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# THE BRISBANE VALLEY RAIL TRAIL MARKETING & COMMUNITY ENGAGEMENT STRATEGY



*Prepared by the  
Queensland Outdoor Recreation Federation Inc*



*For the  
Queensland Department of Local Government and Planning  
and  
The Brisbane Valley Rail Trail (BVRT) Steering Committee*

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It is acknowledged that some of the information and recommendations in this report may have been superseded by subsequent events. However, it is a resource document to help inform Government decisions rather than a policy in its own right.

## **Background Information and Context**

QORF was appointed by the Department of Local Government and Planning (DLGP) (formerly Department of Infrastructure and Planning - DIP) and the Brisbane Valley Rail Trail (BVRT) Steering Committee to prepare a Marketing and Community Engagement Strategy for the BVRT.

The Strategy development was informed through a series of phases undertaken by QORF to gather 1) existing information on the BVRT, 2) information on similar trails in Australia and New Zealand and 3) insights from the local communities along the BVRT.

As the project brief was to develop a clear and concise Strategy, much of the background and context of the BVRT and its stakeholders have not been included in the Strategy document. Rather, this background and context constitutes three Technical Reports which act as implementation reference documents. These technical reports include:

- BVRT Technical Report 1: Information Review;
- BVRT Technical Report 2: Community Workshops and Community Survey; and
- BVRT Technical Report 3: Review of Promotional Planning Strategies.

QORF recommend that readers wishing to understand the context and scope of the research process used to develop this strategy access the Technical Reports for further information. These can be obtained from the owners of the strategy, namely DLGP and the BVRT Steering Committee.

## EXECUTIVE SUMMARY – BRISBANE VALLEY RAIL TRAIL MARKETING & COMMUNITY ENGAGEMENT STRATEGY

The Queensland Outdoor Recreation Federation (QORF) was appointed by the Department of Local Government and Planning (DLGP) (formerly Department of Infrastructure and Planning - DIP) and the Brisbane Valley Rail Trail (BVRT) Steering Committee to prepare a Marketing and Community Engagement Strategy for the BVRT.

With successful implementation, the goal of the strategy is to inform and drive three key project outcomes including:

1. Increased use of the BVRT;
2. Increased recognition and appreciation of the economic development stimulated through the BVRT; and
3. Increased capacity for local community to promote the trail.

The Strategy proposes a single clear vision for the BVRT as 'Queensland's premier rail trail with opportunities for walkers, bike- and horse-riders to experience South East Queensland countryside at its best'. This vision encapsulates the types of experiences that can be readily accessed through the trail and set a quality benchmark as a trail of excellence.

While the proposed vision provides direction, before effective marketing activity for the whole trail is undertaken, the consultants emphasise there are at least two issues to be considered and actioned. These are:

- Completion of the whole trail as a continuous linear experience; and
- Ongoing governance structures for the long-term management of the trail.

In addition to these fundamental trail management issues, the Strategy provides several specific marketing activities, including:

- Redevelopment and promotion of an Official BVRT website;
- Development of a BVRT Guide Book;
- Development of BVRT events, starting with a Public Launch Event upon whole of trail completion;
- Marketing of Special Promotions, including "I walked/rode the line" T-shirt Incentive, Pledge Campaigns, School and Community Group Expeditions;
- Sale of BVRT Merchandise;
- Implementation of a Public Relations Media-based Campaign, including development of media kits and schedule of media releases (a comprehensive media list and media release template is included).

In the short-term, that is the 12 to 18 months from the project completion date, marketing of the BVRT should be focused on the Core BVRT Markets, including those that are local to the BVRT and/or already using the BVRT in its current form.

To be able to target the Developing BVRT markets in the long-term, including those from out of the area requiring more support to plan their trips and use the BVRT, several issues need to be addressed, including:

- Enhancement of trail-specific infrastructure and issues such as trail head accessibility, signage, accommodation and camping options, water points, toilets, tourist support services; and
- Local business engagement with the BVRT.

These amenity and service developments are an essential minimum standard necessary for the BVRT to be endorsed by Brisbane Marketing and Tourism Queensland and to be able to effectively market the BVRT and surrounding communities to domestic and/or international visitors.

Overall the results of the research to develop the Marketing and Community Engagement Strategy, demonstrate that the BVRT has the potential to be a landmark destination and experience for local and visitor engagement. To achieve the recognition and reputation to reach this outcome requires some completion of infrastructure and trail features, along with local acceptance of the trail as a desirable feature for the region. Whilst marketing and engagement activities can and should be implemented in the short term, these need to realistically match the capacity of the trail itself and initially target the local community and business to raise the positive profile and potential of the trail. With commitment to a long term vision and goals as identified in this document, and supported by good governance and management, the BVRT can be a destination of quality for locals and visitors alike.

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## 1.0 INTRODUCTION

### 1.1 THE BRIEF

DLGP and the BVRT Steering Committee are seeking three key project outcomes from the successful implementation of the Marketing & Community Engagement Strategy, including:

1. Increased use of the BVRT;
2. Increased recognition and appreciation of the economic development stimulated through the BVRT; and
3. Increased capacity for local community to promote the trail.

In addition, DLGP and the BVRT Steering Committee are seeking practical marketing strategies that will have the best chance of success in the rural, resource-limited environment of the regional councils along the BVRT. Further, the strategies need to support the communications initiatives currently undertaken by DLGP and relevant stakeholders, and help promote their existing and future events.

Key elements highlighted in the brief include the need for:

1. a consistent and integrated approach across all marketing material;
2. a strong clear message about the qualities and benefits of the trail;
3. an informative and persuasive tone;
4. a targeted distribution strategy appropriate to various segments in the outdoor market; and
5. a strong direction in the development of the BVRT website.

### 1.2 PROJECT SCOPE

To inform and develop the Marketing and Community Engagement Strategy, five project phases were identified within the scope of the project. These phases, purposes and project outcomes are outlined in Table 1 below.

**TABLE 1: SUMMARY OF PROJECT PHASES**

<b>Project Phase</b>	<b>Purpose</b>	<b>Project Outcomes</b>
Phase One: Inception meeting with DLGP/BVRT Steering Committee Representatives	Clarify context of study and identify priority activities, identify key stakeholders and gather existing relevant documents for background to the project	Provided background to project only
Phase 2: Information Review	Develop a discussion paper which provides a definition of the BVRT and an understanding of the potential target markets for the BVRT	Technical Report 1
Phase 3: Community Engagement	Conduct meetings with key stakeholders and capture potential and actual opportunities for community buy in and support of the BVRT	Technical Report 2
Phase 4: Promotional Strategy Review	Review marketing strategies and brand awareness of other successful trails	Technical Report 3
Phase 5: Marketing and Community Engagement Strategy	Provide a draft proposal for an integrated BVRT Marketing and Community Engagement Strategy with a focus on local community engagement and support.	Marketing and Community Engagement Strategy



The following Marketing and Community Engagement Strategy (referred to as ‘the Strategy’) includes a number of recommendations for completion of the trail, governance of the trail and marketing strategies, based on findings and outcomes from Technical Report 1, 2 and 3.

## 2.0 VISION AND OBJECTIVES

It was identified during the data collection for the Strategy development that the BVRT would benefit from having a single clear vision. A vision can assist with long term strategic planning and stakeholder buy-in. As the BVRT is a new feature in the landscape, setting a vision provides the opportunity to establish a shared direction and outcome that can both guide decision making, and determine allocation of resources.

### 2.1 VISION

The proposed vision for the BVRT is:

***The Brisbane Valley Rail Trail is Queensland’s premier rail trail with opportunities for walkers, bike- and horse-riders to experience South East Queensland countryside at its best.***

### 2.2 OBJECTIVES

The objectives of this Marketing and Community Engagement Strategy are to:

1. Educate and arm the service and promotions industry relevant to the BVRT;
2. Increase awareness and usage of the BVRT amongst target markets; and
3. Foster the BVRT as a tourism experience by promoting it as a multi-day experience.

## 3.0 PRODUCT DEVELOPMENT

To date, the BVRT has been launched and promoted in stages as various sections have been finalised. Unfortunately the January floods of 2011 hampered completion efforts of the trail but a renewed and continued focus on the trail through Community Grants and working bees is helping ensure the BVRT can be completed. Further investment is required however to address substantive trail damage. Without this investment the trail will be incomplete and lacking the appeal it requires to be established as a ‘must-do’ trail.

In a commercial sense, before you can “sell” a product you need to have it finished, with relevant support services in place to complement the experience of the trail. The following product analysis is based on an assumption that the BVRT is complete and highlights the need for this to occur to truly have the trail appeal to user markets. It is acknowledged that a completed BVRT will rely on the combined efforts of DLGP and the Local Government Authorities who host the trail, to find ways to complete the trails development.

### 3.1 PRODUCT ANALYSIS

#### 3.1.1 UNIQUE SELLING PROPOSITIONS OF THE BVRT

A Unique Selling Proposition (USP) is those attributes that cannot be replicated by any other rail trail. For the purpose of this Strategy, the USP's for the BVRT include:

- the longest true rail trail in Australia (161 km) with four original stations viewable by the public (*this proposition would be stronger if it could include "and rail carriages to sleep in along the way"*);
- one of two major multi-day freedom walking trails on the East Coast of Australia (*the other being the Great Northern Walk - Sydney to Newcastle*);
- trailheads within one hour's drive of both Brisbane, Ipswich and the Sunshine Coast;
- wide-open spaces and gentle inclines that celebrate the rural farming lifestyle of Australia; and
- ideal climate for those wishing to experience walks in Queensland's winter warmth.

The fact that the BVRT is the most recently opened rail trail in Australia, and can be completed in either direction, are also recognised as positive attributes, however, these are not strong USPs.

#### 3.1.2 STRENGTHENING THE BVRT PRODUCT

During the data collection in the Strategy development, it was identified that the BVRT product requires further development to improve the potential for the trail to become successful and sustainable<sup>1</sup>. Recommendations for Product Development are listed below.

##### **1. Complete and maintain the trail**

The trail must be complete to establish the vision of a whole trail experience, both to encourage excitement by the locals and to gain exposure through tourism agencies as a must-do trail attraction. Consideration of risk management of natural disasters along the trail is critical to be able to ensure the BVRT is a resilient resource that can bounce back and provide sustainable recreation and economic opportunities for the communities along the BVRT.

##### **2. Decide on a long-term governance structure for the trail and encourage Ambassadors along more sections of the trail**

A long-term whole of trail governance structure is critical to establishing a trail management strategy and implementing a consistent marketing and community engagement strategy along the trail. Technical Report 1 provides a brief review of governance structures for successful rail trails in Australia. Research of other trail systems and local community consultation revealed that such a structure could:

- enable higher levels of community involvement in the trail,
- assist with transparency of decision making, and
- enable greater consistency of trail management and marketing.

It is recommended that further investigation into this area be undertaken.

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<sup>1</sup> For further information see Technical Report 1: Information Review and Technical Report 2: Community Workshops and Community Survey.

Interest has also been shown by community members to be potential Ambassadors along sections of the trail in the Somerset Regional Council, and to establish more Ambassador groups. Coordination of existing and new groups should be investigated under the long-term governance structure.

### **3. Make all trail heads easily accessible and locatable**

While the key premise to the Strategy is to market the trail as a multi-day trail experience, it is also understood that many trail users will utilise shorter sections of the trail on a regular basis<sup>2</sup>. For this reason, all trail heads should: be easily accessible with parking and amenities available; and be clearly and accurately signposted. The image below provides an example of good trail head signage at the *Blackbutt trailhead*.



### **4. Good signage and trail distance markers every 5 km**

Good signage is one of the key characteristics of successful trails and this should have a consistent approach along the trail. Distance markers are useful for all users to provide reassurance. In particular distance markers located nearby trailheads enable a sense of achievement for local residents using short sections of the BVRT for regular physical activity<sup>3</sup>.

### **5. Develop accommodation options**

Accommodation options in towns, and camping options along the trail, are a critical underpinning for a multi-use trail experience, and enable tourism to the area in general<sup>4</sup>. Tourism Queensland is aware of the accommodation shortage in the region, and research for this strategy independently highlighted awareness by the local community that a lack of accommodation options limits the ability for people to use the BVRT for multi-day trips. The sleeper carriages located at Linville were installed with the long-term intention to create sleeping quarters. Where possible, innovative and entrepreneurial accommodation options such as these should be encouraged - in Linville, as well as other locations with limited accommodation opportunities such as Coominya.

### **6. Install water points/tanks and designated rest points and horse dismounts on long sections of the trail**

While most trail users should be familiar with the need to carry water, the provision of rest points along longer sections of the trail can cater for first-timers and less experienced trail users. Being able to dismount from a horse and provide horses with a water point is also considered favourable by

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<sup>2</sup> See Technical Report 2, Sections 3.1.2 and 3.1.3 and Technical Report 2, for further information.

<sup>3</sup> See Technical Report 2 for community representatives comments on signage.

<sup>4</sup> See Technical Report 1, Section Leveraging Commercial Opportunities.

horse riders. Rest points could also be used as points of interest with interpretive signage and thereby contribute to the character and experience of the trail. The images below provide an example of rest shelters and seating along the Moore-Blackbutt section of the trail. Consideration could also be given to constructing campsites and/or picnic points along longer sections of trail. These could include: Mt Hallen (half way point Coominya - Esk); and Ottaba (half way point Esk - Toogoolawah).



#### **7. Install toilets on long stretches of the trail**

While most long distance trail users should be familiar with personal hygiene in natural settings, some stretches of the BVRT are very open with limited coverage from trees and thus limited privacy. It is recommended that amenities be built and signposted accordingly. The image below provides an example of an enclosed pit-toilet facility along the *Moore-Blackbutt* section.



#### **8. Encourage tourist support services**

Based on the need to encourage business confidence in the BVRT, a long-term governance structure could consider tendering trail user and tourist support services to local business operators on a two yearly basis. A tendering arrangement would mean appointees have a duty to provide certain services. Examples could include shuttle services for one-way users and tourists; and tour operations for trail users seeking organized and guided experiences.

#### **3.1.3 PRODUCT POSITIONING AND OPPORTUNITIES FOR COMMERCIAL LEVERAGE**

To position the BVRT in the trails market, the defining attributes of the trail are considered to be the rich character of the Brisbane Valley and country charm of the towns and adjoining trail sections. As such, the BVRT should be positioned and described as:

***A trail rich in character and country charm***

Accordingly, several opportunities for commercial leverage of the product positioning of the BVRT have been identified, including:

- **Gourmet Experiences**

Develop gourmet experiences available through local providers or visitor information centres, based on a taste of bush tucker, train gang 'grub' or an old fashioned family picnic in the bush as illustrated in the photo below. The gourmet package could include products such as pre-made dampers to be cooked over a fire, old fashioned jams (gooseberry, rosella, cumquat, etc.), vacuum sealed beef and kangaroo marinated in native berries and herbs, root vegetables, as well as authentic 'meals to go', local wines, cheese and peanuts. An emphasis should be placed on home-made and local produce, and packaging should be consistent with the BVRT logo and theme. One company already producing a similar concept is - [Walkabout Mix from Brookfarm, Byron Bay](#).



Picnic in the bush at Harlin ca. 1926. Property of State Library of Qld, not for

- **Audio Interactive Experience**

Develop downloadable 'Yarns along the Line' - MP3 tracks including poems, ballads, reflections, history updates of certain regions to help walkers immerse themselves in the geography and heritage of the rail, as requested by the community. Such plans are already being discussed by the South Burnett Regional Council. This strategy should be considered with regard to the whole of the BVRT and not isolated to specific sections. Further, the information contained in audio tracks should provide new information and not repeat information already available in guidebooks and on interpretive signage.

- **Guidebooks for Local Flora and Fauna**

Commission a local Flora and Fauna Guidebook (including birds and butterflies) for the BVRT, including maps, photos, where to look out for them and seasonal information. This could be accompanied by an online version of recorded noises. Valdamay Jones has published a Birds of Blackbutt brochure recently that may be referred to as a basis for the development of a brochure for the whole of the BVRT.

- **BVRT Trail Goers Friendly Business Scheme**

In response to low confidence in the BVRT by local businesses, instigate and maintain a business development scheme that encourages local businesses to welcome walkers, cyclists, horse-riders and their horses to 'stay and play' in the towns. Simple strategies can be encouraged such as providing free water and facilities for cyclists, horse riders and horses, secure places to leave bicycles and horses during lunch or dinner, and encourage accommodation providers to offer secure places for bicycles and horses overnight. Business could also be encouraged to keep bike pumps to use for free, and sell bike puncture kits and refillable water bottles. The scheme should include several cycle and horse-friendly criteria for local business to meet; and those meeting the criteria would be entitled to a specifically designed logo to display in their advertising and collateral.

- **Bike Hire and Shuttle Facilities**

Encourage local business (e.g. general stores, pubs, accommodation) to partner and collaborate to hire mountain bikes. This should address the desire by some cyclists who wish to travel one-way. The local businesses hiring the bikes could work with a shuttle service to bring bikes and patrons back to their starting point.

- **Organised and Guided Tours**

Encourage the establishment of a local business that specialises in planning and catering for multi-day walking/cycling experiences, providing pick-up and transfers from Brisbane CBD or airport, guided and catered cycles, transfer of belongings between hotels along the trail and return to destination services.

- **Guided Horse Rides**

Encourage the establishment of a local business that specialises in guided horse tours along the trail, providing visitors and tourists the opportunity to ride on the trail in a supervised environment.

### 3.1.4 BUSINESS ENGAGEMENT WITH THE BVRT

To enhance awareness of the BVRT and encourage expansion of current business activities, local businesses already operating along the BVRT need to be engaged so they understand how to leverage the BVRT, and in turn can act as promoters of the BVRT.

Initially, existing businesses along the BVRT should be involved with those responsible for implementing the Strategy. Local businesses and organisations relevant to the BVRT include: the local Chamber of Commerce, local tourism associations, local Visitor Information Centres, local tourist attractions, business groups, progress associations, accommodation providers, transport/shuttle companies, bike hire and horse riding adventure companies.

Suggestions for the business engagement are detailed in Section 6.3.1 Workshops on BVRT Business Leveraging for Tourism and Related Service Operators. Future efforts should be made to develop a strategic BVRT Business scheme along the lines of those identified in Technical Report 1 **Error! Reference source not found.**, 'Leveraging activities to maximise commercial opportunities'.



Local business engagement needs to occur as soon as possible to try and get these enterprises thinking about how they can leverage the BVRT in their own businesses and start implementing activities ready for visitors to the BVRT.

As local business confidence increases and tourism and support services develop to complement the BVRT experience, there is the potential to engage businesses from out of the area including, bike hire and horse riding adventure companies as well as transport/shuttle companies from greater South East Queensland, Darling Downs, Northern NSW and beyond.

It must be acknowledged there is generally only one opportunity at securing business confidence by local and out-of-area businesses, and as such, it is imperative that effort and resources are put into:

- a) ensuring the quality of the BVRT and supporting infrastructure and amenities; and
- b) planning for risk management and natural disaster resilience

NOTE: If businesses have bad experiences with the quality of the BVRT, or the unpredictability of access to the BVRT, they will not remain loyal to the BVRT, and will instead look for higher quality trails and experiences that can be relied on throughout the year.

## 4.0 TARGET MARKETS

To achieve the objectives set out above, two distinct Target Market groupings have been identified<sup>5</sup>. These include:

- The Core Market for the BVRT, defined as: *those markets that are already in existence (i.e. already using the BVRT). Efforts should be focused to develop these markets further for the short-term; and*
- The Developing Markets for the BVRT which are defined as: *those that may become established as the experience and supporting tourism products and services of the BVRT further develop.*

### 4.1 BVRT CORE MARKETS

Core BVRT markets are outlined in Table 17 by activity type, participant profile and region.

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<sup>5</sup> See Technical Report 1, Section 4.0 BVRT Target Markets.

**TABLE 2: CORE MARKETS FOR THE BVRT**

Activity Type	Participant Profile	Region
Bicycle riders (Hybrid and mountain bikes)	<ul style="list-style-type: none"> <li>Participants will own their own bicycle and equipment;</li> <li>Active adults; Active couples; Active families; Active older groups; Clubs/ Groups</li> </ul>	<ul style="list-style-type: none"> <li>The local community and Brisbane region</li> <li>Ipswich region</li> <li>Toowoomba region</li> <li>Sunshine Coast region</li> <li>Wider Brisbane region and northern NSW</li> </ul>
Bushwalkers Hikers and Runners	<ul style="list-style-type: none"> <li>Participants will be experienced bushwalkers and hikers;</li> <li>Active adults; Active couples; Active families; Active older groups; Clubs</li> </ul>	<ul style="list-style-type: none"> <li>The local community and Brisbane region</li> <li>Ipswich region</li> <li>Toowoomba region</li> <li>Sunshine Coast region</li> <li>Wider Brisbane region and northern NSW</li> </ul>
Horse riders	<ul style="list-style-type: none"> <li>Participants will have their own access to horse and equipment;</li> <li>Active adults; Active couples; Active families; Active older groups; Clubs</li> </ul>	<ul style="list-style-type: none"> <li>Local community</li> <li>Ipswich region</li> <li>Toowoomba region</li> </ul>

## 4.2 DEVELOPING MARKETS

Developing BVRT markets are outlined in Table 18 by activity type, participant profile and region.

**TABLE 3: DEVELOPING MARKETS FOR THE BVRT**

Activity Type	Participant Profile	Region
Bicycle riders (Hybrid and mountain bikes)	<ul style="list-style-type: none"> <li>Casual &amp; experienced bicycle riders who can organise bike hire &amp;/or tours when they arrive at their destination (some will travel with own bikes);</li> <li>Active adults; Active couples; Active families; Active older groups; Clubs</li> </ul>	<ul style="list-style-type: none"> <li>Local community and SEQ regions</li> <li>SEQ Western Corridor<sup>6</sup></li> <li>Interstate visitors</li> <li>International visitors</li> </ul>
Bushwalkers Hikers and Runners	<ul style="list-style-type: none"> <li>Casual or experienced bushwalkers and hikers who can organise short walks as part of a broader schedule of activities in the region;</li> <li>Active adults; Active couples; Active families; Active older groups; Clubs</li> </ul>	<ul style="list-style-type: none"> <li>Local community and SEQ regions</li> <li>SEQ Western Corridor</li> <li>Interstate visitors</li> <li>International visitors</li> </ul>
Horse riders	<ul style="list-style-type: none"> <li>Participants will be able to organise horse hire and/or horse riding tours when they arrive at their destination;</li> <li>Active adults; Active couples; Active families; Active older groups; Clubs</li> </ul>	<ul style="list-style-type: none"> <li>Local community and SEQ regions</li> <li>SEQ Western Corridor</li> <li>Interstate visitors</li> <li>International visitors</li> </ul>
Event-based Pursuit	<ul style="list-style-type: none"> <li>Multi activity event participants e.g. biathlons, endurance, competition</li> </ul>	<ul style="list-style-type: none"> <li>Local community and SEQ regions</li> <li>SEQ Western Corridor</li> <li>Interstate visitors</li> <li>International visitors</li> </ul>
School and group based expeditions	<ul style="list-style-type: none"> <li>School/ outdoor education camps</li> <li>Outdoor recreation trainees</li> <li>Not for profit journey based expeditions (youth/ young adults), e.g. Duke of Edinburgh</li> </ul>	<ul style="list-style-type: none"> <li>Local community and SEQ Regions</li> <li>SEQ Western Corridor</li> <li>Interstate expeditions</li> </ul>

<sup>6</sup> The SEQ Western Corridor is the area between Ipswich and Brisbane, which is identified for future residential development. This Corridor includes the residential developments in Springfield, Yarrabilba, New Beith, Greater Flagstone and Ripley. The Yarrabilba, Greater Flagstone and Ripley developments have been approved by the Urban Land Development Authority. The SEQ Western corridor is projected to house approximately 600,000 people by 2030.



## 5.0 MARKETING CHANNEL PARTNERS

To communicate to the Target Markets identified, it is recommended the organisation responsible for implementing the Strategy look to establish channel partners. A channel partner is defined as an organisation or entity that provides access to communicate key marketing messages to the target markets identified in Section 4.0 Target Markets.

Channel partners are considered to operate at two levels:

- Local Channel Partners are those who operate in the local communities and/or regions and have a narrow channel of communication. Establishing relationships with these channel partners will help reach the Core BVRT Markets; and
- Macro Channel Partners are those organisations that operate at a state, national or international level and have a much broader population appeal. Establishing relationships with these channel partners will take time and relies on having a complete BVRT product and experience to promote to a population level audience and capture the Developing BVRT Markets.

## 5.2 LOCAL CHANNEL PARTNERS

An initial list of Local Channel Partners and contact details that have been compiled through direct communications or internet searches, are provided in Table 4. Efforts must be made by the organisation responsible for implementing the Strategy to maintain this list by updating contact details and adding organisations as they become pertinent.

**TABLE 4: LOCAL CHANNEL PARTNERS AND CONTACT DETAILS**

Local Channel Partner	Contact
<b>Local Community Groups</b>	
The Brisbane Valley Historical Society	<a href="mailto:edelacy@westnet.com.au">edelacy@westnet.com.au</a>
BVRT Moore to Blackbutt Ambassadors	Robyn Gray, Secretary, <a href="mailto:arioca@westnet.com.au">arioca@westnet.com.au</a>
Lowood Lions Club	Kevin Larson, President, <a href="mailto:larsensbulbs@bigpond.com">larsensbulbs@bigpond.com</a>
Lowood Local History Group	Jeff Hewitt, <a href="mailto:biz@teamcreative.com.au">biz@teamcreative.com.au</a>
Fernvale Lions Club	Peter Barnes, <a href="mailto:peter.barnes2@bigpond.com">peter.barnes2@bigpond.com</a>
Toogoolawah Lioness Club	Lenore Vogler, <a href="mailto:gdevans@bigpond.com.au">gdevans@bigpond.com.au</a>
Esk Lions	Doug Leighton, President, <a href="mailto:dougandlyn@aol.com">dougandlyn@aol.com</a>
Yarraman Historic Society	Helene Johnson, President, <a href="mailto:helejohnson01@hotmail.com">helejohnson01@hotmail.com</a>
Kilcoy Lions Club	Lorna Sherwood, <a href="mailto:lorna.s@optusnet.com">lorna.s@optusnet.com</a>
Somerset Region Community Support Association	Amy Stockwell, Community Development Coordinator, <a href="mailto:community@somerset.qld.gov.au">community@somerset.qld.gov.au</a>
Somerset Regional Environment & Educational Group	Val Martin, <a href="mailto:norbert.vr@bigpond.com">norbert.vr@bigpond.com</a>
Ipswich Jets	<a href="mailto:jacko@ipswichjets.com.au">jacko@ipswichjets.com.au</a>
<b>Local Schools</b>	
Fernvale State School	<a href="mailto:admin@fernvaless.eq.edu.au">admin@fernvaless.eq.edu.au</a>
Lowood State School	<a href="mailto:admin@lowoodss.eq.edu.au">admin@lowoodss.eq.edu.au</a>
Lowood State High School	<a href="mailto:office@lowoodshs.eq.edu.au">office@lowoodshs.eq.edu.au</a>
Toogoolawah State School	<a href="mailto:the.principal@toogoolass.eq.edu.au">the.principal@toogoolass.eq.edu.au</a>
Toogoolawah State High School	<a href="mailto:the.principal@toogoolashs.eq.edu.au">the.principal@toogoolashs.eq.edu.au</a>
Benarkin State School	(07) 4163 0201
Blackbutt State School	<a href="mailto:admin@blackbuttss.eq.edu.au">admin@blackbuttss.eq.edu.au</a>

TABLE 4 (CONTINUED): LOCAL CHANNEL PARTNERS AND CONTACT DETAILS

Local Channel Partner	Contact
<b>Local Churches</b>	
Fernvale Community Church	<a href="mailto:greg@fernvalechurch.org.au">greg@fernvalechurch.org.au</a>
Lowood Districts Christian Church	<a href="mailto:mail@ldcc.org.au">mail@ldcc.org.au</a>
Coominya Presbyterian Church	<a href="mailto:paul@ipswich.org.au">paul@ipswich.org.au</a>
Esk Seventh-day Adventist Church	John Hunt, 07 5424 1444
St Andrews Church, Toogoolawah	07 4627 1190
Brisbane Valley Uniting Church, Toogoolawah, Esk, Moore	<a href="mailto:gully@caliph.net.au">gully@caliph.net.au</a>
Blackbutt Uniting Church	<a href="mailto:gslaught@bigpond.net.au">gslaught@bigpond.net.au</a>
St Philip's Church Yarraman	07 4163 1393
<b>Local Chamber of Commerce &amp; Progress Associations</b>	
Ipswich Chamber of Commerce	<a href="mailto:admin@ipswichchamber.org.au">admin@ipswichchamber.org.au</a>
Fernvale Community Progress Association	Greg Muller, <a href="mailto:gmuller@bigpond.net.au">gmuller@bigpond.net.au</a>
Better Business Group	Dennis Ward, <a href="mailto:fernvalecommunity@gmail.com">fernvalecommunity@gmail.com</a>
Somerset Region Business Alliance	Paul, <a href="mailto:paul@somersetregion.org.au">paul@somersetregion.org.au</a> Vivienne Pastars, Business Owner Policy Real Estate, <a href="mailto:vivienne@policyrealestate.com.au">vivienne@policyrealestate.com.au</a>
Toogoolawah and District Progress Association	Helen Brieschke, <a href="mailto:brieschke2@bigpond.com">brieschke2@bigpond.com</a>
Yarraman Progress Association	<a href="mailto:glenda36@hotmail.com">glenda36@hotmail.com</a>
Kilcoy Chamber of Commerce	Karen Jamison, <a href="mailto:karen.jamison@bigpond.com">karen.jamison@bigpond.com</a>
<b>Local Council Officers and Tourism Associations</b>	
Somerset Regional Tourism Assn. Inc (previously Brisbane Valley Tourism Association)	<a href="mailto:Dawn.Myatoozee@bigpond.com">Dawn.Myatoozee@bigpond.com</a>
Somerset Regional Council	Bruce Potter, Tourism & Promotions Officer, <a href="mailto:bpotter@somerset.qld.gov.au">bpotter@somerset.qld.gov.au</a> Cheryl Gaedtke, Executive Administrator – Community Services, <a href="mailto:CGaedtke@somerset.qld.gov.au">CGaedtke@somerset.qld.gov.au</a>
Blackbutt & Districts Tourism & Heritage Association	Noelene Bird, Secretary, no contact details available
South Burnett Regional Council	Eleanor Sharpe, Director Community & Corporate Governance, <a href="mailto:esharpe@southburnett.qld.gov.au">esharpe@southburnett.qld.gov.au</a>

TABLE 4 (CONTINUED): LOCAL CHANNEL PARTNERS AND CONTACT DETAILS

Local Channel Partner	Contact
<b>Local Visitor Information Centres</b>	
Fernvale Futures Complex & Visitor Information Centre	Suzy Robinson, Visitor Information Officer, <a href="mailto:fernvaléfutures@somerset.qld.gov.au">fernvaléfutures@somerset.qld.gov.au</a>
Esk Visitor Information Centre	Bruce Potter, Tourism & Promotions Officer, <a href="mailto:bpotter@somerset.qld.gov.au">bpotter@somerset.qld.gov.au</a>
Nanango Visitor Information Centre	<a href="mailto:nanangovic@southburnett.qld.gov.au">nanangovic@southburnett.qld.gov.au</a>
Ipswich City Council	Janet Hewitt, Tourism Development Manager, <a href="mailto:jhewitt@ipswich.qld.gov.au">jhewitt@ipswich.qld.gov.au</a>
Discover Ipswich	<a href="mailto:info@discoveripswich.com.au">info@discoveripswich.com.au</a>
Kilcoy Recreational Craft and Information Centre	Marg Newman, <a href="mailto:ilcoyinfo@gmail.com">ilcoyinfo@gmail.com</a>
Jimna Visitor Information Centre,	<a href="mailto:davbar41@westnet.com.au">davbar41@westnet.com.au</a>
<b>Local tourism and services operators</b>	
Fernvale Hotel Motel	<a href="mailto:fernvaléhotelmotel@bigpond.com">fernvaléhotelmotel@bigpond.com</a>
Brisbane Valley Tavern	07 5427 0730
Down to a Tea Tea Rooms	07 5427 0830
Old Fernvale Bakery	07 5426 7257
Club Hotel Lowood	<a href="mailto:clubhotl@bigpond.net.au">clubhotl@bigpond.net.au</a>
Bellevue Homestead & Vineyard	<a href="mailto:j.dingle@uq.edu.au">j.dingle@uq.edu.au</a>
Bellevue Hotel	07 5426 4125
Blue Tea Pot Café	<a href="mailto:blueteapotcafe_5@bigpond.com">blueteapotcafe_5@bigpond.com</a>
Coominya General Store	<a href="mailto:ben.sia@bigpond.com">ben.sia@bigpond.com</a>
Glenn Rocks Motel	<a href="mailto:motel@glennrocks.com">motel@glennrocks.com</a>
Esk Wivenhoe Motor Inn	<a href="mailto:info@eskwivenhoemotorinn.com.au">info@eskwivenhoemotorinn.com.au</a>
Esk Grand Hotel	07 5424 1141
Esk Caravan Park	<a href="mailto:esk@valleyoflakes.com.au">esk@valleyoflakes.com.au</a>
Enigmas Café	07 5424 1215
Red Deer Café	07 5424 2635
Sticky Fingers Café	<a href="mailto:info@eskwivenhoemotorinn.com.au">info@eskwivenhoemotorinn.com.au`</a>

TABLE 4 (CONTINUED): LOCAL CHANNEL PARTNERS AND CONTACT DETAILS

Local Channel Partner	Contact
<b>Local tourism and services operators (continued)</b>	
Esk Thai Takeaway	<a href="mailto:delong.lin93@gmail.com">delong.lin93@gmail.com</a>
Esk IGA Supermarket	<a href="mailto:eskiga@bigpond.com.au">eskiga@bigpond.com.au</a>
Toogoolawah IGA Supermarket	<a href="mailto:enquiries@toogoolawah-iga.com">enquiries@toogoolawah-iga.com</a>
Exchange Hotel, Toogoolawah	07 5423 1151
Toogoolawah Hotel	07 5423 1314
Club Hotel (Middle Pub)	<a href="mailto:clubhotel.twah@bigpond.com">clubhotel.twah@bigpond.com</a>
Norton Motel at Toogoolawah	<a href="mailto:admin@nortonmotel.com">admin@nortonmotel.com</a>
Toogoolawah Roadhouse	07 5423 1338
Jay Dee's Café, Toogoolawah	07 5423 0045
Coach House Café, Toogoolawah	07 5423 1300
Harlin Motel	<a href="mailto:starbright@dodo.com.au">starbright@dodo.com.au</a>
Montrose on Moore B&B	<a href="mailto:montrosemoore@dodo.com.au">montrosemoore@dodo.com.au</a>
Pol's at Moore	<a href="mailto:daletones@gmail.com">daletones@gmail.com</a>
Kai Lounge, Moore	Ally Balls, Owner, <a href="mailto:allyballs@hotmail.com">allyballs@hotmail.com</a>
Linville Hotel	<a href="mailto:linvillehotel@bigpond.com">linvillehotel@bigpond.com</a>
The Linville General Store	<a href="mailto:thelinvillestore@hotmail.com">thelinvillestore@hotmail.com</a>
Benarkin General Store	07 4163 0206
Edelweiss B&B, Blackbutt	Lucy & Jack, <a href="mailto:bookings@edelweiss-bnb.com.au">bookings@edelweiss-bnb.com.au</a>
Wiikirri Retreat, Blackbutt	Julie, <a href="mailto:julie_terry@wiikirriretreat.com.au">julie_terry@wiikirriretreat.com.au</a>
Hotel Radnor	07 4163 0203
Edelweiss Café	07 4170 0143
Woodcutters Café	<a href="mailto:robbiet@westnet.com.au">robbiet@westnet.com.au</a>
Bunya Nut Café	07 4163 0375
Ramblers Sky Diving	Dave McEvoy, <a href="mailto:dave@ramblers.com.au">dave@ramblers.com.au</a>
Ipswich Railway Museum	Glenn Price, Marketing Officer, <a href="mailto:glenn.price@qm.qld.gov.au">glenn.price@qm.qld.gov.au</a>
<b>Local Outdoor Education Centres</b>	
Googa Outdoor Education Centre	<a href="mailto:googaoc@bigpond.com">googaoc@bigpond.com</a>
Lion's Camp Duckadang	<a href="mailto:info@campduckadang.com.au">info@campduckadang.com.au</a>
<b>Local Bushwalking and Trail Running Clubs</b>	
South Burnett Bushwalkers	<a href="mailto:milligram@aapt.net.au">milligram@aapt.net.au</a>
Toowoomba Bushwalkers Club	<a href="mailto:secretary@toowoomba.bwq.org.au">secretary@toowoomba.bwq.org.au</a>
Sunshine Coast Bushwalkers	<a href="mailto:Twoknights88@hotmail.com">Twoknights88@hotmail.com</a>
Laidley Bushwalkers Club	<a href="mailto:Cyarr3@eq.edu.au">Cyarr3@eq.edu.au</a>
Glasshouse Bushwalkers Club	<a href="mailto:glasshousebw@yahoo.com.au">glasshousebw@yahoo.com.au</a>
Tamborine Mountain Natural History Association	<a href="mailto:Dme74873@bigpond.net.au">Dme74873@bigpond.net.au</a>
Brisbane Bushwalkers Club	<a href="mailto:secretary@bbw.org.au">secretary@bbw.org.au</a>
Brisbane Catholic Bushwalking Club	<a href="mailto:briscathbushclub@yahoo.com.au">briscathbushclub@yahoo.com.au</a>
Bushwalkers of Southern Queensland	<a href="mailto:bushwalksq@gmail.com">bushwalksq@gmail.com</a>
Family Bushwalkers Club	<a href="mailto:johnandcatherine@telstra.com">johnandcatherine@telstra.com</a>
Ipswich Bushwalkers	<a href="mailto:ipswich_bushwalkers@yahoo.com.au">ipswich_bushwalkers@yahoo.com.au</a>
Logan and Beaudesert Bushwalkers	<a href="mailto:loganbbw@gmail.com">loganbbw@gmail.com</a>
Queensland Bushwalkers Club	<a href="mailto:qldbwc@yahoo.com">qldbwc@yahoo.com</a>
Redland Bushwalkers	<a href="mailto:redlandbushwalkingclub@yahoo.com">redlandbushwalkingclub@yahoo.com</a>
YHA Bushwalkers	<a href="mailto:yhabushies@yahoo.com.au">yhabushies@yahoo.com.au</a>
Gold Coast Bushwalkers Club	<a href="mailto:goldcoastbushwalkers@gmail.com">goldcoastbushwalkers@gmail.com</a>
Chek 360 Running Group	<a href="mailto:ben@chek360.com.au">ben@chek360.com.au</a>
Chisel Fitness Running Group	<a href="mailto:chris@chisel-fitness.com.au">chris@chisel-fitness.com.au</a>
Gold Coast Runners Club	<a href="mailto:admin@goldcoastrunnersclub.com.au">admin@goldcoastrunnersclub.com.au</a>
Southport Runners & Walkers	<a href="mailto:srawsc@gmail.com">srawsc@gmail.com</a>

## 5.1 MACRO CHANNEL PARTNERS

An initial list of Macro Channel Partners and contact details compiled through personal communications or internet searches are provided in Table 5. More details on these Macro Channel Partners can be found in Technical Report 1: Information Review.

Efforts must be made by the organisation responsible for implementing the Strategy to maintain this list by updating contact details and adding organisations as they become pertinent.

NOTE: To effectively partner with these organisations, the recommendations outlined above under Section 3.0 Product Development should be adequately addressed.

**TABLE 5: MACRO CHANNEL PARTNERS AND CONTACT DETAILS**

Partner	Contact
Adventist Outdoors	<a href="mailto:aosq@adventist.org.au">aosq@adventist.org.au</a>
Asset Training Australia	<a href="mailto:brisbane@asset.edu.au">brisbane@asset.edu.au</a>
Australian Trail Horse Riders Association	Contact through webpage: <a href="http://www.athra.com.au/Contact_US.aspx">http://www.athra.com.au/Contact_US.aspx</a>
Bicycle Queensland	Contact through webpage: <a href="http://www.bq.org.au/about/contact/">http://www.bq.org.au/about/contact/</a>
Bike On Australia	<a href="mailto:info@bikeon.com.au">info@bikeon.com.au</a>
Brisbane Marketing	Luke Edwards, Leisure and Tourism, <a href="mailto:LEdwards@brisbanemarketing.com.au">LEdwards@brisbanemarketing.com.au</a>
Bush Lore Australia	<a href="mailto:info@bushloreaustralia.com.au">info@bushloreaustralia.com.au</a>
Bush Ranger Bikes	<a href="mailto:info@bushrangerbikes.com.au">info@bushrangerbikes.com.au</a>
Bushwalking Queensland	<a href="mailto:info@bushwalkingqueensland.org.au">info@bushwalkingqueensland.org.au</a>
Duke of Edinburgh's Award in Australia	<a href="mailto:gld.award.office@communities.qld.gov.au">gld.award.office@communities.qld.gov.au</a>
Evolve	<a href="mailto:info@evolve.org.au">info@evolve.org.au</a>
Guides Queensland	<a href="mailto:state@guidesqld.org">state@guidesqld.org</a>
Heart Foundation	Anita Cromb, Group Walking Program Officer, <a href="mailto:Anita.Cromb@heartfoundation.org.au">Anita.Cromb@heartfoundation.org.au</a>
Horizon Guides	Contact through webpage: <a href="http://www.horizonguides.com.au/contact">http://www.horizonguides.com.au/contact</a>
In 2 Adventure	<a href="mailto:info@in2adventure.com.au">info@in2adventure.com.au</a>
Keep Australia Beautiful Queensland	<a href="mailto:info@kabq.org.au">info@kabq.org.au</a>
K2 Extreme	<a href="mailto:k2extreme@k2.com.au">k2extreme@k2.com.au</a>
Mountain Bike Australia	<a href="mailto:Info.mtba@mtba.asn.au">Info.mtba@mtba.asn.au</a>
Organised Conference	<a href="http://www.organisedconferences.com.au/">http://www.organisedconferences.com.au/</a>
Orienteering Queensland	Contact through webpage: <a href="http://www.oq.asn.au/index.php?option=com_contact&amp;task=view&amp;contact_id=50&amp;Itemid=3">http://www.oq.asn.au/index.php?option=com_contact&amp;task=view&amp;contact_id=50&amp;Itemid=3</a>
Outdoor Educators' Association of Queensland	Contact through webpage: <a href="http://www.oeaq.org.au/contact.asp">http://www.oeaq.org.au/contact.asp</a>

TABLE 5 (CONTINUED): MACRO CHANNEL PARTNERS AND CONTACT DETAILS

Partner	Contact
Parks and Leisure Australia	Megan Lennon, Secretariat, <a href="mailto:plagld@parksleisure.com.au">plagld@parksleisure.com.au</a>
Phoenix Adventure	<a href="http://www.phoenixadventure.com.au/">http://www.phoenixadventure.com.au/</a>
Police and Citizens Youth Clubs	Contact individual branches: <a href="http://www.pcyo.org.au/branches/index.php">http://www.pcyo.org.au/branches/index.php</a>
Pony Club Association of Queensland	<a href="mailto:admin@pcaq.asn.au">admin@pcaq.asn.au</a>
Queensland Endurance Rider's Association	Anne Jones, Secretary, <a href="mailto:annej@cooroy.net.au">annej@cooroy.net.au</a>
Queensland Health and other health promotion agencies and websites	Mitchell Stalker, Health Promotion Officer, West Moreton Public Health Unit, <a href="mailto:Mitchell.Stalker@health.qld.gov.au">Mitchell.Stalker@health.qld.gov.au</a>
Queensland Horse Council	<a href="mailto:president@qldhorsecouncil.com">president@qldhorsecouncil.com</a>
Queensland Outdoor Recreation Federation (QORF)	Alana Thomson, Project Coordinator, <a href="mailto:project2@qorf.org.au">project2@qorf.org.au</a>
Queensland Rogaining Association	Michael McMahon, Secretary, <a href="mailto:mjcmahon@me.com">mjcmahon@me.com</a>
Queensland Tourism Industry Council	<a href="mailto:info@qtic.com.au">info@qtic.com.au</a>
Scouts Queensland	<a href="mailto:gldhq@scoutsqld.com.au">gldhq@scoutsqld.com.au</a>
SEQ Catchments	<a href="mailto:admin@seqcatchments.com.au">admin@seqcatchments.com.au</a>
Sunshine Coast TAFE	<a href="http://www.sunshinecoast.tafe.qld.gov.au">www.sunshinecoast.tafe.qld.gov.au</a>
Tourism Queensland	Sharon Raguse, Director, SEQ Country, <a href="mailto:Sharon.Raguse@tq.com.au">Sharon.Raguse@tq.com.au</a>
Trail Running Association of Queensland	Contact through website: <a href="http://runtrails.org/articles/contact">http://runtrails.org/articles/contact</a>
Triathlon Queensland	<a href="mailto:admin@triathlonqld.com.au">admin@triathlonqld.com.au</a>
Two Wheel Promotions	<a href="mailto:info@twowheelpromotions.com.au">info@twowheelpromotions.com.au</a>
10,000 Steps	<a href="http://www.10000steps.org.au/">www.10000steps.org.au/</a>

## 6.0 MARKETING STRATEGIES

The following marketing strategies are recommended to achieve the objectives outlined in Section 2.0 Vision and Objectives.

### 6.1 OFFICIAL WEBSITE

A relaunch of the official BVRT website is recommended with upgraded content and aesthetics to reflect the BVRT experience, based on findings reported in Technical Report 3: Review of Promotional Planning Strategies. This would shift the BVRT website from a communication tool by DLGP, to a more engaging and dynamic site where potential users, locals and visitors, can become inspired to engage in the experiences available on the BVRT.

It is recommended that the website:

- clearly and succinctly articulate what the BVRT product is; and
- present succinct and useful information for first-time trail goers through to experienced rail trail enthusiasts.

It is critical that the Brisbane Valley Rail Trail website ([www.brisbanevalleyrailtrail.org.au](http://www.brisbanevalleyrailtrail.org.au)) is the most complete, accurate and up to date information source on the Brisbane Valley Rail Trail. As such, the website should house the basis of information that is included:

- in the Guide Book (see below);
- in other websites featuring the BVRT; and
- in any other marketing and information collateral.

To achieve this, the BVRT website should package information under logical tabbed pages. Table 6 over the page outlines required website pages and highlights the purpose of each.

**TABLE 6: PROPOSED WEBSITE TABS AND PURPOSE OF EACH TAB**

<b>Title of Page</b>	<b>Purpose</b>
Home	This page should provide a brief but clear message about what the BVRT is, and a map of the whole trail including trail gradient. This page should also include a Twitter feed box displaying the most recent news items, links to the BVRT User Registration Service, BVRT promotion "I walked the line", Twitter and Facebook should also be included.
About	This page should provide more detail on the BVRT and the history of the Brisbane Valley rail, what people can do on the BVRT; the BVRT towns should be listed as links which direct visitors to Brisbane Valley Heritage Trails PDF brochures. This page should also include brief information on the governance of the trail.
On the BVRT	This page should provide brief information on the trail attributes, setting out what people can expect from the BVRT. This should include information on the trail sections, information on the trail facilities, information on how to find out more about the history of the BVRT, information on how to find out more about the flora and fauna of the BVRT, and include an image gallery.
Planning Your Trip	This page should provide the basic and essential information that people would need to utilise the trail. This should include the BVRT User Registration Service (see below for more information), suggested itineraries, accommodation, BVRT A4 downloadable map, directions on how to get to the BVRT from major population centres, information on weather in the area, a trail checklist including safety guidelines and trail etiquette, a list of places to visit in the area (Trip Advisor has a wiki to enable this), information for groups using the BVRT and testimonials through the Trip Advisor webpage which is recommended for use by Tourism Queensland.
BVRT Shop	This page should provide an online transaction facility for the BVRT Guide Book, Yarns along the Trail, BVRT Flora and Fauna Guide Book and other merchandise. Responsibility for the sales on the web site would need to be clarified prior to launch.
BVRT Partners	This page should provide a list and brief description of the various partners supporting the BVRT. Links or contact details should be included for each organisation.
Events	This page should provide a calendar of events exclusively taking place on the BVRT. The calendar should be a rolling calendar, providing details for up to 2 years in advance to enable people to plan their BVRT trip in conjunction with local festivals and events on the BVRT. This page should also include contact details of event coordinators in the local councils so that community groups can suggest and develop future events.
News	This page should be the first place that BVRT-related news is posted, following the posting of news items, a Twitter announcement of the news item should be made so that the news shows up on the home page and subsequent social media platforms. This page should also include the BVRT Media Kit, which includes a BVRT Fact Sheet, FAQ sheet, Memories of the rail sheet and high resolution photos for media to use in publications. The media kit should be updated <i>at least</i> every six months.
Contact	This page should include direct contact details for the organization responsible for the ongoing governance and management of the BVRT. This page should also ask visitors to provide feedback on the review site Trip Advisor. Contact details for Visitor Information Centres in the local area should also be available.

Proposed content for each of the pages outlined in Table 6 is included in Appendix 1. It is recommended that the organisation responsible for the implementation of the Strategy check the accuracy/availability of service providers and update and add to these sections on a quarterly basis at a minimum, in association with the relevant Visitor Information Centres. Other websites that feature the BVRT should be encouraged to include a link back to the BVRT website.

Further, it is recommended that the website include a BVRT User Registration Service (BVRT URS). This would mean providing a facility where people could register on the website and outline the dates they will be on different sections of the trail. The BVRT URS would provide the following opportunities:



- Risk and Emergency Management: Users mobile phone number and email details could be automatically extracted and they could be sent messages in the event of a fire, storm or rapid flood in the area; and
- Market Research: Users demographics and behaviours can be recorded for market research purposes.

More completely, a revised look and feel of the Official BVRT website is proposed, with the concept illustrated in Figure 1, and in line with findings in Technical Report 3. The major features should include:

- a revised look to support a relaunch of the website<sup>7</sup>, this will flag to previous users that something new is happening with the BVRT, a significant milestone has been reached and the BVRT is now a whole trail;
- images showing everyday people using the BVRT help the general public to imagine themselves and their families and friends using the trail;
- text that provides a basic introduction to the BVRT and stimulates web visitors to continue reading about the BVRT;
- a downloadable A4 size location map with depiction of the entire trail and trail gradient to provide a basic indicator of the trail attributes, as proposed in Figure 2 below;
- a dashboard-style layout for recent stories, social media and local weather assist with useability of the website and provide quick reference points for web visitors; and
- The grass and grass tree watermark reflects symbols that users can expect along the BVRT and provides a theme which helps tie the various marketing materials together (e.g. website, Guide Book, merchandise).

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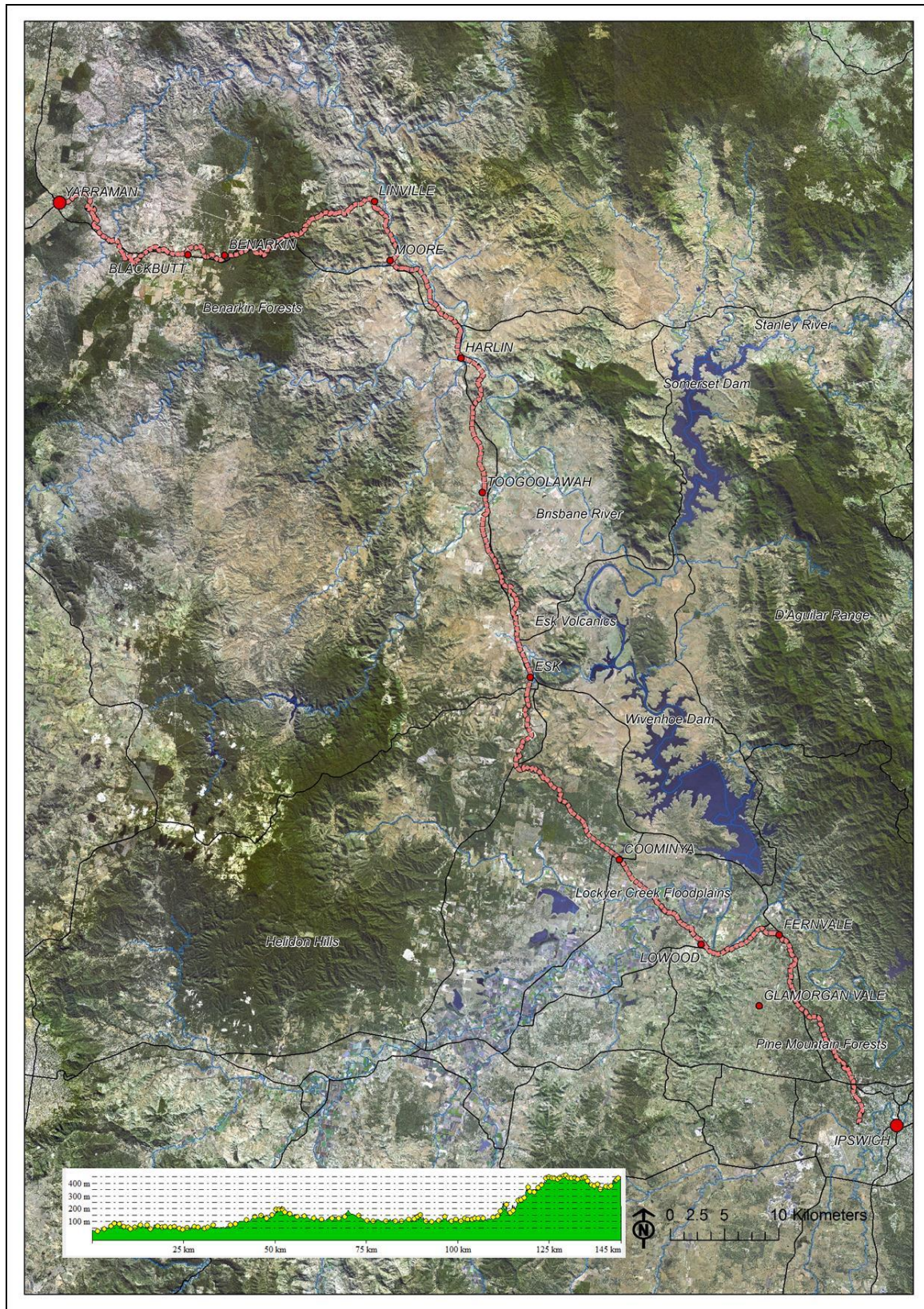
<sup>7</sup> The revised graphics continue the colour theme already established by the BVRT marketing to date, but updates the feel adding additional features and interest. The green and brown colours of the BVRT are core, and the grasstree symbol is used to reflect the heritage and desirable flora found along the trail.

FIGURE 1: REVISED LOOK OF OFFICIAL BVRT WEBSITE





FIGURE 2: PROPOSED WHOLE-OF-TRAIL MAP WITH GRADIENT PROFILE<sup>8</sup>



<sup>8</sup> Map and trail gradients provided by SEQ Catchments, [www.seqcatchments.com.au](http://www.seqcatchments.com.au)



### 6.1.1 SEARCH ENGINE OPTIMISATION

Search Engine Optimisation (SEO) is the process of improving the ability of search engines to locate a page and present it in search results. SEO is a strategic process of placing key words and phrases in website content so the webpage shows up high on a list without the website owner paying for a top placement. As an internet marketing strategy, the writer of the web site must consider what words or phrases people use to search for certain things. Phrases that would be relevant to the target markets of the trail include:

- Things to do in Brisbane (or Ipswich, Toowoomba, Sunshine Coast);
- Things to do in Brisbane's Country Valleys;
- Things to do in the Brisbane Valley;
- Things to do in the Brisbane hinterland;
- Trails in South East Qld/ SEQ;
- Walking (or Hiking) in Brisbane;
- Mountain Biking in Brisbane;
- Getting out of Brisbane; and
- Recreation spaces in Brisbane.

As such, it is important that the BVRT web content include these key phrases. SEO should be constantly revised and web content should be updated at least every six months to ensure the SEO strategy is effective.

## 6.2 BVRT GUIDE BOOK

As part of the launch and ongoing promotion of the BVRT, the development of a colour BVRT Guide Book that promotes the whole 161km of the BVRT is recommended<sup>9</sup>. It is proposed that the BVRT Guide Book provide essential information, trail section notes and possible itineraries for multi-day walks and cycles, as well as suggested accommodation to help people plan their BVRT experience. The BVRT Guide Book should include exclusive information not available on the website to create and maintain a reason for people to purchase it.

Due to the trails development, at present the Individual BVRT Section Brochures present information on the towns along the BVRT rather than providing comprehensive information on the attributes of the trail between the towns. The BVRT Guide Book should make this trail information readily accessible and create interest and impetus for people to get out of the towns and on to the trail. The BVRT Guide Book will also help novices prepare for the BVRT and help position the BVRT as a tangible experience for locals and visitors.

The BVRT Guide Book would be A5 in size. The RRP would be between \$10 and \$15 (Munda Biddi Touring Guide sells for AUD\$14.95 and the Otago Central Rail Trail Passport sells for NZ\$10).

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<sup>9</sup> Further information is available in Technical Report 3.

A sample of the proposed BVRT Guide Book has been developed as a proposed Guide Book. A few pages are presented in Figure 3 as an example. This version is created as a concept design, and needs further consideration for:

- on ground checking to finalise the trail details and directions so the notes provide a complete and accurate depiction of the BVRT sections;
- textual formatting and layout so the final version is both aesthetically pleasing and practical for use; and
- visual formatting and layout - at this stage the guide book needs visuals and graphic images to be added.

The Guide Book will be a 32 page B4 booklet with a centre fold-out A3 size map. The Guide Book contents will include:

- Trail notes:
  - Wulkuraka to Wanora to Fernvale;
  - Fernvale to Lowood to Coominya;
  - Coominya to Esk;
  - Esk to Toogoolawah;
  - Accommodation and Shuttles;
  - Toogoolawah to Harlin to Moore;
  - Moore to Linville;
  - Linville to Benarkin to Blackbutt;
  - Blackbutt to Yarraman;
- Centre Fold-out of trail map as proposed in Figure 2, A3 size showing greater detail than free downloadable map from the website;
- Itineraries for walkers, mountain bike and horse riders;
- Helpful information;
- Special promotion “I walked/rode the line”; and
- Emergency and further information.

FIGURE 3: PROPOSED GUIDE BOOK (DRAFT)



FIGURE 3 (CONTINUED): PROPOSED GUIDE BOOK (DRAFT)

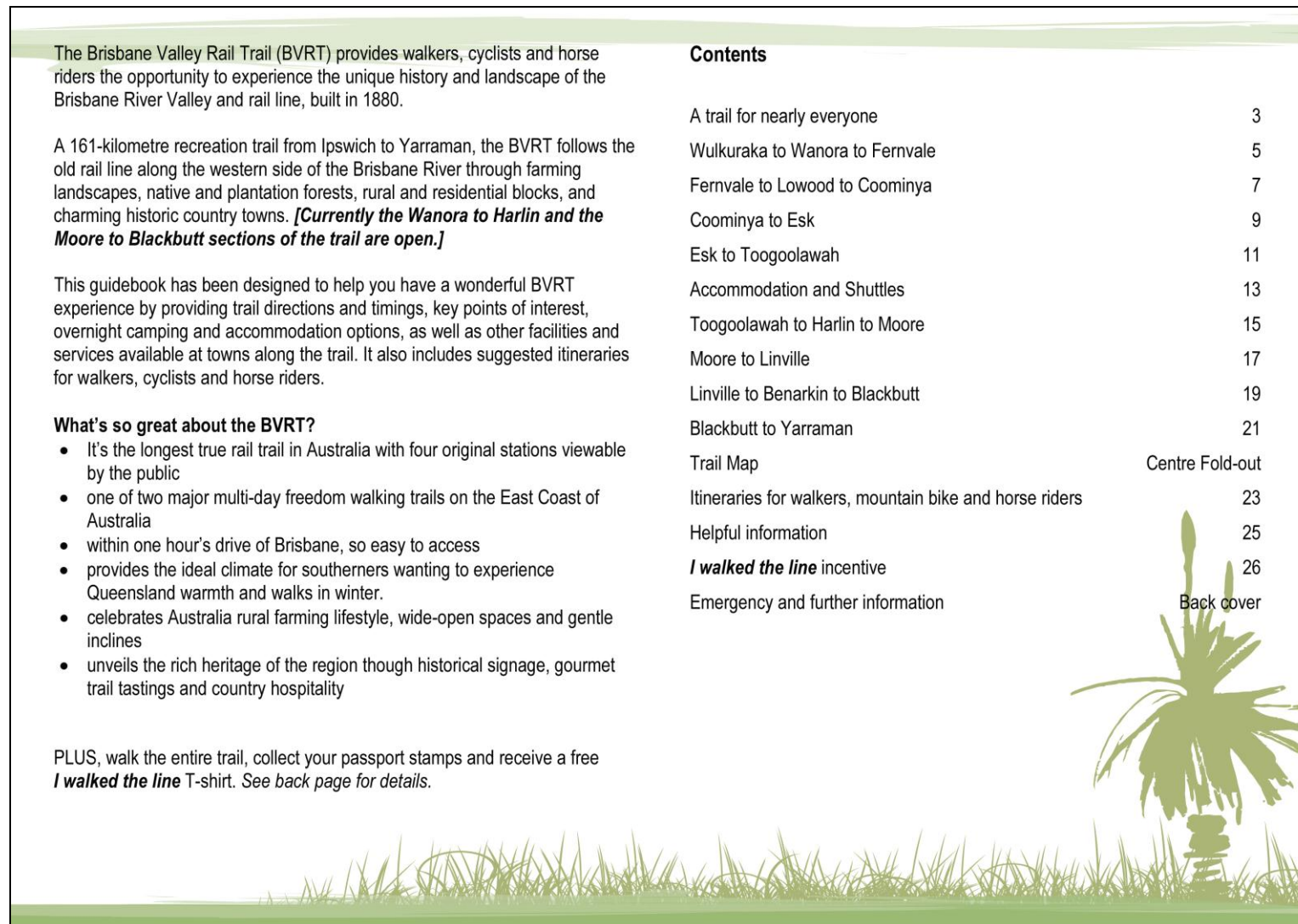




FIGURE 3 (CONTINUED): PROPOSED GUIDE BOOK (DRAFT)

Fernvale to Lowood 8.5 km (Grade: Easy/Moderate/Advanced)				Lowood to Coominya 12 km (Grade: Easy/Moderate/Advanced)			
Walking 1 ¾ hours	Bike riding 30 mins	Horseriding # hours		Walking # hours	Bike riding # hours	Horseriding # hours	
<p>This section provides some great vantage points for views of the Brisbane River. The trailhead is at the Fernvale Visitors Centre. Starting north, cross Clive St after about 200m. This section of the BVRT runs through grazing plots, before a dirt road crossing at Brouff Rd. 500m after the dirt road, the trail comes out along the Forest Hill-Fernvale Road, and after another 300m there is a minor road crossing at Vogler Rd. The trail continues along Forest Hill-Fernvale Road, with driveway crossings (<b>and a creek crossing after rains</b>) for another 2km before a minor road crossing at Vernor Road (<b>sign???</b>). The trail continues on for another 1km before sharing Old Fernvale Road, for 300m before joining the dedicated trail again alongside Forest Hill-Fernvale Road.</p> <p>The next few kms of the trail as you approach Lowood is near the Brisbane River and features spectacular views of the river. Other features of the trail include railway cuttings stabilised with dry-stone pitch rock and brick walling, picturesque farm lands and a flying fox colony and koala corridor adjacent to the river on the approach to Lowood. The trail Finishes at Lowood Station (<b>sign? anything at Lowood Station to signify you are there?</b>).</p> <p>Lowood, originally known as The Scrub or Cairnhill, was home to around 400 aborigines who had corroborees in the area. When the train came through in 1884 the station was called Lowood after the low woods of Brigalow scrub in the area. Early settlers arrived in the 1870s and were largely German – in 1890 70% of farming families spoke German exclusively. The town flourished in this decade with many services available and today some pre-Federation shops still operate. Of note are the Jubilee Theatre and the old Royal Bank of Queensland. During WWII, the area became an important air force training centre. In 1960 the decommissioned aerodrome hosted the Australian Grand Prix.</p> <p>This leg of the BVRT is the location of an annual Fun Run in July organised by the Somerset Regional Council</p> <p><b>Services at Lowood</b> Public toilet and picnic facilities There is accommodation available at Club Hotel Lowood.</p>				<p>The most significant part of this section is the Lockyer Creek Rail Bridge built in 1910. Beginning at the Lowood Station grounds, travel north-west and cross Main St. After almost 3 km the BVRT crosses Clarendon Rd then runs along Taro Rd before a minor road crossing at Nunns Rd. The BVRT continues along Kerria Rd. At the end of Keira Rd, cross Clarendon Station road, where you will enter the original Clarendon Station grounds (<b>is there anything there?</b>). Along this stretch of trail there is movement of dairy cattle, you will find cattle gates. Leave them how you find them. At 8 kms into the walk you reach Lockyer Creek Rail Bridge, (<b>walk across bridge?</b>).</p> <p>Cross the road at Mahon Rd for the second time, and continue parallel to the road, watch out for driveway crossings. Look out for the concrete culvert along the Mahon Road stretch of the trail. (<b>Is this look out to be careful or is it a point of interest – what's do interesting about it?</b>) There is a dirt road crossing of a section of Vineyard Rd (<b>why is it called Vineyard Rd- was there a winery?</b>) Cross Coominya Connection Rd into the reserve where the Coominya Station is located (now called the Coominya Railway Community Centre) and this section ends. The stretch from Lockyer Creek Rail Bridge into Coominya is 4km.</p> <p>Coominya came into being in 1886 as a siding on the railway line to serve the beef cattle property 'Bellevue Station' and was originally known as Bellevue. This private homestead built in 1870 is open to the public for guided tours. In 1905 the town's name was changed to Coominya, taken from Aboriginal dialect Yagarabul spoken in the area and believed to mean "view of water".</p> <p>Timber was the early mainstay of the area later replaced by grapes and watermelons. (<b>Still today?</b>) After WWI discharged soldiers received settlements in the area, boosted by a bush nursing association which brought improved health services.</p> <p><b>Is there a Clarendon Station? Can you cross the Lockyer Bridge?</b> Make sure you take time to see the murals (<b>of?</b>) in Coominya</p> <p><b>Services at Coominya?</b> There is some accommodation at Bellevue Homestead The Bellevue Hotel is open from 10am to 10pm Public toilets, picnic facilities, post office and convenience store</p>			



FIGURE 3 (CONTINUED): PROPOSED GUIDE BOOK

8 day Walking Itinerary – Town accommodation (Southern to Northern trailheads)				2 day Cycling Itinerary – Town Accommodation			
Day	Leg	Distance	Sleep	Day	Leg	Distance	Sleep
1	Wulkuraka to Wanora	15.1 km		1	Yarraman to Esk	95.4 km	Esk
	Wanora to Fernvale	7.1 km	Fernvale	2	Esk to Wulkuraka	66.1 km	(Ipswich optional)
2	Fernvale to Lowood	8.5 km		3 day Cycling Itinerary			
	Lowood to Coominya	11.8 km	Coominya	Day	Leg	Distance	Sleep
3	Coominya to Esk	23.6 km	Esk	1	Wulkuraka to Esk	66.1 km	Esk
4	Esk to Toogoolawah	19 km	Toogoolawah	2	Esk to Moore	46.8 km	Moore
5	Toogoolawah to Harlin	14.3 km		3	Moore to Yarraman	48.6 km	Yarraman (optional)
	Harlin to Moore	13.5 km	Moore	6 day Horse riding Itinerary			
6	Moore to Linville	7 km	Linville	Day	Leg	Distance	Sleep
	<i>Deliberate shorter rest day</i>			1	Wulkuraka to Wanora	15.1 km	
7	Linville to Benarkin	18 km			Wanora to Fernvale	7.1 km	Fernvale
	Benarkin to Blackbutt	4.6 km	Blackbutt	2	Fernvale to Lowood	8.5 km	
8	Blackbutt to Yarraman	19 km	Yarraman (optional)		Lowood to Coominya	11.8 km	Coominya
Walking Itinerary – Camping (Locations to be confirmed)				3	Coominya to Esk	23.6 km	Esk
Day	Leg	Distance	Sleep	4	Esk to Toogoolawah	19 km	Toogoolawah
1	Wulkuraka to Wanora	15.1 km		5	Toogoolawah to Harlin	14.3 km	
	Wanora to Fernvale	7.1 km	Fernvale		Harlin to Moore	13.5 km	Moore
2	Fernvale to Lowood	8.5 km		6	Moore to Linville	7 km	Linville
	Lowood to Coominya	11.8 km	Coominya		<i>Deliberate shorter rest day</i>		
3	Coominya to Esk	23.6 km	Esk	7	Linville to Benarkin	18 km	
4	Esk to Toogoolawah	19 km	Toogoolawah		Benarkin to Blackbutt	4.6 km	Blackbutt
5	Toogoolawah to Harlin	14.3 km		8	Blackbutt to Yarraman	19 km	Yarraman (optional)
	Harlin to Moore	13.5 km	Moore				
6	Moore to Linville	7 km	Linville				
	<i>Deliberate shorter rest day</i>						
7	Linville to Benarkin	18 km					
	Benarkin to Blackbutt	4.6 km	Blackbutt				
8	Blackbutt to Yarraman	19 km	Yarraman (optional)				

Consideration should be given to paying a professional photographer to take appropriate scenic and rail trail images which could be used for this brochure, the website and other purposes.

Images should be a mix of:

- Natural Attributes:
  - Good scenery shots;
  - Flora; and
  - Fauna (birds, etc.).
- Manmade attributes:
  - Historical photos – people working on the rail;
  - Rail memorabilia;
  - Restored train stations;
  - Points of interest (e.g. rail bridges, water towers);
  - Appealing accommodation and Campsites; and
  - Shops and local services.
- Everyday people actively engaging on different sections of the trail:
  - Mountain bikers;
  - Horse riders;
  - Walkers/Hikers;
  - Mixed activity groups;
  - Families; and
  - Events on the trail.

Using at least some of these same images on the website and other marketing material will strengthen branding and ensure consistency.

An initial print run of 2000 should be commissioned to allow for adequate distribution and sales.

It is recommended that the BVRT Guide Book be sold through:

- the BVRT website;
- designated resellers in the Brisbane Valley (newsagents, post offices, cafes, accommodation); and
- Visitor Information Centres in and around the Brisbane Valley and in the Visitor Information Centres in Brisbane, Ipswich, Toowoomba and the Sunshine Coast.

The BVRT Guide Book should be updated on a 12 monthly basis, or as major developments occur, to ensure depictions of the BVRT remain complete and accurate. It may be applicable for the second edition of the BVRT Guide Book to include itineraries where people can camp along sections of the BVRT, if such camping areas become available by this time.

### 6.2.1 BVRT SECTION BROCHURES

BVRT Section Brochures have previously been produced, reflecting the section-by-section nature of the opening of the BVRT. While these brochures have suited the purpose, findings reported in Technical Report 3 have led to the recommendation that the BVRT Guide Book (available for purchase) and the BVRT Map (available free for download) become the central tools for BVRT promotion and information and the BVRT Section Brochures be phased out.

## 6.3 EVENTS

### 6.3.1 WORKSHOPS ON BVRT BUSINESS LEVERAGING FOR TOURISM AND RELATED SERVICE OPERATORS

Several months before a major public launch of the opening of the entire trail, it is recommended that a public briefing be called for all the tourism service operators, Ambassadors and selected council members/officials within the region to:

- Brief them on the BVRT, including:
  - a. summary of progress of the BVRT and future targets;
  - b. potential economic opportunities of the BVRT;
  - c. the target markets for the BVRT;
  - d. an overview of the current tourism offerings and service gaps along the BVRT;
  - e. case studies of successful business/ tourism initiatives relating to the BVRT;
  - f. small business grants and funding for local community groups for projects along the BVRT;
  - g. progress towards trail user and economic targets;
  - h. opportunities for networking between local businesses; and
  - i. encouragement of these businesses to workshop innovative and entrepreneurial tourism offerings and to work together to develop and implement these ideas.
- Secure their commitment to support the BVRT for a 24 month period – specifically need to ensure you have enough providers to ensure a viable tourism product to fulfil a tourism push of the whole trail; and
- Decide on spokespeople for each region (to be available for media interviews and encourage community support). In total, 6 to 8 spokespeople would be required. These positions would rotate every 2 years.

Presentation and workshop resources may be based on information reported in Technical Report 1, Section 'Leveraging activities to maximise commercial opportunities' and from the various business engagement initiatives for the Murray to the Mountains Rail Trail and the Munda Biddi Trail.

### 6.3.2 PUBLIC LAUNCH EVENT

As various sections of the trail have already been opened, the entire trail needs to be launched to garner media interest and coverage. This has to be a bigger announcement than just "the entire trail is now open". News needs to be created around the opening. To do this, the following are suggested:

- An official opening around the theme "I walked/rode the line". This would entail a high-profile politician and/or personality leading a team of trail users on a section of the trail, with every

section of the trail simultaneously having mixed user groups. Each leading team would have someone high profile from the region and someone high profile from outside the region (suggestions such as: Queensland Premier, local Federal MP; representatives from DLGP and the Qld Department of Communities, Sport & Recreation Services, celebrities who live in the local area (e.g. Troy Cassar-Daly/ Laurel Edwards), plus personalities from Gold Coast (an Ironman), Sunshine Coast (maybe Cyndi O'Meara, Healthy Habits, Healthy Lives author) and other interested parties (e.g. Matthew Hayden);

- To coincide with the Launch Event, the BVRT Guide Book should be released and the “*I walked the line*” incentive announced (see Section 6.4.1 below). In conjunction with this, encourage a number of local residents to pledge to walk the whole trail by sections over the next 12 months;
- An attempt to break the Guinness Book of Records for most people on one trail in a single day; and
- A major celebration BBQ / concert at a venue half way along the BVRT (e.g. Esk). Buses would transfer people to this concert once they had completed their leg of the trail. Different activities would have different start times in order for people to congregate at this venue around the same time. As a result, horses may be restricted to sections nearest the end point of Esk and arrangements would need to be made to cater for bike riders needing to shuttle bikes back to starting points.

### 6.3.3 EVENTS FOR FUTURE DEVELOPMENT

From a local perspective the goal of the BVRT is to become a vibrant part of the local communities like the railway once was. A number of towns and regions along the BVRT are already incorporating the BVRT as part of their ongoing events/social calendars.

The next step is to consider what events/activities could be run which incorporate several sections of the rail trail. There may be potential to look at existing events such as the Fernvale to Lowood Fun Run and expand upon these to create a marathon-style event as part of a Festival of Running. The Brisbane Festival is on each year for the first 3 weeks of September. We would recommend **not** competing with that.

In terms of developing new events on the BVRT, it is recommended that the organisation responsible for implementing the Strategy work closely with local community groups such as the local Business Groups and Progress Associations, Lions, Apex, Rotary, CWA, and local councils to develop community events that have the potential to grow into visitor attractions, such as those held on other rail trails<sup>10</sup>. To begin with, these community events could be subsidised by local community grants and sponsorship and once established could be eligible for Events Qld regional events funding.

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<sup>10</sup> Refer to Technical Report 1, ‘Leveraging activities to maximise commercial opportunities’ for further detail.

## 6.4 SPECIAL PROMOTIONS

### 6.4.1 “I WALKED/RODE THE LINE” T-SHIRT INCENTIVE

To encourage greater initial usage of the BVRT, a Passport is to be incorporated in conjunction with the Guide Book which would culminate in participants being eligible to purchase the “I walked the line” or “I rode the line” t-shirt. This would be available for those who complete the whole trail and have had their Passport hole-punched along each section.

The Passport would be included in the Guide Book. A list of each section of the BVRT would include a space to punch a hole as proof they had completed that section of the trail. Proof that each section has been completed is evidenced by a different shaped hole-punch, which is available at a checkpoint approximately half way along each BVRT section away from access roads. Each hole-punch would be a different pattern to distinguish the part completed. The checkpoint would need to be clearly marked and visible in some way so trail users could stamp the relevant section of their book as proof they had done that leg of the trail.

Once they had attained all hole-punches they would then be eligible to purchase the long-sleeve UV t-shirt with BVRT logo for \$24.95<sup>11</sup> (FWW 7201) + postage and handling. These shirts would be a high quality and exclusive to those who have completed the trail.

The shirt proposed is a unisex long-sleeve Standard Plus Polo Long-Sleeved, suitable for outdoor activities offering a UV rating 50+. The cost per unit for a minimum order of 1000 is \$19.67 (inc. GST), which includes a single colour screen printed logo.



### 6.4.2 PLEDGE CAMPAIGNS

To get local residents and visitors committed to the “I walked the line” T-shirt incentive, a number of local or Brisbane identities should be encouraged to pledge to walk the trail within a set period.

In conjunction with partners such as Queensland Health, the Heart Foundation and/or 10,000 Steps, an organised pledge walk could be hosted on the second Saturday of each month over the cooler months of the year (March through to October). Or two challenge walks a year could be promoted over a four month period (1 March – 30 June; 1 July to 31 October) - effectively two Saturdays a month led by a local personality. This would be a great way to get local residents and visitors to complete the rail trail via a series of weekend day walks.

By having a challenge whereby participants actually redeem something at the end (via one of the Visitor Information Centres or a central processing office), local councils will be able to measure the

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<sup>11</sup> Based on cost price + GST (Fresh Promotions, 2011), quotes should be re-costed before ordering

number of users on the trail. This promotion also encourages local residents and visitors to walk the entire line, which will contribute to a greater appreciation for the BVRT and potentially develop local stewardship, as well as ensuring visitor spending across all regions.

#### 6.4.3 SCHOOLS AND COMMUNITY GROUP EXPEDITIONS

Local schools in the area could be encouraged to complete (sections of) the trail as part of their school camp or as a dedicated excursion. It could be marketed as a local rite of passage, targeted at senior primary and junior secondary students. For example, 4 x 2-day trips, 1 day trip per term for grades 6 & 7. This could be promoted via school support groups, Education Queensland and the local outdoor education centres in the area. The Duke of Edinburgh scheme could be approached and encouraged to promote use the trail as the focus of some of their trail based journey programs, or community service.

### 6.5 BVRT MERCHANDISE

Merchandise is an important part of the overall strategy for several reasons. If done effectively it will:

- Provide a tangible stimulus for trail users to retain a long-term memory of their trail experience and share their experience with family and friends;
- Provide one of the few sources of revenue for the organisation responsible for implementing the Strategy; and
- Attract attention and provide on-going opportunities for awareness and brand recognition, as is evident with the high profile rail trails identified in Technical Report 3.

To achieve these outcomes, BVRT merchandise must be:

- Attractive and desirable to encourage a primary purchase by trail users, and also encourage secondary investigation of the BVRT by others that see the merchandise;
- Perceived as being at least medium to high quality;
- Priced with an adequate profit margin to make the exercise worthwhile and profitable to fund the activities of the organisation.

All three of these aspects must be met within a merchandising strategy to increase the likelihood that people will purchase the products, which will make the exercise worth the time, effort and initial financial outlay (Communication Integrated, 2011; Cubic Promote, 2010).

As such, several products are recommended as a starting point for merchandise in Table 7. The table provides a product description and image, the approximate cost per unit (including printing for single colour logo), a recommended retail price based on a minimum of 100% profit margin, and the profit per unit excluding GST. The profit margin is justified due to the high quality and unique product offering, as there is no other opportunity to buy BVRT logo products. The profit margin may be adjustable over the long-term as product runs of quantities greater than 500 reduce the cost per unit.



TABLE 7: BVRT MERCHANDISE

Product	Target Market	Approximate Cost/Unit (inc. GST)	RRP (inc. GST)	Profit/Unit (exc. GST)
<p>Button Badges (Code: FBB 4005) (55mm diameter) 3 different Designs</p> 	<p>All activity types Locals/Visitors Children</p>	<p>\$0.83 (minimum order 1000 units per design, logo printing including for single colour logo)</p>	<p>\$2.50</p>	<p>\$1.52</p>
<p>Rectangular Cloth Patches (Code: FCP 7846) (approx 80mm x 80mm)</p> 	<p>All activity types Locals/Visitors Adults Children</p>	<p>\$2.57 (minimum order 500 units, one position up to 8,000 stitches)</p>	<p>\$5.95</p>	<p>\$3.07</p>

TABLE 7 (CONTINUED): BVRT MERCHANDISE

Product	Target Market	Approximate Cost/Unit (inc. GST)	RRP (inc. GST)	Profit/Unit (exc. GST)
Urban Insulated Travel Mug (Code: FPP 0040) (350ml) 	All activity types Locals/Visitors Adults	\$7.73 (minimum order 500 units, logo printing including for single colour logo)	\$17.95	\$9.29
Bobble Filter Bottle (Code: FBB 8943) (550ml, filter life 300 bottles, with option to purchase new filters) 	All activity types Locals/Visitors Adults Children	\$15.38 (minimum order 500 units, logo printing including for single colour text only, print area not big enough for BVRT logo))	\$28.95	\$12.33
Thirsty PVA Sports Towels (Code FTR 0106) (Dand towel size) 	All activity types Visitors Adults	\$11.13 (minimum order 500 units, logo printing including for single colour logo) (Not included in 2012 budget, to be introduced in second year of strategy implementation)	\$23.95	\$11.66

(Source: Fresh Promotions, 2011, quotes approximate only and should be costed before ordering)



## 6.6 PUBLIC RELATIONS: MEDIA-BASED CAMPAIGN

It is recommended that public relations activities be focused on two major releases per year around an event or activity. As such, a general media kit should be established as a basis for BVRT public relations, and additional resources should be compiled for specific events, such as the Launch Event. A planned media relations campaign should include the development of a media kit and targeted dissemination of the media kit.

### 6.6.1 MEDIA KIT - GENERAL

A general media kit should be developed for the BVRT to use for media promotion as various opportunities arise.

The media kit for the BVRT generally would have:

- BVRT Fact Sheet;
- BVRT FAQ – and answers;
- Memories of the trail - recollections from people who were part of the rail trail industry/life when it functioned as a train line; and
- Inventory of high resolution images for use in media publications.

The media kit would be made available on the webpage under News, and should also be distributed to relevant media and channel partners. The media kit should be updated at least every six months to ensure the information is accurate, relevant and newsworthy.

### 6.6.2 MEDIA KIT – LAUNCH EVENT

The media kit for the Launch Event in particular would add to the general media kit by including:

- The BVRT Launch Event media release (see guidelines and template in Appendix 3);
- Briefing sheet for Ambassadors and spokespeople with key messages and must-say quotes;
- High resolution images of spokespeople;
- High resolution images of someone wearing the “I walked the line” T-shirt on the BVRT; and
- Brisbane Valley Rail Trail logo in high resolution format.

### 6.6.3 SCHEDULE OF MEDIA RELEASES

The launch of the entire rail trail presents the most obvious media opportunity with potential to attract live television coverage and live radio interviews/broadcasts. A planned approach is recommended that would see monthly magazines coming out at the same time as the launch weekend thereby maximising the noise around this significant occasion.

A suggested order for media stories around the Launch Event is as follows:

- Local Pledge – High Profile participants;
- Guinness World Record attempt;
- Guide book launch; and
- Launch of the “I walked the line” T-Shirt incentive.

Following the Launch Event, the organisation responsible for implementing the Strategy would need to decide the next major news opportunity. Some suggestions include:

- Future events; and
- The launch of the railway sleeper carriages in Linville; and
- Media announcement when 500, 1000 and 5000 complete the rail trail.

#### 6.6.4 DISSEMINATING MEDIA RELEASES

The following Tables, 8 through to 12, provide contact details to disseminate media releases. This list is not exhaustive and should be updated on a regular basis as the media industry is constantly evolving, journalists move on and contact details change.

These sources are suitable for media releases over the next one to two years of the Strategy implementation. For international coverage in the third year of implementation, further research on media sources will need to be undertaken.

**TABLE 8: TELEVISION CONTACTS**

Television Station	Contact
Channel 7 - Sunrise	Enter news through contact form, available: <a href="http://au.tv.yahoo.com/sunrise/contact-us/suggest-a-story/">http://au.tv.yahoo.com/sunrise/contact-us/suggest-a-story/</a>
Channel 7 – News Brisbane & Regional	Enter news through contact form, available: <a href="http://au.news.yahoo.com/content-upload/">http://au.news.yahoo.com/content-upload/</a>
Channel 7 – The Great South East	Enter news through contact form, available: <a href="http://www.greatsoutheast.com.au/shared/contact.asp">http://www.greatsoutheast.com.au/shared/contact.asp</a>
Channel 7 – Creek to Coast & Queensland Weekender	Enter news through contact form, available: <a href="http://www.weekender.com.au/shared/contact.asp">http://www.weekender.com.au/shared/contact.asp</a>
Channel 9 – Today Show	<a href="mailto:today@nine.com.au">today@nine.com.au</a>
Channel 9 - Newsroom	<a href="mailto:news@nine.com.au">news@nine.com.au</a>
Channel 9 - Getaway	Jo Greenwood, Production Secretary <a href="mailto:jgreenwood@nine.com.au">jgreenwood@nine.com.au</a>
SBS World News Australia	Chief of Staff - <a href="mailto:cos@sbs.com.au">cos@sbs.com.au</a>
SBS Online News	<a href="mailto:sbsnews@sbs.com.au">sbsnews@sbs.com.au</a>
SBS Living Black	<a href="mailto:livingblack@sbs.com.au">livingblack@sbs.com.au</a>

TABLE 9: RADIO CONTACTS

Radio Station	Contact
4EB FM Multicultural – Community	<a href="mailto:info@4eb.org.au">info@4eb.org.au</a>
4ZZZ Brisbane Multicultural Community	<a href="mailto:newsroom@4zzzfm.org.au">newsroom@4zzzfm.org.au</a>
96five Family Radio Community	Enter news through contact form, available: <a href="http://www.96five.com/pages/content.aspx?pid=22">http://www.96five.com/pages/content.aspx?pid=22</a>
97.3FM Commercial	Enter news through contact form, available: <a href="http://www.973fm.com.au/aboutus/contactus/">http://www.973fm.com.au/aboutus/contactus/</a>
98.9FM Indigenous/country music – community run	Enter news through contact form, available: <a href="http://www.989fm.com.au/index.php?option=com_contact&amp;task=view&amp;contact_id=1&amp;Itemid=11">http://www.989fm.com.au/index.php?option=com_contact&amp;task=view&amp;contact_id=1&amp;Itemid=11</a>
99.7FM Community	Enter news through contact form, available: <a href="http://www.997fm.com.au/contact-us/2-general/1-contact-us.html">http://www.997fm.com.au/contact-us/2-general/1-contact-us.html</a>
101FM Logan - Community	<a href="mailto:news@101fm.asn.au">news@101fm.asn.au</a>
101.5FM Caboolture - Community	<a href="mailto:radio@1015fm.com.au">radio@1015fm.com.au</a>
103.7 Brisbane Community	<a href="mailto:4mbs@4mbs.com.au">4mbs@4mbs.com.au</a>
612 ABC	<a href="mailto:Howson.Spencer@abc.net.au">Howson.Spencer@abc.net.au</a>
B105 Commercial	Enter news through contact form, available: <a href="http://www.b105.com.au/contact">http://www.b105.com.au/contact</a>
Bay FM Community	<a href="mailto:bayfm@bayfm.org.au">bayfm@bayfm.org.au</a>
Nova 1069 Commercial	<a href="mailto:us@nova1069.com.au">us@nova1069.com.au</a>
River 94.9 Ipswich - Commercial	<a href="mailto:reception@river949.com">reception@river949.com</a>
SBS Radio World News Australia	<a href="mailto:radio.news@sbs.com.au">radio.news@sbs.com.au</a>
Triple M breakfast Commercial	<a href="mailto:graham.snow@sca.com.au">graham.snow@sca.com.au</a>

**TABLE 10: NEWSPAPER CONTACTS**

<b>Local Newspaper</b>	<b>Contact</b>
Beauresert Times	<a href="mailto:info@beaureserttimes.com.au">info@beaureserttimes.com.au</a>
Canungra Times	<a href="mailto:news@canungratimes.com.au">news@canungratimes.com.au</a>
City News (Quest - Brisbane)	<a href="mailto:editorial@questnews.com.au">editorial@questnews.com.au</a>
Gatton Star	<a href="mailto:news@gattonstar.com.au">news@gattonstar.com.au</a>
Ipswich News	<a href="mailto:semmensb@ipswichnews.com.au">semmensb@ipswichnews.com.au</a>
Queensland Times (Ipsch)	<a href="mailto:qt@qt.com.au">qt@qt.com.au</a>
Sunshine Coast Daily	<a href="mailto:editorial@scnews.com.au">editorial@scnews.com.au</a>
The Somerset	<a href="mailto:news@thesomerset.com.au">news@thesomerset.com.au</a>
South Burnett Times	<a href="mailto:ally.elphinstone@apn.com.au">ally.elphinstone@apn.com.au</a>
The Valley Weekender	<a href="mailto:thevalleyweekender@mcleans.net.au">thevalleyweekender@mcleans.net.au</a>
Toowoomba Chronicle	<a href="mailto:news@thechronicle.com.au">news@thechronicle.com.au</a>
Woodford Newspaper	<a href="mailto:admin@woodfordnewspaper.com">admin@woodfordnewspaper.com</a>
<b>Regional Newspaper</b>	<b>Contact</b>
The Courier Mail	<a href="mailto:weekends@thecouriermail.com.au">weekends@thecouriermail.com.au</a>
Brisbane Times	<a href="mailto:scoop@brisbanetimes.com.au">scoop@brisbanetimes.com.au</a>
The Gold Coast Bulletin	Enter news through contact form, available: <a href="http://www.goldcoast.com.au/gold-coast-bulletin/contact-us-form.html?about=1">http://www.goldcoast.com.au/gold-coast-bulletin/contact-us-form.html?about=1</a>
<b>National Newspapers</b>	<b>Contact</b>
The Australian – Travel	<a href="mailto:travel@theaustralian.com.au">travel@theaustralian.com.au</a>
The Australian - Online	<a href="mailto:online@theaustralian.com.au">online@theaustralian.com.au</a>
The Australian - Brisbane	<a href="mailto:Queensland@theaustralian.com.au">Queensland@theaustralian.com.au</a>

**TABLE 11: MAGAZINE CONTACTS**

<b>Magazine</b>	<b>Contact</b>
Australian Geographic	<a href="mailto:editorial@ausgeo.com.au">editorial@ausgeo.com.au</a>
Australian Leisure Management	<a href="mailto:karen@ausleisure.com.au">karen@ausleisure.com.au</a>
Australian Natural Health	Enter news through contact form, available: <a href="http://www.naturalhealthmag.com.au/contact">http://www.naturalhealthmag.com.au/contact</a>
Get Lost Magazine	<a href="mailto:info@getlostmag.com">info@getlostmag.com</a>
Go Camping Australia	<a href="mailto:production@vinkpub.com">production@vinkpub.com</a>
G Magazine	<a href="mailto:editorial@gmagazine.com.au">editorial@gmagazine.com.au</a>
Great Walks Magazine	<a href="mailto:brentmckean@yaffa.com.au">brentmckean@yaffa.com.au</a>
Hoofbeats Magazine	<a href="mailto:editorial@hoofbeats.com.au">editorial@hoofbeats.com.au</a>
The Horse magazine	<a href="mailto:horsethm@bigpond.com">horsethm@bigpond.com</a>
Map Magazine	<a href="mailto:mikki@mapmagazine.com.au">mikki@mapmagazine.com.au</a>
New Zealand Adventure Magazine	<a href="mailto:p.media@xtra.co.nz">p.media@xtra.co.nz</a>
Outer Edge	<a href="mailto:virginia.millen@primecreative.com.au">virginia.millen@primecreative.com.au</a>
Q Magazine	<a href="mailto:editor@qmagazine.com.au">editor@qmagazine.com.au</a>
Wild (wilderness adventure magazine)	<a href="mailto:virginia.millen@primecreative.com.au">virginia.millen@primecreative.com.au</a>

**TABLE 12: WEBSITE / E-MAGAZINE / E-NEWSLETTER CONTACTS**

<b>Website</b>	<b>Contact</b>
ABC The Big Diary	Enter news through contact form, available: <a href="http://www.abc.net.au/thebigdiary/">http://www.abc.net.au/thebigdiary/</a>
Adventure Pro Australia and New Zealand	<a href="mailto:news@adventurepro.com.au">news@adventurepro.com.au</a>
Auswalk	<a href="mailto:info@auswalk.com.au">info@auswalk.com.au</a>
Australian Tourism Data Warehouse	Enter news through contact form, available: <a href="http://www.atdw.com.au/">http://www.atdw.com.au/</a>
Bike On	<a href="mailto:info@bikeon.com.au">info@bikeon.com.au</a>
Brisbane 247	Enter news through contact form, available: <a href="http://www.my247.com.au/brisbane">http://www.my247.com.au/brisbane</a>
Brisbane City Life	<a href="mailto:BCL@BCL.com.au">BCL@BCL.com.au</a>
Brisbane Kids	<a href="mailto:info@brisbanekids.com.au">info@brisbanekids.com.au</a>
Coast Multisport & Paddle Magazine	<a href="mailto:editor@coastmultisport.com.au">editor@coastmultisport.com.au</a>
The Courier Mail What's On	Enter news through contact form, available: <a href="http://www.couriermail.com.au/life/whatson">http://www.couriermail.com.au/life/whatson</a>
Mountain Bike Tours	<a href="mailto:info@mountainbiketours.com.au">info@mountainbiketours.com.au</a>
Queensland Outdoor Recreation Federation (QORF)	<a href="mailto:industry@qorf.org.au">industry@qorf.org.au</a>
Rail Trails Australia	<a href="mailto:admin@railtrails.org.au">admin@railtrails.org.au</a>
Visit Brisbane	Enter news through contact form, available: <a href="http://www.visitbrisbane.com.au/Travel/Default.aspx">http://www.visitbrisbane.com.au/Travel/Default.aspx</a>
Walking Down Under	
Weekend Notes	Enter news through contact form, available: <a href="http://www.weekendnotes.com/brisbane/">http://www.weekendnotes.com/brisbane/</a>
MTB Dirt	Enter news through the contact form, available: <a href="http://www.mtbdirty.com.au/contact">http://www.mtbdirty.com.au/contact</a>

#### CHANNEL COMMUNICATION

Communication also needs to be sent through key channel partners outlined in Section 5.0

#### 6.6.3 SOCIAL MEDIA MARKETING

Social media marketing is becoming an increasingly essential part of any marketing campaign, and is being utilised by other trail managers. It is recommended that the organisations responsible for implementing the Strategy establish a Twitter account to be used alongside the Community Facebook page. This would be part of a planned social media marketing strategy to disseminate information and news items available on the Official BVRT website.

As social media marketing can be time consuming to operate effectively, it is recommended that Twitter be used as the main platform, and an interface be set up to enable Tweets to be automatically shared on the Facebook page.

While social media platforms are acknowledged as being self-regulating and subject to some negative behaviour, the organization responsible for implementing the Strategy should be conscious of reviewing Twitter and Facebook content at least once per month, to monitor activity and edit unfavourable comments.

By using these social media tools, the social media communities of the BVRT are able to connect and grow; find out about events and share experiences. It is important to note that social media marketing should not occur in isolation, and that any information disseminated through these tools is driven by website content. In this way, the first priority for information should always be the website, and social media tools should merely be used to share this information and promote social media conversation.

At this point in time, the organisation implementing the Strategy should understand the separate roles of Twitter and Facebook. Twitter provides an opportunity to connect with professional organisations, advocacy groups, media organisations etc. by following them on their Twitter feed. For Twitter to be used effectively to disseminate media releases, the Tweet should mention the relevant sources being followed. For example, to highlight the media release to Daniel Hurst, journalist at the Brisbane Times (Twitter tag @danielhurstbne), the Tweet would look like this:

BVrailtrail: Brisbane Valley Rail Trail Launch this weekend, full details and media release available: [www.includeurl.com.au](http://www.includeurl.com.au) @danielhurstbne

In contrast, Facebook is used more as a platform for individuals to socialize, connect and share personal experiences. The role of the BVRT Facebook page is certainly to disseminate information (with Twitter feed integrated with Facebook feed), but also to facilitate informal discussion without trying to overtly market the BVRT. Ways in which this can be done is to post photos of users on the trail and tag them, this way the BVRT becomes embedded in the online profile of a number of users and becomes a social media word-of-mouth, where family and friends become aware of the trail because an individual has been tagged on the trail.

Unfortunately, the Twitter tag @BVRT is already registered, as a result, @BVrailtrail has been registered for future use.

## 7.0 WORK BREAKDOWN STRUCTURE & RECONCILING OBJECTIVES AND STRATEGIES

The proposed timeline for implementation of the Strategy is set out in a Work Breakdown Structure (WBS) in Table 13 over the page. The WBS enables the Strategy to be broken down into manageable tasks, and indicates preparation phases, critical milestones, launch dates and ongoing activity. Table 13 also indicates the tasks that contribute to meeting the Strategy objectives set out in Section 2.2 Objectives.

The key for the WBS includes:

●	Critical Milestone		Launch Date
	Preparation phase		Ongoing activity

TABLE 13: WORK BREAKDOWN STRUCTURE AND RECONCILIATION OF OBJECTIVES AND STRATEGIES

	2012												2013															
Marketing Strategies	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Ongoing	Obj 1	Obj 2	Obj 3					
Complete Product					●																✓		✓					
Strengthen Product					●																✓		✓					
Ongoing Product Development																					✓		✓					
6.1 Official Website					●																✓	✓	✓					
6.2 Guide book																					✓	✓	✓					
6.3 Events																												
6.3.1 Workshops on BVRT Business Leveraging			●																		✓		✓					
6.3.2 Public Launch Event							●														✓	✓						
6.3.3 Events for future development																						✓	✓					
6.4 Special Promotions																												
6.4.1 “I walked the line” T-Shirt promotion (inc t-shirt)					●																	✓	✓					
6.4.2 Local Pledge Campaigns																						✓						
6.4.3 Schools and Community Groups																						✓						

TABLE 13 (CONTINUED): WORK BREAKDOWN STRUCTURE AND RECONCILIATION OF OBJECTIVES AND STRATEGIES

	2012					2013																					
Marketing Strategies	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Ongoing	Obj 1	Obj 2	Obj 3				
6.5 Merchandise																											
Button Badges																						✓	✓				
Rectangular Cloth Patches																						✓	✓				
Urban Insulated Travel Mug																											
Bobble Filter Bottle																					✓	✓					
Sweat towels																					✓	✓	✓				
Other merchandise																					✓	✓	✓				
6.6 Public Relations																											
6.6.1 Media Kit			•																		✓	✓	✓				
Local Pledge – High Profile participants																						✓	✓				
Guinness World Records attempt																						✓	✓				
Guide book launch																					✓	✓	✓				
Launch “I walked the line T-Shirt incentive”																						✓	✓				
Future events																						✓	✓				
Next ‘big story’																						✓	✓				
6.6.3 Social Media Marketing					•																✓	✓	✓				
8.0 Monitoring & Evaluation																					✓	✓	✓				



## 8.0 BUDGET LIST ITEMS FOR JANUARY TO DECEMBER 2012

Drawing on the activities outlined in the Strategy, budget list items for March to December 2012 have been identified in Table 14. These list items will need to be quoted/ confirmed following finalisation of the Strategy but are included to provide indicative information on the range of costs and prices for delivery of elements of the Strategy.

Further, these budget items deal exclusively with the marketing and promotional activities outlined in the Strategy. As such, monies required for trail completion and product strengthening are not included here, however, these costs should be acknowledged as precursors to the marketing and promotional efforts, as a whole complete trail is required before the marketing of it should take place.

**TABLE 14: BUDGET LIST ITEMS FOR JANUARY -DECEMBER 2012**

List Item	Estimated Cost (inc. GST)	Actual Cost
<b>Implementation of Strategy</b>	Dependent on Agency Contract fees or Whole of Trail Governing Body administration on-costs	
<b>Website</b> <sup>12</sup>		
Design and artwork, re-write, BVRTURS, online shop, etc.	\$3735.50	
Web hosting (per year costing)	\$97.90	
Static IP Address (per year costing)	\$79.20	
Secure SSL Certificate (per year costing)	\$42.90	
Search Engine Optimisation Strategy	Dependent on Agency Contract fees or Whole of Trail Governing Body administration on-costs	
<b>BVRT Guide Book</b> <sup>13</sup>		
Design and artwork (\$110 per hour)	TBA	
On-ground information checking (7 x 8 hour days @ \$30/ hour x 2 pax, plus accommodation (7 x \$120/night) and transport (\$100 each way)	\$4300.00	
Initial print run (2000 in total @ \$2.10 each)	\$4015.00	
Patterned hole punches (1 x "A" set = 10 in total @ \$95, plus postage \$5 <sup>14</sup> )	\$100.00	
Free standing, bright colour, heavy duty large letter boxes to house hole punches in halfway along sections of trail (8 in total x AU\$512.60) <sup>15</sup>	\$4100.80	
Installation of letter boxes ( 2 x 6 hour days @ maintenance rate)	TBA	
<b>Business Engagement Workshops (local businesses only in 2012)</b>	Dependent on Agency Contract fees or Whole of Trail Governing Body administration on-costs	
Presentation and workshop development		
Presentation and workshop facilitation		
Maintenance of local business database		
Business collateral development		
Venue Hire		
Catering costs		
<b>Public Launch Event</b>	Dependent on Agency Contract fees or Whole of Trail Governing Body administration on-costs	
<b>"I walked the Line" T-Shirt Promotion</b> <sup>16</sup>		
Design and artwork for "I walked the line" T-Shirt (Code: FWW 7201) (one colour print one position)*	\$82.50	
Initial print run (500 in total – 100 x XS; 100 x S; 100 x M; 100 x L; 100 x XL) @ \$19.67 each	\$9834.00	
Design and artwork for "I rode the line" T-Shirt (Code: FWW 7201) (one colour print one position)*	\$82.50	
Initial print run (500 in total – 100 x XS; 100 x S; 100 x M; 100 x L; 100 x XL) @ \$19.67 each	\$9834.00	

<sup>12</sup> Quote obtained from QORF web provider, 12 December, 2011

<sup>13</sup> Quote obtained from QORF printer, 9 December, 2011

<sup>14</sup> Quote obtained from Orienteering Service of Australia: <http://www.osoa.com.au/shop/index.php>

<sup>15</sup> Quote obtained from Home Design: [http://www.homedesignplus.com.au/freestanding-letterbox-newspaper-by-robert-plumb.html?utm\\_source=myshopping&utm\\_medium=cpc&utm\\_campaign=Home+Accents&utm\\_term=Freestanding+Letterbox+Newspaper+by+Robert+Plumb](http://www.homedesignplus.com.au/freestanding-letterbox-newspaper-by-robert-plumb.html?utm_source=myshopping&utm_medium=cpc&utm_campaign=Home+Accents&utm_term=Freestanding+Letterbox+Newspaper+by+Robert+Plumb)

<sup>16</sup> Quote obtained from QORF merchandise supplier, 12 December, 2011

TABLE 14 (CONTINUED): BUDGET LIST ITEMS FOR JANUARY -DECEMBER 2012

List Item	Estimated Cost (inc. GST)	Actual Cost
<b>Local Pledge Campaign</b>	Dependent on Agency Contract fees or Whole of Trail Governing Body administration on-costs	
No list items, uses existing resources		
<b>Schools and Community Groups</b>	Dependent on Agency Contract fees or Whole of Trail Governing Body administration on-costs	
No list items, uses existing resources		
<b>Merchandise<sup>17</sup></b>		
Design and artwork for Button Badge (Code: FBB 4005) Design #1*	\$82.50	
Button Badge (Code: FBB 4005) Design #1 (1000 in total) @ \$0.83 each	\$830.00	
Design and artwork for Button Badge (Code: FBB 4005) Design #2*	\$82.50	
Button Badge (Code: FBB 4005) Design #2 (1000 in total) @ \$0.83 each	\$830.00	
Design and artwork for Button Badge (Code: FBB 4005) Design #3*	\$82.50	
Button Badge (Code: FBB 4005) Design #3 (1000 in total) @ \$0.83 each	\$830.00	
Design and artwork for Rectangular Cotton Patches (Code: FCP 7846) with full colour embroidery*	\$82.50	
Rectangular Cotton Patches (Code: FCP 7846) (500 in total) @ \$2.57 each	\$1285.00	
Design and artwork for Urban Insulated Travel Mug (Code: FPP 0040) (Two colour print one position)*	\$82.50	
Urban Insulated Travel Mug (Code: FPP 0040) (500 in total) @\$7.73 each	\$3865.00	
Design and artwork for Bobble Filter Bottles (Code: FBB 8943) (one colour print one position)*	\$82.50	
Bobble Filter Bottles (Code: FBB 8943) (500 in total) @ \$15.38 each	\$7690.00	
<b>Public Relations – Media</b>	Dependent on Agency Contract fees or Whole of Trail Governing Body administration on-costs	
Resource Development for General Media Kit (including BVRT Fact Sheet, FAQ Sheet, Memories of the trail sheet, compilation of high resolution photos)		
Resource Development for Launch Event Media Kit (including media release, briefing sheet, compilation of high resolution photos, BVRT logo in high resolution format)		
Maintenance of media and channel partner database		
Venue hire and catering for media events associated with the lead up to the Launch Event		
<b>Social Media Marketing</b>	Dependent on Agency Contract fees or Whole of Trail Governing Body administration on-costs	
No list items, uses existing resources		
<b>Monitoring and Evaluation</b>	Dependent on Agency Contract fees or Whole of Trail Governing Body administration on-costs	
Compilation of information		
Design and artwork		
Printing and distribution		

**Notes:**

\*Artwork fees for merchandise are applicable for initial setup only and are not charged when the same product and design are re-ordered.

<sup>17</sup> Quote obtained from QORF merchandise supplier, 12 December, 2011

## 9.0 STRATEGY MONITORING AND EVALUATION

It is important to monitor and evaluate the effectiveness of the Strategy to determine whether or not the desired outcomes are being achieved, and if adjustments need to be made for the Strategy to be more effective.

The objectives of this Strategy, as set out in Section 2.2 are to:

1. Educate and arm the service and promotions industry relevant to the BVRT;
2. Increase awareness and usage of the BVRT amongst target markets; and
3. Foster the BVRT as a tourism experience by promoting it as a multi-day experience.

Three main components are recommended to monitor and evaluate the effectiveness of the Strategy in contributing to these outcomes, and, if required, make necessary adjustments to the Strategy for ongoing implementation. The components include:

- The Work Breakdown Structure (WBS);
- Quantitative methods; and
- Qualitative methods

### 9.1 WORK BREAKDOWN STRUCTURE

As indicated in the WBS, each of the tasks listed contribute in some way towards achieving these goals. As such, the WBS should be employed as a monitoring and evaluation tool. The organisation responsible for implementing the strategy should use this as a basis for bi-monthly progress and outcome reporting.

### 9.2 QUANTITATIVE METHODS

It is noted here that as a free attraction, it is incredibly difficult to generate accurate user counts for the BVRT. However, where there are captive participant bases, counts should be taken to provide a baseline of trail usage and enable benchmarking for future planning. These counts are also beneficial as they provide the ability to quote numbers in reporting for the short-term and also in grant applications in the future.

Quantitative methods include:

1. The BVRTURS provided on the BVRT website should be set up to provide an indication of numbers of registered users on the trail each month;
2. Registration for all events hosted on the BVRT (including free entry events) should be encouraged, this provides event counts and also helps with event planning and risk management;
3. Local accommodation providers should be encouraged through the business engagement workshops to record and submit fortnightly occupancy rates which distinguish purpose of stay;
4. Sales of Guide Books and submission of completed Passports provide a robust indication of the number of participants who have completed the whole trail;
5. Sales of BVRT Merchandise can also provide another count that assists in monitoring interest in the merchandise and informing future merchandise decisions; and

6. Reconciling of the Strategy Budget should be monitored and reported on.

### 9.3 QUALITATIVE METHODS

Qualitative methods are useful for providing a deeper understanding of how the Strategy is being implemented, including what does or does not work and why this is so.

Qualitative methods include:

1. All feedback provided to the organisations responsible for implementing the Strategy should be logged, responded to (action taken to address negative comments or leverage positive comments through media releases) and included in bi-monthly reporting. Relevant feedback includes through stakeholder interactions, business engagement workshops, community and visitor emails, Trip Advisor feedback, etc.;
2. A Google Alert should be set up for the “Brisbane Valley Rail Trail” to monitor coverage of the BVRT on the Web. As alerts are received, these should be logged, responded to (action taken to address negative comments or leverage positive comments through media releases) and included in bi-monthly reporting.

## REFERENCES

- Communication Integrated. (2011). What is in a T-Shirt? The Importance of Merchandise. Retrieved 7 December, 2011, from <http://fmstrategies.blogspot.com/2011/02/what-is-in-t-shirt-importance-of.html>
- Cubic Promote. (2010). The Importance of Merchandise Aesthetics & Quality. Retrieved 7 December, 2011, from <http://www.cubicpromote.com.au/blog/the-importance-of-merchandise-aesthetics-quality/>
- Fresh Promotions. (2011). Australia's No. 1 Promotional Products Company. Retrieved 7 December, 2011, from <http://www.freshpromotions.com.au/>



## APPENDIX 1: OFFICIAL BVRT WEBSITE CONTENT

### Home – BVRT Banner

**Home** / About / On the BVRT / Planning Your Trip / BVRT Shop / BVRT Partners / Events / News / Contact

Recent Stories  BVrailtrail  Insert twitter feed here Tweets should only highlight information already available on the website, for example, a news item should be posted on the News page, and then an announcement of the news item should be put on twitter. News items should include trail updates/status, weather warnings, planned maintenance, events and promotions	The Brisbane Valley Rail Trail is one of Australia's premier rail trails offering walkers, mountain bike riders and horse riders the opportunity to experience South East Queensland countryside at its best.  Starting in Wulkuraka, north of Ipswich, the BVRT, as it is affectionately known by the locals, meanders through the Brisbane River Valley for 160kms, finishing just over the Blackbutt Range in Yarraman.  Whether walking, bike riding or horse riding, the BVRT offers a recreation trail experience rich in character and country charm less than an hour's drive from Brisbane.
	Insert whole trail map with towns here, include inset of trail gradient
	Links to: BVRT URS BVRT promotion "I walked the line" Twitter Facebook

### About – BVRT Banner

Home / **About** / On the BVRT / Planning Your Trip / BVRT Shop / BVRT Partners / Events / News / Contact

What is the Brisbane Valley Rail Trail? What can I do on the BVRT? BVRT Towns BVRT Governance	<p><b>What is the Brisbane Valley Rail Trail?</b></p> <p>The Brisbane Valley Rail Trail (BVRT) recycles the old Brisbane Valley rail line which was built between 1884 and 1913 and closed in 1989. When complete in mid-2012, the BVRT will be one of the longest multi-use (walking, cycling, horse-riding) rail trails in Australia, stretching 161km from Wulkuraka, near Ipswich, in the south, to Yarraman in the north. The trail runs along the western side of the Brisbane River and travels through farming landscapes, native and plantation forests, rural residential areas and country towns. As such, the BVRT provides a corridor for active recreation, commuting and appreciation of the histories and natural environments of the Brisbane Valley and the rail line will be enjoyed by local residents, visitors and tourists.</p> <p>Some sections of the trail still have train signals and signs intact and the original rail stations have been beautifully restored by the local communities in Lowood, Coominya, Esk and Linville.</p> <p>The gentle inclines and wide open spaces of the Brisbane hinterland make the BVRT the perfect place for families and friends to get away from the rush of the city and spend time</p>
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	<p>with each other engaging in a celebration of the rural farming lifestyle of Australia.</p> <p>The numerous sections of trail mean that beginners can test out shorter sections of the BVRT, while experienced enthusiasts can choose to embark on a multi-day tour of the BVRT and visit or stay overnight in the country towns along the way.</p> <p>The trail is easily accessible, within a one hour drive from Brisbane and Ipswich in the south, and Toowoomba and the Sunshine Coast in the north. The BVRT should be on your list of things to do whether you are a local or a visitor to Brisbane.</p>
	<p><b>What can I do on the BVRT?</b></p> <p>The BVRT is a multi-use recreation trail, catering for walkers (including bushwalkers and hikers), mountain bike riders and horse riders.</p> <p>The BVRT is a non-motorised recreation trail, making it a safe corridor for walkers, mountain bike rides and horse riders of most ability.</p> <p>The unsealed nature of the BVRT makes the trail unsuitable for road cyclists, and mountain bikes or hybrids are strongly recommended.</p>
	<p><b>BVRT Towns</b></p> <p>Starting in Wulkuraka, north of Ipswich, the BVRT meanders through the Brisbane River Valley for 160kms finishing just over the Blackbutt Range in Yarraman. The BVRT passes through several historic towns, each with their own unique histories and character.</p> <p>The Brisbane Valley Heritage Trails committee have worked tirelessly to capture the stories of the towns, which you will find at the links below:</p> <p><a href="#">Insert link to whole trail map</a>  <a href="#">Include hyperlinks for towns to Brisbane Valley Heritage Trails website for town-specific information</a></p> <p>Wanora  Wulkuraka  Fernvale  Lowood  Coominya  Esk  Toogoolawah  Harlin  Moore  Linville  Benarkin  Blackbutt  Yarraman</p>
	<p><b>BVRT Governance</b></p> <p><u>Vision</u>  The vision for the BVRT is:</p> <p>The Brisbane Valley Rail Trail is Queensland's premier rail trails offering walkers, bike- and horse-riders the opportunity to experience South East Queensland countryside at its best.</p> <p><u>Board of Directors</u></p> <p><u>Staff</u></p> <p><u>Governance</u>  The BVRT is governed by a... under relevant legislation</p> <p><u>Roles and Responsibilities</u>  Detail tasks and any relevant projects undertaken by the governance (including business awards, community development, etc.)</p>

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## On the BVRT – BVRT Banner

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Trail Sections Trail Facilities History Flora and Fauna Image Gallery	<b>Trail Sections</b>  (include list sections, distances, driving distance from Brisbane, Ipswich, Toowoomba, Sunshine Coast)  More specific detail is available on each of the trail sections in the BVRT Guide Book, see the BVRT Shop for purchase details.
	<b>Trail Facilities</b>  <u>Trail heads</u> The Trail heads is the entry point for the trail. (For each of the trail heads include details of signage, parking, toilets, water)  <u>On-trail signage</u> Provide details for way finding signage and distance markers  <u>Picnic Points</u> ***Provide details on picnic points along trail sections.  <u>Water</u> There is limited access to water along sections of the BVRT, make sure you bring sufficient amounts of water with you (approximately 3 ltrs for a day walking or riding on the trail).  <u>Fire</u>  <u>Emergency Access Points</u> ***Provide details on emergency access points along the trail  <u>Camping</u> ***Camping along the BVRT is currently only available along the north section of the trail at Linville Station grounds and along Linville/Benarkin section. Camping is not permitted at any other location along the BVRT and trail goers are encouraged to make use of accommodation in towns along the BVRT (see Planning Your Trip).
	<b>History on the BVRT</b> Prior to the BVRT, the Brisbane Valley rail line ran through this corridor for # years, and as such the BVRT has been endowed the history of the agricultural industries and farming life in the Brisbane Valley.  Some further comments  You can download podcasts to listen to on your journey along the BVRT, visit the XYZ website: <a href="http://www.inserturl.com.au">www.inserturl.com.au</a>  For further information on the history of the Brisbane Valley, see the Brisbane Valley Heritage Trails website: <a href="http://www.brisbanevalleyheritage.org.au/">http://www.brisbanevalleyheritage.org.au/</a>
	<b>Flora and Fauna on the BVRT</b> The BVRT has become known for its flora and fauna, in particular the bellbirds and butterflies that call the BVRT home.  A BVRT Flora and Fauna Guide Book is available for purchase through the BVRT Shop.
	<b>Image Gallery</b>

	(Include a representative selection of photos along each section of trail, including a range of people using the trail)
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### **Planning Your Trip – BVRT Banner**

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BVRT User Registration Service Suggested Itineraries Accommodation BVRT Map Getting to the BVRT BVRT Weather Trail checklist, safety and etiquette Places to visit in the area Groups using the BVRT Testimonials – Trip Advisor	<b>BVRT User Registration Service</b>  The BVRT User Registration Service (BVRT URS) is designed to capture information to help with risk management and ongoing monitoring and management of the BVRT. The BVRT URS is optional for trail goers.  (insert registration boxes for name, contact details, place and date of departure, travel mode, expected place and date of return)
	<b>Suggested Itineraries</b>  Access to the BVRT is free for local residents, visitors and tourists. Trail goers may choose to spend a couple of hours to a day on a particular section of the BVRT, for further information on what may be a suitable section for yourself and/or your group, the BVRT Guide Book provides detailed trail section information and is available to purchase from the BVRT Shop.  For trail goers who want to take on a multi-day tour of the BVRT, there are suggested itineraries for walkers and mountain bike riders. (Enable itineraries to be downloadable pdfs)  The BVRT Guide Book provides detailed trail section information and is available to purchase from the BVRT Shop.
	<b>Accommodation</b>  Accommodation is available in towns along the BVRT for those wanting to make a weekend of it, or embark on a multi-day tour of the BVRT. Visitors planning on staying overnight are encouraged to plan ahead and book as accommodation is limited in some of the towns along the BVRT.  (Enable list of accommodation to be downloadable pdfs)
	<b>BVRT Map</b>  (Insert free download A4 size pdf)
	<b>Getting to the BVRT</b>  (Insert details from major centres to nearest trail heads)
	<b>BVRT Weather</b>  (insert summary of main seasons) (insert link to current BOM weather updates)
	<b>Trail checklist, safety and etiquette</b>  (Insert downloadable pdf)
	<b>Groups using the BVRT</b>  If you are planning a group excursion on the BVRT, you will need to contact the relevant

	<p>local councils to provide information regarding your planned group activity. This will help with the monitoring and management of trail goers on the BVRT.</p> <p>Contact Details for organisation responsible for ongoing management of the BVRT</p> <p>OR</p> <p>Ipswich City Council contact details</p> <p>Somerset Regional Council contact details</p> <p>South Burnett Regional Council contact details</p> <p>Toowoomba Regional Council contact details</p>
	<p><b>Places to visit in the area</b></p> <p><b>Somerset Dam</b></p> <p>Ipswich Rail Workshops Museum: <a href="http://www.theworkshops.qm.qld.gov.au/">http://www.theworkshops.qm.qld.gov.au/</a></p>
	<p><b>Testimonials – Trip Advisor</b></p> <p>(Insert link to Trip Advisor)</p>
	<p><b>Other resources</b></p> <p>Other maps and books are available through the following websites: Where to Mountain Bike in South East Queensland, Organised Grime: <a href="http://www.organisedgrime.com.au/">http://www.organisedgrime.com.au/</a></p>

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## **BVRT Shop**

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BVRT Guide Book Yarns along the line BVRT Flora and Fauna Guide Book Merchandise	<p><b>BVRT Guide Book</b></p> <p>The BVRT Guide Book provides essential information, trail section notes and possible itineraries for multi-day walks and cycles and suggested accommodation to help people plan their BVRT experience. The BVRT Guide Book provides valuable information for both novices requiring assistance preparing for your trip, or experienced rail trail enthusiasts.</p> <p><b>“I walked the line” T-Shirt Incentive</b></p> <p>A Passport is incorporated in the BVRT Guide Book, which provides an opportunity for participants check their Passport along each section of trail and receive a “I walked the line” t-shirt for completing the trail.</p>
	<p><b>Yarns along the Line</b></p> <p>‘Yarns along the Line’ are a series of Podcasts including poems, ballads, reflections, history updates of certain regions to help trail goers immerse themselves in the history and geography of the Brisbane Valley rail.</p>
	<p><b>BVRT Flora and Fauna Guide Book</b></p> <p>The BVRT Flora and Fauna Guide Book includes maps, photos, seasonal information and tips for where to look out for the BVRT Flora and Fauna.</p>
	<p><b>Merchandise</b></p> <p>“I walked the line” Tin Coffee Mugs</p>

	"I walked the line" Tin Water Bottles
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## BVRT Partners

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BVRT Partners Getting Involved with the BVRT	<p><b>BVRT Partners</b></p> <p>The ongoing sustainability of the BVRT is dependent on a number of cross-sector partnerships.</p> <p>Government State Government - Regional Councils –</p> <p>Not-For-Profit Organisations QORF - SEQ Catchments –</p> <p>Community Groups Friends of the BVRT - BVRT Ambassadors – Esk Lions Club -</p>
	<p><b>Getting Involved with the BVRT</b></p> <p><u>Local Business Leveraging of Commercial Opportunities</u> Some tips for local businesses to leverage the commercial opportunities of the BVRT:</p> <ul style="list-style-type: none"> <li>- Make sure you and your staff are knowledgeable about the trail and local weather conditions</li> <li>- Provide free water and facilities for BVRT trail goers</li> <li>- Provide secure places to lock up bicycles and leave horses during lunch or dinner</li> <li>- Keep bike pumps handy for mountain bikers to borrow for free</li> <li>- Sell bike puncture kits</li> <li>- Accommodation providers can offer secure places for bicycles and horses overnight</li> </ul> <p>Attend a workshop for Tourism and Related Service Operators</p> <p>BVRT Trail Goers Friendly Business Scheme coming soon!!!</p> <p><u>Become a Friend of the BVRT</u> Friend of the BVRT membership available soon!!!</p>

## Events

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Events Calendar Hosting an event on the BVRT	<p><b>BVRT Events Calendar</b></p> <p><u>2012</u> April May June July August September</p>
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	<p>October November December</p> <p><u>2013</u> January February March April May June July August September October November December</p>
	<p><b>Hosting an event on the BVRT</b></p> <p>Do you have event you would like to host on the BVRT? Then get in contact with the relevant local council to talk further.</p> <p>(insert contact details for event contacts in the local councils)</p>

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## News

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News BVRT Media Kit	<p><b>News</b></p> <p>(include a short summary of news items here, with the option to download a pdf with more information. Under the short summary, include a Twitter 'Tweet' and Facebook 'Share' option for each individual news items. Only when the information is entered on this page, then announce news item on Twitter, providing link back to news item)</p>
	<p><b>BVRT Media Kit</b></p> <p>(include BVRT Fact Sheet, an FAQ page, Memories of the rail page, and inventory of high resolution images for publication)</p>

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## Contact

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Contact BVRT Sharing your BVRT experience Contact Visitor Information Centres	<p><b>Contact Us</b></p> <p>BVRT Secretariat Details Phone Address Email</p>
	<p><b>Sharing your BVRT experience</b></p> <p>Do you have some feedback or a story you would like to share with other trail-goers? We would appreciate your review on Trip Advisor (include link to site here)</p>
	<p><b>Contact Visitor Information Centres</b></p> <p>(insert contact details here)</p>

## APPENDIX 2: GUIDELINES AND TEMPLATE FOR MEDIA RELEASE ON LAUNCH OF BRISBANE VALLEY RAIL TRAIL

### **Guidelines:**

- Get your facts right and keep it simple;
- Seek the approval of other parties and stakeholders and have them sign an agreement;
- Do homework on reporter's writing style and what might capture their attention – you may need to slant style to this;
- Seek the approval of other parties and stakeholders and have them sign an agreement;
- Keep to one/two page(s);
- Make certain you supply professional digital photos. Make them memorable and meaningful; and
- Send out your release and then follow up the next day, this adds a personal touch and helps to clarify anything.

## **Media Release Template:**

(BVRT Logo)  
**Media Release**  
FOR IMMEDIATE RELEASE

Contact:  
Telephone Number:  
Mobile number:  
Email Address:  
Web site address:

**HEADLINE IN UPPER CAPS**  
**Subtitle Can be Added in Upper and Lower Caps**

City, State and Date –

Opening Paragraph:

- should contain a *neutral* statement that *captures attention* i.e., that is *newsworthy*;
- this is your *key message*;
- something that is *new* to the reading audience; and
- this is the *who, what, when, where* and *how*.

Body text:

- do your *homework* and be certain of the *facts*;
- work down each *paragraph* from most to least important;
- keep to the *topic*;
- keep *neutral, factual* and *objective*;
- use direct *quotes* if possible;
- avoid *jargon* unless for a technical audience;
- seek an *expert opinion* and quote if possible;
- make certain that there are no *typos* and no *spelling mistakes*;
- be aware of your *audience* and write to them;
- towards the end provide a short section on who you are and what you strive to achieve; add your website link; and
- at the end, add the company or person's history/background in one short paragraph.

**Ends** (indicates that the press release is finished)

If you would like further information on this topic or to arrange an interview with xxxx xxxx, please contact xxxx xxxx at (mobile number) or email xxxx at (email)