Alliance estimates the value of open space at approximately \$30 per person (or approximately \$756 million Australia wide).

Similarly, having trails in local neighbourhoods, creates a sense of connection between the land and the community and can foster long term conservation outcomes. Passive surveillance of open spaces with mountain bike trails can also reduce the likelihood of antisocial behaviour in natural areas, such as illegal dumping of waste. Mountain biking can also improve recognition and respect for Aboriginal culture and historical value of the trail areas.

Social impact

The provision of extensive mountain biking infrastructure does not just have explicit direct and indirect financial benefits for the communities that host such infrastructure. Indeed, mountain biking also has numerous social benefits that can be explored in a Tasmanian context. This is done in the subsections below.

Mountain biking has various social and health benefits, including:

- Improved physical health outcomes, including a lower risk of early death, heart disease, stroke, type-2 diabetes, metabolic syndrome, high blood pressure, and weight gain¹¹ (which can result in reduced health care costs, and enhanced productivity)
- Improved mental health outcomes, including an improved mood, a decrease in stress and worry, and increased self-esteem¹² (which can result in reduced health care costs, and enhanced productivity)
- Increased community connection, community pride, reduced isolation, and social wellbeing¹³
- Is a form of 'green exercise', with research suggesting that not only does undertaking exercise in natural environments results in greater benefits than the activity alone,¹⁴ but it can also increase the connection individuals and the natural space¹⁵
- Opportunities to socialise with friends and family¹⁶
- Increased self-efficacy, risk evaluation and problem solving in children¹⁷
- Wider uses and benefits of trails (e.g., shared use trails are often used by walkers, runners, and horse riders)¹⁸
- Provides opportunities for people to volunteer and cooperate to achieve a positive outcome

Moreover, when, as part of an online survey, participants were asked their views on the top benefits of mountain biking, the most common responses were fitness, health, fun, mental health, and physical health. These responses align with the top three reasons people mountain biking identified in the *Queensland Mountain Bike Strategy* – mental health, socialising, and being an activity that the whole family can do together¹⁹

Furthermore, the *Australian Transport Assessment and Planning Guidelines* (ATAP) provide a framework for estimating the benefits associated with cycling and walking. While this data source is not mountain bike specific, it provides a good proxy to estimate the contribution of mountain biking to society's social and physical wellbeing. The ATAP guidelines estimate the health benefits of cycling at \$1.58 per km (in 2020 dollars)²⁰. This is a cumulative value that includes the following benefits:

- Health and physical activity (in terms of increased life expectancy and reduced risk of disease and illness)
- Health system benefits (in terms of a reduction in costs borne by the health system because of physical inactivity)

Similarly, the Queensland Department of Transport and Main Roads have estimated that on average, every \$1 invested in cycling infrastructure (again, cycling more broadly rather than mountain biking specifically), returns almost \$5 to the Queensland economy in terms of health benefits²¹

Physical activities such as cycling and mountain biking are also likely to contribute towards higher societal productivity and production. In a quantitative sense, this is often measured as the reduction in absenteeism and presenteeism in the workplace, because of improved physical and mental health²². The productivity benefits of

¹¹ Dillard SC. 2017. Mountain biking as a means to encourage public health and wellbeing. Pg. 8.

¹² Roberts L, Jones G and Brooks R (2018) 'Why Do You Ride?: A Characterization of Mountain Bikers, Their Engagement Methods, and Perceived Links to Mental Health and Well-Being'. *Front. Psychol.* 9:1642. doi: 10.3389/fpsyg.2018.01642

¹³ Jenkins J, Green L and Oncescu J. 2020. Singletrack's Impact on Community Quality of Life and Economic Development.

¹⁴ Dillard. 2017. Mountain biking as a means to encourage public health and wellbeing. Pg. 12-13.

¹⁵ Cherrington, J. 2020. Mountain bikers can strengthen the connection between humans, nature and recreational space.

¹⁶ Queensland Mountain Bike Strategy. 2018. Pg. 14

¹⁷ Queensland Mountain Bike Strategy. 2018. Pg. 14

¹⁸ Queensland Mountain Bike Strategy. 2018. Pg. 69

¹⁹ Queensland Mountain Bike Strategy. 2018.

²⁰ Transport and Infrastructure Council. 2016. Australian Transport Assessment and Planning Guidelines, M4 Active Travel

²¹ Department of Transport and Main Roads. 2019. Cycling investment in Queensland.

²² Derived from QFSR Skills Alliance (2019), Economic, Social and Health Impacts of Sport and Active Recreation in Queensland, prepared by Adept Economics

sport and active recreation are estimated at \$11,325 million nationwide²³. This is approximately \$767 of productivity benefits per individual who participates in a sport and recreational activity per year.

Physical activity and recreation (including mountain biking) can also contribute to positive mental health outcomes. In economics, this is known as human capital uplift, which is the increased cognition, and development of skills that improve education and employability outcomes, as a result of participation in sport and recreation activities such as mountain biking ('healthy body, healthy mind'). QSFR Skills Alliance estimate the human capital uplift benefit in Queensland because of sport and recreation as \$832 million, equivalent to \$3,723 million nationally²⁴. This converts to approximately \$252 of human capital uplift per individual who participates in a sport and recreational activity per year.

The satisfaction and enjoyment people get from participating in, and potentially watching mountain biking is classified as consumer surplus. Consumer surplus is effectively the value participants would be willing to pay in order to undertake an activity, in this instance, mountain biking. QSFR Skills Alliance estimate the value of community surplus for sport and recreation in Queensland as \$8,658 million annually, equivalent to \$38,742 million nationally²⁵. This converts to a value of approximately \$2,624 of community surplus from the satisfaction and enjoyment per person of participating in a sport and recreational activity per year.

As mentioned previously, mountain biking can also result in social and community cohesion, and reduced isolation. In a quantitative sense, this can be measured as the reduction of crime and other anti-social behaviour (that can occur due to community isolation). Greater participation in sport and active recreation, such as mountain biking, is likely to encourage greater community cohesion and a more harmonious society, subsequently lowering crime. This reduces the costs to the Australian economy associated with criminal and social justice of approximately \$1,168 million²⁶. This converts to approximately \$79 of lower crime per individual who participates in a sport and recreational activity per year.

Value in the sport and recreation sector is also generated through volunteering, with large numbers of people cooperating to achieve positive sport and active recreation outcomes. Specific to mountain biking, this is often in the form of trail building and maintenance, or club/event officials. Volunteering in the sport and active recreation sector is estimated to add \$6,327 million to the Australian economy²⁷. This converts to approximately \$3,214 of volunteering benefit per volunteer per year.

The following table outlines the estimated social values of mountain biking both annually and per ride based on referenced benefits of sport and recreation generally and the average number of mountain bike rides per participant per year.

Table 5.5 Social values of mountain biking, annually and per ride

Social Benefit	Estimated annual benefit	Estimated benefit per ride
Health benefits	-	\$1.58 per km ridden
Productivity benefit	\$767	\$7.59 per ride
Human capital uplift	\$252	\$2.50 per ride
Consumer surplus	\$2,624	\$25.98 per ride
Criminal and social justice benefit	\$79	\$0.78 per ride
Civic/volunteering benefit	\$3,214 per volunteer	-

²³ Derived from QFSR Skills Alliance (2019), Economic, Social and Health Impacts of Sport and Active Recreation in Queensland, prepared by Adept Economics

²⁴ Derived from QFSR Skills Alliance (2019), Economic, Social and Health Impacts of Sport and Active Recreation in Queensland, prepared by Adept Economics. Assuming QLD values as a proxy for Australian values

²⁵ Derived from QFSR Skills Alliance (2019), Economic, Social and Health Impacts of Sport and Active Recreation in Queensland, prepared by Adept Economics. Assuming QLD values as a proxy for Australian values

²⁶ Derived from QFSR Skills Alliance (2019), Economic, Social and Health Impacts of Sport and Active Recreation in Queensland, prepared by Adept Economics. Assuming QLD values as a proxy for Australian values

²⁷ Derived from QFSR Skills Alliance (2019), Economic, Social and Health Impacts of Sport and Active Recreation in Queensland, prepared by Adept Economics. Assuming QLD values as a proxy for Australian values

Project specific considerations

The Tasmanian Bike Collective which oversees the Risdon Vale and Huonville Collectives have experienced firsthand the positive impacts mountain biking can have on individuals and communities. Although we cannot comment on the economic impacts, we have seen many physical, mental and social benefits when people have access to mountain biking in our state. The Bike Collective participants who are aged 10 – 18 and are from disadvantaged backgrounds or facing disadvantage have already significantly benefited from events and activities in the Southeast. This has included participating in races at Kelleve, often for the first time, multi day camps in where we completed rides through the Wielangta State Forest and assisted in the building of trails as a way of developing community awareness and contribution rather than just being a user. Further to this the Bike Collective is working closely with local event organisers to host an event to fundraise and further our vision of developing a network of Bike Collectives around the State.

With unemployment rates at a high level in the Southeast Region, the Trade Training Centre is also in support noting this would be an excellent opportunity for these individuals to engage in training with a purposeful outcome and assist them in re-entering the workforce.

Broad social benefits are anticipated to be identified and positioned as a result of the Strategic Plan including areas of health and lifestyle, family connectedness, community connectedness, community identity, and visitor attraction adding vibrancy to the region. The alignment of the project with State and Regional strategies evidence this including the *Tasmanian Open Space Policy* (2010) and the *Glamorgan Spring Bay Community Strategic Plan* (2013).

The *Tasmanian Open Space Policy* notes contributing to the 'liveability' of towns and cities, including linear linkages for alternative transport (e.g., off-road cycling and walking routes), providing safe spaces to gather and socialise, and enhancing scenic quality as key objectives for Tasmanian open spaces. Direction 4 and 5 of the *Glamorgan Spring Bay Community Strategic Plan* are to protect and promote our natural beauty and heritage and foster health and wellbeing. The Plan notes good land use planning, such as the development of this strategy can allow growth without compromising the natural or built environment. The Strategic Plan aligns clearly with these documents with clear social benefit to be delivered through providing safe recreation spaces, using planning to enhance natural spaces and foster health and wellbeing through physical recreation infrastructure.

6. Implementation

6.1 Work to date

The following work has been undertaken by the SETMBA Industry advisory group, which is outlined in Table 6.1.

Table 6.1 Previous work to inform the Project

Activity	Action	Status
Governance and strategy		
Industry and community association formed to design viable trail concept	SETMBA Formed	-
Project proposal prepared by Industry advisory group	SETMBA Proposal Prepared	Complete
Operating model of practice designed for project partners	Operating model established	Review for project delivery
Employment and training partners identified	Partners established	Review for project delivery
Confirmed the formal support of SERDA as the proponent	SERDA confirmed	-
Formation and coordination of volunteer trail teams	Volunteer team established	Review for project delivery
Project establishment		
Project area identified	Area confirmed	Proposed footprint is mapped. Subject to formal assessment and formal land owner consent
Attained natural values mapping for the Wielangta project area	Preliminary NVA assessment complete	Review for currency in project delivery
Liaised with specialist trail construction company (Mtn Trails) to ascertain the significant logistics and operational needs to deploy the project.	-	-
Compilation of source material to undertake a literature review of relevant projects/developments to guide economic multipliers and quantify potential project outcomes	Baseline assessment established project merit	Further work to expand on preliminary review in this report
Stakeholder engagement		
Community partners identified	Stakeholder register prepared	Live register to be reviewed and updated on ongoing basis
A broad range of consultation has been undertaken with community, business, tourism authorities land management, state/federal/local government elected members	Stakeholder register updated	-
Briefing of all major landowners/managers on the proposed route	Stakeholder register updated	-
Briefings have been held with a range of accommodation and hospitality businesses in the region or catchment areas	Stakeholder register updated	-
Investment		
Private investment facilitators for secondary economic activity identified	Investment opportunity register prepared	Live register to be reviewed and updated on ongoing basis

Activity	Action	Status
Trail company engaged to provide project estimates for project implementation and maintenance	Preliminary cost estimates prepared	Review for currency in project delivery
Mapping of maintenance plan and ongoing costs	Preliminary cost estimated updated	-
Southeast Mountain Bike plan draft budget estimates	Preliminary cost estimated updated	-
Related projects		
Existing trail network developed for event access	20 km of trails developed on private land and 19 km single track on public land	-
Existing event activity in the region by private promoters and clubs	-	-
Mapping of existing and proposed trails to complete the network	Network map prepared	-
Overseen and coordinated privately funded volunteer construction of multiple kilometres of trail	Volunteer model successfully trialled	-

6.2 Project details and management

The project details and proposed management is indicated in Table 6.2.

Table 6.2 Project details

Component	Detail
Location	For where the proposed track closest intersects with Wielangta Road, it is approximately 13km from Orford and 15km from Kelleve
Road access	Trails are accessed of Wielangta Road, Kelleve Road, and Rheban Road
Trail land manager	Licensing agreement required over each local government area (Glamorgan Spring Bay and Sorell Council) on the trail footprint to allow the SERDA proponent to be trail land manager.
Model of practice	<p>SEMTBa INC. (South Eastern Mountain Industry representatives, cycling participation members, volunteer trail team)</p> <p>Roles</p> <ul style="list-style-type: none"> Advisory body to SERDA on project design, implementation and promotion. Stake holder liaison and engagement. Community advocacy for the project. Project promotion management, website, Social media presence Lobbying in partnership with SERDA Fundraising for SEMTBa and supplementary activity for the broader project. SEMTB trail group – contribute to management and maintenance of trail network. Contribute to operating plan and DA <p>SERDA (South Eastern Regional Development Authority- Clarence, GSB, Sorell, Tasman councils)</p> <p>Roles</p> <ul style="list-style-type: none"> Major project proponent Administers major funding allocations Community advocacy in partnership with SEMTBa Licensing of trails under lease agreement/including liability cover Assist in planning and administration in relation to development application. (SC and GSB) Lobbying and project advocacy Manages tendering process Coordinate maintenance schedule in partnership with land managers Source funding for the Business case in partnership with SEMTBa <p>Stakeholders (Project supporters)</p> <p>Members/signatories/supporters</p> <ul style="list-style-type: none"> Tourism associations Tourism operators Regional economic groups Community groups Recreational users Sporting associations Local State and Federal Gov Land managers Education Cycling Industry members
Resource management	Managed by Local Government Agencies under the proponent (SERDA) Logistical considerations such as maintenance can be managed in partnership with private enterprise community groups and local government. The project would have the scope for each local government area (Sorell and Glamorgan Spring Bay) to implement and manage projects within their own planning and community strategic plans. It also allows them to develop their own model of practice or management and maintenance based on resources.
Land ownership and access	Forico, Sustainable Timbers Tasmania and Parks (reserve zoning allows community activity).
Planning and permits	Development application required and environment approvals. Consider inclusions such as bike wash down area to reduce weed spread and other ancillary infrastructure to support development.
Trail / track infrastructure requirements	Bike wash at southern and northern ends, signage, adventure camping on main adventure trail link
Length of trails	70 km
Area in hA	~ 150 hA
IMBA Trail Difficulty Rating	Green 35%, Blue 60%, Black 5%

Component	Detail
Support infrastructure	<ul style="list-style-type: none"> – Trail head and trail technical signage (three trail heads) – Toilet and amenities (at Kellevie) – Car parking (at Kellevie) – Electric vehicle recharging facilities (if required) – Mid-trail camping platforms (at Kellevie) - some toilets, managed camping platforms, water storage – Road verge access trails (Orford and Kellevie end to access climbing and descending trails) – Orford end can connect to Our Park (Council asset) utilising existing walking trail on Walpole Street (upgrade likely required where not dual purpose, small amount of verge access required at start of Wielangta Road). – Note utilisation expected to be fairly even (tourist location, proximity to Hobart and Southern Beaches) Orford end likely to be more seasonal. Highest parking requirement at Kellevie end.
Commercial opportunities	Opportunities for food, beverage, and retail (tourist retail, bike retail/hire/support), accommodation Adjoining property owners to supply camping practice
Bike hire	Both Northern and Southern trail heads have the capacity to support bike hire, spares sales and servicing
Guided bike tours	Both Northern and Southern trail heads have the capacity to cater for guided trail services, tour package could be enhanced to include other regional offerings- food & beverage, Maria Island, Eco tours.
Transportation	Shuttle services to descending trail heads, shuttle services for drop off/pick at trail heads post adventure ride.
Events	The region has had a significant event history with security of land tenure and trails
Future opportunities	Return of larger stage races, mountain bike marathons, club-based racing, national titles: gravity enduro, Cross Country Olympics (XCO), and marathon, Cross Country (XC) endurance. running, orienteering, offroad duathlon
Partnerships	Employment development partnership
Project expenditure	To fund the development, delivery and operations and maintenance of the trail offering SETMBA will require funding support which may be obtained from private investors, local government, state government, federal government, or other grant programs. It is considered that funding support for capital expenditures which will require a one-time payment will be more easily obtained whereas ongoing expenditures may require more detailed funding models to support.
Ongoing expenses (opex)	<p>Ongoing expense for the project, as detailed in Section 5.1 will largely comprise trail maintenance which is estimated to be \$20,000 annually (noting cost benefit analysis uses 7% of capex at approximately 270,000 per annum to account for this figure). Potential funding mechanisms include:</p> <ul style="list-style-type: none"> – Council maintenance budgets – Honesty donations for trail heads – Event hire fees – Community maintenance model – Volunteer maintenance – Marketing (e.g. promotions, website, marketing material) – Weather, style of trail, design and build, soil trail, community contribution
Engagement	<p>An engagement plan is proposed (refer Appendix I) to seek feedback from groups such as:</p> <ul style="list-style-type: none"> – Federal and State Governments – Local Government – Industry & Interest Groups – Landowners & Businesses – Community – Traditional Owners – Media

6.3 Supporting opportunities

In addition to the benefits of constructing the project's proposed trail network, there are numerous other opportunities to consider for the project, as outlined following. These opportunities can help leverage the project to provide a more unique and compelling mountain biking destination.

- **Branding and marketing strategy**

A branding and marketing approach should be developed to promote this mountain biking destination for visitors, locals and events. As part of this, having an online platform is highly beneficial provide key information for trail users (e.g. safety alerts, trail maps, upcoming events) which can be easily updated as required. Furthermore, having a strong brand and identity will be key to attracting funding and support.

- **Connection to Country and Aboriginal partnership**

Given the area's strong connection to Country and Aboriginal history, there is an opportunity to partner with Traditional Owner groups to promote reconciliation and share cultural values and stories through the project. This includes cultivating authentic visitor experiences through planned projects, facilities, education, interpretation and programs or events. This also opens options for Traditional Owner groups to have ongoing in the site and management of Country. Wielangta State Forest is one area in Tasmania that maintains a strong connection through use of traditional naming. Naming of the trails and project have the opportunity to reflect this.

- **Sustainable and carbon neutral aspirations**

There is a great opportunity for the project to aspire to meet high environmental and sustainability standards. For example, it could aim to achieve Infrastructure Sustainability Council (ISCA) certification and/or become one of the first carbon neutral mountain biking precincts (see Climate Active). The project could also develop a Sustainability Strategy, to guide future initiatives and management requirements (e.g. environmental protection, weed/disease spread prevention, revegetation programs, material use).

- **Multi-modal and all-abilities options**

To cater for a broader range of users, some tracks within the network could be designated as 'multi-use' / 'multi-modal' to allow for not only mountain biking, but also activities such as hiking/trail running, dog walking, recumbent bikes, or all-terrain wheelchairs. Such tracks must be designed to meet trail and accessibility standards for visibility, width, surface condition, gradient, safety/speed, trail direction and signage.

- **Wayfinding and storytelling to share site values**

For nature-based tourism experiences, it is important to enhance the visitor's understanding and connection to place – by sharing the site's unique qualities and values. This trail location holds significant history and unique stories worth telling - from Tasmania's Traditional Owners to the more recent land uses and over 100 years of mining in the region.

Storytelling and interpretation can enrich the visitor's experience along the route, giving insightful information and raising awareness about the site's past, present and important features. It can portray the significant environmental and cultural values of the site, to reinforce the user's appreciation, support conservation. It can also assist in trail navigation and educate users through key messaging about trail etiquette, responsible behaviour, and safety.

Beyond the installation of signage, storytelling can be communicated through public art or functional infrastructure (e.g. seating, bridges, railings) – as beautifully demonstrated along Tasmania's Three Capes Track. An overview of other excellent examples of trail interpretation and wayfinding is outlined in Appendix H.



6.4 Next steps

Following the release of this Strategy, there are a number of processes and steps to progress the project.

- **Key stakeholder engagement:** The key findings of the Strategic Plan may be presented to stakeholders to facilitate key contributors being kept abreast of developments in the project, and to enable consistent and reliable 'buy-in'.
- **Develop collaboration models:** Through discussion with key stakeholders, potential collaboration models will be scoped to support successful implementation of the project.
- **Wielangta Trail project management plan** Sustainable operation models will be scoped to support successful implementation of the project.
- **Funding:** The key to progressing the project will be obtaining capex funding. This may require formulation of a business case. The business case may draw from the work undertaken within this Strategic Plan.
- **Regulatory approvals:** Following required development application and approvals process through further planning and design to enable the project to be practically built.

Appendices

Appendix A

SEMTBA Development Plan



Development plan for mountain bike
tourism in South East Tasmania

SOUTH EAST TASMANIAN MOUNTAIN BIKE PROPOSAL

Authors: W.Chapman and D.Giblin
Mountain Bike Industry Advisory Committee to SERDA

Appendix B

Inventory of current mountain bike trails and events

The following tables provide an inventory of existing trails in the Southeast region, existing mountain bike events in Tasmania and identified tourism and social infrastructure and adjacent uses in the southeast region.

Existing mountain bike tracks

Table B.1 *Inventory of mountain bike tracks (with reference to IMBA travel ratings)*

Location	Travel Time from Hobart	Trail Network Length	Trail Ratings and Number
Maydena Bike Park	1.5 hours	120km	Green Trails 10, Blue Trails 21, Black Trails 27
Clarence and Meehan Ranges Mountain Bike Park	15 min	47km	Access Fire Trails 5, Green Trails 19, Blue Trails 29, Black Trails 3
Glenorchy Mountain Bike Park	20 min	10km	Green Trail 4, Blue Trails 2, Black Trails 7
North South Track	20 min	23km	Dual directional multi-use trail
Tahune Airwalk to Geeveston Trail	1.5 hours	49km	Gravel roads
Kelleve Mountain Bike Park	1 hour	30km	Green Trails 3, Blue Trails 6
Middle Peak to Orford Green	1 hour	-	Green 60% blue 40%
Waverly Flora Reserve Mountain Bike Trails	Located in central Hobart	8km	Access Fire Trails 5, Green Trails 4, Blue Trails 2
Tranmere Hills Mountain Bike Trails	20 min	13km	Access Fire Trails 2, Green Trails 6, Blue Trails 4, Black Trails 2
Geilston Bay Mountain Bike Trails	10 min	14km	Access Fire Trails 6, Green Trails 5, Blue Trails 7, Black Trails 2
Shag Bay Mountain Bike Trails	20 min	13km	Access Fire Trails 2, Green Trails 7, Blue Trails 6, Black Trails 1
Queens Domain Mountain Bike Trails	5 min	10km	Dual Use Trail 1, Green Trail 7, Blue Trails 6
Knocklofty Reserve Mountain Bike Trails	10 min	20km	Access Fire Trails 7, Green Trails 10, Blue Trails 16, Black Trails 1
Mount Nelson Mountain Bike Trails	15 min	30km	Access Fire Trails 7, Green Trails 15, Blue Trails 12, Black Trails 3
Ridgeway Park Reserve Mountain Bike Trails	15 min	24km	Access Trails 4, Dual Use Trail 1, Green Trail 15, Blue Trail 13
Cascades Mountain Bike Trails	10 min	32km	Access Fire Trails 3, Dual Use Trail 1, Green Trail 5, Blue Trail 19, Black Trails 19
Kingborough Bike Park	30 min	1.2km	1.2km Dirt Jump Trails, Green Trails 2, Blue Trails 1
Peter Murrell Conservation Area	20 min	34km	Access Fire Trails 1, Green Trails 31, Blue Trails 16, Black Trails 1
Snug Tier Forest Reserve	30 min	17km	Green Trails 1, Blue Trails 4, Black Trails 1
Coningham Nature Recreation Area	30 min	46km	Access Fire Trails 14, Green Trails 25, Blue Trails 18.

Existing and previous mountain bike events

Table B.2 Inventory of current Mountain Bike Events

Event	Location	Description	Audience	Attraction
Southeast region events				
Hellfire Cup		A 4-day mountain bike stage race	200-300	50% of its patrons from overseas and interstate. The event in its first year attracted the largest elite XC mountain bike field ever to come to Tasmania.
The Lumberjack	Kellevie Mountain Bike Park	A two-day stage race XC and Gravity(exclusively downhill)	250	
Winter Challenge	Orford	One of Tasmania's longest running multi-sport events	300-500	30% of entrants attended from interstate
Pickles Hill	Pickles Hill (private ownership)	XC Marathon	150 – 200	Multiple distance options, close to Hobart on private trails
Meehan Monster the Clarence Mountain Bike Park (Meehan Ranges),	Clarence Mountain Bike Park	XC Marathon	75—200	Multiple distance options close to Hobart
State events				
Derby Fest	Derby	Mountain biking and lifestyle/culture	Max 2,000	State-wide participation
Tas Gravity Enduro Series	State-wide	Enduro (long-travel)	120-220	State-wide participation
Phat Friday Series	Maydena Bike Park		35-50	Regional participation
Local club races (non series/championship) Hobart wheelers, Launceston Mountain Bike Club, Pedal Heads, Cradle to Coast Mountain Bike	Penguin Mountain Bike Park, Ormiston (private) Kate Reed Reserve, Trevallyn Reserve, Meehan ranges	XC and Enduro events	40-120	Primarily local regional participation
Enduro Fest	Maydena Bike Park	Enduro	150	State-wide
Dragon Trail	Derby/St Helens Mountain Bike Parka	XC Multi-day	180-280	Significant proportion of interstate
Enduro World Series	Derby	Enduro	350-500	High proportion of interstate visitors
State Championships Down Hill	Various venues	Downhill	80-120	State-wide participation
State Championships Cross Country	Various venues	XC	80-150	State-wide participation
State Championships Gravity Enduro	Various venues	Enduro	80- 150	State-wide participation

Existing tourism and social infrastructure

Table B.3 Inventory of current tourist and social infrastructure

Type	Brief Description	Location	Benefit
Trail maintenance			
Resources (volunteer-based trail care)	Existing trail care teams working with land managers in the Meehan ranges and Kellevie Mountain bike park	Southeast region	Trail care teams from established sites can support the development.
Accommodation			
Twamley Farm	Small family owned and operated accommodation and Agri-tourism business located at Buckland. The property is 7,500 acres and borders the Wielangta State Reserve to the east.	Buckland	Increase in overnight stay expected, leading to increased revenue for this/these venue(s). and resulting in improved local social and economic environment.
The Great House BnB	The Great House BnB is located 52 km from Hobart CBD, 37 kms from Hobart Airport and 22 kms from Orford.	Between Runnymede and Buckland.	
The Storekeeper's	The Storekeeper's Boutique accommodation is a beautifully appointed 1840s sandstone villa with a contemporary edge.	Buckland	
East Coaster	Resort-style accommodation, restaurant, bar, and other	Orford	
Orford Blue Waters Hotel	Facing the beachfront, Orford Blue Waters Hotel offers 3-star accommodation in Orford and features a restaurant, bar and garden.	Orford	
Orford Prosser Holiday Units	Located 12 minutes' walk from the beach, Orford Prosser Holiday Units provides accommodation with free private parking	Orford	
Beeznee B&B	Bed and breakfast featuring a garden, barbecue facilities, and a terrace.	Orford	
Coastal Retreat Group	Orford Sanda House B&B and developers, owners, and managers of a planned high-end self-contained holiday destination in Orford	Orford	
Villa Rochford	Villa Rochford is a 2-bedroom, industrial-style property at Kellevie	Kellevie	
Spring Beach Garden Retreat	Property 10 minutes' walk from the beach, featuring a balcony and sea views.	Spring Beach	
Triabunna Cabin & Caravan Park	Triabunna Cabin & Caravan Park provides accommodation with access to a garden.	Triabunna	
Triabunna Barracks	BnB provides accommodation, a bar, a shared lounge, and a garden.	Triabunna	
Hospitality			
Ye Old Buckland Inn	Old school/ classic pub food.	Buckland	Increase in visitation numbers, leading to increased revenue for this/these venue(s). and resulting in improved local social
Scorchers	Italian, pizza, and Australian cuisine.	Orford	
Elly's East Coast Kitchen Directions Save	Licensed cafe and sweet shop	Orford	
Eastern Drive Café	Café style food options	Orford	

Type	Brief Description	Location	Benefit
The Fish Van	Smoked and fresh seafood.	Triabunna	and economic environment.
Triabunna Takeaway	Café and Australian-style food.	Triabunna	
Spring Bay Hotel	Specialises in small taste plates & larger specials, from around the globe.	Triabunna	
The Spirit of Maria Cafe	Pies, coffee, and café-style food.	Triabunna	
Other			
Tas Bike collective	The Tasmanian Bike Collective is a not for profit that works with vulnerable young people and has been involved in running trail days as part of their mentoring programme. The Tas bike collective has also more recently partnered with private promoters to fundraise at events, most recently raising \$20,000		
Spring Bay Mill	Sustainable events venue	Triabunna	Local accessible adventure-based activity to support extended visitation
Twin Lakes	Accommodation and rural attractions (bush retreat and fly fishery)	Nugent	Supportive of project

Appendix C

Strategic context summary

Government strategy alignment

The Project aligns with several federal, state, and local government strategies, policies and objectives. These are outlined in the subsections below.

Federal Government objectives

THRIVE 2030

This Project directly aligns with the Federal Government's *The Re-Imagined Visitor Economy* (THRIVE 2030) strategy long term targets to have *Total Regional Visitor Expenditure* to be \$100 billion by 2030. The Strategic Plan also aligns with THRIVE's vision for "A well skilled, high-quality workforce of sufficient size to support visitation and service standard levels required to deliver a world-class visitor experience." The actions in THRIVE also will "help drive and reinforce relevant aims of the *National Agreement on Closing the Gap* and the *National Roadmap for Indigenous Skills, Jobs and Wealth Creation*."

THRIVE 2030 Strategy at a glance

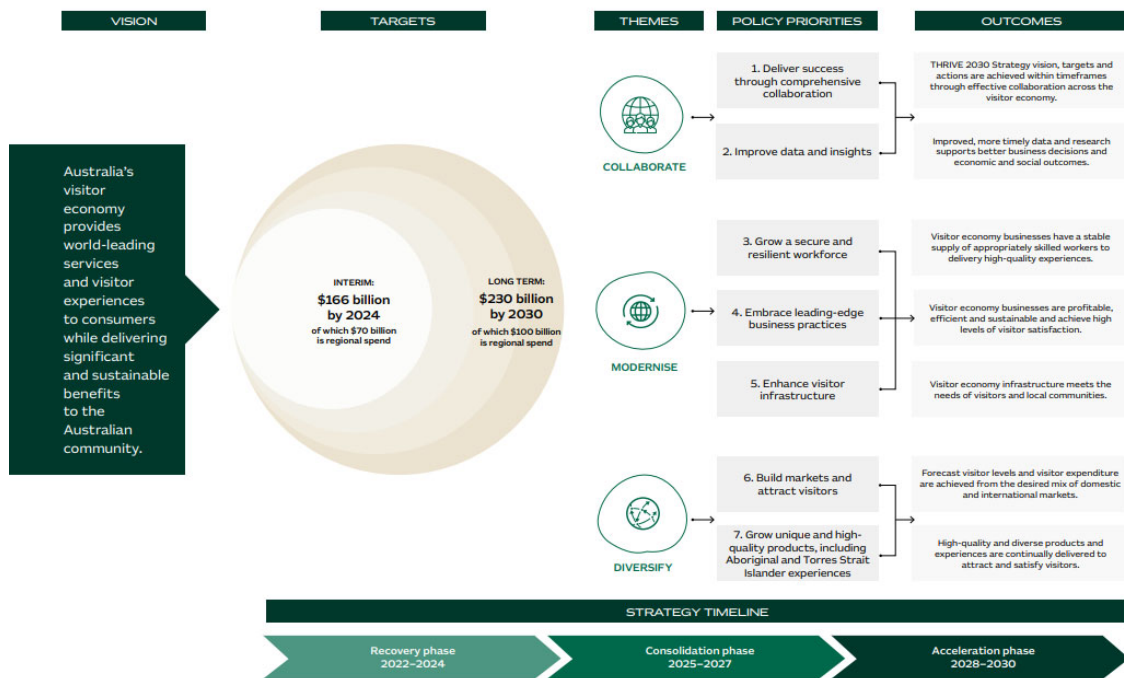


Figure C.1 THRIVE 2030 – Strategy at a glance²⁸

The SETMBA bike plan meets the targets set out in the *THRIVE 2030 strategy* because it can increase the number of tourists visiting the area and spending per visit as shown by *Blue Derby Case Study*²⁹, and three other parks that have been developed in the past 20 years. THRIVE 2030, by its direct intention to work with industry to support the development of tourism infrastructure, can drive demand and economically valuable visitor expenditure.

The *THRIVE Strategy* is the Australian Government's direct response to the COVID-19 pandemic and the negative impacts it has brought to regional communities, with less visitors and tourists at times when individuals were

²⁸ <https://www.austrade.gov.au/ArticleDocuments/1357/thrive-2030-strategy-march-2022.pdf.aspx>

²⁹ <https://www.mtba.org.au/wp-content/uploads/CCJ17427-Blue-Derby-Case-Study.pdf>

legally prevented from travelling. As we emerge into a new sense of post-pandemic society, the opportunity to invest, promote, and display meaningful regional development will become an increasingly attractive pursuit of the Federal Government.

Regional Growth Fund³⁰

There is cohesion between the Project and the Federal Government's objectives in the *Regional Growth Fund*, which will provide up to "\$10 million or more for major transformational projects which support long-term economic growth and create jobs in regions, including those undergoing structural adjustment."

Through the provision of mountain bike trails, the project will help to further establish a sustainable, productive, and quality tourism offering and a profitable and economically beneficial tourism industry in southeast Tasmania. In doing so, the project could work to drive economic growth in the region and ensure jobs are created both directly in the mountain biking and tourism industries, as well as in other non-tourism businesses in communities that still rely on a strong visitor economy. In this way, the project aligns well with the ambitions of Federal Government through their *Regional Growth Fund*.

State Government objectives

Not only does the project align well with the objectives of the Federal Government, but it also aligns well with the strategic goals of the Tasmanian State Government as expressed through the *T21 Visitor Economy Action Plan*, the *Southern Tasmania Regional Land Use Strategy*, the *Tasmanian Cycle Tourism Strategy*, and the *Tasmanian Open Space Policy* and Planning Framework.

T21 Visitor Economy Action Plan³¹

T21 is a partnership agreement between the Tasmanian Government and the Tourism Industry Council Tasmania (TICT), which is the representative of the state's tourism industry. And as an established partnership between the State Government and TICT, T21 has co-developed the *T21 Visitor Economy Action Plan 2020-2022*. This action plan is focussed on rebuilding tourism and hospitality in a post-COVID environment to ensure the long-term sustainability and productivity of the sector. It aims to grow jobs in the sector to the benefit of regional communities.

Importantly, the provision of an extensive mountain bike trail offering aligns well with the strategic ambitions of T21 and its *Visitor Economy Action Plan*. This is the case because the Plan has the potential to build a high-quality, appealing, tourist offering that can improve the economic contribution of the tourism sector in southeast Tasmania and create jobs that contribute positively to economic outcomes in the region. Indeed, the provision of a high-value tourism offering in the region would drive jobs growth and economic development in the region's tourism sector to the benefit of the local community, and in doing so sits comfortably within the aspirations of the *Visitor Economy Action Plan*.

Importantly, in their *Visitor Economy Action Plan*, T21 also explicitly state their desire to "promote hero experiences ... focussed on passion travel e.g., ... mountain biking".³²

Southern Tasmania Regional Land Use Strategy (STRLUS)³³

Enacted in 2010, the *STRLUS* is currently used, and will be used until 2035, to facilitate and manage change, growth, and development within Southern Tasmania. It provides comprehensive land use policies and strategies for the region. Within this far-reaching strategy is a chapter on 'Recreation and Open Space' (Chapter 10). This chapter acknowledges not only that "open spaces and recreational facilities contribute to the quality of life enjoyed by the Tasmanian community", but also that "well-planned, designed and implemented open space and recreation planning policies aid in the delivery of a range of broader personal, social, economic, and environmental objectives for the community."

³⁰ <https://www.infrastructure.gov.au/territories-regions-cities/regional-australia/regional-and-community-programs/regional-growth-fund>

³¹ <https://www.t21.net.au/globalassets/t21/documents/t21-visitor-economy-action-plan.pdf>

³² Pg. 14.

³³ https://www.planningreform.tas.gov.au/__data/assets/pdf_file/0009/559791/Southern-Tasmania-Regional-Land-Use-Strategy-2010-2035-Effective-19-February-2020.PDF

With this overarching land use strategic vision in mind, the Project, in ensuring the provision of high-quality mountain bike offerings in South eastern Tasmania, meets the corresponding Strategic Directions (SD) of the *STRLUS* as outlined in Chapter 10. These include SD8 (Supporting Strong and Healthy Communities), SD9 (Making the region nationally and Internationally Competitive), and SD10 (Creating Liveable Communities). Indeed, the Project opens the opportunity for new and improved economic and community benefits in tourism as well as related and dependent industries.

Tasmanian Cycle Tourism Strategy³⁴

The *Tasmanian Cycle Tourism Strategy*, which was released in 2017 and prepared by the Department of State Growth, acknowledges that there is great potential to accelerate growth in the cycle tourism sector in Tasmania, with mountain biking singled out as an area with the potential to contribute further to the success of Tasmania's tourism industry. The Strategic Plan identifies an authentic visitor experience and quality infrastructure as two factors that contribute to the development of a world-class cycling destination, and recognises that a prospective cycle-tourist offering must contain several rides and trails to become a compelling and domestically and internationally attractive destination. The Strategic Plan also identifies three priority areas for the State to achieve its economic potential in the cycle-tourism market. Of these, priority one is the provision of "infrastructure that provides diverse, accessible and high-quality visitor experiences: Tracks, routes and trails".

The Project clearly achieves strategic alignment with the *Tasmanian Cycle Tourism Strategy*. Its completion would aid in widening the cycle-tourism infrastructure offerings of the state, and better position Tasmania to capitalise on the economic and community benefits that would flow from increased cycle-tourism in its Southeast region.

Tasmanian Open Space Policy and Planning Framework³⁵

The 2010 *Tasmanian Open Space Policy and Planning Framework* aims to ensure that Tasmanian open space is "planned, developed, and managed with consideration given to delivering a potential a range of economic benefits to the Tasmanian community" (policy 1). It also aims to guarantee that "the Tasmanian open space system will improve Tasmania's competitiveness as a destination for visitors, and as an attractive place to relocate and do business" (policy 2) and "support greater public and private investment in appropriate infrastructure and services that benefit access, use and management of Tasmania's open space values" (policy 3).

This project, because it provides direct as well as indirect/secondary economic benefit to the Tasmanian community, and because it would improve destination competitiveness for mountain bike tourists, and because it would encourage investment, therefore aligns with these three core policy goals of the *Tasmanian Open Space Policy and Planning Framework*. Mountain biking trails, such as that proposed in the Project, are not only an economically beneficial use of Tasmania's open space, but they are also a sustainable and environmentally friendly use of Tasmania's open space, respecting the ecological wealth of the state.

Council objectives

The Glamorgan Spring Bay Council and Sorell Council are two unique regional communities and economic catchments of Tasmania, that can attract more than 30% of Tasmania's interstate visitors.

The municipalities share the following major strategic alignment:

Increased visitation by cycling tourists will provide economic stimulus to not only both ends of the Wielangta Road Mountain Bike tracks proposal, but also to the Southeast region of Tasmania in centres such as Copping, Kellevie, Dunalley, Nugent, Buckland, Orford, and Triabunna.

This economic stimulus will come through the proven benefits of tourism, investment, and jobs to growth and development in regional Tasmania, as it has already done so in the town of Derby and its surrounds. Accordingly, the project aligns with the findings and recommendations of the *Southeast Economic Infrastructure Strategy* commissioned by SERDA in 2015 (updated in 2020) and the *Regional Workforce Plan* completed in 2017.

³⁴ https://www.stategrowth.tas.gov.au/__data/assets/pdf_file/0011/156638/Tasmanian_Cycle_Tourism_Strategy_version_5_21_September.pdf

³⁵ <https://docslib.org/doc/5082113/tasmanian-open-space-policy-and-planning-framework-main-report>

Additionally, this project would provide much needed recreational infrastructure for residents to use, providing a social benefit to communities, ultimately strengthening the regional community. This are central goals of the relevant councils.

Glamorgan Spring Bay³⁶

The Glamorgan Spring Bay Council undertook a series of community workshops that culminated in the promulgation of a strategic plan for 2020-2029, in which the council declared their ultimate vision of long-term success as being the development of a place that is “prosperous, vibrant, and inclusive. A place where people want to live, work, and visit.” Within this overarching vision, the council included several key conditions to be met to achieve their aspiration. These include that “our economy will be robust and diverse, providing local employment throughout the year”, and that “the east coast will continue to be an attractive destination for visitors from inside and outside Tasmania”.

Importantly, the Project has alignment with these key ambitions of the Glamorgan Spring Bay local government area, with the provision of quality mountain bike trails will providing greater economic prospects for the region and improve local employment opportunities. Furthermore, as it also has the acknowledged potential to attract tourists, the Project would also increase the desirability of the region to both Tasmanian and non-Tasmanian tourists.

Sorell³⁷

The strategic ambitions of the Sorell local government area are contained within the *Sorell Council Strategic Plan 2019 – 2029*. In this document, the Sorell Council outlines its objective to “facilitate regional growth”, with success defined, among other things, by “increased employment opportunities, with local jobs for local people”.

The Project, in providing a new tourist offering for the region and by creating associated tourism-industry jobs in the process, would clearly work to increase local employment opportunities. Therefore, the project is well aligned with Sorell’s success criteria as outlined in their strategic plan and would aid the council in achieving its strategic objectives.

Also importantly, in the *Sorell Council Strategic Plan 2019 – 2029*, the Sorell Council explicitly cite “advocat[ing] for the development of regional mountain bike facilities” as a way in which they hope to achieve their strategic ambitions.

³⁶ <https://gsbc.tas.gov.au/wp-content/uploads/2020/05/GSBC-10-year-Strategic-Plan-2020-2029-1.pdf>

³⁷ https://www.planning.tas.gov.au/__data/assets/pdf_file/0007/618109/Supporting-Report-Appendix-6-Sorell-Council-Strategic-Plan-2019-2029-Final.PDF

Appendix D

Market analysis supporting information

Market analysis

D-1 Demographic analysis

A current understanding of the outdoor experience, tourism, and mountain bike market as it applies to the project is outlined following. To undertake a holistic review, reference has been drawn from state and local context, with consideration of local, state, and national strategies. The potential opportunities are informed by national mountain bike participation review and international, national, and state market assessments.

Tasmanian context

Tasmania is a key destination for outdoor tourism and recreations. Mountain biking in particular is a fast-growing recreational activity in the state that attracts people of varying age demographics to travel to the region. Anecdotally and through case studies and from events it is understood that these visitors are local, from within Tasmania, Australia and from overseas, a concept that has been proven by existing sites and events at the Kelleve site encompassed by the proposal. Tasmania has a relatively high density of mountain bike experiences making the state now considered as an emerging mountain bike destination. By combining world class trails with overall visitor and community experience a world class destination is created.

The generated activity from mountain biking tourism supports businesses through providing visitors who will leverage accommodation, hospitality, and retail services. The realisation of the proposal will encourage new visitors and increase duration of stay. It is also noted that during the COVID-19 pandemic where local economies have struggled due to lack of tourism spend, similar facilities in the north of the state have benefited greatly through local (state based) tourism and the impact that the mountain bike trails have had on local businesses is evident.

Southeast region

For this review, the southeast region comprises of the Glamorgan Spring Bay Council area, Sorell Council area and Tasman Council area and is bounded by the Break O'Day Council area in the north and Northern Midlands Council area, Southern Midlands Council area and City of Clarence in the west (Community.id, 2022).

The following provides a snapshot of the demographic profile of the southeast region:

- ERP of 23,259 as of 30 June 2020 (ABS, 2021a)
- On the 2016 Census night, usual resident population was 21,186 residing in 13,369 dwellings with an average household size of 2.2 (ABS, 2016)
- Population projected to increase to 25,850 persons by 2041-42, at an average rate of 0.6% per annum (DTF, 2019)
- 16.47% of the population were aged 0-15 and 24.7% of the population was 65+ in 2019-20 (DTF, 2019)
- The population-weighted estimated average of median age in 2019-20 was 48 years, 5.5 years higher than the state average of 42.5 (DTF, 2019)
- Population density of 6.07 persons per square km (Community.id, 2022)
- 50% males and 49% females in 2020-21, projected equal gender distribution at 2039 and higher prevalence of females in the following years (DTF, 2019)
- 76% of the southeast region's local workers were residents, whilst 41% of resident workers were employed locally (ABS, 2016)

Figure D.1 shows a projection of the total population of the southeast region indicating a significant growth trend with Sorell being a key area of growth within Greater Hobart and current and future transport projects further unlocking Sorell as a place to live for individuals of families who work or access social, recreational or educational activities in Hobart.

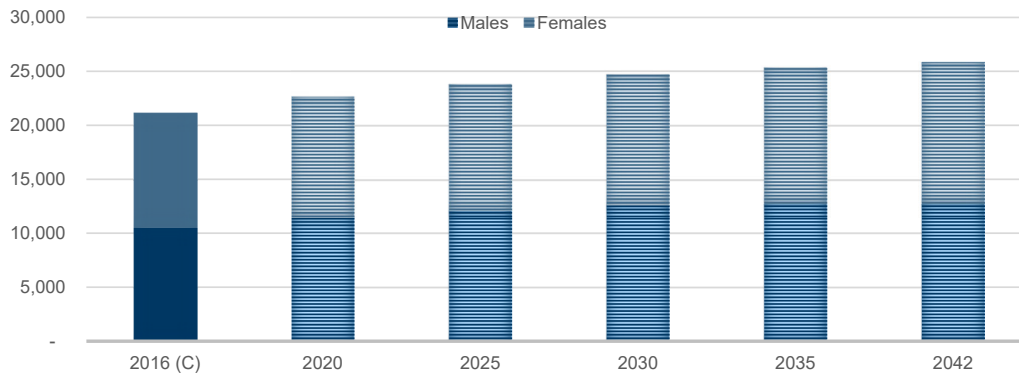


Figure D.1 Historical and Forecast Population, Eastern Region

Source: ABS – 2016 Census of Population and Housing 2016; DTF – 2019 Population projections for Tasmania and its LGAs.

Figure D.1 provides an industry-level comparison of key economic measures in the southeast region. Accommodation & Food Services was the largest employer, generating 1,041 local jobs or 682 in FTE equivalent in 2020-21. This was followed by Agriculture, Forestry & Fishing (856 jobs) and Construction (531 jobs) (Economy.id, 2022). Agriculture, Forestry & Fishing was also the most productive industry, generating \$192.57 million (or 32.25% of total value added) in 2020-21. Construction (\$99.77 million) and Health Care & Social Assistance (\$47.82 million) are among the top industries with high value added. The Construction industry had the largest number of businesses in 2020-21, comprising 357 businesses or 22% of total registered businesses, followed by Agriculture, Forestry & Fishing (317 businesses) and Accommodation & Food Services (145 businesses) (ABS, 2021b).

Table D.1 Industry Sector Analysis, Eastern Region

	Employment (total)			Value add (\$m)			Registered businesses (no.)		
	2020-21	2015-16	Change, %	2020-21	2015-16	Change, %	2020-21	2015-16	Change, %
Agriculture, Forestry & Fishing	856	664	29% ▲	192.6	133.1	45% ▲	317	324	-2% ▼
Mining	29	46	-37% ▼	6.6	14.3	-54% ▼	8	10	-20% ▼
Manufacturing	432	418	3% ▲	39.4	42.0	-6% ▼	87	76	14% ▲
Electricity, Gas, Water & Waste Services	67	37	81% ▲	6.6	3.6	84% ▲	6	6	=
Construction	531	492	8% ▲	99.8	85.2	17% ▲	357	247	45% ▲
Wholesale Trade	59	71	-17% ▼	8.0	5.4	49% ▲	23	32	-28% ▼
Retail Trade	579	683	-15% ▼	27.5	30.3	-9% ▼	104	110	-5% ▼
Accommodation & Food Services	1,041	840	24% ▲	41.9	37.9	11% ▲	145	104	39% ▲
Transport, Postal & Warehousing	178	190	-6% ▼	11.4	16.7	-32% ▼	110	104	6% ▲
Information Media & Telecommunications	17	12	42% ▲	3.0	1.8	71% ▲	7	9	-22% ▼
Financial & Insurance Services	48	52	-8% ▼	12.9	12.7	2% ▲	12	62	-81% ▼
Rental, Hiring & Real Estate Services	59	88	-33% ▼	9.7	11.6	-17% ▼	111	84	32% ▲
Professional, Scientific & Technical Services	161	145	11% ▲	10.0	9.6	4% ▲	117	89	31% ▲

	Employment (total)			Value add (\$m)			Registered businesses (no.)		
Administrative & Support Services	184	213	-14% ▼	9.5	9.0	6% ▲	58	33	76% ▲
Public Administration & Safety	236	234	1% ▲	23.0	19.4	18% ▲	6	3	100% ▲
Education & Training	403	359	12% ▲	23.9	21.9	9% ▲	16	10	60% ▲
Health Care & Social Assistance	507	499	2% ▲	47.8	45.0	6% ▲	44	41	7% ▲
Arts & Recreation Services	250	236	6% ▲	16.3	16.3	-0% ▼	18	17	6% ▲
Other Services	145	151	-4% ▼	7.3	8.4	-13% ▼	75	51	47% ▲
All industries	5,783	5,428	7% ▲	597.1	524.2	14% ▲	1,619	1,415	14% ▲

Source: NIEIR, compiled and presented in economy.id by .id (informed decisions); ABS – Cat. 8165.0 Counts of Australian Businesses.

Understanding the importance of accommodation and food services as an industry to the region, tourism is a critical component of the local economy. The following provides a snapshot of the tourism profile of the southeast region, based on Economy.id (2022) with an overview provided in Figure D.2.

Between 2015-16 and 2019-20, there were an average of 79,806 international visitors, with an average length stay of 2 days, compared to 551,194 visitors and 7.2 days in Tasmania, respectively. Prior to the COVID-19 pandemic (years between 2010-11 to 2019-20), the Eastern Region had been steadily growing in international (7.7% per annum) and domestic (4.3% per annum) visitor nights. In 2019-20, the Eastern Region experienced a 44.3% decrease in international visitor nights spent to 159,956 nights and 23.7% decrease in domestic visitor nights spent to 1,063,468 nights. As a share of Tasmania-wide visitation, these equal to 5.4% of total international and 9.8% domestic visitor nights.

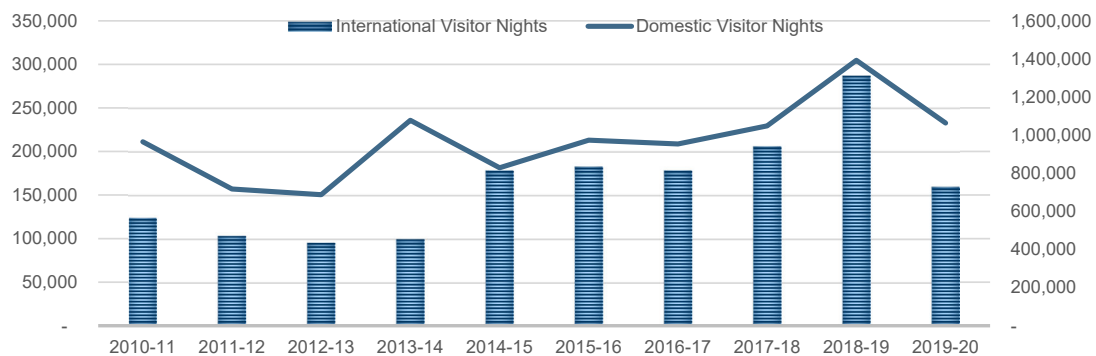


Figure D.2 Historical International and Domestic Visitor Nights, Eastern Region

Source: NIEIR, compiled and presented in economy.id by .id (informed decisions).

A significant location for tourism is the Tasman Peninsula, an area known for its natural biodiversity, as well as its significance to the Tasmanian Aboriginal Community (TPWS, 2020b). The Tasman Peninsula is a popular tourist destination and the location received 202,000 visitors in 2018, an average 8.2% annual increase from 2016. Another significant location for tourism is Freycinet National Park, which received 316 thousand visitors in 2018, an average 5.1% annual increase since 2016 (TPWS, 2021a).

Bus services connect Coles Bay and Bicheno in the Glamorgan Spring Bay Council area to Hobart and Launceston, as well as Tasman Peninsula to Hobart (DSG, 2021a).

There is significant investment current to upgrading the road infrastructure that connects this region to Hobart and more broadly Tasmanian locations under the major road network initiative is the Southeast Traffic Solution, which was established to help maintain the liveability of Sorell and the Southern Beaches through improving travel time

reliability through a more efficient and safer road network (DSG, 2021b). Projects under the Southeast Traffic Solution are currently being constructed.

The proposal is prime position for tourism due to its proximity mid-way between two key tourist sites, Port Arthur Historic Site and Freycinet National Park, both with approximate tourist visitation of 250,000 people annually. The proposal is located approximately 40 minutes by vehicle from the Hobart International Airport and within an hour from the capital city central business district. The proposal is aligned to the region's growing industries of accommodation and food services and can help support a growing tourism region, as well as providing an intermediate tourism location connecting those in the northern and southern extents of the region.

Easy accessibility for both local, domestic, and international travellers will work to improve the feasibility of the region as a destination for mountain bike tourism. Indeed, easy access into the region via established travel routes reinforces the region's potential to become an economically viable and successful destination for mountain bike tourism. A high level of local, domestic, and international access would also work to support potential opportunities for the region as a destination that has the capacity to host premium international events. Importantly, the hosting of events is also a good opportunity to showcase the trail to a wide market, and ensure future growth and economic value for the community.³⁸

Furthermore, proximity to regional population centres and national and international transport hubs provides a captive market for regular mountain bike trail visitation. This could have a positive externality impact, by encouraging more riders in the local area to use the trail, and in doing so, therefore, provide increased economic activity in the region. In terms of a localities' potential as an economically impactful mountain bike destination, being situated less than a few hundred metres from a commercial and/or population centre to thought to be the ideal scenario, as this provides the opportunity for visitors to ride in-ride out of the commercial/population centre to the trail network.³⁹

Additionally, adventure tourism patronage establishes a flow on demand for other tourism services located in the region. This is important because there is potential for employment training and Mutual Obligation outcomes, due to the presence of RTOs within the industry group that are interested in exploring mutual obligation and training opportunities as part of trail development.

³⁸ Otium Planning Group and World Trail, 2020, Central Coast Council MTB Feasibility Study Discussion Paper, pg. 58.

³⁹ Huon Valley Council and World Trail, 2020, Huon Valley Mountain Bike Destination Feasibility Study, pg. 22.

D-2 Mountain biking economic and participatory analysis

Extensive work in understanding mountain biking in Australia from both an economic and participation perspective has been undertaken by AusCycling. The following is adapted from the executive summary of the report: *Mountain Biking in Australia: An Economic and Participatory Analysis* (GHD Advisory, 2020).

Governments at all levels are recognising the growing popularity of mountain biking and its significant market potential by developing strategies and policies to guide investment and planning. Mountain biking, (cycling off-road on a variety of unsealed surfaces, typically through a natural setting) and cycle tourism more broadly is considered one of the fastest growing recreational activities globally. In the 5 years to 2019, Mountain Bike Australia (MTBA, the former peak body for mountain biking nationally) recorded a membership increase of more than 60 percent.

Currently, there is limited publicly available information that accurately estimates the extent of economic and social benefits generated by mountain biking in Australia. Similarly, very few studies estimate the number of participants in mountain biking, as data is limited as not all riders are members of formal clubs or groups. Whilst some studies and strategies attempt to estimate participation in mountain biking, there is little consistency between approaches and limited data to base assumptions on. These studies also often estimate participation for a specific location or trail network, rather than estimating the number of riders nationally.

It was in this context that the *Economic and Participation Analysis Report* aimed to enable AusCycling and other relevant stakeholders in the mountain biking sector to:

- Make future investment and funding applications in the sector, to support economic growth and tourism including investment in mountain bike infrastructure
- Advocate for a coordinated and strategic approach to facility development
- Support negotiations and partnerships for land access
- Support broader outdoor recreation, facility planning and strategy

The report established a baseline of the current levels of participation in mountain biking at a national level, and where possible quantified the value of the economic, social, and environmental benefits of mountain biking.

Unquestionably, mountain biking can deliver environmental, social, health and economic benefits to individuals and communities. There are numerous opportunities to leverage these benefits for the broader community including:

- **Environmental benefits**, through contributions to conservation efforts and preservation of natural areas, and providing access to open space for communities to enjoy and nurture
- **Social and health benefits**, through improved physical and mental health, increased community cohesion and connection and volunteer opportunities
- **Economic benefits**, through increased tourism and spend in local communities with mountain bike trails (e.g., spend on bike hire, shuttle services and at local food and beverage outlets)

Blue Derby is an excellent example of the success of mountain biking tourism in achieving economic benefits for local communities. Derby, a small town in northeast Tasmania was on the brink of collapse (due to a downturn in traditional mining and forestry industries) before \$3.1 million was invested in mountain bike trails in 2015. Now, more than 30,000 tourists visit the trails each year. These visitors generally spend four to five nights in Derby, then another five nights elsewhere in Tasmania, injecting more than \$30 million back into the Tasmanian economy each year.

The *Economic and Participation Analysis Report* used an innovative approach to quantifying participation, by surveying riders at mountain bike trails. This approach involved the identification of a known population component – in this instance this was the known number of MTBA members, and an estimated growth factor to estimate to total population. The results from the survey indicate that there are an estimated 73,823 mountain bike riders within Australia, which is significantly lower than the AusPlay participation estimates of 341,900. It is possible that this result is so low because of survey bias due to how the survey was administered, being a one-off survey administered by local mountain bike clubs at their local trails. To test the bias, a one-off survey was completed without assistance from the local mountain bike club and at a trail network that was not strongly associated with a

club. This resulted in significantly different participation estimates, with 837,352 estimated mountain bike participants within Australia.

Given MTBA had a reach of approximately 40,000 Facebook followers and 23,000 Instagram followers⁴⁰ in 2020, it is entirely unlikely that participation numbers are as low as 73,823, and more aligned with the AusPlay participation estimates of 341,900, and potentially up to 837,352 participants in 2020.

Table D.2 outlines the estimated quantified social benefits of mountain biking both as a per rider and per ride. These are the personal or community benefits which is received from a rider's participation in mountain biking.

Table D.2 Social values of mountain biking, annually and per ride

Social Benefit	Overview of benefit	Estimated annual benefit	Estimated benefit per ride
Health benefits	The personal and health system benefits due to healthier, active individuals	-	\$1.58 per km ridden
Productivity benefit	Improved workplace productivity through decreased absenteeism and presenteeism	\$767	\$7.59 per ride
Human capital uplift	Positive association between sport and physical recreation and educational outcomes	\$252	\$2.50 per ride
Consumer surplus	The satisfaction people derive from participating in sport and active recreation	\$2,624	\$25.98 per ride
Criminal and social justice benefit	Benefits from decreased crime rates due to increased engagement from sport and recreation	\$79	\$0.78 per ride
Civic/volunteering benefit	The value people place on volunteering and enjoying sport and recreation activities	\$3,214 per volunteer	-

Table D.3 outlines the total average expenditure of mountain bikeA members, non-MTBA members and total riders against a number of different categories.

Table D.3 Summary of mountain bike expenditure

Average expenditure	MTBA Member	Non-MTBA Member	Total Riders
Expenditure per ride	\$25.95	\$28.25	\$27.10
Annual expenditure per mountain bike rider	\$2,726.20	\$1,849.90	\$2,282.90
Annual expenditure on larger items (such as new bike purchases, services, equipment and spare parts, protective equipment and clothing)	\$5,990.65	\$3,875.20	\$4,921.95
Expenditure on intrastate mountain bike holidays (per trip)	\$1,934.55	\$1,412.15	\$1,707.95
Expenditure on interstate mountain bike holidays (per trip)	\$2,594.10	\$2,305.90	\$2,485.75

Table D.4 outlines the estimated economic contribution of mountain bike riders riding at their local trails throughout Australia, based on average expenditure and both the participation rate calculated as part of the *Economic and Participation Analysis Report* and the AusPlay participation rate. Based on the participation rate calculated as part of this project, mountain bike participants directly spend \$136.9 million and support a total of 1,323 full time equivalent employees annually through riding at their local trails. Based off the AusPlay participation rates, mountain biking participants directly spend \$630.8 million and support a total of 6,095 full time equivalent

⁴⁰ MTBA 2020, Mountain Bike Australia Annual Report 2020

employees annually through riding at their local trails. The top three industries which are supported the most from mountain bike riders within Australia are the retail trade, accommodation and food services and professional, scientific, and technical services industries.

Table D.4 Economic contribution of mountain bike riders to Australia, per annum

Impact ⁴¹	Output (\$M)	Value Add (\$M)	Wages and Salaries (\$M)	Employment (FTE)
<i>Based on participation of 73,823 (identified as part of this project)</i>				
Direct Impact	\$136.9	\$77.7	\$50.7	903
Indirect (Type 1 Impact)	\$73.6	\$33.9	\$17.1	167
Indirect (Type 2 Impact)	\$96.2	\$50.9	\$21.7	252
Total Impact	\$306.6	\$162.4	\$89.6	1,323
<i>Based on participation of 341,900 (identified as part of AusPlay study)</i>				
Direct Impact	\$630.8	\$358.0	\$233.7	4,163
Indirect (Type 1 Impact)	\$339.1	\$156.0	\$78.9	769
Indirect (Type 2 Impact)	\$443.1	\$234.5	\$100.2	1,163
Total Impact	\$1,413.0	\$748.5	\$412.7	6,095

In addition to the expenditure at local trails, mountain bike riders also contribute significantly to their local and Australian economy through larger annual purchases such as new bikes and equipment, as well as supporting the Australian tourism industry through intra and inter-state mountain biking specific holidays.

A significant opportunity exists to leverage this substantial expenditure and bring benefit to the local community and economy.

Market assessment

Australian overview

There are an estimated 2,081,200 cycling participants in Australia over the age of 15 years (ERASS, 2011). Cycling participation in Australia has experienced 45% growth over the last 10 years. Participation is also strong in Australia's key tourism markets such as New Zealand, where 'all cycling' participation is 22.7% and mountain biking is a key sector with over 202,000 estimated participants.

The economic impacts of mountain biking arise due to spending by riders in proximity to mountain bike trail networks and other spending in the broader region. Visitors from outside the region who travel to mountain bike (day users and overnight users) generate significant expenditure covering food and beverage, accommodation (for overnight stayers), and recreation and other services. Further detail on the expenditure of riders based on an online survey undertaken as part of this study, is provided in Section 6.

As an example, more than 31,000 riders visited La Larr Ba Gauwa Park in Victoria in its first 18 months of opening. This visitation provided a huge economic boost to the region, with visitors spending an estimated \$1.6 million in the first 12 months. Many of the visitors originated from outside the region, with the majority travelling from Melbourne or Bendigo to ride the new trails.

⁴¹ **Direct impacts**, are the first round of effects from direct operational expenditure on goods and services.

Indirect (Flow-on) impacts, the second and subsequent round effects of the increased level of purchases by suppliers in response to increased sales. Indirect (Flow-on) impacts are disaggregated to:

- Supply chain effects (type I), which represent the production induced support activity as a result of additional expenditure on goods and services, and subsequent round effects of increased purchases by suppliers in response to increased sales.
- Consumption effects (Type II), which represent the consumption induced activity from additional household expenditure on goods and services resulting from additional wages and salaries being paid within the economy.

Similarly, around 129,000 visitors to the ACT participated in cycling (all forms of cycling, either as a participant or as a spectator) in the year ending March 2019. This visitation resulted in 376,000 visitor nights in the ACT, and associated expenditure. The Canberra Mountain Bike Report estimates that at least 50% of these cycle tourism visitors are mountain bikers, resulting in an estimated expenditure in the ACT of \$30 million annually. Whilst the economic benefits of mountain biking are significant, they are often only assessed on a location specific level (for example, at a trail network, or less commonly, at a state level).

An innovative approach was developed to aid AusCycling in estimating the number of mountain bike riders within Australia. This approach involved the identification of a known population component – in this instance this was the known number of mountain bikeA members, and an estimated growth factor to estimate to total population. This known population component totalled 17,265 people who were mountain bikeA members and mountain biked. This population was used as the basis for participation rate estimates.

To estimate total participation rates of mountain biking in Australia, a cordon survey at mountain bike trails was undertaken to identify gender, age and if riders at the trail networks were mountain bikeA members in the previous 12-month period. This cordon survey involved local mountain biking clubs surveying participants at their local, mountain bike trails. This approach was originally selected to allow for the greatest potential distribution of results from across Australia.

The results from this survey were then to be used to identify the average proportions of mountain bikeA members against total mountain bike riders and extrapolate this proportion to estimate total participation and is reported upon in the report *Mountain Biking in Australia: An Economic and Participatory Analysis* (GHD Advisory, 2020).

Based on the participation rate calculated as part of this survey (participation of 73,823), mountain biking participants directly spend \$136.9 million and support a total of 1,323 full time equivalent employees annually through riding at their local trails. Based off the AusPlay participation rates (participation of 341,900), mountain biking participants directly spend \$630.8 million and support a total of 6,095 full time equivalent employees annually through riding at their local trails. In addition to the expenditure at local trails, mountain bike riders also contribute significantly to their local and Australian economy through larger annual purchases such as new bikes and equipment, as well as supporting the Australian tourism industry through intra and inter-state mountain biking specific holidays. A significant opportunity exists to leverage this substantial expenditure and bring benefit to the local community and economy.

Frequency of use

Based on the survey results, the most common frequency of rides was a couple of times a week, followed by once a week. For MTBA members, the third most common frequency for riding was daily, whereas for non-MTBA members it was once a fortnight as highlighted in Table D.5.

Table D.5 Survey responses – frequency of rides

Frequency of Ride	MTBA Member	Non-MTBA Member	Total Riders
Daily	93 (13.2%)	38 (5.3%)	131 (9.2%)
A couple of times a week	464 (66.0%)	374 (51.7%)	838 (58.8%)
Once a week	112 (15.9%)	179 (24.8%)	291 (20.4%)
Once a fortnight	26 (3.7%)	78 (10.8%)	104 (7.3%)
Once a month	6 (0.9%)	41 (5.7%)	47 (3.3%)
Once every 3 months	0 (0.0%)	9 (1.2%)	9 (0.6%)
Once every 6 months	2 (0.3%)	3 (0.4%)	5 (0.4%)
Once a year	0 (0.0%)	1 (0.1)	1 (0.1%)
Total	703	723	1,426

Expenditure due to cycling

Based on the survey results, riders had on average \$2,282.90 of expenditure relating specifically to riding, with transport expenditure to and from trails typically being the largest form of expenditure of \$1,073.25 per year,

followed by expenditure on meals and beverages with \$566.50 spent per rider per year and purchases from supermarkets and other retail shops with \$553.40 spent per year. Average expenditure is provided in Table D.6.

On average, MTBA members typically spent more in total than non-MTBA members, with MTBA members recording \$2,726.20 of total expenditure relating specifically to riding, whereas non-MTBA members recorded \$1,849.90 of total expenditure per year.

Table D.6 Average total expenditure per rider per year

Duration of Ride	MTBA Member	Non-MTBA Member	Total Riders
Transport to and from trails	\$1,374.30	\$779.95	\$1,073.25
Meals and beverages	\$687.95	\$447.15	\$566.50
Purchases from supermarkets or other retail shops	\$548.15	\$558.60	\$553.40
Bike rental hire	\$115.80	\$64.20	\$89.75
Average annual expenditure per rider	\$2,726.20	\$1,849.90	\$2,282.90

Based on the information provided, it is possible to estimate the average expenditure relating specifically to per rider per ride. By applying the frequency of rides with the total expenditures, an average expenditure per ride can be estimated as shown in Table D.7.

Table D.7 Average expenditure per ride

Duration of Ride	MTBA Member	Non-MTBA Member	Total Riders
Transport to and from trails	\$13.50	\$11.20	\$12.35
Meals and beverages	\$6.30	\$6.25	\$6.25
Purchases from supermarkets or other retail shops	\$5.00	\$9.75	\$7.40
Bike rental hire	\$1.15	\$1.05	\$1.10
Average annual expenditure per rider	\$25.95	\$28.25	\$27.10

This analysis illustrates that, on average, individuals who mountain bike spend \$27.10 per ride, with transport to and from the trails constituting the largest expenditure item, at \$12.35 per ride. This is followed by purchases from supermarkets and other retail shops at \$7.40 and other meals and beverages at \$6.25 per ride.

Non-MTBA members typically spend more per ride than mountain bikeA members, at \$28.25 per ride compared to \$25.95 per ride. However, over the course of a year mountain bikeA members spend more in total, because mountain bikeA members also ride a lot more frequently compared to non-MTBA members – which results in a lower average expenditure per ride (economies of scale)

Importantly, these purchases, except for some transport costs, would likely occur within the proximity of mountain bike trails, with purchases made before or after a ride. This provides a direct economic benefit to the area where the trail is located.

Intrastate holidays

In addition to general expenditure items, it was identified that approximately two-thirds of respondents went on a mountain bike specific intrastate holiday in the past 12 months. MTBA members were more likely than non-MTBA members to go on a holiday intrastate revolving around mountain biking.

Table D.8 Survey responses – intrastate mountain bike holidays

Intrastate mountain bike holiday	MTBA Member	Non-MTBA Member	Total Riders
Yes	487 (76.0%)	372 (57.1%)	859 (66.5%)
No	154 (24.0%)	279 (42.9%)	433 (33.5%)

Intrastate mountain bike holiday	MTBA Member	Non-MTBA Member	Total Riders
Total	641	651	1,292

Based on the survey results, people who went on intrastate holidays to mountain bike went between one and three times a year, with MTBA members more likely to go on intrastate holidays to mountain bike more than four times per year.

Table D.9 Survey responses – intrastate mountain bike holidays

Intrastate mountain bike holiday	MTBA Member	Non-MTBA Member	Total Riders
Once	72	81	153
2 times	89	98	187
3 times	99	72	171
4 times	59	41	100
5 times	70	37	107
Every 2 months	26	9	35
Monthly	49	14	63
Total	464	352	816

Based on the survey data, typically people who went on intrastate holidays for the primary reason of mountain biking spent \$1,707.95 per trip with accommodation being the largest expenditure item at \$525.70 per ride, followed by meals and beverages at \$510.90 and ground transport at \$279.20 per trip.

MTBA members typically spend more per intrastate holiday for the primary reason of mountain biking than non-MTBA members at \$1,934.55 per trip compared to \$1,412.15 per trip for non-MTBA members, with the largest expenditure differential being meals and accommodation (\$710.55 per trip for MTBA members versus \$250.25 per trip for non-MTBA members).

Table D.10 Survey responses – intrastate mountain bike holidays average annual expenditure

Average intrastate mountain bike holiday	MTBA Member	Non-MTBA Member	Total Riders
Airfares	\$149.30	\$80.80	\$119.60
Ground transport	\$301.00	\$250.75	\$279.20
Meals and beverages	\$710.55	\$250.25	\$510.90
Accommodation	\$478.80	\$586.95	\$525.70
Retail purchases	\$161.60	\$145.15	\$154.50
Bike rental	\$23.05	\$21.95	\$22.55
Equipment and spare parts	\$110.25	\$76.30	\$95.50
Total average expenditure	\$1,934.55	\$1,412.15	\$1,707.95

Interstate holidays

Approximately 40% of respondents went on a mountain bike specific interstate holiday in the past 12 months. Approximately 55% of members went on an interstate holiday revolving around mountain biking compared to approximately 30% of non-MTBA members.

Table D.11 Survey responses – interstate mountain bike holidays

Interstate mountain bike holiday	MTBA Member	Non-MTBA Member	Total Riders
Yes	337 (54.3%)	201 (31.7%)	538 (42.9%)

Interstate mountain bike holiday	MTBA Member	Non-MTBA Member	Total Riders
No	284 (45.7%)	433 (68.3%)	717 (57.1%)
Total	621	634	1,255

Survey results indicate that Tasmania is typically the most popular location for an interstate mountain bike holiday within Australia, followed by Victoria, ACT and New South Wales.

National impact

Table D.12 outlines the economic contribution mountain biking has to Australia, based off the participation estimates developed as part of this engagement. Directly, people who mountain biking at their local trails, spend \$136.9 million within Australia annually, directly supporting 903 full time equivalent employees. Once factoring in indirect expenditure, the total employment supported amounts to 1,323 full time equivalent employees. The breakdown of this employment by industry is outlined in Table D.13.

Table D.12 Economic contribution of mountain bike riders to Australia – survey estimated participation rate

Impact	Output (\$M)	Value Add (\$M)	Wages and Salaries (\$M)	Employment (FTE)
Direct Impact	\$136.9	\$77.7	\$50.7	903
Indirect (Type 1 Impact)	\$73.6	\$33.9	\$17.1	167
Indirect (Type 2 Impact)	\$96.2	\$50.9	\$21.7	252
Total Impact	\$306.6	\$162.4	\$89.6	1,323

Table D.13 Employment by industry supported by mountain bike riders to Australia – survey estimated participation rate

Impact	Direct Employment	Indirect (Type 1) Employment	Indirect (Type 2) Employment	Total Employment
Agriculture, Forestry & Fishing	0	15	6	20
Mining	0	1	1	1
Manufacturing	0	13	13	26
Electricity, Gas, Water & Waste Services	0	3	3	7
Construction	0	7	6	13
Wholesale Trade	0	7	8	14
Retail Trade	714	17	52	783
Accommodation & Food Services	189	6	35	230
Transport, Postal & Warehousing	0	12	13	25
Information Media & Telecommunications	0	5	3	9
Financial & Insurance Services	0	6	10	16
Rental, Hiring & Real Estate Services	0	14	5	19
Professional, Scientific & Technical Services	0	31	12	43
Administrative & Support Services	0	18	9	27

Impact	Direct Employment	Indirect (Type 1) Employment	Indirect (Type 2) Employment	Total Employment
Public Administration & Safety	0	4	3	7
Education & Training	0	1	22	22
Health Care & Social Assistance	0	0	29	30
Arts & Recreation Services	0	1	6	7
Other Services	0	6	19	25
Total	903	167	252	1,323

Table D.14 outlines the economic contribution mountain biking has to Australia, based off the participation estimates developed by AusPlay. Directly people who mountain bike at their local trails, based off AusPlay participation estimates, spend \$630.8 million within Australia annually, directly supporting 4,163 full time equivalent employees. Once factoring in indirect expenditure, the total employment supported amounts to 6,095 full time equivalent employees.

6.5 Tasmania

Mountain biking is a good fit with Tasmania's brand as a nature (and heritage) based destination, which is well recognised internationally for its walking and wilderness-related product. Mountain biking becoming a fast-growing activity that attracts varying ages and demographics – with visitors from local communities, intrastate, Australia, and overseas.

Tasmania is one of the most notable success stories for investing in dedicated mountain biking tourism experiences, with the development of several signature trails that have propelled it onto the world stage of 'must do' premier mountain bike tourism destinations. Across the state there has been considerable development in mountain bike infrastructure including in the Northeast, North and South, with the trail networks at Kate Reed Reserve, Trevallyn, Hollybank, Derby, the Meehan Ranges and Mount Wellington.

Economic contribution of mountain bike riders to Australia – AusPlay participation rate

Impact	Output (\$M)	Value Add (\$M)	Wages and Salaries (\$M)	Employment (FTE)
Direct Impact	\$630.8	\$358.0	\$233.7	4,163
Indirect (Type 1 Impact)	\$339.1	\$156.0	\$78.9	769
Indirect (Type 2 Impact)	\$443.1	\$234.5	\$100.2	1,163
Total Impact	\$1,413.0	\$748.5	\$412.7	6,095

Tasmanian market

Mountain biking is a good fit with Tasmania's brand as a nature (and heritage) based destination, which is well recognised internationally for its walking and wilderness-related product. Mountain biking becoming a fast-growing activity that attracts varying ages and demographics – with visitors from local communities, intrastate, Australia, and overseas.

Tasmania is one of the most notable success stories for investing in dedicated mountain biking tourism experiences, with the development of several signature trails that have propelled it onto the world stage of 'must do' premier mountain bike tourism destinations. Across the state there has been considerable development in mountain bike infrastructure including in the Northeast, North and Hobart, with the trail networks at Kate Reed Reserve, Trevallyn, Hollybank, Derby, the Meehan Ranges and Mt Wellington.

Several states in Australia, including Victoria, are investing in dedicated mountain biking and cycle tourism experiences. However, Tasmania is one of the most notable success stories, with the development of several signature trails that have propelled it onto the world stage of 'must do' premier mountain bike tourism destinations.

According to the TVS, approximately 42,500 visitors to Tasmania in the year ended 30 September 2019 participated in the activity of "riding a bicycle or mountain bike". This data compares with approximately 26,000 participating in the activity of "riding a bicycle or mountain bike" in the year ended 30 September 2012.

Also, in the year ended 30 September 2019, approximately 25,700 visitors specifically visited to undertake the activity of mountain bike riding. Of these visitors, the majority visited Tasmania's Northern region, where the Blue Derby trail is located, and the least visited the Southern and East Coast regions. 62% of mountain biking visitors also had a household income of more than \$104,000 per annum, while 43% of mountain biking visitors had a household income of more than \$150,000 per annum.

The relative size of the visitor cycling market and the potential for expansion in cycling activity can be gleaned from a comparison of visitor activity in other outdoor activities. According to the TVS, in the year ended 30 September 2019 approximately 490,000 visitors undertook bushwalking activity under a duration of four hours, with 112,000 undertaking this activity for over four hours but not overnight. Approximately 39,000 visitors undertook an overnight bushwalking activity.

Much of this success and tourist growth in Tasmania's mountain biking market can be attributed to an initial investment of approximately \$3 million to develop the first 85 km stage of a mountain bike network in the small rural township of Derby. Formerly home to tin mining and forestry, the area was suffering significant decline. Fast forward seven years, and the town has been completely revitalised with a range of new businesses and employment opportunities following several new business openings across tour, retail, and food and beverage industries, as well as a boom in property prices. Indeed, according to *Queensland's Mountain Bike Strategy*:

"Offering a range of experiences through pristine bushland on the town's doorstep, the 'Blue Derby' mountain bike tourism destination is widely regarded as the mountain bike capital of Australia, its closest rivals located across the ditch in New Zealand. In 2017, the Blue Derby trails were voted by professional mountain bikers as the best in the Enduro World Series (EWS) competition. This was the first time a stage of the EWS was held in Australia."

*The \$3.1 million network is reportedly attracting more than 30,000 visitors every year, who spend four to five nights in Derby then another five nights elsewhere in Tasmania, delivering an estimated return on investment of more than \$30 million per year from visitation alone."*⁴²

Blue Derby's success has been a catalyst for several other new trail development across Tasmania, including:

- Maydena Bike Park, a privately run and gravity-focused mountain bike park in the Derwent Valley, which opened in January 2018. The park is Australia's largest gravity-focused bike park, with an estimated 80km of trails tailored predominantly to the 'enduro' market. The Maydena Bike Park also attracted an approximately 35,000 visitors to the town of Maydena in its first year of operation. Furthermore, with a broadening focus towards trail-based riding and beginner friendly trails, visitation at the park will likely grow substantially in the coming year.
- A 66 km network south of St Helens connecting to Blue Tier, including the recently opened iconic Bay of Fires Descent Trail, opened in November 2019. The average riders of the St Helens mountain-biking network are Tasmanians travelling intrastate with their families, and who are aged between 36 and 45. They stay in the St Helens area for an average of 1-3 nights more than once a year and, while in the area they spend an average of \$50 - \$100 a day not including accommodation. Mountain bike riders travel to the St Helens area specifically to ride the trails, with the average rider mountain biking at least once a week.⁴³
- Stage 1 of the \$4.1 million, 100 km+, Wild Mersey Mountain Bike Development in the North West of Tasmania, catering for more beginner and family experiences (construction commenced in 2018). Work on Wild Mersey has continued since then and continues to progress, with Kentish Council lodging a development application for 3 new downhill trails in early August 2022. Overall, the North West is predicted to attract over 138,000 new visitors, and create 51 full time jobs, contributing \$6.88 million to the economy.
- Current investigations to develop an expanded trail network at Mt Wellington, Hobart, and new trail networks at George Town, Queenstown and on the west coast of Tasmania.

The growing number and variety of riding experiences across Tasmania are expected to increase the length of visitation and encourage repeat visitation, delivering long term economic benefits and jobs.

⁴² Source: Queensland Mountain Bike Strategy

⁴³ Break O'Day Council, 2022, Mountain Bike Visitation 2021-2022.

There are several factors that point towards significant potential for further mountain bike tourism in the State. Not only are participation rates increasing in Australia and other countries as explored above, but better access to more trails is helping further expand and grow the market. As such, cycling plays an important role in Tasmania's broader tourism offering.

Tasmania received 1,352,000 visitors in the pre-COVID year of 2019 according to the *Tasmania Visitor Survey* (TVS).⁴⁴ Importantly, data from Tourism Tasmania's TVS also provides a picture of what activities visitors participate in while in Tasmania, importantly including: "mountain biking". According to the TVS, in 2019 approximately 25,000 visitors to Tasmania rode a mountain bike during their trip. This was a marked and consistent increase from previous years, and the largest year-to-date visitation number prior to the increase in the year-to-date to March 2020 figure, which was immediately prior to the COVID-induced slump. This figure is similar to the number of visitors participating in 'canoeing, kayaking, and sea kayaking' over the same period in Tasmania, but less than the number who participated in bushwalks or fished.

Of the mountain biking visitors to Tasmanian in the year-to-date to December 2019, the majority (22,000) visited Tasmanian's 'Northern' region, with the most common states of origin for domestic mountain biking travellers being N.S.W. (7,000 visitors) and Victoria (6,000 visitors). 78% of visitors who mountain biked arrived by air and 22% by sea. This provides an overall sense of the current size of the visitor mountain biking market for Tasmania.

The Intrastate market for biking can be identified through participation in exercise, recreation, and sport data. Tasmanians' participation in cycling totals 44,400 persons over the aged of 15 years, which equates to 11.1% of the population. This participation rate is slightly lower than the Australian rate of 11.9%.

Northern Tasmanian Development commissioned an independent assessment of the potential mountain bike market and cost/benefit analysis in June 2012. This report was later updated in March 2013. The following data is drawn from this report prepared by TRC Tourism.

Determining the number of mountain bikers in Tasmania can be estimated reasonably accurately from several sources, namely:

- An Australian Bureau of Statistics survey in 2000 estimated there were 15,300 mountain bikers in Tasmania. This equates to approximately 3.5% of the population. The majority (55%) were located in Hobart, 22% in the North and 23% elsewhere.
- Based on similar (3.5%) participation rates there would be an estimated 17,800 mountain bikers in Tasmania today.
- Based on the strong sales of mountain bikes over the last decade and the increased number of mountain bike specific trails being built, it is reasonable to assume that the number of mountain bikers in the State would be in the range of 20,000 to 25,000 as stated in Mountain Bike Tourism Potential in Northern Tasmania Report (2011).

⁴⁴ <http://www.tvsanalyser.com.au/>

Appendix E

International case studies

International case studies and overview

The concept of developing cycling recreation and tourism infrastructure to boost regional advantage is not new. The following cases illustrate the way in which mountain bike infrastructure and events have served important niche tourism roles in rural areas across New Zealand, Europe, and North America. They are intended as offering a brief overview and background to provide context and to compliment the other work that has been completed on the economic impact of mountain biking trails.

The information provided in these summaries predominantly originates in the *Toowoomba and Lockyer Valley Escarpment Mountain Bike Master Plan 2019-26*⁴⁵, and the article 'Economic Impacts of Mountain Biking Tourism' by Lee Lau⁴⁶.

Rotorua, New Zealand.

A study into the economic impact of the Whakarewarewa forest trails found that people who ride the trails contribute between \$30 and \$50 million annually to the local economy (equivalent to approximately 3-5% of total visitor spend in the region).

Visitors who ride in the forest are spending on items like food and drink, shuttle bus tickets, bike and equipment hire, bike servicing and repairs, clothing, accommodation, and tourism attractions and activities. Approximately 230,000 riders are estimated to visit the forest every year.

Through visitor expenditure, the trails are also estimated to indirectly support between 250-300 full time equivalent jobs, equating to more than \$10 million in income.

Queenstown, New Zealand

Queenstown is known as one of New Zealand's leading mountain bike destinations. It is home to a gravity-based bike park (Skyline Queenstown), alongside several other all mountain and cross-country trails. Moreover, the Queenstown region is known for its long-format descending trails, such as Corrotown, Skippers Canyon, and Rude Rock.

From an economic perspective, a 2017 report by consultants TRC Tourism estimated that mountain biking contributed over \$25m per year to Queenstown's local economy and helped to support vibrant secondary tourist infrastructure.

Wales, United Kingdom

The United Kingdom Forestry Commission constructed five purpose-built mountain bike parks. In 2004 these five parks generated a total visitation of approximately 146,000 people. Of this 133,000 were visitors from outside the region and their expenditure was estimated at £3.3million.

A 2008 study also demonstrated that of the 135,000 mountain-biking users at Welsh trail centres that year, 35% were overnight visitors and 24% were day-trippers from outside the local area.

Scotland, United Kingdom

In 2001, the 7stanes project was initiated by Forestry and Land Scotland after mountain bike tourism was identified as a potential driver of economic growth, following the negative economic effects of a foot and mouth outbreak that had decimated traditional agricultural industries in the region. By 2007, the 7stanes project was attracting over 394,000 visitors. The total gross expenditure attributed to 7stanes visitation in 2007 was approximately £11.08 million.

A 2008 study showed Scotland to be the UK's outstanding performing region, with 600,000 visitor nights taken up largely by mountain biking visitors. The average stay was 5 nights with an average daily spend of £33.

⁴⁵ <https://www.lockyervalley.qld.gov.au/repository/libraries/id:2ecbxcg5l17q9su8pzhy/hierarchy/our-council/publications/documents/Toowoomba%20and%20Lockyer%20Valley%20Escarpment%20MTB%20Master%20Plan.pdf>

⁴⁶ <https://www.pinkbike.com/news/economic-impacts-of-mountain-biking-tourism-2014.html>

Grisons (Graubünden), Switzerland

A 2012 study from the Swiss canton of Grisons, which is known as an alpine and outdoor sport destination within the nation, showed that bikers stay an average of 2.7 days in the region, and that downhillers stay an average of 4.7 days. Furthermore, mountain bikers were high value visitors, spending an average of 159 CHF per day (approx. AUD\$240), which was higher than other visitors who spent an average of 128-140 CHF per day (approx. AUD190 to AUD\$210).

Moab, Utah, United States

The iconic "Slickrock Trail", which is one of America's most famous, attracted over 120,000 riders in 1998. The value of this trail alone was estimated to US\$8.5 million. A 2011 study also demonstrated that overnight visitors constituted most users to the trail (64%). Visitors also spent on average \$206 per day.

Bayfield and Sawyer Counties, Wisconsin, United States

A 2020 study jointly conducted by the University of Wisconsin River Falls Research Centre (UW-RFRC) and Chequamegon Area Mountain Bike Association (CAMBA) demonstrated that mountain bike trails brought \$7.8 million a year to Bayfield and Sawyer Counties, which are in Wisconsin's northwest.

Of the \$7.8 million figure, \$2.3 million is in labour income and \$3.2 million in total value and the generation of 118 jobs. On average, each non-local visitor to the trails in Bayfield and Sawyer counties is expected to pay \$200 per day, with secondary spending in restaurants, hotels, and motels and the like accounting for \$1.8 million.

Whistler, British Columbia, Canada

Whistler transforms its summer economy by transitioning its ski resort facilities into mountain biking facilities in the skiing off season. Attendance at Whistler in the summer is now higher than during the ski season. The Whistler Park attracts more than 100,000 mountain biking visitors each season with 90% staying overnight. In 2006 spending by Whistler trail visitors totalled over US\$16 Million, with over 60% of riders at Whistler coming from outside British Columbia.

A 2007 study found that trail riders stayed approximately 4.5 to 5 nights and spent approximately \$94 per day. International visitors stayed longer (7 nights on average) but spent marginally less per day.

Moreover, a 2016 report commissioned by the Whistler Off Road Cycling Association (WORCA) estimated that mountain biking was worth over \$79m per year to the British Columbian economy, and that over 500,000 individual rides were undertaken in the province in 2016.

Squamish, British Columbia, Canada

A 2014 study found that 75% of trail users were visitors, jumping to 85% on some trails. A conservative projection of the number of riders counts 1,920 visitors/week and 640 locals/week. 40% of visitors to the location stayed overnight (average stay was 2.5 days) and spent \$215 per person per trip or approximately \$80/day. Day visitors spent \$37 on average.

Vancouver North Shore, British Columbia, Canada

A 2007 study found that 55% of mountain bikers were visitors (i.e., not locals of North Vancouver). However, very few riders (9%) stayed on the North Shore, reflecting the fact that there was a high degree of visitation from Vancouver city. Also reflecting this reality, daily spend was low for visitors compared to comparable Canadian locations (at only \$39 for day trips, and \$48 for overnight trips).

Appendix F

Preliminary cost estimates

Preliminary cost estimates

Construction

For construction, funding will be sought from State and Federal Government. Given that the project is a public use facility private investment is considered complimentary to the major project funding. Funding of trails on private land will be conditional to public access under a trail management agreement.

In kind support and volunteer labour will also contribute to the project the SETMBA will coordinate volunteer build days to assist the project meet time schedules in the Wielangta Forest project. This model was used successfully for the development of mountain bike trail facilities in the north of the state, with which project stakeholders have had experience.

Maintenance

Each municipality will need to develop a maintenance model for projects in their area. The project includes a maintenance model that utilises, the local volunteer teams, trainees from the trade training centre and resources through commercial user group contributions such as tour groups. The current budget is indicated in Table F.1.

Table F.1 Project cost estimates, prepared by SETMBA

ACTION	DESCRIPTION	METHOD/UNIT COSTS	ESTIMATES
PROJECT AREA WIELANGTA STATE FOREST/SANDPIT RESERVE/KELLEVIE			
PRELIMINARY			
Stage scoping	Trail orientation, preliminary environment, and heritage assessment	61km of trail of which 29km has been established remaining route areas have been defined in principle. 150 hours at \$80 per hour	\$13,200
Environmental assessment	Assessment and approval	Estimate - threatened/vulnerable species data has been obtained	\$22,000
Development Application	Preparation	Single development application for the trail, Quoted based on current consultant rates	\$100,000
TRAIL DESIGN AND CONSTRUCTION			
Section 1. Kellevie to Middle Peak	Upgrade of existing trail Adventure trail/XC ascending (Green/Blue)	15km of trail with estimate of 20% requiring capping or drainage	\$81,500
Section 2. Middle Peak to Kellevie (return loop)	Upgrade of existing trail Adventure trail/XC descending (Blue/Black)	14km of trail with estimate of 20% requiring capping or drainage	\$75,600
Section 3. Middle Peak to Buckland trail junction	Contracted construction	Est. 8km of trail.	\$520,000
Section 4. Sandspit Reserve Loop	Contracted construction	Est. 10k of trail. Assessment undertaken by Trail Company at \$350 per km. Est. \$10,000 material cost.	\$650,000
Section 4. Buckland trail junction to Thumbs	Design and construct Adventure (Blue)	Est. 11km of trail. To be undertaken by Trail Company at \$65 per metre	\$715,000
Section 5. Thumbs to Orford	Design and construct Gravity (Black)	Est. 7km of trail. To be undertaken by Trail Company at \$65 per metre	\$385,000

ACTION	DESCRIPTION	METHOD/UNIT COSTS	ESTIMATES
Section 6. Thumbs to Orford	Contracted design and construction XC/Flow (Blue) Descending	Est. 6k of trail. construction. by Trail Company.	\$390,000
Section 7. Orford to Thumbs (Climbing)	Contracted design and construction XC Climbing/Walking (Green)	Est. 6k of trail. Volunteer construction. Assessment by Trail Company. Est. \$10,000 material cost.	\$390,000
TRAIL INFRASTRUCTURE			
Signage	Track signage	Marker posts and signage to IMBA standard	\$7,200
Trail head amenities	Bike wash, parking at Southern and Northern trail heads		\$55,000
PROJECT MANAGEMENT AND SUPERVISION			
Project management	Management of Contractor works, liaison with SERDA, Project management and reporting	One full time position – 18 months (\$80 per hour incl. on-cost)	\$237,000
Training	Training of community members and volunteers (20); Trained to IMBA standard with relevant WHS qualification	Undertaken by Trail Company/RTA	\$20,000
Equipment	PPE and tools for volunteers		\$20,000
<i>Sub Total</i>			<i>\$3,600,000</i>
PROJECT AREA MEEHAN RANGES			
PRELIMINARY			
Environmental assessment, trail scoping and planning have been undertaken	Assessment and approval	Estimate - threatened/vulnerable species data for the project area has been provided, Environmental impact of trail area still required	\$100,000
TRAIL DESIGN AND CONSTRUCTION			
Car park enhancement	NA	Contractor	\$45,000
Signage to IMBA standards	NA	Contractor	\$6,000
PROJECT MANAGEMENT AND SUPERVISION			
Training	Training of community members and volunteers (20); Trained to IMBA standard with relevant WHS qualification	Undertaken by Trail Company/RTA	\$22,000
Equipment	PPE and tools for volunteers		\$22,000
<i>Sub Total</i>			<i>\$195,000</i>
Total project CAPEX cost			\$3,795,000




Appendix G

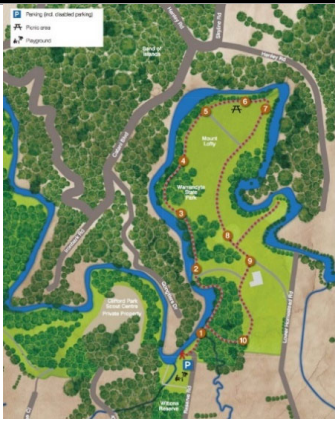
Storytelling and wayfinding examples

Wayfinding and storytelling to share site values

For nature-based tourism experiences, it is important to enhance the visitor's understanding and connection to place – by sharing the site's unique qualities and values. Storytelling and interpretation can enrich the visitor's experience along the route, giving insightful information and raising awareness about the site's past, present and important features. Beyond the installation of signage, storytelling can be communicated through public art or functional infrastructure. An overview of other excellent examples of trail interpretation and wayfinding is outlined in Table G.1.

Table G.1 Exemplar trail interpretation and storytelling

Trail Name	Location	Link	Description of Storytelling
Australia			
Three Capes Track	Southeast Tasmania	www.threecapetrack.com.au	<p>The Three Capes Track offers choice of experience for walkers – from self-guided, to a 4-day/3night package option. The later includes fully equipped overnight stops, boat drop-off and pickup, and rangers present to provide information. This comes with an excellent track guide, with unique storytelling linked to interpretive signage and art features along the track. The track is supported by a comprehensive, well-designed website and product branding.</p>  
Port Phillip Bay Coastal Cycling and Walking Trail	Hobsons Bay City - Victoria	www.creativehatinterpretation.com.au/featured-commissions/2016/7/3/people-pelicans	<p>Walking and cycling along this 16km-long trail in Port Phillip Bay is an experience offering stories about the area's past and contemporary history. It also offers wayfinding and appreciation of the landscape and local biodiversity.</p> 
Walking Manningham	Manningham City - Victoria	http://www.creativehatinterpretation.com.au/featured-commissions/2016/6/26/	<p>The 21 trails are tailored for different interests and mobility needs including joggers, pram pushers and wheelchairs. Covering a series of themes, the walking trail interpretation design explores the site's diverse heritage, including gold mining and the Wonga Park settlement.</p>

Trail Name	Location	Link	Description of Storytelling
			 <p>The map shows the Emscher Valley with numbered points 1-10 and descriptive text boxes explaining the trail's history and features. The text boxes include:</p> <ul style="list-style-type: none"> 1. The valley's history is rooted in the mining industry of the Ruhr region. The Emscher Valley was once a landscape of coal mines and steel mills. 2. The valley's history is rooted in the mining industry of the Ruhr region. The Emscher Valley was once a landscape of coal mines and steel mills. 3. The valley's history is rooted in the mining industry of the Ruhr region. The Emscher Valley was once a landscape of coal mines and steel mills. 4. The valley's history is rooted in the mining industry of the Ruhr region. The Emscher Valley was once a landscape of coal mines and steel mills. 5. The valley's history is rooted in the mining industry of the Ruhr region. The Emscher Valley was once a landscape of coal mines and steel mills. 6. The valley's history is rooted in the mining industry of the Ruhr region. The Emscher Valley was once a landscape of coal mines and steel mills. 7. The valley's history is rooted in the mining industry of the Ruhr region. The Emscher Valley was once a landscape of coal mines and steel mills. 8. The valley's history is rooted in the mining industry of the Ruhr region. The Emscher Valley was once a landscape of coal mines and steel mills. 9. The valley's history is rooted in the mining industry of the Ruhr region. The Emscher Valley was once a landscape of coal mines and steel mills. 10. The valley's history is rooted in the mining industry of the Ruhr region. The Emscher Valley was once a landscape of coal mines and steel mills.
International			
Industrial Heritage Bike Trail	Germany	https://climate-adapt.eea.europa.eu/en/metadata/case-studies/a-flood-and-heat-proof-green-emscher-valley-germany/11305605.pdf	<p>As part of the Emscher Landscape Regional Park, the Industrial Heritage Bike Trail navigates through the Ruhr Region in West Germany. The cycle trail connects more than 10 cities and links a network of industrial heritage sites now dedicated to living, working, leisure and cultural activities. There is also extensive interpretation and public art along the trail and through the park.</p>
Shimane Kaido	Japan	https://shimane-cycle.or.jp/cyclin/en-02.html	<p>The 70-kilometre long Shimanami cycling route connects 6 islands and numerous small towns through a network of bridges. Along the way, riders get to see Japan's history, museums, and beautiful natural surroundings.</p>
Capitals Route	Europe (Ireland, UK, Netherlands, Germany, Poland, Belarus, and Russia)	https://en.eurovelo.com/ev2/netherlands	<p>Capital Routes is 1 of 17 long-distance routes from the EuroVelo2 cycling tourism network connecting the whole European continent. This 5000 kilometre trail crosses 7 different countries and passes 17 UNESCO World heritage sites. The experience includes maps, guidebooks, and a comprehensive network of national and regional information providers.</p>

Appendix H

Risk register

H-1 Project risk assessment

A risk analysis of the proposed works has identified a number of risk events/items, which will be managed by effective risk management processes throughout the project life. The assessment process has generally been undertaken in accordance with Australian Standard AS ISO 31000:2018, *Risk Management – Guidelines*. An overview of the risk management process is reproduced as follows.

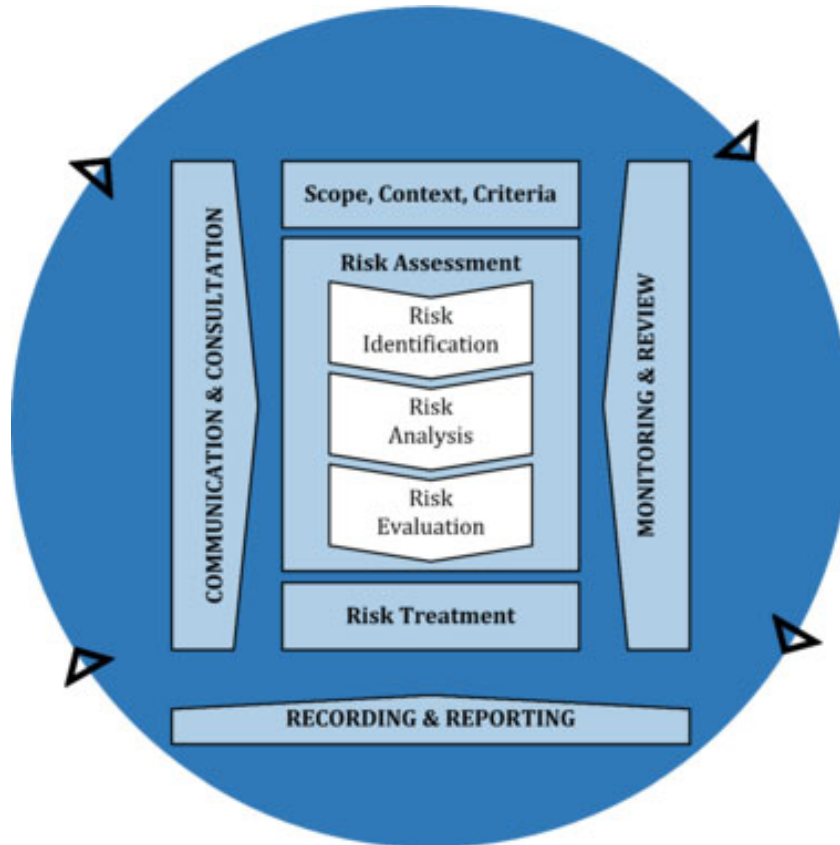


Figure H.1 Overview of the risk management process

Image source: AS ISO 31000: 2018, p.9, Figure 4 - Process.

The risk assessment process involved consideration of the consequence and likelihood of the risks associated with each issue identified. The criterion upon which this assessment was based is given in Table H.1 and Table H.2. A consequence and likelihood were selected that best represented the likely outcome if the potential hazard actually did occur. For each consequence, the likelihood was considered in terms of the most likely outcome and not the “absolute worst case”. Using this information, the risks were then rated using the matrix to give a result in terms of very high, high, medium or low risk.

Table H.1 Risk assessment criteria – consequence

	A - Insignificant/Notable	B - Minor	C - Moderate	D - Major	E - Catastrophic
Schedule	Less than 1% impact on overall project timeline	May result in overall project timeline overrun equal to or more than 1% and less than 3%	May result in overall project timeline overrun of equal to or more than 3% and less than 10%	May result in overall project timeline overrun of equal to or more than 10% and less than 30%	May result in overall project timeline overrun of 30% or more
Cost	Less than 1% impact on the overall budget of the project	May result in overall project budget overrun equal to or more than 1% and less than 3%	May result in overall project budget overrun of equal to or more than 3% and less than 10%	May result in overall project budget overrun of equal to or more than 10% and less than 30%	May result in overall project budget overrun of 30% or more
Environment	Insignificant impact of risk of impact.	Minor impact or risk impact	Moderate impact or risk of impact.	Major impact or risk of impact.	Serious impact or risk of impact.
	No impact, or potential impact, on the environment, heritage, flora or fauna.	Transient impact, or potential impact, on the environment, heritage, flora or fauna. The impact on the environment or heritage is on or potentially on a localised scale, or is of low intensity.	Temporary to medium-term impact, or potential impact, on the environment, heritage, flora or fauna. The impact on the environment or heritage is on or potentially on a localised to medium scale, or is of a low to medium intensity.	Medium to long-term impact, or potential impact, on the environment, heritage, flora or fauna. The impact on the environment or heritage is on or potentially on a medium to wide-scale, or of a medium to great intensity.	Permanent or potential for permanent, long-term impact on the environment or heritage is on or potentially on a wide-scale, or of great intensity.
Safety	First aid injury. No medical treatment.	Medical treatment injury / Illness. Reversible disability / Impairment.	Lost time injury / Illness / Moderate irreversible disability (<30%) to one or more workers	Single fatality and/or severe irreversible disability (>30%) to one or more workers.	Multiple fatalities / Irreversible health impacts >50 workers
Occupational Health	Exposure to health hazard resulting in temporary discomfort.	Exposure to health hazard resulting in symptoms requiring medical intervention and full recovery (no lost time)	Exposure to health hazards / agents (over the OEL) resulting in reversible impact on health (with lost time) or permanent change with no disability or loss of quality of life.	Exposure to health hazards / agents (significantly over the OEL) resulting in irreversible impact on health with loss of quality of life or single fatality.	Exposure to health hazards / agents (significantly over the OEL) resulting in irreversible impact on health with loss of quality of life of a numerous group/population or multiple fatalities.
Legal & Regulatory	Insignificant non-compliance with internal operational procedure or standard.	Minor non-compliance with external standards or operating procedure with low potential for impact.	Non-compliance with moderate potential for impact e.g. breach of legislation.	Breach of licences, legislation, regulation or repeated non-compliance with high potential for prosecution.	Events resulting in suspended or severely reduced operations imposed by regulators. Substantial fines and prosecution at company and individual level.
Reputation (Social / Communities)	Minor disturbance of culture / social structures with no public concern regarding the issues.	Social impacts on local population, mostly repairable. Single stakeholder complain in reporting period with some public concern within the immediate community.	Ongoing social issues. Isolated complaints from community members / stakeholders with public concern escalating to a regional level.	Significant social impact. Organised community protests threatening continuity of operations with public concern at a State / National level.	Major widespread social impacts. Community reaction affecting business continuity. 'License to operate' under jeopardy with widespread or high level of public concern about the incident with a National / International impact.
	Potential for localised coverage with no real impact on Community.	Localised impact; increased concern from certain groups / organisations with minor impacts over a short period.	Regional concern / adverse publicity over a sustained period within host and neighbouring communities. Non-violent protestor action.	Potential for sustained reputational damage through escalated public concern and reactions on a state / national forum with the real potential for negative repercussions affecting shareholders, investors and /or suppliers.	Noticeable reputational damage include national/international negative public attention with sustained measurable repercussions affecting shareholders, investors and/or suppliers.

Table H.2 Risk assessment criteria – Likelihood

Likelihood Descriptor		Description	Guidance
5	Almost Certain	The unwanted event has occurred frequently.	Occurs in order of one or more times per year & is likely to reoccur within 1 year.
4	Likely	The unwanted event has occurred infrequently.	Occurs in order of less than once per year & is likely to reoccur within 5 years.
3	Possible	The unwanted event has happened in the business at some time.	Has occurred or could happen within 10 years.
2	Unlikely	The unwanted event has happened in the business at some time.	Has occurred or could happen within 20 years.
1	Very Unlikely/Rare	The unwanted event has never been known to occur in the business.	Has not occurred or is highly unlikely that it will occur within 20 years.

Table H.3 Risk rating criteria

	Insignificant/No table	Minor	Moderate	Major	Catastrophic
Almost Certain	Medium	High	High	Very High	Very High
Likely	Medium	Medium	High	High	Very High
Possible	Low	Medium	Medium	High	High
Unlikely	Low	Low	Medium	Medium	High
Very Unlikely/Rare	Low	Low	Low	Medium	Medium

The risk register prepared in consultation with SERDA and SETMBA is provided overleaf.

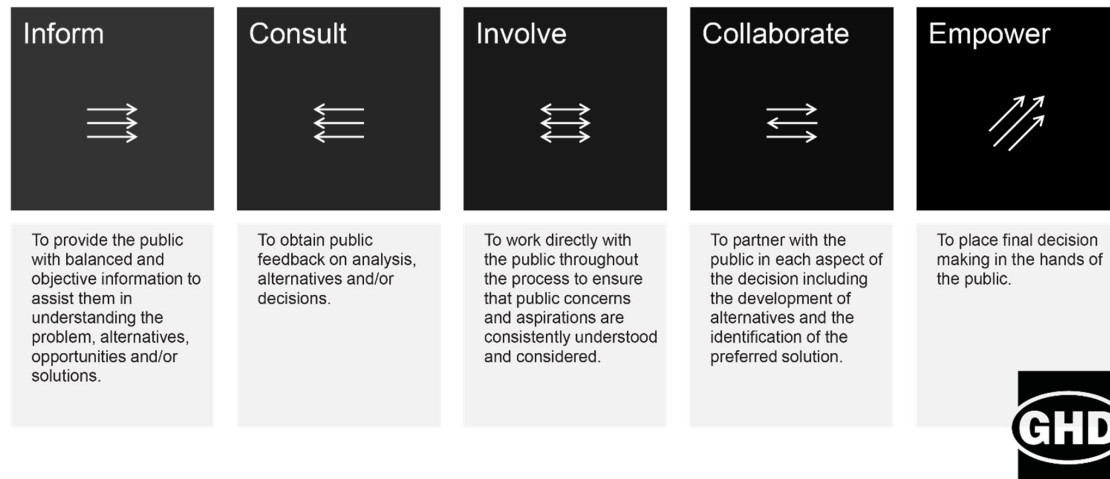
Appendix I

Engagement Plan

I-1 Stakeholder engagement

The International Association of Public Participation (IAP2) has developed an internationally recognised spectrum of engagement. This spectrum allows an appropriate level of engagement to be tailored to a stakeholder group based on the outcome required. Engagement will concentrate on using the **Inform**, **Consult**, **Involve** and **Collaborate** levels of participation with stakeholders and community.

IAP2 Public Participation Spectrum



The stakeholder engagement objectives for the Southeast Tasmania Mountain Bike Trail offering are to:

- Inform stakeholders of project
- Consult with stakeholders to gather feedback
- Involve stakeholders to inform the development of the Strategic Plan
- Collaborate with the community and stakeholders throughout all stages of the project

Our proposed consultation approach will be to:

- Prepare a Stakeholder Community Engagement Plan (SCEP) that will guide activities that will cover:
 - Stakeholder mapping
 - Key messaging for the project
 - An Action Plan for activities to be carried out for each stakeholder group including:
 - Proposed consultation with key stakeholders
 - Outline the mechanisms by which the wider community will be informed such as SERDA/Council websites, social media channels, an online survey and email/letter updates
 - Outline how input from stakeholders will be demonstrably incorporated into the strategy

All interactions and communications throughout the project will be logged via communication register.

I-1-1 Community Collaboration Framework

The SEMTBA have a Community Collaboration Framework and will work in partnership with SERDA to enhance community cohesion and increase liveability in the area by throughout the project collaborating with community organisations to:

- Provide increased recreational opportunities for all Tasmanians
- Provide volunteer mentoring to provide meaningful social contribution opportunities for people in the region
- Enhance existing training, employment and education opportunities through the project




- Explore new opportunities to support organisations with social a charter through the Southeast Mountain bike Plan
- Continue to build on and enhance existing community partnerships, St Virgil College, Mackillop College, The Friends School, Mates for Mates, the Risdon Vale Bike Collective through the project
- Support fundraising opportunities through events partnerships
- Work collaboratively to promote the indigenous, settlement history, industry and environmental values of the area

I-1-2 Stakeholder mapping

Stakeholders have been categorised based on the level of their interest and influence to identify how best to engage during the Project. These categories are:

- **Rights** - those people have a 'right to 'know' as they are directly affected, i.e. those impacted by the project outcomes
- **Power** - those who are elected representatives and Government authorities that have power to influence the project outcomes
- **Interest** - interest groups with larger agendas

Likely risks and opportunities for each stakeholder have been identified with suggested proactive strategies to assist with mitigating the risk or maximising the opportunity to garner support and increase positive perceptions and understanding of the Project's benefits.

Key		Interest	Influence
Low		Stakeholder has little interest in the project because it does not directly affect, or involve, them. No, or minimal engagement.	Low, as unaffected/uninterested, and without authority to affect project. Engage only in response to enquiry.
Medium		Stakeholder may have indirect interest in the project but not enough to prompt proactive engagement. Inform, as courtesy.	Medium, may be a significant voice but lack formal influence channels, or decision-making powers. Inform, as courtesy.
High		Stakeholder will have significant interest in the project and/or ability to affect progress. Requires timely, consistent engagement.	High due to position, or extent to which matter affects, or is of interest/value to them. Requires timely, consistent engagement.

Stakeholder Type	Stakeholder	Interest	Influence	Category	Initial engagement response	Next steps
Australian Government	Brian Mitchell MP, Member for Lyons Jonathon Duniam MP	●	●	Power	<ul style="list-style-type: none"> – Favourable – Recognise economic benefit & social benefit 	<ul style="list-style-type: none"> – Project briefing – Regular milestone updates – SE Mountain Bike Trail Strategy
	Eric Hutchinson (former Member for Lyons)	●	●			
Tasmanian Government	Jeremy Rockliff Dept Premier and Cabinet /Tourism Minister	●	●	Power	<ul style="list-style-type: none"> – Favourable – Recognise economic benefit & social benefit – Support offered for liaising with land managers as staff changes and land tenure changes had been a significant impediment to progressing 	<ul style="list-style-type: none"> – Ministerial Briefing – Business Case – Regular milestone updates – Regulatory approvals – Invite review of Draft Strategy – Online survey – SE Mountain Bike Trail Strategy
	Rebecca White Anita Dow Australian Labor Party	●	●			
	Cassy O' Connor Alice Giblin Australian Greens	●	●			
	Paul Taranto Department of State Growth	●	●			
	Environmental Regulators PWS (Parks and Wildlife Service) Department of Natural Resources and Environment – Aboriginal Heritage Tasmania – Biosecurity Tasmania	●	●			
	Emergency Services Tasmania Ambulance Tasmania Royal Hobart Hospital Royal Flying Doctor Service Tasmania	●	●			
Local Government	GM Robert Higgins Mayor Kerry Vincent Sorell Council	●	●	Power	<ul style="list-style-type: none"> – Favourable – Recognise economic benefit & social benefit 	<ul style="list-style-type: none"> – Risk/opportunities workshop – Regular milestone updates – Regulatory approvals – Invite review of Draft Strategy – Online survey – SE Mountain Bike Trail Strategy
	GM Greg Ingham Mayor Cheryl Arnol Glamorgan Spring Bay Council Mayor Rod MacDonald Tasman Council	●	●			

Stakeholder Type	Stakeholder	Interest	Influence	Category	Initial engagement response	Next steps
Industry Group	SETMBA Committee Members	●	●	Rights	<ul style="list-style-type: none"> – Favourable – Recognise economic benefit & social benefit – Training opportunities 	<ul style="list-style-type: none"> – Risk/opportunities workshop (selected groups) – Business Case – Invite review of Draft Strategy – Online survey – SE Mountain Bike Trail Strategy – Regular milestone updates – Regulatory approvals – Develop collaboration models
	– Duncan Giblin					
	– Wayne Chapman					
	– Dave Mason					
	– Darren Wray					
	– Sarah Kennedy					
	Tourism Tasmania	●	●			
	Glamorgan Spring Bay Tourism	●	●			
	Mark Chopping Forico	●	●			
Interest Group	David White Sustainable Timbers Tasmania	●	●	Interest	<ul style="list-style-type: none"> – Favourable – Recognise economic benefit & social benefit 	<ul style="list-style-type: none"> – Risk/opportunities workshop (selected groups) – Regular milestone updates – Invite review of Draft Strategy – Online survey – SE Mountain Bike Trail Strategy including detail on: – Sustainable Operation Plan
	Andrew Hyatt, Business & Employment Southeast Tasmania	●	●			
	Destination South East Coast Tourism	●	●			
	Existing mountain bike trail/providers in Tasmania: Blue Derby, Maydena Bike Park, Mount George Bike Trail, Hollybank, St Helens Mountain Bike Trails, Clarence Mountain Bike Park, West Coast mountain bike Trails etc.	●	●			
	TT Line, Redline, TassieLink, East Coast Coaches	●	●			
	Southeast Region Development Association (SERDA)	●	●			
	Vica Bailey Wilderness Society	●	●			
Interest Group	Wild Wielangta	●	●	Interest	<ul style="list-style-type: none"> – Favourable – Recognise economic benefit & social benefit 	<ul style="list-style-type: none"> – Risk/opportunities workshop (selected groups) – Regular milestone updates – Invite review of Draft Strategy – Online survey – SE Mountain Bike Trail Strategy including detail on: – Sustainable Operation Plan
	Local GPs/Medical Centres	●	●			
	National Mountain Biking Groups/Associations	●	●			

GHD | SERDA | 12588669 | Southeast Tasmania Mountain Bike Strategic Plan

Stakeholder Type	Stakeholder	Interest	Influence	Category	Initial engagement response	Next steps
	Tasmanian Active Living Coalition	●	●			<ul style="list-style-type: none"> – Emergency/Medical Response Plan – Develop collaboration models
	Cycling South	●	●			
	Bicycle Network	●	●			
	Traditional Custodians	●	●			
Landowner	Multiple adjoining landowners in Glamorgan Spring Bay / Sorell municipalities.	●	●	Rights	<ul style="list-style-type: none"> – Favourable – Recognise economic benefit & social benefit 	<ul style="list-style-type: none"> – Risk/opportunities workshop – Develop collaboration models – Invite review of Draft Strategy – Online survey – SE Mountain Bike Trail Strategy – Regular milestone updates
Business	Accommodation, food and beverage/hospitality, tourism providers	●	●	Interest	<ul style="list-style-type: none"> – Favourable – Recognise economic benefit & social benefit 	<ul style="list-style-type: none"> – Risk/opportunities workshop (selected) – Develop collaboration models – Invite review of Draft Strategy – Online survey – SE Mountain Bike Trail Strategy – Regular milestone updates
	Manager (Stuart Loone)	●	●			
	Owner (Graeme Wood)	●	●			
	Spring Bay Mill					
	Mountain Bike businesses e.g., Mountain Bike and Rock Climbing Tasmania	●	●			
Community	Community members	●	●	Interest		<ul style="list-style-type: none"> – Risk/opportunities workshop (selected) – Develop collaboration models – Invite review of Draft Strategy – Online survey – SE Mountain Bike Trail Strategy
	Residents					
	Local Schools					
	Mountain Biking enthusiasts (local, interstate & international)	●	●			
Media	News	●	●	Interest		<ul style="list-style-type: none"> – Media release
	Radio					



ghd.com

→ The Power of Commitment



20 November 2023

BY DELIVERY

Glamorgan Spring Bay Council
9 Melbourne Street
Triabunna TAS 7190

Dear Greg Ingham,

I refer to your notice of Disposal of Council Land at 25-35 Spencer Street, Triabunna located on the corner of Boyle Street and Spencer Street.

The purpose of this correspondence is to notify you of my objection to the proposed disposal of public land located at the above address.

My objection is based on the following grounds after review of the plan provided on the council website:

1. Our roads are currently unsuitable for the current population of Triabunna, bordering on unsafe with the current damage/potholes on the roads. They cannot accommodate an influx in population that would come from such a development.
2. We do not have the services available to accommodate an influx in the population. Specifically, our medical centre is struggling to cope with the demand of the current population with the standard wait times for appointments already being 4 weeks.
3. Due to the lack of suitable fenced area for the children in the area to congregate and play (with majority of playground developments occurring in Orford) this land is used by the children of the neighbourhood for this purpose, as the area is away from the road and can be viewed by parents from their homes. I suggest that a better use of the area would be to develop a suitable playground or path for prams or dog walking to benefit the current children and families of Triabunna.
4. I purchased my residence with a key factor being that the neighbouring lot was crown land. This factor appealed to me on the basis that this lot was quite, offered a level of privacy and safety. As per point 3 above, our children also use this area to play. This will cause a significant negative impact on the way we live our day to day lives for the period that we reside in our home (which we intend to be indefinitely).
5. For the period that the proposed development is being completed, all the neighbouring lots of the proposed development will be affected by noise, machinery

and builders. The influx of all the above will again affect our day to day lives, and the safety of myself and my family (with the influx of traffic and builders).

Quite frankly, I think that if the council asked the opinion of the current members of the community, they would find several better uses for the area that do not involve a sale of local land.

If you wish to discuss this with me further, please do not hesitate to contact me on [REDACTED]
[REDACTED] or by email at [REDACTED]

Kind regards,

[REDACTED]

Re: 25 - 35 Spencer Street, Triabunna

[REDACTED]

Wed 22-November-2023 3:03 PM

To: Jason Watson <jason@freycinet.tas.gov.au>

Hi Jason,

Thank you for this information regarding the sale of the above land. Can I please request that the land not be sold as public housing. A number of Housing Department houses for families were built in the 1970s to accommodate workers when the Woodchip Mill opened. Triabunna is a small town with few work options available since the mill closed. More social housing will only make life for the residents more difficult.

Kind regards

[REDACTED]



AUDIT PANEL CHARTER

The Glamorgan Spring Bay Council has established an Audit Panel in compliance with Division 4 of the Local Government Act 1993 (the Act), the Local Government (Audit Panels) Order 2014 and the Local Government (Audit Panels) Amendment Order 2015.

This Charter sets out the Panel's objectives, composition, tenure, functions, reporting and administrative arrangements.

1. Objective

The objective of the Audit Panel (the Panel) is to assist Elected Members (Councillors) of the Glamorgan Spring Bay Council (the Council) by reviewing the Council's performance under section 85A of the Act and reporting to the Council its conclusions and recommendations.

2. Functions

To assist the Council in fulfilling its responsibilities relating to the review of the Council's performance and compliance in the following areas:-

- The Council's financial system, financial governance arrangements and financial management;
- The Annual Financial Statements of the Council accurately represent the state of affairs of the Council.
- That the Strategic Plan; Annual Plan; Long-Term Financial Management and Strategic Plans; Long-Term Strategic Asset Management Plan; Asset Management Strategic Plan; and Asset Management Policy are integrated and the processes and assumptions under which those plans were prepared are documented.
- Reviewing accounting procedures, internal controls, anti-fraud, anticorruption and risk management systems, controls and policies that are in place which safeguards the Council's long-term financial position.
- Compliance with all provisions of the Local Government Act 1993 and any other relevant legislation.
- Reviewing the action taken and effectiveness of previous recommendations made by the Panel.

3. Key Areas

In fulfilling its functions, the Audit Panel should consider the following key areas:

- corporate governance;
- systems of internal control;
- external and internal audit;
- risk management frameworks;
- human resource management, including policies, procedures and enterprise agreements;
- procurement;
- information and communications technology governance;
- management and governance of the use of data, information and knowledge; and
- internal and external reporting requirements.



4. Membership

- The membership of the Panel will comprise of 4 members, whereby 2 members must be independent persons (including the independent chairperson).
- An 'Independent Person' is a person who is not a Councillor, employee of Glamorgan Spring Bay Council or a Councillor or employee of another Council.
- The following persons are eligible to be members of the Audit Panel:-
 - A Councillor, other than the Mayor, of Glamorgan Spring Bay Council;
 - An independent member of another Council's audit panel;
 - An independent member appointed by Council with relevant knowledge and expertise.
- The Glamorgan Spring Bay Council is to appoint all members to its Audit Panel with all independent persons having the relevant knowledge and experience.
- A member of the Audit Panel will be appointed for a period not less than one year and not more than four (4) years. An independent member may be reappointed for a further term not exceeding four (4) years. A Councillor representative must stand down at the next election following the appointment of the Audit Panel but shall be eligible for re-appointment if re-elected to Council.

5. Chairperson

The Chairperson must be an Independent Person. The Glamorgan Spring Bay Council is to directly appoint the Chairperson.

6. Remuneration

- Remuneration for independent members of the panel will be reviewed annually and set at agreed rates, subject to Council approval.

7. Annual Work Plan

- The Panel is to develop an Annual Work Plan that includes, but is not limited to, a schedule of meetings and the known objectives for each meeting scheduled.

8. Responsibilities of Panel Members

Members of the Audit Panel are expected to understand and observe the legal requirements of the Act and the Audit Panel orders. Members are also expected to:

- Act in the best interests of the Council;
- Apply sound analytical skills, objectivity and judgement;
- Express opinions constructively and openly;
- Raise issues that relate to the Audit panel's functions and pursue independent lines of enquiry within the Panel's deliberations and meetings; and
- Contribute the time required to review the papers provided.

9. Confidentiality

- Panel Members must maintain the confidentiality of any information, documents and communication that the Council or Panel has designated as being in confidence, and only access Council information in order to perform their role as a Panel member.



10. Interests

- Audit Panel Members must declare any real, potential or perceived pecuniary or non-pecuniary interests that may affect them in carrying out their functions. The Audit Panel member with the interest must also notify the General Manager of the Council, in writing, of the interest within seven days of declaring the interest.
- Independent members are to consider past employment, consultancy arrangements and related party issues in making declarations.
- A standing item for declarations of interest should be included in all Panel meeting agenda.
- The Chairperson of the Audit Panel is to ensure that the declaration of an interest is recorded in the minutes of the meeting and any relevant written report.

11. Induction

- The Council will provide new Audit Panel members with relevant information and briefings on their appointment to assist them to meet their Audit Panel responsibilities.

12. Meetings

- The Panel will meet at least four (4) times a year. The Panel may hold additional meetings as and when required in order to fulfil its functions. Any two (2) members of the Panel or the General Manager may request a meeting at any time.
- The Audit panel is to regulate its own proceedings in accordance with this Charter.
- A quorum is constituted by a majority of the total number of Panel Members appointed. At least one Panel Member who is an independent person is to be present, otherwise there is no quorum present at the meeting.
- The General Manager (or Delegate) and Finance Manager (or Delegate) with secretariat support must attend all meetings unless the Chairperson determines that the meeting is to be held in private
- The Audit Panel may invite any employee of Glamorgan Spring Bay Council, representative of the Tasmanian Audit Office and/or any other person to attend meetings of the Audit Panel for the purposes of providing specialist information or advice to the Panel. The Audit Panel may also allow any Councillor of the Glamorgan Spring Bay Council to attend meetings of the Audit Panel in the capacity as an observer. Attendees are to be subject to the same confidentiality provisions as Panel Members.
- Reasonable notice will be given of the meetings to all members of the Panel and an agenda is to be provided with any relevant attachments.

13. Secretariat and Resources

- Council is to provide secretariat support to, and all necessary funding required by, the Audit Panel to perform its functions.



14. Reporting

- The Panel will provide a written report (minutes) to the next Ordinary Council Meeting or as soon as practical following a meeting, concerning the outcomes and/or recommendations made by the Panel which will then be noted and/or accepted by Council.
- The Audit Panel must provide an annual report to the Council that comprises, at least:
 - A summary of the work undertaken and significant findings during the past year;
 - A review of the Panel's Charter and, if required, recommended changes to the Council for its approval;
 - An update on membership of the Panel, in particular if there has been or may be change;
 - The significant aspects of the Panel's deliberations for the coming year; and
 - Any other matters deemed, by the Panel, as requiring the Council's attention.

15. Review

- The Audit Panel will undertake a regular review and evaluation of its own performance.
- This Charter will be reviewed at least every 4 years.

Approved:

Mayor Cheryl Arnol

Date



GLAMORGAN SPRING BAY COUNCIL

AUDIT PANEL CHARTER

1. Objective

2. Functions ~~Principal purpose~~

2.3. Key Areas

3.4. Membership

4.5. Chairperson

5.6. Remuneration

7. Annual Work Plan

8. Responsibilities of Panel Members

9. Confidentiality

10. Interests

6.11. Induction

12. Meetings

7.13. Secretariat and Resources

8.14. Reporting

9.15. Review

Date Adopted by Council: 28.04.2020 (Previous version Feb 2016)
Due for Review June 2024

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~~Annexure A: Work Plan~~

~~Annexure B: Meeting Procedures~~

Date Adopted by Council: 28.04.2020 (Previous version Feb 2016)
Due for Review June 2024



GLAMORGAN SPRING BAY COUNCIL

AUDIT PANEL

CHARTER

The Glamorgan Spring Bay Council has established the Audit Panel in compliance with Division 4 of the Local Government Act 1993 (the Act), the Local Government (Audit Panels) Order 2014 and the Local Government (Audit Panels) Amendment Order 2015.

This Charter sets out the Panel's objectives, composition, tenure, functions, reporting and administrative arrangements.

1. Objective

The Audit Panel is established under Section 85(1) of the Local Government Act 1993 and as directed under the Local Government (Audit Panels) Order 2014 and the Local Government (Audit Panels) Amendment Order 2015.

The ~~objective primary functions~~ of the Audit Panel (the Panel) is to assist Elected Members (Councillors) of the Glamorgan Spring Bay Council (the Council) ~~by reviewing in fulfilling Council responsibilities relating to the review of the Council's performance under section 85A of the Act and reporting to the Council its conclusions and recommendations and effectiveness as well as safeguarding its long-term financial position.~~

2. Functions ~~Principal Purpose~~

To assist the Council in fulfilling its responsibilities relating to the review of the Council's performance and compliance in the following areas:-

- The Council's financial system, financial governance arrangements and financial management;
- The Annual Financial Statements of the Council accurately represent the state of affairs of the Council.
- That the Strategic Plan; Annual Plan; Long-Term Financial Management and Strategic Plans; Long-Term Strategic Asset Management Plan; Asset Management Strategic Plan; and Asset Management Policy are integrated and the processes and assumptions under which those plans were prepared are documented.
- Reviewing accounting procedures, internal controls, anti-fraud, anticorruption and risk management systems, controls and policies that are in place which safeguards the Council's long-term financial position.
- Compliance with all provisions of the *Local Government Act 1993* and any other relevant

legislation.

- Reviewing the action taken and effectiveness of previous recommendations made by the Panel.

~~The Panel is to serve as an independent and objective party to review all financial information presented to their local community (as outlined above).~~

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3. Key Areas

In fulfilling its functions, the Audit Panel should consider the following key areas:

- corporate governance;
- systems of internal control;
- external and internal audit;
- risk management frameworks;
- human resource management, including policies, procedures and enterprise agreements;
- procurement;
- information and communications technology governance;
- management and governance of the use of data, information and knowledge; and
- internal and external reporting requirements.

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~~3.~~ 4. Membership

The membership of the Panel will comprise of **4 members**, whereby 2 members must be independent persons (including the independent chairperson).

An 'Independent Person' is a person who is not a Councillor, employee of Glamorgan Spring Bay Council or ~~a Councillor or an~~ employee of another Council.

The following persons are eligible to be members of the Audit Panel:-

- (a) A Councillor, other than the Mayor, of Glamorgan Spring Bay Council;
- (b) An independent member of another Council's audit panel;
- (c) An independent member appointed by Council with relevant knowledge and expertise.

The Glamorgan Spring Bay Council is to appoint all members to its Audit Panel with all independent persons having the relevant knowledge and experience.

A member of the Audit Panel will be appointed for a period not less than one year and not more than four (4) years. ~~An independent member may be reappointed for a further term not exceeding four (4) years.~~ A Councillor representative must stand down at the next election following the appointment of the Audit Panel but shall be eligible for re-appointment if re-elected to Council.

~~4.~~ 5. Chairperson

The Chairperson must be an Independent Person.

~~If the Panel includes more than one Independent Person, then T~~the Glamorgan Spring Bay Council is to directly appoint the Chairperson.

~~5.~~ 6. Remuneration

Remuneration for independent members of the panel will be reviewed annually and set at agreed rates, subject to Council approval.

~~6.~~ 7. Annual Work Plan

The Panel is to develop an Annual Work Plan that includes, but is not limited to, a schedule of meetings and the known objectives for each meeting scheduled. ~~(see Annexure A).~~

8. Responsibilities of Panel Members

Members of the Audit Panel are expected to understand and observe the legal requirements of the Act and

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the Audit Panel orders. Members are also expected to:

- Act in the best interests of the Council;
- Apply sound analytical skills, objectivity and judgement;
- Express opinions constructively and openly;
- Raise issues that relate to the Audit panel's functions and pursue independent lines of enquiry within the Panel's deliberations and meetings; and
- Contribute the time required to review the papers provided.

9. Confidentiality

Panel Members must maintain the confidentiality of any information, documents and communication that the Council or Panel has designated as being in confidence, and only access Council information in order to perform their role as a Panel member.

10. Interests

Audit Panel Members must declare any real, potential or perceived pecuniary or non-pecuniary interests that may affect them in carrying out their functions. The Audit Panel member with the interest must also notify the General Manager of the Council, in writing, of the interest within seven days of declaring the interest.

Independent members are to consider past employment, consultancy arrangements and related party issues in making declarations.

A standing item for declarations of interest should be included in all Panel meeting agenda.

The Chairperson of the Audit Panel is to ensure that the declaration of an interest is recorded in the minutes of the meeting and any relevant written report.

11. Induction

The Council will provide new Audit Panel members with relevant information and briefings on their appointment to assist them to meet their Audit Panel responsibilities.

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7-3. 12. Meetings

The Panel will meet ~~at least, not less than~~ four (4) times a year. The Panel may hold additional meetings as and when required in order to fulfil its functions. Any two (2) members of the Panel or the General Manager may request a meeting at any time.

The Audit panel is to regulate its own proceedings in accordance with this Charter.

A quorum is constituted by a majority of the total number of Panel Members appointed. At least one Panel Member who is an independent person is to be present, otherwise there is no quorum present at the meeting.

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The General Manager (or Delegate) and Finance Manager (or Delegate) with secretariat support must attend all meetings unless the Chairperson determines that the meeting is to be held in private-

The Audit Panel may invite any employee of Glamorgan Spring Bay Council, representative of the Tasmanian Audit Office and/or any other person to attend meetings of the Audit Panel for the purposes of providing specialist information or advice to the Panel. The Audit Panel may also allow any Councillor of the Glamorgan Spring Bay Council to attend meetings of the Audit Panel in the capacity as an observer. Attendees are to be subject to the same confidentiality provisions as Panel Members.

Reasonable notice will be given of the meetings to all members of the Panel and an agenda is to be provided with any relevant attachments.

~~Meeting procedures have been developed to inform all members and Council on how the Panel will perform their functions (see Annexure B).~~

13. Secretariat and Resources

Council is to provide secretariat support to, and all necessary funding required by, the Audit Panel to perform its functions.

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8-4. 14. Reporting

The Panel will provide a written report (minutes) to the next Ordinary Council Meeting or as soon as practical following a meeting, concerning the outcomes and/or recommendations made by the Panel which will then be noted and/or accepted by Council.

~~All agendas and Panel papers will be circulated to Panel members only and are to be kept confidential at all times.~~

The Audit Panel must provide an annual report to the Council that comprises, at least:

- A summary of the work undertaken and significant findings during the past year;

- A review of the Panel's Charter and, if required, recommended changes to the Council for its approval;
- An update on membership of the Panel, in particular if there has been or may be change;
- The significant aspects of the Panel's deliberations for the coming year; and
- Any other matters deemed, by the Panel, as requiring the Council's attention.

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8- 15. Review

The Audit Panel will undertake a regular review and evaluation of its own performance.

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This Charter will be reviewed at least every 4 years.

Approved:-

Mayor Cheryl Arnol ~~Debbie Wisby~~

Dated:

GLAMORGAN SPRING BAY COUNCIL

**AUDIT PANEL****ANNEXURE A — ANNUAL WORK PLAN**

The Audit Panel for “Glamorgan Spring Bay Council” is established under Section 85(1) of the *Local Government Act 1992* and as directed under Item 10 of the *Local Government (Audit Panels) Order 2014* and the *Local Government (Audit Panels) Amendment Order 2015*.

The Panel must develop an Annual Work Plan that includes, but is not limited to, a schedule of meetings and the known objectives for each meeting so scheduled. The Panel must meet not less than four (4) times a year and the purposed schedule of compulsory meetings for the Panel and items for discussion (but not limited to) as follows:-

Quarter	Scheduled Meeting Date	Scheduled Objective
January — March	March	Review of Long-Term Financial Strategic and Management Plans; Asset Strategic and Management Plans and Policies; Strategic Plan (if necessary) before Annual Budget process begins.
April — June	June	Review Annual Plan prior to adoption; compliance check against all relevant legislation; previous motions and recommendations made by Council to be in place prior to EOY (if applicable).

July—September	September	Review of all financial system controls—both externally and internally, policies and practices safeguarding Council's long-term financial position including Risk Management and Anti-Fraud measures.
October—December	November	Review of Annual Financial Statements for accurate representation of the affairs of Council; and the Auditor-General's Report with suggested actions and recommendations to be implemented.

~~The Panel may hold additional meetings as and when required in order to fulfil its functions with any two (2) members of the Panel or the General Manager may request additional meetings.~~

GLAMORGAN SPRING BAY COUNCIL



AUDIT PANEL

Annexure B – Meeting Procedures

The Audit Panel for "Glamorgan Spring Bay Council" is established under Section 85(1) of the Local Government Act 1993 and as directed under Item 9 of the Local Government (Audit Panels) Order 2014 states:-

The Council may provide to its Audit Panel a charter relating to:-

- (a) the manner in which the Audit Panel is to perform its functions; and
- (b) the procedure of the Audit Panel in respect of its meetings.

The following conditions and guidelines apply to all meetings held by the Audit Panel:-

1. An Audit Panel is to hold not less than four (4) meeting in each financial year. Additional meetings can be held as and when required in order to fulfil its functions. Any two (2) members of the Audit Panel or the General Manager may request additional meetings.
2. A quorum is constituted by a majority of the total number of Panel Members appointed.
3. At least one Panel Member who is an Independent Person is to be present, otherwise there is no quorum present at the meeting.
4. The General Manager (or delegate) is to attend all meetings.
5. The Finance Manager (or delegate) is to attend all meetings.
6. The Audit Panel may invite or allow any Councillor or employee of "Glamorgan Spring Bay Council" to attend one or more meetings.
7. Items 5 and 6 above **do not** apply if the Audit Panel determines that the meeting is to be held in private.
8. The Audit Panel may regulate its own proceedings.
9. All minutes, recommendations and conclusions of Audit Panel meetings are to be provided within a written report and submitted to the next Ordinary Council Meeting or as soon as reasonably practicable.
- 10.1. Council is to provide secretariat support to, and all necessary funding required by, the Audit Panel to perform its functions.



THROTTLE S

"If you don't follow through on your dreams, you might as well be a vegetable."
Burt Munro

SPONSORSHIP PROSPECTUS

1-3 March 2024 / East Coast Tasmania
Brett Withington: info@spokemcfestival.com.au

SPOKE MOTORCYCLE FESTIVAL

for the love of motorbikes and the joy of racing

EVENT OVERVIEW

Spoke Motorcycle Festival is a unique event that celebrates the love of motorbikes and the joy of racing and riding. The second Spoke Motorcycle Festival will be held on the 1st to the 3rd of March 2024.

Inspired by the famous Malle Mile event in London, UK, 'a non-stop celebration of speed, music & art of the motorcycle culture', Spoke Motorcycle Festival aims to create a truly Tasmanian event, attracting participants and audiences from across Tasmania, Australia and overseas.

The festival features a combination of fun motorcycle races open to experienced and amateur riders with all makes and models of bikes, aerial stunt rider demonstrations, vintage bike and car displays, and the best of Tasmania's locally produced food, beer, wine and spirits, tastings, local artists and night-time musical entertainment and dancing, workshops, barbershops, sales and merchandise stalls, family-friendly activities, camping sites, and glamping options for campers who want that extra bit of Tasmanian luxury, all culminating in an awards ceremony.

Held on a privately owned beach on Tasmania's East Coast, Spoke Motorcycle Festival celebrates Tasmania's distinct and pristine natural environment and is one of only a handful of motorcycle festivals worldwide that also features stunning ocean views.

The event is designed to build on Tasmania's interest in motorsports and motorcycle touring and provides a forum for individuals, families, businesses, and those interested in motorbikes and motorsports to meet, race, share stories, learn, showcase new merchandise, all within a relaxed, fun, and family-friendly festival environment.

Spoke Motorcycle Festival 2022 event video available on the Festival's YouTube channel at: [Spoke Motorcycle Festival - 2022](#)

SPOKE MOTORCYCLE FESTIVAL – SPONSORSHIP PROSPECTUS



* IMAGE CREDITS: Ros Wharton (Puddle Hub) taken at the 2022 Spoke Motorcycle Festival.

Page 2 of 7

WHY SUPPORT SPOKE?

Hello Eliza, Mayor and Elected Members of the Glamorgan Spring Bay Council.

We are very proud and extremely lucky to be holding an event on the magnificent East Coast of Tasmania in your municipality. Your support in 2022 was incredibly important to the success of the festival.

Spoke is building relationships with the Department of State Growth through Events Tasmania, East Coast farmers and producers and many East Coast and Tasmanian business owners. All involved in or attending the festival. Glamorgan Spring Bay Council's involvement in the festival would provide exposure to all these groups and individuals.

Involvement in the festival would provide visible support over the 3-day festival. In a vibrant, enjoyable and family friendly atmosphere. As well as acknowledgement on our website and socials.

Your support will go a long way to helping this event run and remain a viable proposition as an annual event. I'm very grateful for the prospect of working with the Glamorgan Spring Bay Council in 2024 and into the future.

OUR REQUEST

- Provision, delivery and pick up of empty general waste and recycling bins.
- \$4000 to be used for professional photography and videography to capture and showcase the festival.
- \$3500 for hire of public toilets, accessible toilet and shower block.

Regards, Brett.

SPOKE MOTORCYCLE FESTIVAL – SPONSORSHIP PROSPECTUS



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EVENT VISION & KEY GOALS

Spoke Motorcycle Festival exists to promote the love of motorbikes and the joy of racing and riding in Tasmania.

Our vision is to be a leader and significant moto event in Tasmania and a unique event worldwide, creating enriching experiences for both new and experienced riders, and attracting visitors to Tasmania to experience the joys of riding through our landscapes.

Spoke Motorcycle Festival aims to:

- Create a vibrant motorcycle festival that attracts participants from across Tasmania, Australia and overseas
- Attract visitation from across Tasmania, Australia and overseas
- Promote travel around Tasmania through the Spoke Motorcycle Tour and existing motorcycle tours of Tasmania
- Promote Tasmania's brand as a boutique event destination and its pristine natural environment
- Support the local community through building networks and partnerships, employment, social cohesion, and economic impact
- Advance the interest, engagement, training, and experiences for those involved in motorcycling and motorsports
- Advance the community's understanding, appreciation and enjoyment of motorcycling and motorsports

Spoke Motorcycle Festival is also committed to supporting:

- Local businesses, producers, and artists/musicians
- Tasmanian Aboriginal culture and heritage
- Local employment and skills development
- Environmental sustainability
- Rigorous evaluation and feedback methods

SPOKE MOTORCYCLE FESTIVAL – SPONSORSHIP PROSPECTUS

BACKGROUND & INSPIRATION

The Spoke Motorcycle Festival fills a gap. What makes it unique is that we combine various club-level events with touring to create a large-scale festival that brings everyone together.

Spoke's Unique Position within Tasmania

On an international stage, Tasmania has successfully promoted itself as a destination for motorcycling, motor-racing, and boutique events.

Tasmania boasts some of world's best motorbike rides, both on- and off-road. Tasmania has the third highest number of registered motorcycles per capita in Australia, only beaten by two warmer states. There is an increasing following of motorbike events in Tasmania, not including off-road, or dirt bikes, of which there is an equally growing interest.

Capitalising on motorcycle ownership, increased interest and engagement in motorcycle racing events, touring rides, community engagement through motorcycle clubs and associations, and local business interest, Spoke Motorcycle Festival will build on these assets, attract visitation and dispersal in the shoulder season, support Tasmania's brand as a boutique event destination and feature Tasmania's pristine natural beauty.

Inspiration – The Malle Mile, UK

Malle Mile, based in the UK, is a high-quality event that has the same vibe and family-friendly feel that we seek to create, and we see this as our international inspiration. The Malle Mile has demonstrated the international success of a motorcycle-focused festival. Given the existing interest, engagement, and desire in Tasmania for such an event, there is a clear gap that the Spoke Motorcycle Festival can fill.

** IMAGE CREDITS: Ros Wharton (Puddle Hub) taken at the 2022 Spoke Motorcycle Festival.*

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OUR TARGET AUDIENCE

Spoke's target audience focuses on those interested in the motorcycle lifestyle, adventure and outdoors – they live to ride, and they ride to live.

Our primary target audience for 2024 will be Tasmanian and an increased number of mainland visitors, with expected growth in interstate and international visitors over 2024-2026. International visitation from New Zealand is increasing. Our target markets are based on existing Tasmanian race and touring statistics.

Overall, our audience profile can be broadly broken down:

Age: 10-100 (2022 average age was 40)

Gender: Male 60% / Female 40%

Where from: Local 90% / Interstate 9% / International 1%

The Key characteristics of our audience includes:

The Motorcycle Enthusiast – These people love motorbikes! They travel far and wide to be involved in anything to do with motorbikes. They ride their bikes in all weather conditions and love all types of bikes. They love the motorbike lifestyle and every t-shirt they own has something to do with motorbikes. They're an avid member of their local motorcycle club and follow every motorcycle page they can find on Facebook and Instagram.

- Age range: 40-70 (average age = 40)
- Gender: Male 50% / Female 50%
- Likes the sporting and recreational aspects of the grassroots clubs
- The Motorcycle enthusiasts encourage their families to participate and engage in the sport and club activities with mini-bike riding

They are the core of the event. The festival would not exist without them. They are the audience, but also the participants, local businesses, stallholders, and volunteers.

The Grey Nomad Independent Cruisers – They like large road bikes and travel in style. They tend to be self-guided travellers, seeking tips and recommendations along the way. They'll travel solo, with their partner or in large groups, make spur-of-the-moment decisions and are willing to pay for their experiences.

- Age range: over 40+
- Gender: Male 75% / Female 25%
- They buy expensive bikes
- Stay in local accommodation and spend locally

The Off-road Adventurers – Tend to hit the backroads on sports bikes to let off some steam. They're generally stuck behind a desk or in a corporate job and want to blow off some steam with their mates. They'll camp with a large group of friends over a boy's weekend.

- Age range: 18-30 (average age = 25 in Tasmania/38 in Australia)
- Gender: Male 90% / Female 10%
- They like high-speed adrenaline racing and competitions
- They are looking for any fun activities to do with their mates
- They like to go out and spend their disposable income on entertainment, drinking and weekend boys' trips

The Hipster Professionals – Appreciate the vintage classic design and the luxury accessories and the urban motorcycle lifestyle. They seek holiday tours with a few close friends and appreciate stopping for fine food and wine, luxury accommodation and getting out of the city for some fresh air.

- Age range: 25-45
- Gender: Male 75% / Female 25%
- Well educated professionals, like eating right, exercising and traveling.
- They'll spend time learning how to refurbish vintage bikes and enjoy the design and aesthetics of motorcycle culture
- Interested in the Tasmanian produce, workshops, and glamping options.

MARKETING STRATEGIES

Spoke will maximise its marketing visibility through our network of Tasmanian, Australian and international motorcycle or motorsport clubs and associations, and local motorcycle businesses and key individuals.

We will use these networks to develop social media networks surrounding Spoke that will see partner brands leveraged through cross-promotions across a 3-month campaign from the Festival Launch in December through to the event in March.

Marketing channels include social media, printed poster/programs, outdoor signage, website, e-newsletters, and radio and television.

2024 Targets

100	Race Participants
1500	Attendees
100	Volunteers
5,000	Website visitation
2,000	Website unique visitors
\$25,000	Editorial coverage cost value
2500	Facebook followers
500	Instagram followers
750	e-newsletter subscribers
1,000	Festival Posters/Program distributed state-wide
10	Highway signs
10	Live to air broadcasts, racer/performer interviews, mentions and competitions
100	Audience survey respondents

2024 EVENT KEY PARTNER MILESTONES

The following outlines key partner milestones to reach our event, including deadlines for inclusion in various marketing and communication materials.

Following the short lead time for the 2022 Festival, we have reconfigured our timelines for 2024 and beyond with longer lead-times for partnership development and interstate marketing to key target markets.

2023	
September / October	Festival launch announcement.
November	Deadline: Festival Partner logo and details for launch and website (otherwise rolling deadline and can be added at any time)
	Deadline: Release race details and headline acts; push Christmas present tickets
2024	
January	Deadline: Festival Partner logo in print materials, signage
	Support staff and volunteer postings and communications begin
February	Final push for registrations and ticket sales
	Final marketing push – countdown to event
March	1st – 3rd – Event
	Post-event surveys and Partner debriefs
April	Final report to Partners
	Partner strategy development for 2025

PARTNERSHIP BENEFITS OVERVIEW

INVESTMENT LEVEL (CASH OR IN-KIND)	PARTNER \$5,000+	MAJOR \$1,000+	SUPPORTER \$500+
CORE BENEFITS			
Industry Exclusivity	Y		
Naming Rights to a race	Additional		
Post-event debrief and report	Y	Y	Y
EXPERIENCES			
Alignment with a race and participate in race start or awards	Y	Y	
Registration Race tickets	6	2	
General Entry day tickets	6	2	
Early-bird ticket access and discounts on Race Registration and General Entry tickets for staff or club members	Y	Y	Y
Integrate staff or club members as volunteers	Y	Y	Y
Early-bird glamping or camping registration (full fees apply)	Y	Y	Y
Priority parking spots	6	2	2
BRAND AWARENESS			
Promote as Official Supplier	Y		
Product placement or in-kind use of branded products (ie: bikes, race gear, umbrellas, flags)	Y		
Logo inclusion on site signage	Y	Y	Name
Logo placement in 1,000 poster programs (PDF version available for phone download)	Y	Y	Name
Logo placement on website partner page	Y	Y	Name
Social media cross-promotion (Facebook & Instagram)	Y	Y	Y