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# TECHNICAL REPORT 1: INFORMATION REVIEW

*Brisbane Valley Rail Trail Marketing & Community Engagement Strategy February 2012*

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It is acknowledged that some of the information and recommendations in this report may have been superseded by subsequent events.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. The following report is the BVRT Technical Report 1: Information Review, and can be read in conjunction with:

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

The findings from these Technical Reports have informed the Strategy development and QORF recommends that readers wishing to understand the context and scope of the research process used 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

The purpose of Technical Report 1 is to provide a definition, description and context of the Brisbane Valley Rail Trail (BVRT); and identify the core and developing markets for the BVRT. To address this aim, an information review was undertaken drawing on existing management information related to the BVRT, key stakeholders conversations, and additional information sources including academic literature, trail user blogs and online forums.

Stemming from the information review, the BVRT is classified as “a multi-user recreation trail using a disused rail corridor (public land) for non-motorised outdoor recreation” (Halliburton & Associates, 2007, p. 14). Specifically, the history of the Brisbane Valley and the rail line position the BVRT as a *trail rich in character and country charm*.

Several critical issues are highlighted in this report with regards to operationalising the BVRT concept and ensuring the success of the trail and ongoing sustainability. In brief, these issues include:

- The progress towards BVRT completion;
- Flood damage and impacts on local business confidence and user interest (locals and visitors); and
- Ongoing governance structures and the need for centrally coordinated whole of trail maintenance and promotion activities, and business development support.

A broad stakeholder context of the BVRT is provided in this report. Stakeholders include relevant State government departments and whole of government initiatives, the local government context and authorities, relevant non-government organisations, potential commercial providers that may be engaged with the BVRT and the local community context. Establishing and maintaining existing and potential relationships with such a diversity of stakeholders will underpin the ability to demonstrate the role of the BVRT in contributing to various social, environmental and economic outcomes. Being able to embed the BVRT across these various dimensions is critical to ensuring the long-term support and sustainability of the trail. The report emphasises that this complexity of relationship management requires a robust governance structure that has adequate resources, such as the capacity to commit dedicated time and effort to focus on multiple partnerships and engage in cross-sector collaborations.

It is recommended that once governance structures and dedicated resources are in place for the BVRT, target markets identified in this Technical Report should be pursued. Two main target market groupings have been identified, including:

- Core Markets – those groups who can utilise the BVRT in its current development status, and can therefore be marketed to; and
- Developing Markets – those groups who will be able to utilise the BVRT once it is complete and has adequate infrastructure and amenities developed for usability and meets a minimum standard experience.

Section 4.0 should be referred to for in-depth detail on BVRT Target Markets.

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## 1.0 INTRODUCTION

The Department of Local Government and Planning (DLGP), and the Brisbane Valley Rail Trail (BVRT) Steering Committee commissioned Queensland Outdoor Recreation Federation (QORF) to research and develop a Marketing and Community Engagement Strategy for the BVRT. As part of this strategy development, QORF undertook a review of existing management information and held conversations key stakeholders in cases where documented information was limited. Major findings from the information review are included in this Technical Report.

The purpose of this Technical Report is to provide:

- a definition, description and context of the Brisbane Valley Rail Trail (BVRT); and
- identify the core and developing markets for the BVRT.

This Technical Report details the methodology used to carry out the review and presents key information to be considered in the strategy development. It concludes with final comments and identifies several key priorities that were considered in the development of the Marketing and Community Engagement Strategy.

## 2.0 METHODOLOGY

### 2.1 MANAGEMENT INFORMATION

A review was undertaken of existing management information, including:

- Brisbane Valley Heritage Trail Association (2007) Interpretation Plan, prepared for the Department of Infrastructure and Planning;
- Department of Infrastructure and Planning (2009) Brisbane Valley Rail Trail Communication Plan, Queensland Government;
- Department of Infrastructure and Planning (2010) South East Queensland Outdoor Recreation Strategy 2010;
- Halliburton & Associates, M. (2007) Brisbane Valley Rail Trail Plan, prepared for the Department of Infrastructure and Planning;
- Office of Economic and Statistical Research (2011) Queensland Regional Profiles;
- QORF (2009) Brisbane Valley Rail Trail Survey Report, prepared for the Department of Infrastructure and Planning;
- QORF (2009) SEQ Active Trails Management Systems, prepared for the Department of Infrastructure and Planning;
- QORF (2007) Active Trails: A Strategy for Regional Trails in South East Queensland, prepared for the Queensland Government and the Council of Mayors (SEQ);
- Queensland Government, Seqwater, Griffith University (2007) Outdoor Recreation Trends in South East Queensland (1997-2007);
- Queensland Premier's Department (2008) Toward Q2: Tomorrow's Queensland;
- Somerset Regional Council (2011) Discover Somerset Region Valley of the Lakes;
- South Burnett Times (2011) Touring the South Burnett 2011-2012;
- Tourism Queensland (2009) South East Queensland Country Tourism Opportunity Plan 2009-2019;

- Tourism Queensland (2010) Understanding Our Consumers Fact Sheet;
- Tourism Queensland (2010) SEQ Country Regional Snapshot - Year ended September 2010;
- Tourism Queensland (2009) South East Queensland Country Guide 2009/2010; and
- Tourism Queensland (2008) Queensland Adventure Tourism Action Plan 2008-2011 Highlights.

## 2.2 KEY STAKEHOLDER CONVERSATIONS

Conversations were also held with key stakeholders including:

- Tourism Queensland;
- Queensland Health (including West Moreton Public Health Unit);
- Brisbane Marketing;
- SEQ Catchments;
- Heart Foundation; and
- 10,000 Steps.

## 2.3 ADDITIONAL INFORMATION SOURCES

Additional information sources became pertinent throughout the data collection process, these included academic and industry articles and trail user blogs and online forums.

# 3.0 CONCEPT & CONTEXT OF THE BRISBANE VALLEY RAIL TRAIL

## 3.1 CONCEPT

### 3.1.1 RAIL TRAILS

#### DEFINITION

A rail trail can be defined as “a multi-user recreation trail using a disused rail corridor (public land) for non-motorised outdoor recreation” (Halliburton & Associates, 2007, p. 14). The idea to convert disused railways to recreation trails began in the USA in the 1960s when local people popularised the idea of walking on rail corridors when the rail tracks were removed (Halliburton & Associates, 2007). The themes associated with this rail-to-trails movement, including “recycling, land conservation, wildlife habitat preservation and non-automobile transportation... historical preservation, physical fitness, recreation access for wheelchair users”, have seen the niche concept move into mainstream policy development (Halliburton & Associates, 2007, p. 15).

#### GROWING TREND

Since the 1960s, all states in the USA have developed a rail trail network and the UK has several popular rail trails (Halliburton & Associates, 2007). The concept of rail trails in Australia is a relatively recent phenomenon, and has been driven by the deindustrialisation of the 1980s and 1990s (Halliburton & Associates, 2007). One of the earliest known rail trail conversions in Australia took place in Western Australia in the late 1970s to early 1980s (Halliburton & Associates, 2007). Since this time, the concept has spread quickly, with rail trails now established in Western Australia, Victoria, South Australia and Queensland.

## BENEFITS

Both within Australia and internationally recreational trails have consistently demonstrated positive contribution to local communities (Clarke, 1996; Downward, Lumsdoh, & Weston, 2009; Faulks, Ritchie, & Fluker, 2007; Mundet & Coenders, 2010). Rail trails are considered to offer many benefits to surrounding communities and users of the trails, including:

- inexpensive and accessible opportunities to participate in active recreation , therefore providing potential improvements to health and wellbeing;
- safe and diverse opportunities for family and community based social interaction and appreciation of history, natural environments and landscapes;
- a sense of place where the trail improves the quality and character of the local community, connecting users to their heritage and a social focal point (Clarke, 1996; Mundet & Coenders, 2010); and
- economic benefits to communities when visitor and tourism markets are serviced effectively (Downward, et al., 2009; Faulks, et al., 2007; Halliburton & Associates, 2007; QORF, 2009b).

### 3.1.2 RAIL TRAILS IN AUSTRALIA AND NEW ZEALAND

The following section provides a review of rail trails in Australia and New Zealand, gathering information specific to: characteristics of rail trail users; characteristics of successful rail trails; leveraging activities to maximise commercial opportunities; and models for management and governance structures.

Six well-known rail trails from Australia and New Zealand were selected to be included in the review. The trails include: The Riesling Trail (South Australia); Railway Reserves Heritage Trail (Western Australia); The Murray to the Mountains Rail Trail (Victoria); The Otago Central Rail Trail (New Zealand); and the Munda Biddi Trail (Western Australia). These trails were selected based on their identification in the original BVRT Rail Trail Plan, as well as being identified by experts as notable rail trails.

## CHARACTERISTICS OF RAIL TRAIL USERS

Rail trails attract a diversity of users with varying abilities, interests and types of activities (Halliburton & Associates, 2007; Mundet & Coenders, 2010). Users groups can be broadly categorised as a) local residents and b) visitors and tourists. Both categories of user access rail trails as individuals and in groups.

The original BVRT Rail Trail Plan (Halliburton & Associates, 2007) identified that the types of people who commonly use rail trails can include:

- Recreational users;
- Family and companion groups;
- Sporting groups including interest groups, elite sportspeople and endurance riders;
- Wheelchair and personal mobility users (where trail conditions meet accessibility requirements);
- History and rail trail enthusiasts;
- Nature enthusiasts including bird watchers.



The types of activities people engage in on Rail Trails include:

- Many forms of walking, including dog walking, people in wheelchairs and families with children's prams;
- Hiking;
- Trail running;
- Bike riding; and
- Riding horses, camels and donkeys.

Several studies of rail trail users have been conducted and provide more specific detail on the diversity of ways that people engage with these trails. Table 1 over the page provides a summary of trail user profiles (Beeton, 2003; Jessop & Bruce, 2001; Market Equity, 2004; Otago Central Rail Trail Trust, 2005).

While the majority of these studies identify visitors and tourists as being the largest proportion of trail users, it should be noted that local residents have a higher number of trips along the trails, meaning they use the trails more frequently (sometimes daily) but for shorter periods of time. The most common activities on the trail are walking and cycling, and it is emphasised that while these activities are complementary, walkers and cyclists often behave differently and thus require different support during their activity. For example, cyclists can cover distance much faster than walkers and take less time to complete sections of a trail. This means they are less likely to require support along the trail, however, cyclists do require secure places to store their bikes at the end of each day. In contrast, walkers may need more access to water and amenities along sections of the trail, depending on the distances travelled, but often require less support in terms of accommodation requirements.

Trail users are predominantly in middle to older age groups and use the trails in groups, most commonly groups of two to four. These groups are often friends and/or family and are motivated by the opportunity to socialise with family and friends, exercise, and fun and enjoyment. Across all six trails, trail awareness is based overwhelmingly on local knowledge and Word of Mouth between friends and family.

There is limited information on the length of visitor stay associated with trail usage. It seems that many visitors from outside a local area will be day-trippers. However, information available from the Murray to the Mountains suggests that multi-day trips along the trail are common, with 50 per cent of trail users travelling for two to five days along the trail.

TABLE 1: SUMMARY OF RAIL TRAIL USER PROFILES

Attributes	The Riesling Trail SA, 27km	Railway Reserves Heritage Trail, WA, min 82km	The Murray to the Mountains Rail Trail, VIC, 105 km	East Gippsland Rail Trail, VIC, 94km	The Otago Central Rail Trail NZ, 150km	Munda Biddi Trail, WA, 582km
<b>Locals/ Out of area</b>	Local residents (13%) From Adelaide, SA, Interstate, overseas (87%)	Locals Travellers from outside the Shire (90% of users)	Attracts many tourists	Mainly local users	Attracts many tourists	No data available - study being undertaken end 2011.
<b>Activities</b>	Walking Cycling (Horse riding banned) (no activity statistics available)	Walking (91%) Cycling (24%) Horse riding 5% Jogging (5%) (survey respondents could choose more than one option)	Cycling (89%) Walking (9%) Horse riding (less than 1%)	Cycling (89%) Walking (9%) Horse riding (less than 1%)	Cyclists (98.9% shop owners reported serving cyclists) Walkers (11.2% shop owners reported serving walkers)	
<b>Age Groups</b>	All ages - no specific data available	Middle to older age groups use the trails more frequently and for longer periods	35-64 (75%)	35-64 (75%)	36 – 50 (61%)	
<b>Individual or Group</b>	Accompanied by: Family (54%) Friends (33%)	Average group size is 2.8, size of group increases by age of trail users, visitors are more likely to use the trail in groups	Individual (11%) Groups of 2 (over 33%) Groups of 3 to 4 (20%)	Individual (11%) Groups of 2 (over 33%) Groups of 3 to 4 (20%)	Groups of 3 to 4 (67%) Couples (49.2%) Groups of 5 or more (40.7%) Individuals (3.3%)	
<b>Motivation for use</b>	Socialising with family and friends (48%) Trail enthusiasts (9%)	Exercise and fitness Fun and enjoyment	No data available	No data available	No data available	
<b>Awareness</b>	Family (46%) Information Centre (32%) Media sources (23%)	Local residents - Local knowledge and Word of Mouth (73%)	Friends and relatives (33%) Bicycle users groups (16%)	Live locally (39%) Guide book/Specialty magazine (14%)	Word of mouth (58.1%) OCRT website (52.3%) Individual business advertising (51.2%)	
<b>Length of Visitor Stay</b>	2 day stay on average - no specific data available	No data available	1 day (40%) 2 to 5 days (50%)	1 day (78%) 2 to 5 days (22%)	No data available	
<b>Sources</b>	(Market Equity, 2004)	(Jessop & Bruce, 2001)	(Beeton, 2003)	(Beeton, 2003)	(Otago Central Rail Trail Trust, 2005)	

## CHARACTERISTICS FOR SUCCESSFUL RAIL TRAILS

The physical attributes of rail trails are unique to their environments and surroundings. However, there are a number of characteristics that have been identified as contributing to the success of rail trails generally (Bergman, 2011; Halliburton & Associates, 2007). A successful trail is considered to be one that stands out and is distinguishable from other trails (Halliburton & Associates, 2007). Table 2 over the page, lists the characteristics of successful rail trails and compares the attributes of the six rail trails from Australia and New Zealand.

All six rail trails have addressed the majority of characteristics, albeit to a varying degree. Given the recognised success of these trails, this would indicate that developers of new rail trails should attempt to address each of these characteristics to enable successful trail infrastructure.

Each of the six trails is within a **few hours' drive from a major population centre**, demonstrating the location of the trails as a key success factor. The proximity to major cities, and international airports, has meant that these trails are valued not only by the local communities, but also by visitors from the nearby cities and domestic and international tourists.

The Riesling Trail, The Murray to the Mountains Rail Trail, the East Gippsland Rail Trail and the Otago Central Rail Trail have been **well-integrated** into the local tourism offerings, with the rail trails providing a centrepiece to one of many other local tourism attractions, such as wineries in the region. All six of the rail trails are supported by **accommodation** offerings, with local communities along the trails mostly familiar with users travelling along the trail and staying each night in a different location.

The **experience of the trails** can be seen to be supported through opportunities for interpretation, ease of access, original trail heritage infrastructure (or installations), unique and diverse experiences of the culture and landscape of the particular region.

Linking with the trail user behaviour above, the opportunity to engage in **different length walks** has been well addressed by all of the Australian trails, which serves to support and encourage **engagement by the local communities** to use the trail regularly for physical activity. As such, all trails are supported by the local communities to some extent and the local communities are able to share information about the trails. The trails are all considered to be **well maintained**.

One area that has not been well addressed by rail trails in Australia and New Zealand is the trail surface and suitability for wheel-chair use. The East Gippsland Rail Trail is the only trail included in this review that has some sections of trail sealed. The unsealed status of these rail trails means that the rail trail experience is inaccessible to people with wheelchairs, people using personal mobility vehicles, and parents with children in prams. While it is acknowledged that sealed surfaces can change the setting and experience of a rail trail, there could be greater consideration given to creating accessible sections of trail so people of all abilities are able to enjoy rail trails with their friends and families.

**TABLE 2: CHARACTERISTICS OF SUCCESSFUL RAIL TRAILS AND ASSESSMENT OF LONG DISTANCE TRAILS IN AUSTRALIA AND NEW ZEALAND**

Characteristics	The Riesling Trail SA, 27km	Railway Reserves Heritage Trail, WA, min 82km	The Murray to the Mountains Rail Trail, VIC, 105 km	East Gippsland Rail Trail, VIC, 94km	The Otago Central Rail Trail NZ, 150km	Munda Biddi Trail, WA, 582km
Access to the rail trail from large population centres	2 hours drive from Adelaide	40 minute drive from Perth	3 hours drive from Melbourne	3 hours drive from Melbourne	70 minute drive from Dunedin	40 minute drive from Perth
Significant to the region or state	Region	Region	Region	Region	State	State
Access to information on the rail trail	Web	Web	Web	Web	Web	Web
Ease of access to trail heads that have adjacent parking	Parking available at some trail heads	Parking adjacent to most trailheads	Limited parking at trail heads	Parking available at most trail heads	Parking available at most trail heads	Parking available at most trail heads
Access to tourism infrastructure in or near towns along the trail	Accommodation, attractions, wineries, tour operators, limited bike hire, shops and amenities	Accommodation, camping and amenities	Accommodation, attractions, wineries and local produce, bike hire, shops and amenities	Accommodation, camping, attractions, wineries, shops and amenities	Accommodation, attractions, wineries, tour operators, bike hire, shops and amenities	Accommodation, camping, attractions, shops and amenities
Way finding signage	Way finding signage and Distance markers	Information shelters positioned at each town along the trail	Distance markers	Way finding and distance markers	-	Way finding signage
Original heritage infrastructure in place (e.g. historic stations, bridges, tunnels, goods sheds, sidings, platforms, switches, signals and mile posts) or installations of physical assets such as carriages, locomotives, etc. that link to the glory days of the rail line	Some original heritage infrastructure	Some original heritage infrastructure	Some original heritage infrastructure, some installations	Original heritage infrastructure	Original heritage infrastructure	Original heritage infrastructure
Opportunities for interpretation and interactive with: 1.) local European and Aboriginal histories (including stories of town settlement, farming and industries, cemeteries), 2.) local flora and fauna (including land management and regeneration processes) and 3.) construction materials (including signage, guide books, etc.)	Guide book, some signage	Interpretive signage	Guide book, detailed trail section notes	Signage being installed	Signage, rail trail passport	Guide book, no intention for signage as it becomes 'dated'

TABLE 2 (CONTINUED): CHARACTERISTICS OF SUCCESSFUL RAIL TRAILS AND ASSESSMENT OF LONG DISTANCE TRAILS IN AUSTRALIA AND NEW ZEALAND

Characteristics	The Riesling Trail SA, 27km	Railway Reserves Heritage Trail, WA, min 82km	The Murray to the Mountains Rail Trail, VIC, 105 km	East Gippsland Rail Trail, VIC, 94km	The Otago Central Rail Trail NZ, 150km	Munda Biddi Trail, WA, 582km
Unique experience on offer (e.g. landscape, trail type or history)	Scenery, wine region	History and character	Scenery and history	Scenery and history	Scenery and history	Scenery
Opportunities to traverse and link to places of cultural, landscape and natural heritage	Yes	Yes	Yes	Yes	Yes	Yes
A variety of challenge, peace and solitude	Easy gradient through bushland, vineyards and farmland	Peace and tranquillity  Different sections, challenges and lengths	Introduction to countryside of the region	Peace and tranquillity  Different sections, challenges and lengths	Accessible for most ages of reasonable fitness	Sections suitable to all ages and abilities
Opportunities for short, medium and long-length walks on the main trail	Short, medium and long-length walks Circuits	Short, medium and long-length walks Circuit	Short, medium and long-length walks Circuits	Short, medium and long-length walks	Mainly long length walks	Short, medium and long-length cycles
Supported by communities and landowners	Yes	Yes	Yes	Yes	Yes	Yes
Informed local residents	Yes	Yes	Yes	Yes	Yes	Yes
Well maintained trails	Yes	Yes	Yes	Mostly – trail users encouraged to refer to website for up to date information	Yes	Yes
Wheelchair accessible	Not sealed	Not sealed	Sealed trail	Sealed in some sections	Not sealed	Not sealed
Well designed and marked road crossings	No Information	No Information	No Information	No Information	No Information	No Information

#### LEVERAGING ACTIVITIES TO MAXIMISE COMMERCIAL OPPORTUNITIES

One of the most used rationales for rail trails is the economic impact for local communities. An important precursor to this economic impact is the availability of commercial offerings of goods and services for people outside of the local area to spend money on, such as accommodation, food and beverage and other associated tourist attractions (Chalip, 2001). Table 3 of this Report provides a summary of the commercial offerings in place around the six rail trails in Australia and New Zealand to encourage spending, and the economic impact associated with this spending.

All of the rail trails reviewed have opportunities for trail users to purchase food and beverage in towns along the trails. While bike hire is available for the majority of the trails, guided trail tours are only available on the longest of the trails, including Murray to the Mountains Rail Trail, The Otago Central Rail Trail and the Munda Biddi Trail.

All of the rail trails have a varied extent of accommodation for trail users on multi-day trips. The most common accommodation is bed and breakfasts, or small pub or hotel-type accommodation in towns along the trails. Munda Biddi is unique as the trail managers have had to provide permanent shelters for camping along stretches of trail as some of the distances between towns are too far to cycle in a single day. This camping experience is a novelty as the cyclists are encouraged to be self-sufficient, but know they are safe from the elements and they can lock their bikes up securely overnight.

Opportunities to purchase merchandise has only been capitalised on by the longer trails Otago Central Rail Trail and the Munda Biddi Trail. These trails not only sell maps, they also sell branded garments. This works well as both trails are now established as must-do trails, providing challenge and being able to purchase merchandise complements the sense of achievement felt by trail users. The Otago Central Rail Trail also sells books, CDs, and boxed and polished pieces of the trail as memorabilia.

The geographic features of some of the trails also provide tourism opportunities. The Riesling Trail takes its name from the popular local grape growing variety, and local wineries have taken measures to provide direct access from the trail to cellar doors. Other rail trails are utilised for local events and festivals, including: open-day type activities where people can experience the trail in a supported environment with checkpoints and marshals; and installations of arts and entertainment activities along the trails. Trail-based events attract local residents, visitors and tourists to the trail and region.

Three of the trails have some form of business development program to encourage local business support and to maximise the economic opportunities of the rail trails. The Cycle Tourism Officer from the Wangaratta Council has put together a pamphlet, "Murray to the Mountains – The Business of Cycling" which provides 1) ideas for local businesses, such as offering bike hire, 2) tips to leverage the trail in marketing and encourage use of the trail, and 3) tips for being cycle friendly (see Appendix 1). The Cycle Tourism Officer also compiles and disseminates a monthly newsletter (see Appendix 2). The Cycle Tourism Officer spends much time working with local businesses to help them see opportunities relevant to the trail. The Munda Biddi Trail Foundation also runs Business

Growth Opportunity workshops in communities along the trail, as well as a membership-based Cycle Friendly Business logo scheme. The Cycle Friendly Business logo is available to businesses along the trail who meet a set of criteria to demonstrate they are a Cycle Friendly Business. The businesses are then able to use the logo in their advertising and the Munda Biddi Trail Foundation advertises these businesses through the trail website (see Appendix 3).

**TABLE 3: RAIL TRAILS IN AUSTRALIA AND NEW ZEALAND, COMMERCIAL OFFERINGS & ECONOMIC IMPACT**

<b>Commercial Offerings</b>	<b>The Riesling Trail SA, 27km</b>	<b>Railway Reserves Heritage Trail, WA, min 82km</b>	<b>The Murray to the Mountains Rail Trail, VIC, 105 km</b>	<b>East Gippsland Rail Trail, VIC, 94km</b>	<b>The Otago Central Rail Trail NZ, 150km</b>	<b>Munda Biddi Trail, WA, currently 582km, expected completion in 2012</b>
Food and Beverage providers in towns along trail	Yes	Yes	Yes	Yes	Yes	Yes
Bike Hire or Cycling Equipment	Yes		Yes	Yes	Yes	Yes
Trail Tours	Yes – limited basis	No	Yes	No	Yes	Yes
Accommodation	Yes, most users stay two nights but at two different locations	Yes, mostly B&Bs close to the trail	Yes, several types, limited on-trail accommodation, 1000s of beds available in towns along the trail	Yes, several types, people likely to stay at least overnight due to distance from Melbourne	Yes, due to the length of the trail, trail users will often stay in accommodation along the rail trail	Yes, combination of on-trail camp accommodation and in-town accommodation
Merchandise	None specific to trail	Specific to Trek the Trail	None	None	Yes, garments, books, pieces of the trail and DVDs	Yes, maps and garments
Wineries and Cellar Doors	Yes	No	Yes	Yes	Yes	No
Events	Calre Half Marathon operated by SA Road Runners, smaller events for time to time	Trek the Trail – ride or hike a section of the trail each year with different activities and entertainment along the trail	Several cycling events throughout the region during the year	Trail in a Day event, participants cycle 30, 60 or 100km in a day in October each year	Several - cycling events throughout the region during the year	Several - cycling on the trail during the year



TABLE 3 (CONTINUED): RAIL TRAILS IN AUSTRALIA AND NEW ZEALAND, COMMERCIAL OFFERINGS & ECONOMIC IMPACT

Commercial Offerings	The Riesling Trail SA, 27km	Railway Reserves Heritage Trail, WA, min 82km	The Murray to the Mountains Rail Trail, VIC, 105 km	East Gippsland Rail Trail, VIC, 94km	The Otago Central Rail Trail NZ, 150km	Munda Biddi Trail, WA, currently 582km, expected completion in 2012
Business Support in Local Communities	No	Yes, the Shire of Mundaring have a dedicated Trail Marketing Officer	Yes, Wangaratta Council have a Cycle Tourism Officer who works with local tourism and business groups across the region and implements a Wheelie Good Business Program	No	Local business representative committee to provide a voice for local operators	Yes, the Munda Biddi Trail Foundation runs Business Growth Opportunity workshops in local communities and has also set up a membership-based Cycle Friendly Business logo for businesses along the trail
Economic Impact	Injects \$1.08 million per year into the Clare region (Market Equity, 2004)	Study conducted in 2000 found that trail users injected \$10 million per year into the local economy (Jessop & Bruce, 2001)	Average direct expenditure is \$147.15 per person per day (Beeton, 2003)	Average direct expenditure is \$176.50 per person per day (Beeton, 2003)	Average expenditure is NZ\$92.80 per person per day, with an average length of stay being 3.8 days (Otago Central Rail Trail Trust, 2005)	When completed in 2012, it is expected that 25,000 cyclists will use the trail per year, injecting \$13 million into the region (The Munda Biddi Trail Foundation, 2011)

## MODELS FOR MANAGEMENT AND GOVERNANCE STRUCTURES

Management and governance, including community support networks, has been identified as an important determinant to the success and sustainability of a rail trail (Halliburton & Associates, 2007). Halliburton & Associates (2007) highlighted the importance of community support networks (e.g. dedicated management committee, 'friends of the trail', or full-time trail manager) to ensuring the long-term sustainability and success of trails, including rail trails.

Table 4 provides a summary of the management and governance details for the six rail trails included in this review. It is apparent that these rail trails are underpinned by strong partnerships between the State governments and the relevant local government authorities. The land for most of the rail trails come under the jurisdiction of the State government - predominantly an environment and/or conservation based department.

The majority of the rail trails pass through more than one local government area. The East Gippsland Rail Trail is the only one to have a single local government area, while the Munda Biddi Trail passes through 15 local government areas. Where multiple organisations have some kind of interest in a rail trail, management structures are important to ensure the success of the rail trail. The six trails present several different models for management and governance. The rail trails in the State of Victoria (The Murray to the Mountains Rail Trail and East Gippsland Rail Trail) have what is known as a Committee of Management (COM), implemented under State legislation. The COM model has been popular in Victoria and is considered to work well in situations where trails pass through more than one local government area (Halliburton & Associates, 2007). The COM model is typically formed as an incorporated association which acts as the trustee and manager of the rail corridor, with the benefit that the COM provides a sustainable governance solution and consistency of management approach along the trail (Halliburton & Associates, 2007). An incorporated association structure enables the COM to deal with legalities, contracts, finance arrangements and tenancy matters under the name of the COM (Halliburton & Associates, 2007). The membership of the COM model is often based on an expression of interest process which relies on the local community interest in supporting the trail. For the Murray to the Mountains Rail Trail, a Technical Committee has also been established with engineers from the relevant local governments to work together to ensure that the trail and trail attributes remain consistent along the trail.

Another model is a Partnership model (The Otago Central Rail Trail and the Munda Biddi Trail), which sees the State (or in New Zealand case, national) government as the land manager, form a partnership with a local trust or foundation. The local trust or foundation provides the community and social support for the rail trails. In the case of Otago, the Trust provides support through access to the community, as well as access to government funding that is only available to community groups. In the case of Munda Biddi, the Foundation is responsible for trail promotion and marketing, as well as running membership programs, volunteer programs and business development programs.

The management models of the trails also have implications for the establishment of community support networks and industry engagement. It is apparent that the COM model has a fairly narrow focus on trail management, and as such community and industry engagement are dealt with

alongside the COM. For example, the Murray to the Mountains has a Cycle Tourism Officer funded by the relevant LGAs, while the Friends of the EGRT Association Inc. has been established by local residents to promote the East Gippsland Rail Trail.

The Partnership model can be seen to bring together the diverse issues of trail management, community engagement and industry engagement in a more collaborative management structure. There is recognition by the partners (land managers and trust/foundation) that each organisation has specific responsibilities, but the success of the trail relies on the interdependency of the partnership and a collaborative approach to managing and promoting the trails.

**TABLE 4: SUMMARY OF THE MANAGEMENT AND GOVERNANCE DETAILS FOR LONG DISTANCE TRAILS**

	<b>The Riesling Trail SA, 27km</b>	<b>Railway Reserves Heritage Trail, WA, min 82km</b>	<b>The Murray to the Mountains Rail Trail, VIC, 105 km</b>	<b>East Gippsland Rail Trail, VIC, 94km</b>	<b>The Otago Central Rail Trail NZ, 150km</b>	<b>Munda Biddi Trail, WA, 582km</b>
Land is under the jurisdiction of ...	SA Government, two sections owned by different departments, Dept Crown Lands and Dept of Sport and Recreation	Predominantly Shire of Mundaring, small section passes through National Park - managed by the Department of Environment and Conservation	VIC Dept Sustainability and Environment	VIC Dept of Sustainability and Environment	The NZ Dept Conservation (DOC) on behalf of the people of NZ	WA Dept of Environment and Conservation (DEC)
Trail passes through	1 local government area (LGA)	1 LGA	3 LGAs	1 LGA	2 LGAs	15 LGAs
Trail managed by	Trail Management Committee comprised of community representatives and a representative from Dept of Recreation and Sport	Shire of Mundaring in partnership with WA Dept Environment and Conservation (DEC)	Committee of Management (COM) manages the land. COM comprises relevant councillors from the 3 Shires. Technical Committee comprised of council engineers to ensure trail is the same standard through the 3 Shires, maintenance issues are reported to relevant councils to attend to.	Committee of Management (COM) of the East Gippsland Rail Trail appointed by Vic Govt Minister for Public Lands	Partnership between DOC (maintenance) and the Otago Central Rail Trail Trust (community stakeholder group and community project funding recipients). Individuals tied to their communities are selected to sit on the Otago Central Rail Trail Trust.	Partnership between DEC (construction and maintenance of trail) and Munda Biddi Trail Foundation (promoting the trail and enhancing community engagement through volunteering and membership).
Community Support and Industry Engagement	Trail Management Committee sells Friends of the Riesling Trail membership for families and business, currently 100 members	Not specific to rail trail, some "Friends of" groups for reserves along the trail. Established a Perth Hills Trail Reference Group for matters relating to the trail. Implement the Munda Biddi Community Development Program.	3 Shires share funding for Cycle Tourism Officer (CTO) (previously Rail Trail Officer) for trail marketing. The CTO attends some COM meetings that are relevant to marketing of the trail.	Volunteers form Friends of the EGRT Association Inc., and generate marketing materials on a voluntary basis.	An operators group provides a voice for businesses on the rail trail.	MBTF Volunteers MTBF Members  Private sector sponsorship.

## SUMMARY

This section has defined what a rail trail is and outlined the growing trend of rail trail development in Australia. The benefits of rail trails were outlined as including increased opportunities for physical activity and economic opportunities for communities through tourism activity generated around the trails.

A review of six rail trails in Australia and New Zealand highlighted the importance of acknowledging two distinct groups of trail users - locals (frequent short distance users) and visitors (less frequent long-distance users). These two groups bring implications for the management of the trail, including the need to understand and provide for:

- the integration of rail trails into town trail networks to encourage and maintain interest and usage of trails by local residents in their regular physical activity; and
- longer distance usage by visitors and tourists, requiring information and access in towns, access to water and amenities along trail sections between towns and flexible business hours in towns, and secure lock-up facilities by accommodation providers, enabling multi-day trips along a rail trail.

Walkers and cyclists were also highlighted as distinct user groups that require different support along the trail. Information on horse riders needs on the six trails was limited. As demonstrated in Table 1, horse riding is considered a minority activity, and banned on at least one of the trails, and as such appears to have attracted little attention by managers of these trails. The management implications drawn from this is the need to understand the behaviour of different user groups (walkers, cyclists AND horse riders) and to provide amenities that are needed in towns or along the trails to support each of the groups.

Due to the importance of local residents in disseminating information about rail trails, marketing strategies should focus on encouraging support and use of the trails by local communities.

Due to the potential interest in multi-day trips, marketing strategies should:

- encourage local businesses along rail trails to cooperate through referrals or development of packages to support visitors and tourists and enable easy coordination of multi-day trips;
- emphasise opportunities for multi-day trips, positioning the rail trail as the centre piece of the trip, and suggesting other attractions to see and do along the way.

The six rail trails included in this review addressed the majority of characteristics identified for a successful rail trail, indicating that developers of new rail trails should consider these characteristics and attempt to address each of these characteristics to deliver a successful trail infrastructure. Special attention should also be given to the accessibility of the rail trail experience through providing sealed sections of trail, this would mean that potential users would broaden to include people with disabilities and their families and friends, and families with children in prams.

The six trails included in this review demonstrated variable levels of leveraging the trails to maximise commercial opportunities. At a basic level, all trails offered opportunities to purchase food and

beverages in towns along the trail and provided access to accommodation in towns along the trail. These services are essential to service trail users. Beyond the essential services, it is desirable have in place a business development program to encourage local businesses to engage in:

- bike hire and guided trail tours;
- high quality and novel merchandise; and
- community and special events and festivals on and around the rail trail (including fun runs, annual rides, etc.).

The management and governance structures of the six trails were also very different, and were influenced by the relevant State government legislation. Two main models were identified, with shortfalls and advantages of each identified. A decision regarding the governance structures for rail trails needs:

- to be suitable to the specific community to ensure long term sustainability of the trail; and
- to offer arrangements that allow for transparent management and involves the local community.

### 3.1.3 THE BRISBANE VALLEY RAIL TRAIL

#### BACKGROUND

Recent Queensland State Government policy has recognised the value of recreational trails, including rail trails, formally through the South East Queensland Regional Plan (SEQRP) (2005-2026)<sup>1</sup>. The value of these trails is perceived through the opportunities to retain the active and outdoor lifestyles characteristic of South East Queensland (SEQ), as well as opportunities to contribute to the sense of place and economic future for rural areas. The south east corner of Queensland has over 3000km of trails (QORF, 2007) that are variously used for walking, cycling, trail running, horseback riding, mountain biking, all-terrain vehicle use, trail biking, four wheel driving, bird watching, canoeing and dog sledding. While some trails are intended for a single use only, others are shared – but all are increasingly recognised for adding value to local communities through the delivery of economic, personal, social, health and environmental benefits.

As part of this policy orientation, the Brisbane Valley Rail Trail (BVRT) is intended to provide trail-based recreation infrastructure to the new Urban Development Areas in the SEQ Western Corridor. 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, and as such the BVRT will contribute to providing for the recreation needs of people living in this corridor as the population continues to grow over the next 20 years.

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<sup>1</sup> For more information on the policy setting of the BVRT, see section 3.2 'Context'  
3.2 Context

## CONCEPT

The 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 follows the Brisbane River Valley 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 landscapes of the Brisbane Valley. The recreational opportunities provided by the BVRT are anticipated to encourage social and cultural connections between the urban and rural people of SEQ by providing amenities and services so that urban residents feel comfortable and confident to explore the rural landscapes of SEQ, and learn about the communities that provide food, water and other services to the coastal cities. It is intended that the rail trail will be enjoyed by local residents, visitors and tourists and provide additional benefits through rural tourism and health outcomes.

However, the BVRT is not alone in the market place. There are many existing recreation trails in SEQ, as well as many disused rail corridors throughout SEQ and elsewhere in Queensland, some of which may be able to be developed into recreation trails or commuter pathways. While these trails opportunities may complement one another by providing a suite of trail experiences for people to engage with, there is also the issue that these trails compete with one another for users. This competition has the potential to become problematic if the trail experience does not meet user expectations or attract ongoing use. These issues need to be considered in the development, management, maintenance and marketing of the BVRT to ensure the rail trail meets user expectations and is valued by the community.

## DEVELOPMENT PROCESS

In January 2007, three new recreational trails were announced for South East Queensland, including the Brisbane Valley Rail Trail (BVRT), the Maroochy River Canoe Trail and the Boonah to Ipswich Trail. The State Government committed \$8.8 million over 5 years for the planning, design, development and management of these trails (DIP, 2009).

A project team was formed in 2007 in the former Office of Urban Management to manage the project (DIP, 2009). The project team is now housed in the Department of Local Government and Planning. In addition, a Steering Committee was established to oversee the development, management and maintenance of the BVRT – this is in partnership with Ipswich City, Somerset, South Burnett, and now Toowoomba Regional Councils (DIP, 2009). The Brisbane Valley Rail Trail Plan was developed by Mike Halliburton Associates in 2007, which included an interpretation plan prepared by the Brisbane Valley Heritage Trail Association, to guide the development of the BVRT (DIP, 2009).

The trail was originally approved as a 148km rail trail running from Wulkuraka to Blackbutt. As such, it built on the existing Fernvale to Lowood Rail Trail, managed by Somerset Regional Council, and the Blackbutt Rail Trail, managed by South Burnett Regional Council. An extension was approved for an

additional 19km from Blackbutt to Yarraman in 2011. This extension has seen the inclusion of Toowoomba Regional Council as a partner to deliver the extension to the BVRT.

#### PROGRESS & FLOOD DAMAGE

Being such a large project, it has been practical to open the trail in sections to enable partial trail use of the BVRT. In December 2010, almost 100km of the BVRT had been officially opened. However, in early 2011, the floods that devastated a number of communities in South East Queensland were extremely detrimental to the BVRT. Substantial damage was incurred along the trail, causing the trail to close for several months. Slowly, some sections have re-opened largely thanks to efforts of the Department of Local Government and Planning, the BVRT Ambassadors and local community volunteers. Table 5 provides a summary of the BVRT trail sections. This lists when sections of the trail were originally opened and when they were re-opened post-2011 floods. It should be noted that at the time this report is published, it was unknown how long it will take to recover sections of the trail that had previously been opened. Costs of this recovery effort have not been allowed for in the existing State Government budget, however, options for reconstruction under Commonwealth/State Natural Disaster Relief and Recovery Arrangements (NDRRA) were being investigated.

**TABLE 5: TRAIL SECTIONS, ORIGINAL OPEN DATE AND RE-OPEN DATE POST-2011 FLOODS**

Trail Section	Original Open Date	Re-open Date Post-2011 Floods
Walkuraka to Wanora (15km)	Not yet opened	Not opened-
Wanora to Fernvale (8km)	Unsure	Not reopened to date
Fernvale to Lowood (8km)	Already existed	July 2011
Lowood to Coominya (12km)	2010	Not reopened to date
Coominya to Esk (23km)	May 2009	Not reopened to date
Esk to Toogoolawah (19km)	November 2009	July 2011
Toogoolawah to Harlin (14km)	Not yet opened	Not opened
Harlin to Moore (13km)	Not yet opened	Not opened
Moore to Linville (7km)	November 2007	February 2011
Linville to Blackbutt (22km)	Already existed	February 2011
Blackbutt to Gilla (8km)	Extension Granted February 2011	September 2011
Gilla to Harland Park (3.5km) (distance TBC)	Extension Granted February 2011	Not opened
Harland Park to Yarraman (7.5km)	Extension Granted February 2011	October 2011

#### BRISBANE VALLEY RAIL TRAIL USERS

Though detailed research has not yet occurred with the users of the BVRT, an initial study was conducted by QORF in 2009 exploring use of the sections of the trail that were then open. QORF (2009a) found that the majority of trail users came from the SEQ region, with the largest groups represented being from within (e.g. Fernvale and Esk), or a couple of hours drive from (e.g. Brisbane), the region. BVRT users were predominantly in the age group of 36-55 (55%). BVRT users engaged in cycling (37.2%) and walking/hiking (36.2%). Almost 40% of BVRT users were accompanied by friends and almost a third were accompanied by family, and a substantial group used the trail on their own (11%).

BVRT users were most likely to find out about the BVRT by word of mouth (52.8%), websites (29.3%) (including: DIP/BVRT; local council sites; QORF; MTB Dirt; Rail Trails Australia; and Ipswich Hospital



Foundation), and brochures (19.5%). Most respondents were using the BVRT as a day visit (78%). Others who stayed were most likely to use camp grounds (10%), stay with friends or family (4%) or in a motel/hotel and bed and breakfast (2%). Recreation purposes were cited as the main reason BVRT users had been on the trail (67%); with health/exercise and participation in trail events identified as other reasons. Tourism purposes were not highly represented (5.3%).

More than a third of users (39%) indicated they use the BVRT a few times a year, with a further 31 per cent completing the survey after their first use of the trail. Regular use of the BVRT was low, only 5% of respondents used the BVRT at least 3 times per week, and 13% used the BVRT a couple of times per month. Mornings (47%) and weekends (60%) were the most popular times to use the trails, with winter being the most common season for trail use (39%), followed by autumn (17%) and spring (15%). Distance from home was identified as their major barrier for using the trail by 48% of respondents; 33% listed no constraints.

In terms of suggestions for improvements, survey respondents highlighted interpretive signage and distance markers on the trail as a major factor, followed by trail completion in sections and ongoing maintenance, and access to drinking water on the trail. Similar concerns have also been expressed by trail users on the Rails Trails Australia forum page for the BVRT.

In addition to the 2009 survey, there are a number of blogs and online forums that have been set up predominantly by bike riders who have used the BVRT. While the content of these sites are not sufficient for determining management actions; blogs and online forums offer current, readable descriptors of individuals experiences of the trail and provide further detail to existing research. In essence, the blogs and online forums present open and contextualised feedback by trail users in terms of the quality of the trail, the quality of the overall experience, and provide insights and advice for other users. Several sites were identified for inclusion in this review, and these are listed in Table 6 with links to the sites, dates that posts were made and a summary of the comments made regarding the BVRT. It was found that while **many users were supportive of the concept of the BVRT** through the natural spaces provided for long rides, there were distinct concerns communicated in terms of the:

- poor quality of the trail in several sections;
- limited way finding signage directing users to the trail and on the trail;
- limited accurate and up to date information available in a central location; and
- low quality of overall rail trail experience provided on the BVRT.

TABLE 6: SUMMARY OF TRAIL USER BLOGS AND ONLINE FORUM COMMENTS

Title and URL	Date Posted	Summary of Comments
Brendan Bundalls Roberts's Travel Journal ( <a href="http://www.bugbitten.com/blogs/Australia/Oceania/Bundalls/Brisbane_Valley_Rail_Trail.html">http://www.bugbitten.com/blogs/Australia/Oceania/Bundalls/Brisbane_Valley_Rail_Trail.html</a> )	November 12, 2011	Two day trip, stayed overnight in Esk, travelling south one day and north the next. Positive experience overall, rated closed trail section (Coominya to Esk) as being in better condition than the open section of Esk to Toogoolawah
Australian Cyclist ( <a href="http://www.australiancyclist.com.au/article.aspx?aeid=27917">http://www.australiancyclist.com.au/article.aspx?aeid=27917</a> )	August 31, 2011	One day trip from Moore to Benarkin, with article, map and reference back to <a href="http://www.brisbanevalleyrailtrail.org.au">www.brisbanevalleyrailtrail.org.au</a> . This trail user's comments include: - "A striking thing about this section of rail trail is the lack of vandalism and litter – a credit to South Burnett Regional Council, which manages the area." - "The Brisbane Valley Rail Trail offers cyclists an opportunity to enjoy a slice of rural Australia that few get to experience. A day spent on the trail is refreshing, making it a perfect outing for touring cyclists, mountain bikers, families, and anyone looking to recapture the excitement of exploring a new destination on a bicycle"
Velo cetera ( <a href="http://velocetera.blogspot.com/2011/06/riding-rails.html">http://velocetera.blogspot.com/2011/06/riding-rails.html</a> )	June 10, 2011	One day trip Moore to Benarkin, with blog entry and photos. This trail user portrayed a fun experience on the rail trail, but also provided critical feedback on the rail trail: - "we arrived at the small town of Moore, and proceeded to try to find the trailhead to park the car and get underway. After a short but confusing drive around the deserted streets, we... prepared to head off towards the township of Linville along the first section of trail. Neither of us had any clue where we were going, and there was nobody around to ask, so we rolled around on our bikes until we eventually found a sign pointing us in the right direction." - "At the Moore trailhead it was rough, overgrown, and the track seemed to consist solely of a series of short, sharp 20% climbs and descents... this was definitely not an old rail route, it was more like an extreme off road vehicle track", the trail users experience improved further along the trail, and he includes a picture with the following subtitle: "Smooth, flat, secluded, silent, sublime. This is what rail trails are about" - "I reckon most of the area is unchanged since the railway was here, it was easy to imagine what it must have been like in the olden days" - The trail user includes a picture of the picnic and camping area at McNamara's School site, and comments "New bike racks, toilet and sheltered picnic tables, in the middle of nowhere, exclusively for trail users. Awesome" - "to anyone thinking of giving the Brisbane Valley Rail Trail a go themselves, I highly recommend it. And if you need a riding buddy up to Benarkin, I'm keen to go again!"
Mtb Dirt Forum – Brisbane Valley Rail Trail ( <a href="http://www.mtbdirty.com.au/forum/topic/15880/board/20">http://www.mtbdirty.com.au/forum/topic/15880/board/20</a> )	February, 2011	Members discuss condition of Moore to Blackbutt section post-floods, they share experiences and information on volunteers needed for a working bee, several members indicate they intend to take time off and help out on the volunteering days.

TABLE 6 (CONTINUED): SUMMARY OF TRAIL USER BLOGS AND ONLINE FORUM COMMENTS

Title and URL	Date Posted	Summary of Comments
<p>Railtrails Australia Forums Brisbane Valley Rail Trail  <a href="http://www.railtrails.org.au/forums/viewtopic.php?t=216&amp;postdays=0&amp;postorder=asc&amp;start=0">http://www.railtrails.org.au/forums/viewtopic.php?t=216&amp;postdays=0&amp;postorder=asc&amp;start=0</a></p>	<p>Various posts since April, 2008</p>	<p>Many users share advice, experiences and photos. Several entries by users in 2010 described disappointment at the quality of the trail and lack of maintenance, with entries including the following statements:</p> <ul style="list-style-type: none"> <li>- "An abandoned railway has become an abandoned rail trail"</li> <li>- "The trail is a great idea but it certainly needs a lot of work done on it, I can't help but feel disappointed. It's not really 'world class' or good for tourism"</li> <li>- "Previously in this forum, I have passed unfavourable comment on the sections of the BVRT around Moore and Coominya. Fernvale to Wanora... doesn't deserve that sort of criticism: it is in a league of its own, winning the gold medal for worst rail trail in Australia by the proverbial country mile"</li> <li>- "We rode the trail from Fernvale to Esk last weekend - it is passable but only by lifting the bike over fences, through "No Access" gates and bypassing barriers and walking over the old rail bridges"</li> </ul> <p>More recent entries in 2011 include the following comments:</p> <ul style="list-style-type: none"> <li>- "The start of the trail is hard to find as the railbridge out of the yard has been removed and the road bridge is blocked off as being unsafe. I accidentally found the trail by riding towards the Yarraman Weir at the other end of the railyards, followed the road and then turned right and the trail is opposite the t section"</li> </ul>
<p>The Norris Files  <a href="http://thenorrisfiles.blogspot.com/2010/01/brisbane-valley-rail-trail-linville-to.html">http://thenorrisfiles.blogspot.com/2010/01/brisbane-valley-rail-trail-linville-to.html</a></p>	<p>January 12, 2010</p>	<p>This trail user provides a short summary of a ride from Linville to Blackbutt, including some photos. His comments include:</p> <ul style="list-style-type: none"> <li>- "After a pancake and ice cream lunch in Blackbutt and being informed that I must have a permit to ride the rail trail I returned back along the trail until just after it passes under the D'Aguilar highway"</li> <li>- "I only had a Google satellite map for directions and landmarks which made it difficult because some of the tracks I was riding were unmarked. After following the Tarong track I came to a place that was obviously the top of the range and the point where I should start descending however, the direction I wanted was blocked by gates only evidence of a track was a cow path across a padock." (sic)</li> </ul>
<p>Musings: The Personal Blog of Neil Ennis  <a href="http://blog.neilennis.com/index.php/up-and-down-the-mountain/">http://blog.neilennis.com/index.php/up-and-down-the-mountain/</a></p>	<p>November 15, 2009</p>	<p>This trail user provides a short summary of a ride from Moore to Benarkin, including some photos. His comments include:</p> <ul style="list-style-type: none"> <li>- "we came across lots of locked gates. So we had to lift the bikes over the gates, and climb over. And then there's the ravines"</li> <li>- "At the top, we decided we didn't want to battle the deep gullies and locked gates again, so we rode the highway down" (sic)</li> </ul>
<p>RailTrails of Australia – Brisbane Valley Rail Trail, Queensland  <a href="http://www.railtrails.net.au/qld/index.htm">http://www.railtrails.net.au/qld/index.htm</a></p>	<p>No date given</p>	<p>This website is run independently by a local resident and rail trail enthusiast. He provides detailed descriptions of rail trails across Australia, including pictures. For the BVRT, his assessment includes the following statements:</p> <ul style="list-style-type: none"> <li>- "Australia's most disappointing rail trail"</li> <li>- "Some sections rough, steep (20%!), poorly constructed &amp; ill-maintained"</li> <li>- "Signage &amp; information – limited; often inaccurate or confusing"</li> <li>- "Overall Assessment: DISAPPOINTING – well below acceptable standard"</li> </ul>

## CHARACTERISTICS OF BVRT SECTIONS

Each section of the BVRT provides the trail user with distinct experiences through the changes in landscape, vegetation and histories. Table 7 provides a summary of characteristics of the trail sections, with information sourced from the original BVRT Plan, BVRT pamphlets, web-based searches and site familiarisations.

This trail section information is distinct from information compiled on the towns along the BVRT. The Brisbane Valley Heritage Trails Association (BVHTs) has documented brief histories of each of the towns along the trail in visitor pamphlets. For information on towns, refer to the BVHTs pamphlets.

**TABLE 7: SUMMARY OF CHARACTERISTICS OF BVRT SECTIONS**

Trail Section	Characteristics	Status
Wulkuraka - Wanora (15km)	Wulkuraka is the only station on the line that is still in operation. Urban and requires caution crossing the Warrego Hwy. There are several creek crossings.	Not open
Wanora to Fernvale (8km)	Runs close to the Brisbane Valley Hwy and features rail artefacts and several creek crossings.	Open
Fernvale - Lowood (8km)	Tree-lined, good shade covering for a few hundred metres. Spectacular views of Brisbane River and surrounds.	Open
Lowood - Coominya (12km)	Passes through bush and farm land and features the well-known Lockyer Creek Bridge (1910). Finishes at Coominya Station grounds, where there are several murals depicting the history of the trail and region, painted by local artists.	Open
Coominya - Esk (23km)	Tree-lined and runs between rural farms and bushland. It passes Mt Hallen on the left and Mt Glen Rock on the right closer to Esk. This section features rail artefacts.	Not re-opened
Esk - Toogoolawah (19km)	Passes through farms with crops of lucerne, other pasture and small crops that are important to the local economy. Runs parallel to the Brisbane Valley Hwy with road and creek crossings and rail artefacts. Approx. half way between Esk and Toogoolawah is the ghost town of Ottaba	Open
Toogoolawah - Harlin (14km)	A variety of original trestle and steel bridges. Features rail artefacts, several creek crossings and underpasses for the Brisbane Valley Hwy. The Yimbun tunnel is still intact.	Not open
Harlin - Moore (13km)	Passes several creeks, trestle bridges and working farms. Native grass trees grow abundantly and there are also rail artefacts. Requires caution crossing the D'Aguilar Hwy.	Not open
Moore - Linville (7km)	Runs mainly parallel to Linville Rd, and crosses it several times. Keep an eye out for signs with snippets of history and information for the area, installed by the Moore-Blackbutt BVRT Ambassadors. Several steep creek descents. Linville Station, built in 1910, is restored and houses a range of rail photos and memorabilia. There are 3 rail carriages at the station, plans to use them as accommodation in the future.	Open
Linville - Blackbutt (22km)	Well known for the rugged and picturesque mountain ridges of the Blackbutt Range. Features directional signage every 2km along the trail indicating the kilometres travelled and kilometres to the destination. Common to pass cattle grazing on the line, encouraged as it helps to keep the grass maintained on the trail, however, this is not outlined in current information or signage. Picnic tables, horse yards and a toilet facility at the McNamara School site. Rail infrastructure and interpretive signs installed by the Moore-Blackbutt BVRT Ambassadors. Creek crossings with steep descents along this stretch of the trail. No major road crossings, as the rail trail passes under the D'Aguilar Highway in two spots.	Open
Blackbutt - Yarraman (19km)	Located on Australia's Great Dividing Range. Limited information publicly available on this section, the trail user blogs indicate that the trail experience is pleasant, but signage is lacking, and/or inaccurate.	Partly open

## LEVERAGING COMMERCIAL OPPORTUNITIES

In 2009, QORF also undertook a BVRT Business Survey to gain insights of local businesses regarding the current and potential impact of the BVRT on local businesses. It was found that fifty per cent of respondents were aware of the BVRT, but did not perceive that the BVRT had an immediate impact on their business. Thirty per cent of businesses were aware of the BVRT and actively promoted the BVRT through their business. Seventy per cent of respondents expected their business to grow as a result of the completion of the BVRT. Respondents indicated they would likely implement new marketing and advertising strategies to help grow their business in the next three years. Other activities included: improving business infrastructure; renovations; improving the standard of customer service; ensuring staff are helpful and courteous; and supplying quality products at competitive prices (QORF, 2009a).

Respondents indicated that business owners generally could maximise their returns if:

- They learned more about the BVRT;
- The Blackbutt to Yarraman section was approved;
- Business used the BVRT in their own advertising; and
- They targeted tourist dollars.

As part of the BVRT user survey, QORF (2009a) found that the average money spent by people visiting the BVRT was \$43. Purchases included food and beverages, travel costs (fuel for travel), accommodation, equipment hire and other costs. There was no money spent on horse or bike rentals, and the average accommodation spend was \$60. While QORF did not seek to estimate the direct economic impact of the trail, these expenditure figures, coupled with low rates of visitation and predominantly day visits, would indicate an economic impact that has much potential for development through encouraging overnight visits and increasing opportunities for visitors and tourists to spend money while they are in the region.

A review of service offerings in the area was conducted as part of this information review. The service offerings listed in Table 8 include accommodation, eateries and local stores and additional services relevant to the trail users and visitors available in towns along the BVRT.

This review found that only three accommodation providers make reference of the Brisbane Valley Rail Trail in their online marketing, these were:

- Domes Retreat (specific package: BVRT Cyclists Retreat);
- Edelweiss Bed & Breakfast (things to do in the area); and
- Wiikirri Retreat Bed & Breakfast (activities to do during visit).

Interestingly, although the Domes Retreat is 3km from the trail heads in Esk, it is the only accommodation provider to package one and two-night accommodation options including the BVRT as part of the experience. A screen shot of the Domes Retreat package is presented in Appendix 4.

There are issues related to the BVRT and business confidence that also need to be acknowledged. The January 2011 floods that swept through the Brisbane Valley severely damaged parts of the trail

and washed away critical access bridges along the trail. Such an event has the potential to erode local business confidence, visitor and local use, and any further support of the trail as a resource for the communities along the trail. For instance, businesses that had started to see the benefits of associated BVRT tourism through bed nights reported that the BVRT could not be relied on to attract visitors when the status of the trail is closed, and sometimes unknown. The tourism and support service development required to complement the BVRT entail risk and investment by local entrepreneurs. As a result, risk management policies must also consider the local industry as a major stakeholder in the future development of the trail.

**TABLE 8: LIST OF ACCOMMODATION, EATERIES AND LOCAL STORES, AND ADDITIONAL SERVICES FOR EACH TOWN ALONG THE BVRT**

<b>Trail Section</b>	<b>Accommodation</b>	<b>Eateries and local stores</b>	<b>Additional BVRT Related Services</b>
Wulkuraka	None - closest accommodation providers in Ipswich, several large hotels to choose from	None	None
Wanora	None	None	None
Fernvale	Fernvale Hotel Motel (8 rooms, various set ups)	Brisbane Valley Tavern open 10am-9pm everyday Down to a Tea, tea house open 9am to 4pm Thursday to Monday Fernvale Hotel-Motel: p: 5427 0000, can organise breakfast, recommends Fernvale Bakery for breakfast, bistro open 11.30am to 2pm and 5.30pm to 8pm. Old Fernvale Bakery: p: 5426 7257, open 6am to 6pm Old Fernvale Bakery Restaurant: p: 5426 7557, open 8 to 5 Mon to Thursday and 7 to 5 Sunday and Saturday Woolworths: p: 5426 7567, open 8am to 9pm Monday to Friday, 8am to 5pm Saturday and 9am to 6pm Sunday	None
Lowood	Club Hotel Lowood (11 rooms various set ups)	Club Hotel Lowood: p: 5426 1310, bistro open for lunch 12pm to 2pm and for dinner 6pm to 8pm 7 days	None
Coominya	Bellevue Homestead & Vineyard (dormitory style for up to 4 people)	Bellevue Homestead and Vineyard: <a href="http://www.bellevuehomestead.com.au/">http://www.bellevuehomestead.com.au/</a> , bookings essential Bellevue Hotel: p: 5426 4125, open 10am to 10pm, bistro open for lunch 12pm to 2pm and dinner from 6pm to 8pm, food service outside of these times by appointment Blue Tea Pot Café: p: 5426 4131, open 6am to 7pm Monday to Fri, 7am to 7pm Saturday and 8am to 7pm Sunday. Restaurant open 6pm to 9pm Thursday to Saturday Coominya General Store: 6am to 7pm 7 days a week	Accommodation offering Bike Hire for guests: Bellevue Homestead

TABLE 8 (CONTINUED): LIST OF ACCOMMODATION, EATERIES AND LOCAL STORES, AND ADDITIONAL SERVICES FOR EACH TOWN ALONG THE BVRT

Trail Section	Accommodation	Eateries and local stores	Additional Services
Esk	Esk Caravan Park (12 cabins) Esk Grand Hotel (15 rooms various set up) Esk Motel Esk Wivenhoe Motor Inn (9 rooms various set up) Glenn Rocks Motel (11 rooms) Domes Retreat (3 kms out of town)	Enigmas Café: <a href="http://www.enigmascafe.com.au/">http://www.enigmascafe.com.au/</a> , need to confirm opening hours Esk IGA Supermarket: p: 5424 1222, open Monday to Saturday 8am to 6pm, open Sunday 8am to 12.30pm. Esk Lions catering at Esk Railway Station: need to confirm contact person, by prior arrangement only. Esk Thai Takeaway: p: 5424 1388, open Monday to Friday for lunch 11.30am to 2pm and Monday to Saturday for dinner 5pm to 8.30pm. Red Deer Café: p: 5424 2635, open Monday to Friday 9am to 7pm, Saturday 10am to 7pm and Sunday 11am to 7pm. Sticky Fingers Cafe: <a href="http://www.eskwivenhoemotorinn.com.au/Restaurant.html">http://www.eskwivenhoemotorinn.com.au/Restaurant.html</a> , Monday to Friday 5.30pm to late evening, Weekends 8am to late evening, last seating 7.45pm	Accommodation offering guest pick-up service from trail heads: Domes Retreat
Toogoolawah	Club Hotel (Middle Pub): p: 5423 1330 (3 rooms, various set ups) Toogoolawah Hotel: p: 5423 1314 (8 rooms, various set ups, shared bathrooms) Norton Motel at Toogoolawah: <a href="http://www.toogoolawahmotel.com/">http://www.toogoolawahmotel.com/</a> (9 rooms, various set ups)	Club Hotel (Middle Pub): p: 5423 1330, bistro open Monday to Saturday 9.30am to 2pm and 5pm to 8pm, possible Sunday trading bookings essential. Coach House Cafe: p: 5423 1300, open Tuesday to Friday 8am to 4.30pm and Saturday 8am to 12pm. Exchange Hotel: p: 5423 1151, bistro open 11.30am to 2pm and 5.30pm to 8pm. Jay Dee's Cafe: p: 5423 0045, open Monday to Friday 8am to 4pm Toogoolawah Hotel: p: 5423 1314, bistro open 12pm-2pm and 6pm to 8pm. Toogoolawah IGA Supermarket: p: 5423 1222, open Monday to Friday 8am to 6pm, Saturday 8am to 1pm and Sunday 8.30am to 12.30pm. Toogoolawah Roadhouse: p: 5423 1338, open 6am to 8pm everyday	None
Harlin	Harlin Motel: 07 5423 5102 (2 x queen + single rooms, 2 x 3 single rooms)	Harlin Motel: p: 5423 5102, bistro open 12pm to 2pm and 6pm to 8pm Monday to Saturday	None



TABLE 8 (CONTINUED): LIST OF ACCOMMODATION, EATERIES AND LOCAL STORES, AND ADDITIONAL SERVICES FOR EACH TOWN ALONG THE BVRT

Trail Section	Accommodation	Eateries and local stores	Additional Services
Moore	Montrose on Moore Bed & Breakfast: Carol p: 0407 687 895 (3 double rooms)	Kai Lounge: p: 5424 7286, open Monday, Wednesday, Thursday 9am to 4pm, open Friday to Sunday 7am till late evening. Closed Tuesdays. Pol's at Moore (General Store/Café/Takeaway): p: 5424 7229, open 6am to approx 7pm 7 days.	None
Linville	Linville Hotel: p: 07 5424 7280 (4 rooms various set up) Camping available in Linville Station grounds free of charge Camping also available along the Linville to Benarkin section of the BVRT	Linville General Store: p: 5424 7124, Open Monday to Friday 6am to 6pm and Saturday and Sunday 7am to 12pm. Linville Hotel: p: 5424 7280, bistro open 12pm to 2pm and 6pm to 8pm 7 days, food service outside of these times by appointment	None
Benarkin	None	Benarkin General Store: p: 4163 0206, open Monday to Friday 6.30am to 6pm and Saturday and Sunday 6.30am to 4pm	None
Blackbutt	Edelweiss Bed & Breakfast: <a href="http://www.edelweiss-bnb.com.au/">http://www.edelweiss-bnb.com.au/</a> (2 rooms) Wiikirri Retreat Bed & Breakfast: <a href="http://www.wiikirriretreat.com.au/">http://www.wiikirriretreat.com.au/</a> (1 cabin, 2 rooms) Hotel Radnor: 4163 0203 (13 rooms, hotel and motel, various set ups) Camping available at the Blackbutt show grounds for a fee, access for caravans and camping, access to electricity	Bunya Nut Café: 4163 0375, open 5.30am to 7pm 7 days. Edelweiss Café: 4170 0139, open Wednesday to Monday 9am to 4pm, closed Tuesday Hotel Radnor: 4163 0203, bistro open 6pm to 8pm. Woodcutters Café: 4170 0596, open 8am to 4pm 7 days	Accommodation offering guest pick-up service from trail heads: informally offered by Hotel Radnor; Edelweiss Bed & Breakfast  Accommodation offering guests use of horse yards: Edelweiss Bed & Breakfast  Accommodation offering guests packed picnic lunches: Wiikirri Retreat Bed & Breakfast
Yarraman	Yarraman Caravan Park 41638185 Yarraman Gardens Motel 41638144 Yarraman Hotel/Motel 41638285 Yarraman Royal Hotel 41638219	Water Inn Cafe Yarraman Bakery Timbertowns Art and Craft Cafe Yarraman Fruit and Veg Henrys Garage Stargazers Takeaway Yarraman Hotel/Motel New England Hwy 41638285 Yarraman Royal Hotel Toomey Street 41638219 IGA 6am until 8pm	None

## DESCRIPTION OF CURRENT GOVERNANCE OF THE BVRT & POSSIBILITIES FOR FUTURE GOVERNANCE

Issues of governance and long term management of regional trails and facilities require careful consideration to enable the successful development, promotion and maintenance of the BVRT and associated business development in towns along the BVRT.

To begin to address these considerations early in the trail development, a BVRT Steering Committee was established in 2007, consisting of local government and state government stakeholders considered relevant and willing to support the project. The Steering Committee is responsible for overseeing the development, management and maintenance of the BVRT through partnership with local government, including Ipswich City Council, Somerset Regional Council and South Burnett Regional Council. With the extension of the BVRT granted in 2011, Toowoomba Regional Council was also included as a partner. Table 9 below lists the members of the BVRT Steering Committee, including their Steering Committee Position, Name and Ordinary Role.

**TABLE 9: BVRT STEERING COMMITTEE POSITIONS, NAME AND REPRESENTATIVES ORDINARY ROLE<sup>2</sup>**

Steering Committee Position	Name	Ordinary Role
Chair	Wayne Wendt MP	Member for Ipswich West
Member	Bryce Hines	Manager, Strategic Planning and Partnerships, Ipswich City Council
Member	Mark Bastin	Parks & Reserves Planning Officer, Ipswich City Council
Member	Cr Graeme Lehmann	Mayor, Somerset Regional Council
	Bob Bain	SEC Council of Mayors & Somerset Regional Council
Member	Cr Noel Kammholz	Councillor, South Burnett Regional Council
	Cr Debra Palmer	Councillor, South Burnett Regional Council
Member	Eleanor Sharpe	Director, Community and Corporate Governance, South Burnett Regional Council
Member	Kerry Mercer	Brisbane Valley Rail Trail Ambassador
Member	Michael McDermid	Position??, Toowoomba Regional Council
Member	Mark Ready	Principal Officer, Bushland Parks, Toowoomba Regional Council
Member	Lavinia Wood	Projects Coordinator, Vibrant & Healthy Communities, Brisbane City Council
Member	Neal Ames	Senior Advisor, South West Region, Department of Communities
Member	Reg McCallum	Chair, Brisbane Valley Rail Trail Ambassador
Member	Cr Cheryl Bromage	Councillor, Ipswich City Council
Member	Noel Thompson	Senior Advisor, Rail Strategy & Investment, Corridor Management, Department of Transport and Main Roads
Role??	Shayne Neumann	Federal Member for Blair
Observer, Invitee	Cr Kathy Bensted	Position??, Regional Development Australia
Observer/ Invitee/ Secretariat	Steve MacDonald	Director, Resource & Landscape Planning, Department of Local Government and Planning
Observer/ Invitee/ Secretariat	Melanie Doheny	Project Manager, Department of Local Government and Planning
Observer/ Invitee/ Secretariat	Kirsten Stewart	Project Officer, Department of Local Government and Planning

<sup>2</sup> Steering Committee Members accurate at time of report writing.

In addition to the Steering Committee who has direct oversight of the development of the BVRT, other external stakeholders are also relevant to identify when considering how the trail is managed. In particular, in terms of the project inception and ongoing development of the BVRT a range of key stakeholders are also grouped through the Regional Landscape and Open Space Advisory Committee (RLOSAC). The RLOSAC is comprised of representatives across State Governments departments, non-government organisations and not-for-profits and community groups. The RLOSAC has a long-term investment in advocacy for quality trails in SEQ and is responsible for monitoring the implementation of the Active Trails Strategy and the development of the new regional trails. As such, the RLOSAC and member organisations are identified as important stakeholders in relation to the ongoing sustainability of the BVRT.

#### POSSIBILITIES FOR FUTURE GOVERNANCE & MANAGEMENT FOR THE BVRT

Once the trail is complete, the intention is to set up a new authority to manage the trail on a permanent basis (DIP, 2009). There are several models examined in the original BVRT plan (Halliburton & Associates, 2007). Using this information as a base, this section of the report includes implications and recommendations based on the BVRT plan and findings in Section 3.1.2 of this information review.

An option for the future governance of the BVRT is a whole of trail Committee of Management (COM) model. The COM would be constituted by representatives from relevant state and local governments, local community organisations and key interest groups (including conservation groups, landholder groups, recreation groups) is considered favourable as it means that a range of trail management perspectives will be represented on an ongoing basis (Halliburton & Associates, 2007).

As with other existing COMs, representation on the BVRT COM would be in a voluntary unpaid capacity where members would be selected based on:

- Leadership skills for the COM;
- Community motivation skills;
- Business development skills to encourage the local community;
- Entrepreneurial skills for running the rail trail;
- Administrative skills generally, and specifically grant writing skills;
- Environmental and scientific skills for the management for the trail;
- Engineering skills for the management of the trail;
- Government skills to liaise with government departments and politicians; and
- Understanding of current and potential trail users (Halliburton & Associates, 2007).

In the case of the BVRT, a COM would inherit the BVRT as a finished rail trail infrastructure in need of ongoing maintenance and product development. This would differ to the COMs established under Victorian legislation, whereby a COM is generally responsible for the development of a rail trail from concept through to day-to-day operations including maintenance and further development, development and implementation of business plans, development and execution of budgets and overseeing activities of subcommittees (Halliburton & Associates, 2007). As the BVRT COM would be in essence a new entity, it would be important for the COM to have ongoing access to information

on the background and rationales of the BVRT, and an understanding of the relationship management required for the ongoing maintenance and development of the BVRT. One way of ensuring this institutionalisation of knowledge is to create a specific position within the COM for representative/s from the existing BVRT Steering Committee.

Under this COM structure, it would be possible to establish subcommittees to pursue product development of specific sections of the longer trail (Halliburton & Associates, 2007; Oxe, 2011). Subcommittees are also useful to focus on particular issues and interactions, for example; weed control and other maintenance and to represent the interests of local farmers and land users (Halliburton & Associates, 2007). The COM would be responsible for deciding how these subcommittees would operate and the membership of each subcommittee.

To enable the COM to fulfil trail management responsibilities effectively, the creation of a full-time employed position is recommended. This could be funded by the local governments through which the BVRT passes, which is common practice for other rail trails passing through more than one local government area (Halliburton & Associates, 2007) including the Murray to the Mountains Rail Trail (Rodgers, 2011) and the Munda Biddi Trail (Holland, 2011). Initially, funding by the State government is likely to be required (at least 5 years) to foster support among reticent councils. Tasks of such dedicated position would include:

- Administrative tasks dealing with the COM;
- Project management of any trail projects;
- Promotion and marketing of the trail;
- User support, including regular patrols, trail maintenance activities, coordination of emergency activities, abiding all relevant legislative obligations; and
- Management of trail maintenance, including trail maintenance schedules and liaising with local governments to carry out maintenance programs and relevant risk management procedures such as hazard signs.

The title and responsibilities for this position should be decided by the COM. While a Trail Manager has been suggested (Halliburton & Associates, 2007), it should also be noted that the title for this position should be able to evolve depending on the needs of the BVRT and the local communities as has been the case with the Murray to the Mountains Rail Trail (Rodgers, 2011). For instance, the local governments responsible for the Murray to the Mountains Rail Trail initially appointed a Trail Manager, however, this role has now evolved into a Cycle Tourism Manager, and trail maintenance activities instead come under the responsibility of a technical committee comprised of local government engineers who work together to ensure consistency of trail product and take works requirements back to the relevant local government teams to address (Rodgers, 2011).

To offer support to the COM and Trail Manager to fulfil trail management responsibilities and foster a sense of community engagement, Friends of the BVRT networks are encouraged (Halliburton & Associates, 2007) and have worked well for other trails including the Riesling Trail (Wood, 2011), the East Gippsland Rail Trail (Oxe, 2011) and the Munda Biddi Trail (Holland, 2011). ‘Friends of’ the

trails groups are primarily seen as supporters and defenders of trails and they can provide a range of trail related services including:

- A sense of stewardship and champions within the local community.
- Physical voluntary labour for maintenance;
- Community liaison and trail surveillance;
- Fundraising for trail activities;
- Development of maps, newsletters and other publications; and
- Promoting the trail as a tourist attraction (Halliburton & Associates, 2007).

While it is important to maintain legal separation between the COM and the 'Friends of' group (Halliburton & Associates, 2007), the COM and full-time position should work closely with the 'Friends of' group to ensure that all activities undertaken by those responsible for the BVRT are coordinated to make sure all parties are working towards common goals and avoiding duplication (Holland, 2011).

Unlike Victoria, the Queensland State Government does not have legislation that covers trustee arrangements for land management for recreational trail purposes. However, the recent arrangement for the Wyaralong regional off-road motorcycling facility may provide a blue print for such an arrangement to occur. A consortium consisting of a number of councils in SEQ established the company SEQ Regional Recreational Facilities Pty Ltd (SEQRRF) to act as trustees for the Wyaralong facility. The facility land was dedicated as a reserve for sport and recreation purposes, and SEQRRF were appointed trustees early in 2011. As part of the trustee responsibility, SEQRRF prepared a land management plan for approval by the former Minister for Natural Resources. SEQRRF is also required to adopt relevant by-laws in the *Land Regulation 2009*. These include responsibilities to enforce rules regarding issues such as the lighting of fires, disruptive behaviour, camping, the use of vehicles, control of animals, consumption of alcohol and financial management of the land. The SEQRRF named Motorcycling Queensland as the selected facility operator and as such SEQRRF established a trustee lease which detailed the conditions by which Motorcycling Queensland would operate the facility. The trustee lease was endorsed by the Minister for Finance, Natural Resources and the Arts. Although it is early in the life of the SEQREF and the structure has not yet been tested to determine how robust it is, it does provide a new model for managing recreation facilities across tenures in Queensland and may prove a valuable resource for determining the most effective approach for the BVRT.

#### 3.1.4 SUMMARY

This section has presented a definition of rail trails, compiled information on six well-known rail trails in Australia and New Zealand. The BVRT was introduced as a new rail trail for SEQ and a long-term outcome from the SEQRP (2005-2026) that is aimed to cater for the increasing population growth in the SEQ Western Corridor.

The review of rail trails generally showed that cycling is by far the dominant activity on rail trails, followed by walkers and a much smaller percentage of horse riders. The local communities around these rail trails are mostly working well to leverage the commercial opportunities of the trails, with

most trails having some food and beverage provision for tourists, bike hire or cycling equipment for sale, trail tours and accommodation. The trails working the most effectively appeared to be those that have in place some extent of support and encouragement for local business to engage with tourism, and cycle tourism in particular.

Major findings from the review of the BVRT highlighted two major issues, including the need for:

- Progress for completion, flood damage and impacts on local business confidence and user interest (locals and visitors);
- Ongoing governance structures and the need for centrally coordinated trail maintenance and promotion activities, and business development support

As the findings demonstrate the existing BVRT users are similar to users of the other rail trails reviewed in this document. While the BVRT will be fairly unique in the long distance covered in a rural landscape and an absence of motorised vehicles, the success of the BVRT relies on adequately addressing the two issues highlighted above, along with establishing a long term model for governance that addresses whole of trail issues and encouragement of business confidence and business development in concert with the trail.

## 3.2 CONTEXT

### 3.2.1 QUEENSLAND STATE GOVERNMENT POLICY

The development of the BVRT is grounded in the South East Queensland (SEQ) Active Trails Strategy, and recognised within the SEQ Regional Plan 2005-2026. The SEQ Regional Plan 2005-2026 was developed to manage growth and protect the region's lifestyle and environments in response to the predicted and actual rate of internal migration to SEQ. Key within this document is recognition of recreation as a desirable value for this region.

Responsibility for development of these strategies has remained with the same department since the first plan was developed, however, as with most State governments in Australia, the structure of government and names of departments have changed from time to time. Even so, functions of the departments remain fairly consistent. Table 10 below provides a timeline and names of the government department responsible for the SEQR.

**TABLE 10: TIMELINE AND NAMES OF DEPARTMENTS RESPONSIBLE FOR SEQR**

Date	Name of Department
To end 2006	Office for Urban Management, under the Minister for Planning
2006 to end 2007	Department of Infrastructure and Planning (DIP)
2007 to current	Department of Local Government and Planning (DLGP)

With this background in mind, the Office of Urban Management drafted the first SEQR during 2004-2005. In May 2005, the SEQR 2005-2026 was released in May 2005, setting out a plan for growth in the region to 2026. The SEQR 2005-2026 set out a range of elements in the policy plan, including:

- Sustainability;
- Natural environment;

- Regional landscape;
- Natural resources;
- Rural futures;
- Strong communities;
- Engaging Aboriginal and Torres Strait Islander Peoples;
- Urban development;
- Economic development;
- Infrastructure;
- Water management; and
- Transport.

The SEQRP made particular efforts to develop a vision to manage the growing SEQ Western Corridor to protect the lifestyle and rural landscape of the area. Stemming from the SEQRP 2005-2026, the Office of Urban Management launched the:

- SEQ Outdoor Recreation Strategy Discussion Paper (prepared in partnership with the Department of Local Government, Planning, Sport and Recreation and in consultation with the Regional Landscape and Open Space Advisory Committee); and
- SEQ Active Trails Strategy (prepared by the Queensland Outdoor Recreation Federation for the Queensland Government and the Council of Mayors, SEQ) on the 17<sup>th</sup> January, 2007.

The SEQ Active Trails Strategy (2007) proposed nine priority regional trails for future development and in January 2007, the Bligh government announced funding for the development of Brisbane Valley Rail Trail as one of three new regional recreation trails for South East Queensland.

In 2008, the Bligh Government launched their 2020 vision for Queensland. ‘Toward Q2: Tomorrow’s Queensland’ communicated a whole-of-government direction for Queensland towards 2020, informed by the current and future challenges of climate change, unhealthy lifestyles, preventable diseases, growing population, ageing population, global competition and entrenched disadvantage of some parts of the Queensland population (Department of the Premier and Cabinet, 2008). In response to these challenges, the Bligh government detailed ambitions for the whole state, which consolidated policy elements set out in the SEQRP 2005-2026, including:

- Strong: the creation of a diverse economy driven by bright ideas;
- Green: the protection of the Queensland lifestyle and the environment;
- Smart: the delivery of world-class education and training;
- Healthy: the achievement of Queenslanders being Australia’s healthiest people; and
- Fair: the support of safe and caring communities.

More recently, in 2008 work began on revising the SEQRP 2005-2026. Although the SEQRP was to be revised every five years, the rate of internal migration to SEQ during 2005-2007 exceeded the upper most population projections that had been considered in the SEQRP 2005-2026. Therefore, it was identified that the SEQRP needed to be revised in response to this greater than expected population growth. The updated SEQRP was released in 2009, with a plan for growth to 2031.



Policy 3.4.4 in the South East Queensland Regional Plan 2009-2031 provides for development of a Regional Community Greenspace Network Plan for SEQ. As described in the Queensland Greenspace Strategy 2011-2020, the purpose of a Community Greenspace Network Plan is to “identify and secure the preferred future network of community greenspace to meet the needs of a growing state” (p.6). Community Greenspace Network Plans aim to encourage the location of greenspaces nearby population centres, and secure greenspaces to be used for multiple activities (Queensland Greenspace Strategy 2011-2020). DLGP is working to develop a SEQ Regional Community Greenspace Network Plan, which will include:

- 'regional' parks;
- regional trails (e.g. the Brisbane Valley Rail Trail, Boonah to Ipswich Trail and the Maroochy River Trail);
- the areas provided for public recreation around and on major dams;
- local government parks and bushland areas;
- beaches; and
- state forests and national parks.

In this political and economic environment it would appear that the long-term sustainability of the BVRT relies on how effectively it can be embed in the social and economic fabric of the surrounding communities and demonstrate the value of the BVRT to the state of Queensland. Links and demonstrable value of the BVRT towards meeting the ambitions outlined above, or potential variations of future visions for Queensland, include:

- strong local economies through opportunities to engage communities to develop and promote recreation, tourism and related industries (Strong) and
- improvements in the health of Queenslanders through physical activity (Healthy);
- available areas to preserve and celebrate the Queensland lifestyle (Green)
- focused community action, especially efforts of local volunteers and foster a sense of “post flood recovery” and resilience (Fair).

In addition to the policy context described above, a summary of State Government Departments relevant to the BVRT is provided in Table 11, including a description of the role of the departments and the connection to the BVRT.



**TABLE 11: SUMMARY OF STATE GOVERNMENT DEPARTMENTS, ROLE OF THE DEPARTMENT AND CONNECTION TO THE BVRT**

State Government Department	Role of Department	Connection to the BVRT
<b>Department of Local Government and Planning (DLGP) (formerly the Department of Infrastructure Planning (DIP))</b>	<p>DLGP is responsible for leading a coordinated government approach to growth management, planning and development across Queensland. This coordination includes communication across state government departments as well as with local governments.</p> <p>At the time of publishing this report, recreation planning for the SEQ region was addressed by the following policy documents:</p> <ul style="list-style-type: none"> <li>• SEQ Regional Plans</li> <li>• SEQ Infrastructure Plans</li> <li>• SEQ Regional Outdoor Recreation Strategy 2010</li> <li>• SEQ Active Trails Strategy</li> </ul>	<p>DLGP staff form the project team which manages the development of the BVRT (2007).</p> <p>DLGP also provide grants and funding through the Brisbane Valley Rail Trail grants, which is a community partnership program open to community organisations, local governments and tertiary institutions in SEQ for projects and activities that complement the Brisbane Valley Rail Trail. More details can be found on their webpage (<a href="http://dlgp.qld.gov.au/grants-and-funding/brisbane-valley-rail-trail-grants.html">http://dlgp.qld.gov.au/grants-and-funding/brisbane-valley-rail-trail-grants.html</a>).</p>
<b>Tourism Queensland (TQ)</b>	<p>TQ is responsible for tourism promotion, marketing and development in Queensland. TQ has divided Queensland into a number of regions to better coordinate tourism activities across the state. The SEQ Country region is home to the Brisbane Valley Rail Trail, and at the time of publishing this report, tourism planning for the region was addressed by three main policy documents:</p> <ul style="list-style-type: none"> <li>• South East Queensland (SEQ) Country Tourism Opportunity Plan (TOP) 2009-2019;</li> <li>• Brisbane City &amp; Hinterland Regional Tourism Investment and Infrastructure Plan (RTIIP) 2008-2018; and</li> <li>• Scenic Rim Tourism Action Plan (TAP) - Appendix to Brisbane RTIIP 2008-2018.</li> </ul> <p>Through interactions with TQ, it is apparent that TQ responsibilities do not cover tourism product development from the concept stage. Rather, TQ is positioned to promote and market tourism offerings that are already established, and then assist with the development of these offerings for the international market.</p>	<p>Tourism Queensland is responsible for tourism activities of SEQ Country as well as the development of initiatives for walking and nature-based tourism. However, due to the incomplete status of the BVRT, promotion of the trail is limited in current TQ documents (reference only to the extension from Blackbutt to Yarraman in the RTIIP).</p> <p>Accordingly, the BVRT should be positioned as a new tourism product that has time to develop over the next 4 to 5 years as a tourist attraction <i>rich in character and country charm</i> with the potential to complement the rural and rail themes of the region. This product positioning may better enable the BVRT to be included in subsequent strategic planning for tourism in the SEQ Country region. To encourage tourism development for the BVRT, tourism and related operators along the existing BVRT should be encouraged to access TQ resources for promotion, marketing and development through the TQ website (<a href="http://www.tq.com.au">www.tq.com.au</a>). The Tourism E Kit is a valuable resource for marketing, developing social media campaigns and media releases and is available free online (<a href="http://www.tq.com.au/marketing/online-marketing/tourism-e-kit/tourism-e-kit_home.cfm">http://www.tq.com.au/marketing/online-marketing/tourism-e-kit/tourism-e-kit_home.cfm</a>). There is also access to the Tourism Assistance Database, a compilation of grants and funding opportunities for the tourism industry.</p> <p>Once the tourism offerings are established, there is the potential to participate in TQ's marketing campaigns which run several times during the year. TQ are very keen to receive media releases of various tourism-related news for potential inclusion in newsletters, etc.</p>

TABLE 11 (CONTINUED): SUMMARY OF STATE GOVERNMENT DEPARTMENTS, ROLE OF THE DEPARTMENT AND CONNECTION TO THE BVRT

State Government Department	Role of Department	Connection to the BVRT
<b>Queensland Health (QH)</b>	<p>QH is responsible for managing, administering and delivering policies and priorities for the State including all hospital-related matters, community and public health matters and health promotion. QH is also responsible for implementing shared initiatives between the State and the Australian Government (QH, 2011).</p> <p>On behalf of the State Government, QH has recently led the development of Healthier Queensland, a whole-of-government strategy aiming towards the Healthy ambitions set out for Q2 including: cutting obesity, smoking, heavy drinking and unsafe sun exposure by one-third and ensuring Queensland has the shortest public hospital waiting times in Australia (QH, 2011). Healthier Queensland now houses the resources from the previous Find Your 30 campaign (SRS), and provides basic information through the website for physical activity and exercises.</p> <p>QH operates through Health Service Districts (HSDs), and the BVRT runs predominantly through the West Moreton HSD, with the northern part of the BVRT running into the Darling Downs HSD.</p>	<p>QH is relevant to the BVRT through:</p> <ul style="list-style-type: none"> <li>• promotion of healthy living through physical activity through the Healthier Queensland website (<a href="http://www.healthier.qld.gov.au/">http://www.healthier.qld.gov.au/</a>);</li> <li>• promotion of the Australian Government's Swap It, Don't Stop It campaign (<a href="http://swapit.gov.au/">http://swapit.gov.au/</a>), which includes information on the website, as well as community partnership funding for projects;</li> <li>• support of the whole-of-government Active Healthy Communities initiative (<a href="http://www.activehealthcommunities.com.au/">http://www.activehealthcommunities.com.au/</a>);</li> <li>• support of the Healthy Queensland Awards (<a href="http://www.kabq.org.au/programs/healthy_qld/info">http://www.kabq.org.au/programs/healthy_qld/info</a>).</li> </ul> <p>These programs and initiatives may be targeted by BVRT stakeholders to secure infrastructure and/or run programs promoting the use of the BVRT by the local community and visitors from the wider region. It is also important to ensure that the BVRT features in the databases of these programs as a possible option for people to undertake physical recreation. QH should also be considered as a potential channel to communicate BVRT-related news and media.</p>
<b>Department of Environment and Resource Management (DERM)</b>	DERM is responsible for conserving, protecting and managing Queensland's environment and natural resources. DERM are also providers and managers of land for public recreation purposes in conjunction with Queensland Parks and Wildlife Services (QPWS).	DERM is relevant to the BVRT through its management of an amount of adjoining land in the northern sections that offer opportunities to expand recreational use and to create trail networks off the BVRT, not just restrict it to linear usage. The BVRT will provide an alternative opportunity for outdoor recreation with horses and dogs, not currently provided for under QPWS. DERM should be considered in future development potential for the trail as well as being considered a potential channel to communicate BVRT-related news and media.
<b>Forestry Plantations Queensland (FPQ)</b>	FPQ is the largest plantation owner in Queensland and have the right to manage, harvest and re-grow plantation timber on Government owned lands.	FPQ is relevant to the BVRT through its management of adjoining land to the BVRT particularly from Moore to Yarraman. To access the lands a permit is required for commercial, organised group or competitive events.
<b>Events Queensland (EQ)</b>	EQ "attracts, supports, grows and promotes successful events" to drive economic development in Queensland (Events Queensland, 2011). EQ supports a range of regional events that showcase the state's attractions, boost tourism and marketing and promotional opportunities. The Events Queensland Regional Development Program (EQRDP) provides funding to enhance existing events, and to grow new events that are held outside of the Brisbane City Council local government area.	EQ is relevant to the BVRT through the opportunities to access funding for the development of new and existing events. EQ should be considered a major stakeholder by those implementing the BVRT Marketing and Community Engagement Strategy for future events that may be held on the BVRT, as well as local event organisers running existing events in towns along the BVRT. Details and application forms for the EQRDP are available through the website: <a href="http://www.eventsqueensland.com.au/event-funding/eqrdp-funding-schemes">http://www.eventsqueensland.com.au/event-funding/eqrdp-funding-schemes</a>

TABLE 11 (CONTINUED): SUMMARY OF STATE GOVERNMENT DEPARTMENTS, ROLE OF THE DEPARTMENT AND CONNECTION TO THE BVRT

State Government Department	Role of Department	Connection to the BVRT
<b>Department of Communities (DoC)</b>	<p>DoC Sport and Recreation Services (SRS) implements state policy for sport and recreation to increase participation, develop industry skills and improve places and opportunities for sport and recreation.</p> <p>DoC SRS support the Queensland Adventure Activity Standards, housed with QORF, and play a role with local governments and other organisations by providing funding opportunities to enable Queensland's recreation needs to be met with regards to facilities and open space.</p>	<p>DoC Sport and Recreation Services is relevant to the BVRT through the:</p> <ul style="list-style-type: none"> <li>• promotion of physical activity;</li> <li>• funding and grant opportunities through a range of programs and initiatives, (<a href="http://www.communities.qld.gov.au/sportrec/funding/overview-of-all-funding-programs">www.communities.qld.gov.au/sportrec/funding/overview-of-all-funding-programs</a>);</li> <li>• support of Heart Foundation Walking groups (<a href="http://www.communities.qld.gov.au/sportrec/get-active/heart-foundation-walking">www.communities.qld.gov.au/sportrec/get-active/heart-foundation-walking</a>);</li> <li>• the Healthy Queensland Awards (<a href="http://www.kabq.org.au/programs/healthy_qld/info">www.kabq.org.au/programs/healthy_qld/info</a>).</li> </ul> <p>These programs and initiatives may be targeted by BVRT stakeholders to secure infrastructure and/or run programs promoting the use of the BVRT by the local community and visitors from the wider region.</p>
<b>Brisbane Marketing (BM)</b>	<p>BM is NOT a state government department, rather it is a wholly-owned subsidiary of Brisbane City Council. BM is responsible for the social and economic development of Brisbane and the greater Brisbane region, and as operations are based on this wider perspective it is included here.</p> <p>Similar to TQ, BM is positioned to promote and market tourism offerings that are already established, and then assist with the development of these offerings for the international market.</p>	
<b>Queensland Museums – Ipswich Workshops Rail Museum</b>	<p>The Queensland Museum operates the Ipswich Workshops Rail Museum, a “high quality rail museum experience of national significance” (TQ, 2008, p.24).</p> <p>The Workshops Rail Museum is a hands-on interactive museum dedicated to the history of the rail in Ipswich and Queensland and provides opportunities to go behind the scenes and tour the Queensland Rail workshops that are still in operation.</p> <p>The Ipswich Workshops Rail Museum has been identified in the TQ RTIIP as providing opportunities for conference and accommodation purposes through the retro fitting of disused railway buildings and development of a light rail infrastructure to link the museum to the Ipswich City Centre.</p>	<p>While the potential Ipswich Workshops Rail Museum development is specific to Ipswich, there may be potential to leverage the rail theme of Ipswich for Brisbane Valley Rail Trail opportunities.</p> <p>The museum staff are available to work with local community groups to undertake rail history projects along the Brisbane Valley Rail Trail.</p>

### 3.2.2 LOCAL GOVERNMENT CONTEXT

Local governments are responsible for community governance at the local level in Queensland (DLGPSR, 2006). They are responsible for representing community interests in State policies and legislation, and are also responsible for delivering State priorities at the local level (DLGPSR, 2006).

There are four main stakeholders at the local government level, including:

- The Local Government Association of Queensland (LGAQ);
- The 4 local governments along the BVRT; Council of Mayors, South East Queensland; and
- Brisbane City Council and its economic development agency, Brisbane Marketing.

Each of these is described below.

#### LOCAL GOVERNMENT ASSOCIATION OF QUEENSLAND

The LGAQ is a not-for-profit association that has been set up to serve the 73 local councils in Queensland through:

- Representation: representing the interests of local governments and acting as a spokesperson to Australian state and federal governments;
- Advocacy: advocating the interests of local governments to various commissions and working groups;
- Policy: policy development advice and support are offered by LGAQ to local governments; and
- Learning and Development: LGAQ is a registered training provider providing targeted training to government employees (LGAQ, 2010a).

The LGAQ has recently partnered with the Queensland Government to assist in delivering the State government's Healthy Communities initiative, through building the capacity of local councils to contribute to the creation of healthy communities (LGAQ, 2010b). Through this policy initiative, the LGAQ has had a central role to play in helping local governments engage and support local people; shape local places; deliver local programs; and Implement local plans and policies towards healthy communities (LGAQ, 2010b). As such, the LGAQ are positioned as an important stakeholder in terms of linking into their existing communications channels. This can enable dissemination of information about the BVRT generally, but also more specifically, a key step would be to partner with the LGAQ and relevant local governments along the BVRT to link the BVRT to their Healthy Communities policy initiatives.

#### LOCAL GOVERNMENTS ALONG THE BVRT

Of immediate relevance to the BVRT are the local government areas that it passes through, which includes 3 Regional Councils (RC) and one City Council. From south to north, these are:

- Ipswich City Council (<http://www.ipswich.qld.gov.au/>);
- Somerset RC (<http://www.somerset.qld.gov.au/>);
- South Burnett RC (<http://www.southburnett.qld.gov.au/>); and
- Toowoomba RC (<http://www.toowoombarc.qld.gov.au/>).

Each of these governments has had varied involvement with the BVRT from the conceptual phase through to development and implementation of the BVRT. The organisation responsible for implementing the Marketing and Community Engagement Strategy should be aware of the varied involvement of each of the councils, and efforts should be made to continue to engagement with:

- local councillors;
- sport and recreation officers;
- health and wellbeing officers;
- parks and wildlife officers; and
- tourism and economic development officers.

#### COUNCIL OF MAYORS, SOUTH EAST QUEENSLAND (SEQ)

The Council of Mayors SEQ ([www.councilofmayorsseq.qld.gov.au/](http://www.councilofmayorsseq.qld.gov.au/)) is an independent advocacy organisation that represents the interests of South East Queensland. Representing one of Australia's fastest growing regions, the Council of Mayors SEQ seeks to work with the State and Federal government to encourage the long term sustainability and liveability of communities in the region. The Council of Mayors SEQ consists of the mayors representing 10 of the local governments of SEQ, including: Brisbane, Gold Coast, Logan, Redland City, Lockyer Valley, Scenic Rim, Sunshine Coast, and 3 of the local governments along the BVRT, Ipswich, Somerset and Toowoomba. The Council of Mayors meets five times a year and works on three priority areas, including Regional Planning and Growth Management; Infrastructure and Environment and Sustainability.

#### BRISBANE CITY COUNCIL AND ITS ECONOMIC DEVELOPMENT AGENCY, BRISBANE MARKETING

Brisbane City Council takes interest in activities in the Brisbane region, predominantly through its wholly-owned subsidiary, Brisbane Marketing. Brisbane Marketing is responsible for the social and economic development of Brisbane and the greater Brisbane region. Similarly to Tourism Queensland, Brisbane Marketing is positioned to promote and market tourism offerings that are already established, and then assist with the development of these offerings for the international market. Brisbane Marketing is relevant to the BVRT through its promotion of tourism to the greater Brisbane regions, including the Somerset region and Ipswich City. Brisbane Marketing representatives are enthusiastic to promote the BVRT within their portfolio, and currently mention the trail on their website. However, to gain recognition as a must-see trail and attraction, the BVRT needs to be a marketable product. Once this is established there is the potential to participate in Brisbane Marketing campaigns which include the [www.visitbrisbane.com](http://www.visitbrisbane.com) website, and other print distributions.

#### 3.2.3 NON-GOVERNMENT ORGANISATIONS AND COMMERCIAL PROVIDERS

In addition to the government bodies outlined above, there are several non-government organisations that have a history of involvement with the BVRT, and the future of their involvement should be considered. Table 12 provides a summary of organisations that have a history of involvement with the BVRT, and details their charters and future connections to the BVRT. Some of these organisations may be considered as potential stakeholder groups (outdoor recreation providers and users, environmental and conservation, etc.) whose interests should be represented on a whole of trail Committee of Management.

In addition, there are a number of recreation-based organisations and commercial providers that have been identified in this review as having the potential to play a role with the BVRT in the future and stimulating the economic benefit of the BVRT. Table 13 provides a summary of organisations that have the potential to become involved with the BVRT through the conduct of activities or events, or through the dissemination of information about the BVRT through their networks. Details of these organisations charters and future connections to the BVRT are also provided.

**TABLE 12: SUMMARY OF ORGANISATIONS WITH AN EXISTING HISTORY OF INVOLVEMENT, INCLUDING CHARTERS AND CONNECTIONS TO THE BVRT**

Organisation	Charter	Previous BVRT Involvement?	Connections to the BVRT
Australian Trail Horse Riders Association (ATHRA) ( <a href="http://www.athra.com.au">www.athra.com.au</a> )	ATHRA is a leisure trail horse riding organisation that provides to its members the ability to ride anywhere that permits horse access, enabling horse riders to participate in a non-competitive leisure horse pursuit.	Yes	ATHRA held a large multi-day ride along the BVRT in 2009, before the BVRT was fully complete, developing an event risk management plan in the process. As such, ATHRA should continue to be an important stakeholder in terms of promoting the use of the BVRT to its members.
Queensland Outdoor Recreation Federation (QORF) ( <a href="http://www.qorf.org.au">http://www.qorf.org.au</a> )	QORF is the peak organisation representing and advocating on behalf of the outdoors sector. As such, the purpose of QORF is to raise the profile, and develop capacity and opportunity for outdoor recreation in Queensland.	Yes	QORF should be considered as an ongoing BVRT stakeholder with regards to outdoor recreation expertise and access to relevant outdoor sector operators and educators.
SEQ Catchments (SEQC) ( <a href="http://www.seqcatchments.com.au/">http://www.seqcatchments.com.au/</a> )	SEQC is motivated to secure sustainable use of natural resources in SEQ through partnerships with government, industry and community to conduct on the ground initiatives that promote sustainability.	Yes	There are opportunities to maintain and grow partnerships between SEQ Catchments and the BVRT in terms of enhancing the natural features and shade cover of the trail.

**TABLE 13: SUMMARY OF ORGANISATIONS IDENTIFIED FOR FUTURE INVOLVEMENT, INCLUDING CHARTERS AND CONNECTIONS TO THE BVRT**

Organisation	Charter	Previous BVRT Involvement?	Connections to the BVRT
Heart Foundation (HF) ( <a href="http://www.heartfoundation.org.au/">http://www.heartfoundation.org.au/</a> )	HF seeks to save lives and improve health by funding research, developing guidelines and supporting people with heart disease. One initiative that HF has established is Heart Foundation Walking Groups. The walking groups are organised locally and are free to join.	Limited	HF has had limited involvement with the BVRT thus far, with only one group established in Blackbutt.  There are strong links between walking groups and the safe spaces for recreation provided by the BVRT.
Bicycle Queensland (BQ) ( <a href="http://www.bq.org.au">http://www.bq.org.au</a> )	BQ is a community and advocacy body for cyclists in Queensland with the purpose of improving cycling conditions and promoting cycling events.	Limited	BQ should be considered an important stakeholder in terms of promoting opportunities for mountain biking, as well as providing access to marketing channels.
Adventist Outdoors (AO)	AO is responsible for managing the delivery of outdoor adventure activities within all departments of the Seventh-Day Adventist Church in Australia and New Zealand.	No	AO should be considered a stakeholder in terms of potential events and activities that could be planned along the BVRT, as well as providing access to marketing channels.
Asset Training Australia (ATA) ( <a href="http://www.asset.edu.au">www.asset.edu.au</a> )	ATA is a commercially run Queensland-based registered training organisation providing nationally recognised training for the outdoor recreation industry.	No	ATA should be considered a stakeholder in terms of potential training events and activities that could be planned along the BVRT, as well as providing access to marketing channels.
Bike On Australia (BOA) ( <a href="http://www.bikeon.com.au">www.bikeon.com.au</a> )	BOA is a commercial operation that hires bikes and conducts guided bike tours in SEQ and other parts of Australia.	No	BOA should be considered an important operator stakeholder for potential activities and access to marketing channels.
Bush Lore Australia (BLA) ( <a href="http://www.bushloreaustralia.com.au">www.bushloreaustralia.com.au</a> )	BLA is a commercial operation specialising in training programs in survival, visual tracking and bushcraft skills in a wilderness setting	No	BLA should be considered an important operator stakeholder for potential activities and access to marketing channels.
Bush Ranger Bikes (BRB) ( <a href="http://www.bushrangerbikes.com.au">www.bushrangerbikes.com.au</a> )	BRB is a commercial operation that conducts guided bike tours in SEQ and other parts of Australia.	Limited	BRB should be considered an important operator stakeholder for potential activities and access to marketing channels.



TABLE 13 (CONTINUED): SUMMARY OF ORGANISATIONS IDENTIFIED FOR FUTURE INVOLVEMENT, INCLUDING CHARTERS AND CONNECTIONS TO THE BVRT

Organisation	Charter	Previous BVRT Involvement?	Connections to the BVRT
Duke of Edinburgh's Award in Australia (DoE) ( <a href="http://www.dukesaward.qld.gov.au">www.dukesaward.qld.gov.au</a> )	DoE is a voluntary personal development program for young people aged 14 to 25. DoE is auspiced by the Qld Government Department of Communities.	Limited	DoE should be considered a stakeholder in terms of providing access to marketing channels.
Evolve ( <a href="http://www.evolve.org.au">www.evolve.org.au</a> )	Evolve is a not for profit organisation offering programs to support disadvantaged young people.	No	Evolve should be considered an important operator stakeholder for potential activities and access to marketing channels.
Girl Guides Queensland (GGQ) ( <a href="http://www.guidesqld.org">www.guidesqld.org</a> )	GGQ runs activities and programs for young girls aged 5 to 18 years.	No	GGQ should be considered an important operator stakeholder for potential activities and access to marketing channels.
Horizon Guides (HG) ( <a href="http://www.horizsonguides.com.au">www.horizsonguides.com.au</a> )	HG is a commercial operation that conducts guided Bushwalks in SEQ	No	HG should be considered an important operator stakeholder for potential activities and access to marketing channels.
In 2 Adventure (I2A) ( <a href="http://www.in2adventure.com.au">www.in2adventure.com.au</a> )	I2A is a commercial operation specialising in Event Management and Adventure Sports	No	I2A should be considered an important operator stakeholder for potential activities and access to marketing channels.
Keep Australia Beautiful Queensland (KABQ) ( <a href="http://www.kab.org.au">www.kab.org.au</a> )	KABQ seeks to educate and encourage behaviour change to reduce the impact of litter on the environment. KABQ does this through interactions with government, industry, schools and community groups and runs various social marketing campaigns and clean environment-based awards. KABQ are also responsible for conducting the Healthy Queensland Awards, supported by DoC and QH.	No	There are strong links between the environmental objectives of KABQ and the BVRT.  There are also strong links between the healthy community objectives of KABQ and the BVRT.
K2 Extreme ( <a href="http://www.k2extreme.com.au">www.k2extreme.com.au</a> )	K2 Extreme is a non-profit outdoor adventure club providing opportunities for involvement and participation in outdoor recreation.	No	K2 should be considered an important operator stakeholder for potential activities and access to marketing channels.
Organised Conferences (OC) ( <a href="http://www.organisedconferences.com.au">www.organisedconferences.com.au</a> )	OC is a commercial operation specialising in organising and conducting conferences and school camps.	No	OC should be considered an important operator stakeholder for potential activities and access to marketing channels.

TABLE 13 (CONTINUED): SUMMARY OF ORGANISATIONS IDENTIFIED FOR FUTURE INVOLVEMENT, INCLUDING CHARTERS AND CONNECTIONS TO THE BVRT

Organisation	Charter	Previous BVRT Involvement?	Connections to the BVRT
Orienteering Queensland (OQ) ( <a href="http://www.oq.asn.au">www.oq.asn.au</a> )	OQ is the peak body for orienteering in Queensland, responsible for the organisation and promotion of the sport. Orienteering combines outdoor recreation with map reading and navigational skills. OQ has been active in working with local councils to secure permanent courses for their activity.	No	OQ should be considered a stakeholder in terms of course development along the BVRT, as well as access to marketing channels.
Outdoor Educators' Association of Queensland (OEAO) ( <a href="http://www.oead.org.au">www.oead.org.au</a> )	OEAO is a group committed to professional outdoor education practices, providing advice to a range of stakeholders on all aspects of outdoor education.	Limited	OEAO should be considered a stakeholder in terms of providing access to marketing channels.
Phoenix Adventure (PA) ( <a href="http://www.phoenixadventure.com.au">www.phoenixadventure.com.au</a> )	PA is a commercial operation specialising in training sessions for Adventure Racing, Multisport and Off Road Triathlon	No	PA should be considered an important operator stakeholder for potential activities and access to marketing channels.
Police and Citizens Youth Club (PCYC) ( <a href="http://www.pcyc.org.au/">http://www.pcyc.org.au/</a> )	PCYC conducts various programs, including adventure development, for youth throughout the state.	No	PCYC should be considered an important operator stakeholder for potential activities and access to marketing channels.
Pony Club Association of Queensland (PACQ) ( <a href="http://www.pcaq.asn.au/">www.pcaq.asn.au/</a> )	PACQ is the peak body responsible for horse sports in Queensland, responsible for coordinating local pony clubs and State level competitions.	No	PACQ should be considered a stakeholder in terms of providing access to horse riders.
Queensland Endurance Rider's Association (QERA) ( <a href="http://www.aera.asn.au">www.aera.asn.au</a> )	QERA is the association in Queensland for the sport of Endurance Horse Riding. The purpose of QERA is to promote and foster sportsmanship, horsemanship and endurance riding.	No	QERA should be considered a stakeholder in terms of the events it holds for riders, including long-distance single and multi-day events.
Queensland Horse Council (QHC) ( <a href="http://www.qldhorsecouncil.com">www.qldhorsecouncil.com</a> )	QHC is the key body for the horse Industry in Queensland, providing a united advocacy and information dissemination provider for horse industries in Queensland.	No	QHA should be considered a stakeholder in terms of providing access to marketing channels.
Queensland Rogaining Association (QRA) ( <a href="http://www.qldrogaine.asn.au">www.qldrogaine.asn.au</a> )	QRA is the key body for rogaining (long distance cross-country navigation) in Queensland, organising several events throughout Queensland each year.	Limited	QRA should be considered a stakeholder in terms of potential rogaining events that may be held along the BVRT, as well as providing access to marketing channels.

TABLE 13 (CONTINUED): SUMMARY OF ORGANISATIONS IDENTIFIED FOR FUTURE INVOLVEMENT, INCLUDING CHARTERS AND CONNECTIONS TO THE BVRT

Organisation	Charter	Previous BVRT Involvement?	Connections to the BVRT
Queensland Tourism Industry Council (QTIC) ( <a href="http://www.qtic.com.au/">www.qtic.com.au/</a> )	QTIC represents its members interests across all matters to do with the tourism industry in Queensland. QTIC also fulfil an important role in industry development through running development forums and coordinating the Queensland Tourism Awards for Excellence, among other activities.	No	For the sustainability of the BVRT, the tourism industry along the trail is in need of development. QTIC offers programs to support development from the bottom-up.
Scouts Queensland (SQ) ( <a href="http://www.scoutsqld.com.au">www.scoutsqld.com.au</a> )	SQ run a variety of outdoor-based activities for young boys and girls, including expedition based training and experiences.	No	SQ should be considered a stakeholder in terms of potential events that may be held along the BVRT, as well as providing access to marketing channels.
Sunshine Coast TAFE (SCT) ( <a href="http://www.sunshinecoast.tafe.qld.gov.au">www.sunshinecoast.tafe.qld.gov.au</a> )	Sunshine Coast TAFE conducts nationally accredited outdoor recreation training.	No	SCT should be considered a stakeholder in terms of potential training events and activities that could be planned along the BVRT, as well as providing access to marketing channels.
Trail Running Association of Qld (TRAQ)	TRAQ is the key association for trail running, offering diverse trail events throughout the year.	Limited	TRAQ have participated in test the trail days. They should be considered a stakeholder in terms of potential events.
Triathlon Queensland (TQ) ( <a href="http://www.triathlonqld.com.au">www.triathlonqld.com.au</a> )	TQ is the peak body for the sport of Triathlon in Queensland, organising events and supporting local clubs. Triathlon generally involves a swim/bike/run format, but other versions also include Aquathlons (swim/run only) and Duathlons (bike/run only).	No	TQ should be considered a stakeholder in terms of potential triathlon and duathlon events, with potential to develop courses that include the Somerset dams for the swim legs.
Two Wheel Promotions (TWP) ( <a href="http://www.twowheelpromotions.com.au">www.twowheelpromotions.com.au</a> )	TWP are a commercial operation specialising in cycle event management.	No	TWP should be considered an important operator stakeholder for potential activities and access to marketing channels.
10,000 Steps ( <a href="http://www.10000steps.org.au/">www.10000steps.org.au/</a> )	10,000 Steps is a program funded by QH. The 10,000 Steps project aims to increase daily activity by encouraging incidental activity, recorded by a pedometer. 10,000 Steps works in conjunction with individuals, workplaces and communities through online membership. 10,000 Steps has signage and support materials to promote the initiative.	No	There are strong links between the incidental exercise and daily physical activity opportunities provided by the BVRT, and opportunities to install signage that gives people indication of distances they need to walk along the BVRT for health benefits.

### 3.2.4 COMMUNITY CONTEXT

The local community are critical stakeholders in ensuring the success of rail trails (Faulks, et al., 2007; Mundet & Coenders, 2010). The review of rail trails in Section 3.1.2 demonstrated that local residents are a significant user group with different behaviour patterns to visitors, often using short stretches of rail trails in their regular physical activity during the week. As such, it is important to consider who constitutes the local community in order to understand what kinds of strategies are needed to encourage their use of the BVRT.

The local community of the BVRT includes residents living in the local government areas of Ipswich City Council, Somerset RC, South Burnett RC and Toowoomba RC. A community profile derived from the 2006 Census local government data (OESR, 2011) is provided below in Table 14.

The profile indicates that the local community surrounding the BVRT has a population of 385,747 persons, which is set to double over the next 2 decades; a growth rate much higher than the State average. Currently, the local population is 50 per cent more likely to rate as disadvantaged on the Socio-Economic Index of Disadvantage compared with the State averages. The extent of disadvantage in a community presents challenges for leisure and recreation participation; however, there is the opportunity to promote the BVRT as a family friendly recreation opportunity that is cheap and accessible.

**TABLE 14: BVRT COMMUNITY PROFILE**

Social Indicator	Queensland Profile	BVRT Community Profile <sup>3</sup>
Current Population (2010)	4,513,850	385,747 persons
Projected Population (2031)	6,592,858	782,167 persons
Age Distribution		
0-14	20.0%	22.2%
15-24	14.3%	14.6%
25-44	28.3%	26.6%
45-64	24.8%	24.0%
65+	12.6%	12.6%
Socio-economic Index of Disadvantage (comprised of incidence of low-income earners, relatively lower education attainment, high unemployment and dwellings without motor vehicles).	By definition, Queensland has 20 per cent of the population in each quintile.	11.6 % of the local population in the least disadvantaged quintile 31.9% of the local population in the most disadvantaged quintile

(Source: OESR, 2011)

Further profiling is available for the health status of the local community of the BVRT. The Summary Report for Self-Reported Health Status in the Darling Downs and West Moreton Health Service District (QH, 2010) is used here due to its geographical coverage of the communities along the BVRT. As shown in Table 15, health status for the local community is comparable with State averages across most of the indicators, however, the prevalence of overweight or obese weight ranges reported for the local Health Service District of the BVRT was significantly higher than the Queensland prevalence, with over 60% of residents reporting in overweight or obese weight ranges. Such incidence of overweight and obesity presents a further challenge for leisure and recreation

<sup>3</sup> Combined Summary Figure for Ipswich City, Somerset Region, South Burnett Region and Toowoomba Region

participation due to the support required to ensure that activities can be undertaken in a safe and supportive environment. There is a potential to promote the BVRT as part of an active healthy lifestyle that can be engaged in with family and friends in a fun and informal atmosphere, which can contribute to health benefits through regular physical activity.

**TABLE 15: SUMMARY REPORT FOR SELF-REPORTED HEALTH STATUS FOR THE DARLING DOWNS AND WEST MORETON HEALTH SERVICE DISTRICT**

Health Indicator	Queensland Prevalence	Darling Downs & West Moreton HSD Prevalence
Residents reported weights in an overweight or obese range	55.6%	63.2% <sup>4</sup>
Residents reported physical activity at a level sufficient for health benefit	53.9%	52.4%
Residents have been told by a doctor or nurse that they have diabetes or high blood sugar	7.8%	7.5%
Residents have been told by a doctor or nurse that they have high blood pressure	27.5%	30.6%
Residents have been told by a doctor or nurse that they have high blood cholesterol	28.7%	28.1%
Residents reported adequate fruit intake (2 or more serves of fruit per day)	57.4%	58.5%
Residents reported adequate vegetable intake (5 or more serves of vegetables per day)	11.3%	13.5%
Residents reported smoking daily	15.5%	17.7%
Residents reported risky or high risk alcohol consumption for long-term harm	11.4%	11.5%
Residents reported being sunburnt in the last 12 months	50.9%	50.6%

(Source: QH, 2010)

To address BVRT usage and the evident health statistics noted, there are opportunities available to partner with government and non-government organisations as outlined above, and utilise the BVRT to target these broader social issues (Gobster, 2005). Queensland Health, LGAQ, Heart Foundation and 10,000 Steps all have physical activity programs in place that could be implemented through local councils and local community groups in the communities along the BVRT.

In situations where there are social and health issues, it is important to develop programs and activity offerings that are low-cost and matched to individuals and groups abilities (Gobster, 2005). Organised and guided activities enable individuals and groups to use the BVRT in a safe and guided atmosphere, which leads to participants feeling familiar and confident to use the space freely and informally.

Encouraging the local residents to use the trail, and providing guided opportunities, has the potential of encouraging local stewardship of the trail as the local residents gain a greater understanding and appreciation of the BVRT, including its history and natural attributes. 'Word of mouth' marketing is stimulated when local residents are increasingly able to share their knowledge and experiences with their family and friends. Further, when local residents and business owners have knowledge and experience on the BVRT, they are in a greater position to be able to share their knowledge,

<sup>4</sup> Prevalence is statistically significant (QH, 2010)

experience and advice with visitors to the region to encourage them to use the BVRT during their visit.

### 3.2.5 CURRENT VISITOR/TOURIST PROFILE

Visitors and tourists to the Brisbane Valley have been grouped and segmented by Tourism Queensland (TQ) as part of the broader SEQ Country region. According to TQ, visits to the region around the BVRT are predominantly short breaks by intrastate visitors, which have grown from stays of 3 nights or less in 2008 (TQ, 2009) to 4 to 5 nights in 2010 (TQ, 2010a). International visitor numbers to the region are small, accounting for only 5% of visitation in the year ended September 2010 (TQ, 2010a), but these numbers have been steady.

Domestic tourists are the main target for the SEQ Country region, and are now identified by TQ as Consumer Segments, based on “consumer psychographics (wants and needs), as opposed to more traditional demographic segmentation based on age and income” (TQ, 2010b, p. 1). The two main Consumer Segments that TQ has identified as key to SEQ Country are the Connectors (Primary Segment) - those who see holiday experiences as a chance to connect with family and friends through authentic experiences; and Unwinders (Secondary Segment) - those who see holiday experiences as a chance for relaxation and getting away from their busy lives. Table 16 below provides further detail of the Consumer Segments for SEQ Country.

**TABLE 16: SUMMARY OF SEQ COUNTRY TARGET MARKETS AND CONSUMER SEGMENTS**

Consumer Segments	Explanation	Status of Segment
Connectors	TQ (2009, p. 12) explains the Connectors segment as people who “see holidays as a chance to connect with people they care most about”. Connectors will “often compromise their own preferences in terms of activities to ensure everyone has a good time”. For Connectors, “It’s all about what is real and what’s really important”.	Primary
Unwinders	TQ (2009, p. 12) explains the Unwinders segment as people who “see holidays as all about relaxation and release, focusing on themselves as an escape from their crowded lives”. Unwinders “seek an unstructured holiday [and] decisions about their holiday activities are generally made when at the destination”. For Unwinders, “holidays allow them to catch their breath, feel calm and peaceful and gain perspective”. A chance to get away from their busy lives.	Secondary

(Source: TQ, 2009, p. 12)

While the Consumer Segments provide some insight into the wants and needs of potential domestic tourists, it is important to acknowledge the types of activities that have driven visitation to SEQ Country in the past. Previous target market research by TQ demonstrated the type of activity that has predominated included short breaks that involve drive touring in the SEQ Country region. This activity has been undertaken by couples and young families living in Brisbane, wider SEQ and northern NSW; and people from older households who have flown into Brisbane and want to explore the SEQ Country region. Drive touring appears to have been popular given the marketing emphasis on the expansive distances, road networks and scenic opportunities. Up until now, there seems to have been limited reasons to encourage visitors out of their cars to engage in physical

activity opportunities in the Brisbane Valley. The BVRT presents an opportunity to encourage visitors out of their cars, use the BVRT and to stay longer in towns along the BVRT.

By overlaying these types of activities (short break/drive tourism) with the Consumer Segment information (Connectors/Unwinders), a tourist profile emerges in which visitors to the BVRT will:

- live within a few hours' drive;
- travel in couples or groups (families and/or friends);
- seek natural environments and relaxed atmospheres that are out of the city, but not too far away;
- seek activities where the whole group can experience enjoyment through participation and interaction; and
- seek activities that can be organised spontaneously and with short-notice, as opposed to activities that require a high level of pre-trip planning and preparation.

As well as looking at general visitor and tourism profiles, outdoor recreationists are also an important market to consider for the BVRT. The SEQ Outdoor Recreation Demand Study (Queensland Government, 2007, p. 14) demonstrated increases in bicycle riding and a trend of more people “seeking out more natural places to recreate”. For example, the study showed increases in numbers of bicycle riders and horse riders participating in their activity in *very natural settings*, providing a shift from *somewhat natural settings*. In line with outdoor recreation pursuits, adventure-based tourism such as bushwalking and hiking has been acknowledged as one of the most rapidly growing areas of tourism, and this should be capitalised on (TQ, 2008). The pertinence of this market to the BVRT is highlighted by the review of rail trails in Section 3.1.2, which showed that cyclists and walkers are a significant user group of existing trails, often travelling to a rail trail for a single day's cycling or walking.

These visitor and tourist statistics indicate there are definite growth opportunities for the tourism industry in the SEQ Country region. However, at this point in time it should also be acknowledged that further development of the wider tourism offering of the BVRT and the local communities is needed, including provisions of adequate water and utilities, transport infrastructure and accommodation (TQ, 2009).

### 3.2.6 SUMMARY

This section has provided a detailed description of the BVRT context in terms of the trail being a long-term outcome of the SEQRP at the State Government level. The description of the State Government policy context paints a complex policy environment, but one which emphasises the importance of greenspace and recreational opportunities as essential parts of urban growth and the SEQ lifestyle. The various local government contexts were described and non-government organisations and commercial operators relevant to the BVRT have also been highlighted. Importantly, for the BVRT to be a sustainable rail trail, there is a need to tap into and contribute to various policy outcomes including economic stimulation and health outcomes through increases in physical activity. To do this, it is suggested that relationships with the State government departments identified in Table 11 above be pursued so the Qld Government Departments are



aware of the BVRT and understand how support of the BVRT can help to achieve multiple objectives. As part of these efforts, it is important to acknowledge the long standing contribution of RLOSAC, (as described in Section 3.1.3). Further relationship building and relationship maintenance with local governments along the BVRT and the LGAQ is also critical to the success of the BVRT. These relationships should be underpinned by an emphasis helping the local councils see how relevant the BVRT is across a range of areas including health, recreation, tourism and economic development.

A number of non-government organisations with a history of involvement with the BVRT were acknowledged, the ongoing relationship with these organisations will also be an important underpinning to the success and sustainability of the trail, and the interests of these groups should be considered through representation on the whole of trail management body. A long list of organisations (including not-for-profit recreation-based organisations and commercial providers) has been identified. Most of these have had limited involvement with the BVRT, but their operations are complementary to the types of activities encouraged on the BVRT. As such, the potential activity by recreation groups and commercial operators is promising as they are always on the lookout for new and exciting spaces to hold activities and events. As such, the success and sustainability of the BVRT will be dependent on how the organisation responsible for implementing the BVRT Marketing and Community Engagement Strategy builds and manages relationships with the organisations listed in Tables 12 and 13 above.

The profile of the local communities surrounding the BVRT is characterised by high rates of disadvantage and high rates of overweight and obesity. While these characteristics provide a challenge for community engagement, it was suggested that partnering with government and non-government departments may provide a way to address these broader social issues through the BVRT and also have the added benefit of contributing to a sense of local stewardship for the BVRT. Finally, a current visitor/tourist profile demonstrated definite opportunities for tourism growth in the SEQ Country region and along the BVRT in particular. The core markets for the area are made up by people who are likely to be driving to the region from a few hours away, and doing this with their partner and/or family to experience opportunities where the whole group can experience enjoyment through participation and interaction that can be undertaken with limited pre-trip planning.

## 4.0 BVRT TARGET MARKETS

### 4.1 CLASSIFYING TARGET MARKETS

Drawing on the review of information presented in Section 3.0, two distinct target market groupings have been identified, including Core Markets and Developing Markets. Each of these is defined below:

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



#### 4.1.1 BVRT CORE MARKETS

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

**TABLE 17: 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 and Hikers	<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>

#### 4.1.2 DEVELOPING MARKETS

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

**TABLE 18: DEVELOPING MARKETS FOR THE BVRT**

Activity Type	Participant Profile	Region
Bicycle riders (Hybrid and mountain bikes)	<ul style="list-style-type: none"> <li>Casual and experienced bicycle riders who can organise bike hire and/or bike 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<sup>5</sup></li> <li>Interstate visitors</li> <li>International visitors</li> </ul>
Bushwalkers and Hikers	<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, and 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>5</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.

## 4.2 SUMMARY

This section outlined the core and developing markets for the BVRT. It is important that preliminary marketing efforts are focused on growing usage by the existing markets that are using the BVRT as it currently stands. The existing markets are those users who are from the local community, or within a few hours' drive of the BVRT, have their own equipment and have the physical ability to travel distances between towns without requiring access to water or amenities.

As the BVRT develops further, with increased infrastructure and amenities along the trail and supporting tourism services in towns along the trail, there is the potential to market the BVRT to wider groups of varied experience and ability, who can visit the area and hire bikes, or take a short guided walk with a commercial operator, for example.

## 5.0 CONCLUSION

The purpose of Technical Report 1 was to provide:

- a definition, description and context of the Brisbane Valley Rail Trail (BVRT); and
- identify the core and developing markets for the BVRT.

As a rail trail, the BVRT can be classified as “a multi-user recreation trail using a disused rail corridor (public land) for non-motorised outdoor recreation” (Halliburton & Associates, 2007, p. 14).

Specifically, the history of the Brisbane Valley and the rail line position the BVRT as a *trail rich in character and country charm*.

Several critical issues have been highlighted in the report with regards to operationalising the BVRT concept and ensuring the success of the trail and ongoing sustainability. These issues included:

- The progress for BVRT completion - the trail is not yet complete, and the progress has been severely impacted by the January 2011 floods. As such, the BVRT cannot yet be packaged as a whole trail for marketing;
- Flood damage and impacts on local business confidence and user interest (locals and visitors) – the trail was severely damaged during the floods, with sections of trail and access bridges washed away. Such events can be detrimental to local business confidence and entrepreneurial buy in, and the same uncertainties can also be felt by potential users of the trail with regards to trail usability and safety;
- Ongoing governance structures and the need for centrally coordinated whole of trail maintenance and promotion activities, and business development support – to ensure the whole of the BVRT is delivered and maintained as a whole and consistent trail experience, there is a need to have in place a robust governance structure that unites the varied stakeholder interests in the trail, and that provides a clear and consistent means of communication to landholders (i.e. state government and local governments). An ongoing governance structure symbolises a strong basis by which local communities and local business can buy in to the BVRT concept, become users of the trail and start to develop tourism and related services which in turn will provide benefits back to the communities and the region.

A broad context for the BVRT in terms of relevant State government policies, the local government context, relevant non-government organisations, potential commercial providers that may be engaged with the BVRT and the local community context was set out. The establishment and maintenance of these current and potential relationships with such a diversity of current and potential stakeholders is critical to demonstrating the role of the BVRT in contributing to various social, environmental and economic outcomes and therefore ensuring the long-term sustainability of the trail. Such relationship management requires dedicated time and effort and needs to be driven by a clear and robust governance structure.

With this background set, target markets were identified for the BVRT, consisting of:

- Core Markets – those groups who can utilise the BVRT in its current development status, and can therefore be marketed to; and
- Developing Markets – those groups who will be able to utilise the BVRT once it is complete and has adequate infrastructure and amenities developed for useability and meets a minimum standard experience.

Section 4.0 should be referred to for in-depth detail on BVRT Target Markets.

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## APPENDIX 1: MURRAY TO THE MOUNTAINS WHEELIE GOOD BUSINESS INFORMATION

### Wheelie Good Business

How to be cycle friendly?

#### Why become cycle friendly

- Cycle tourists are an important niche in the tourism industry
- Cycle friendly businesses have a great opportunity to leverage off the marketing program being delivered by Murray to Mountains Cycle Tourism
- Wheelie Good Businesses will set a benchmark for service to cyclists. Cyclists will know that the four key service areas are being met when a business is accredited as a "Wheelie Good Business"

#### What you need to do to be a Wheelie Good Business

Meet four basic criteria

1. Provide complimentary water for cyclists
2. Know the details of the local cycle specialist (At least have a bike pump available)
3. Know where the local cycling routes are (2010 Ride Guide)
4. Provide secure bike storage where appropriate

#### What you will get out of the program

Your business will be clearly identifiable as a Wheelie Good Business through the provision of a decal (logo below) to attach to your business premises, use of the Wheelie Good Business Logo for your website and marketing collateral and if you advertise on [www.murraytomountains.com.au](http://www.murraytomountains.com.au) you will be identified as a Wheelie Good Business.



### Murray to Mountains Business Of Cycling

Creating a cycling experience for  
your business



## Some Business Development Ideas

What can you do to attract cyclists to your business?

Offer a genuine, friendly welcome (free glass of water or refills if appropriate)

Bikes are babies in the eyes of cyclists. Do you have **secure** bike storage for cyclists who are visiting your business?

Provide maps or directions to bike tracks, trails or services

Sell guide books or have a library of information they can browse through

The facilities cyclists require are also similar to those required by other adventure seekers. Investment in cycle friendly infrastructure may also appeal to hikers, skiers, kayakers and others.

Can you provide a transportation solution for cyclists

Can you or a business nearby offer a packed lunch service

How about the weather forecast for the next few days available at reception

Could you offer bike hire, or could you link in with current bike hire operators

Make your cycling customers know about what else there is to experience

Many cyclists travel with non-cyclists. Provide information on restaurants, food, wine, arts, historical and other experiences that can be had.

Other businesses represent a great opportunity to package up your local area and provide a multi faceted experience. Also consider working with tour operators

Cyclist need to eat. Make sure you can point them in the right direction of varying levels of restaurants, pubs and cafes

Could you stock basic cycling repair items if there is not a specialists bicycle shop nearby. Buy a bike pump, it is something as simple as this could get a cyclist out of a situation for which they will be very grateful

Provide repeat visitors to your accommodation business with a Pedal to Produce basket and Voucher booklet as a reward for visiting again

Link in with tour operators to provide a cycling package

## Some Marketing Tips

How to reach out to cyclists?

North East Victoria is Australia's premier cycling destination. Understanding why cyclists enjoy travelling to the area is important. Our varying landscape, farm gate produce, food, wine, history, architecture, mountains, rivers and most importantly our tracks, trails and quiet country roads are what appeals.

### Online

- People planning a cycling holiday will use the internet to source a lot of their information
- Put a link to the Murray to Mountains website on your website on your website ([www.murraytomountains.com.au](http://www.murraytomountains.com.au))
- Keep your eye out for online marketing opportunities through Murray to Mountains Cycle Tourism and North East Victorian Tourism Inc.
- Add links to other cycling websites, some of which are below
 

<a href="http://www.bv.com.au">www.bv.com.au</a>	(Bicycle Victoria)
<a href="http://www.wangarattabug.org.au">www.wangarattabug.org.au</a>	(Bicycle User Group – Wangaratta)
<a href="http://www.members.westnet.com.au/wangoutandabout">www.members.westnet.com.au/wangoutandabout</a>	(Outdoor Adventure Group – Wangaratta)
<a href="http://www.tmb.org.au">www.tmb.org.au</a>	(Mountain bike club - Mt Beauty)
<a href="http://www.audax.org.au">www.audax.org.au</a>	(Event Organiser – Alpine Classic)
<a href="http://www.alpinecyclingclub.com.au">www.alpinecyclingclub.com.au</a>	(Cycling club and event organiser)
<a href="http://www.pedaltoproduce.com.au">www.pedaltoproduce.com.au</a>	(Pedal to Produce maps)
<a href="http://www.beechworthcycling.com">www.beechworthcycling.com</a>	(Mountain bike club – Beechworth)
- Offer online cycling based packages
- Provide online maps and links to local cycling tracks and trails
- Have a cycling images on your website to promote a link between your business and cycling
- Look at advertising on cycling specific websites

### Offline

- Ensure your local Visitor Information Centre knows that you welcome cyclists
- Look at the viability of advertising in cycling magazines
- Work with event organisers. Most event organisers communicate regular with their participants leading up to the event. Check to see if there are opportunities to sponsor or advertise with the event organisers
- In all of your marketing outline what makes you cycle friendly (ie: bike racks, secure storage, transport etc.)
- Display your "Wheelie Good Business" decal on the front of your business



## APPENDIX 2: MURRAY TO THE MOUNTAINS CYCLE TOURISM NEWS

### Cycle Tourism Update

Cycling in South East Victoria March 2011

Murray to Mountains



Yes it is already March and the trees are already showing hints of Autumn hues. For more details check out the [Murray to Mountains Website](#).

IT'S OFFICIAL!



The Dirty Dozen Website is now live with plenty of action!



Mt Beauty



Bright



Beechworth

### EXPERIENCE A NATURAL HIGH

Shred the trails of the High Country and take on The Dirty Dozen, a collection of 12 iconic mountain bike trails located across North East Victoria.

See the world flash by as you tackle all mountain trails or experience the freedom of riding across rugged mountain peaks.

Mt Buller's network of fresh trails will leave you spoilt for choice. Further north in the mountains, Falls Creek delivers some of Australia's most inspirational bike riding country. Down in the valleys get off the beaten track and into the bike parks at Beechworth and Mt Beauty, then back onto flowing single track in Bright.

See The Dirty Dozen take flight in our launch video. Each destination has unique trails and terrain, so it's easy to see why you need more than one day to ride Victoria's High Country and experience The Dirty Dozen journey. In fact, there is just too much to show you, so we created two videos! Watch our second clip to see our recommendations on where to stay, things to do and how to ride The Dirty Dozen. Specific details are available on our website.

Get all the fresh dirt as soon as it happens. Register now for updates and more information on how you could WIN a trip for you and three mates to experience The Dirty Dozen for yourself. Registered members will also have the chance to WIN more exclusive prizes and vote in the latest and greatest trails each year, keeping The Dirty Dozen fresh and dirty.

Whether you have a couple of hours, a day or a week, The Dirty Dozen website can help you plan your mountain biking adventure in Victoria's High Country.

For more information contact:  
Narelle Dobson North East Victoria Tourism Inc. [narelle@navi.com.au](mailto:narelle@navi.com.au) or 0418 548 919

### "6 reasons to visit Wahgunyah"

by Richard Cornish,  
THE SATURDAY AGE Life & Style Feature,  
19<sup>th</sup> February 2011.  
The trail trail skirts along the Vineyards of some of the legends of the wine industry. Click [here](#) to view the full article.



On the wine trail

### DESTINATION RUTHERGLEN

by Sue Wallace

THE AGE Traveller Australia 2011, February 2011 shortlisted cycling around Rutherglen in "Twelve months of inspiring local holidays" "That's all part of the charm of cycling in the wine region, where some of the cellar doors are run by third, fourth a fifth generations of the families that pioneered Rutherglen's wine industry. Read more [here](#).



### A UNIQUE TRAIL EXPERIENCE

North East Victorian Information Centre Staff discovered the Milawa Gourmet Trail by train. Stopping to taste and experience local produce, accommodation and bike transport services. Check out your nearest information centre to find more about cycling in the region. Contact details are listed below. To view the article, click [here](#).



### BEECHWORTH BY BICYCLE, FREE OF CHARGE

Bridge Road Brewery's new "Town Bikes" were featured in The Sunday Herald Sun's Escape 13<sup>th</sup> March 2011. View [here](#)  
For more information go to [www.bridge-road-brewery.com.au](http://www.bridge-road-brewery.com.au)



### DINNER PLAIN FESTIVAL OF CYCLING

Despite a wet and foggy start to the morning many cyclists still completed the challenge ride from Dinner Plain to Mount Hotham on Sunday 13<sup>th</sup> March 2011.



### BICYCLE VICTORIA 3 PEAKS CHALLENGE

Also facing the wet and foggy morning and evening on Sunday 13<sup>th</sup> March 2011 were over 2,500 cyclists taking on a whopping 230km ride from Falls Creek to Falls Creek via Mt Hotham, Towong Gap and Mt Hotham. Thank goodness the sun did come out and shine on the majority of the riders.

"I've travelled all around Australia, and ridden the European Alps, but the Three Peaks Challenge blew me away almost literally! My first trip to the Victorian Alps was incredible and truly epic, with stunning scenery, and a course to rival any European Gran Fondo. Superb organisation, a great atmosphere and the Aussie wilderness were an unforgettable combination, and the highlight of my year!"

Robin Wilmott UK Read more about this event and more on Bicycle Victoria's [website](#)



### ROSTREVOR FAMILY BIKE RIDE, Myrtleford Festival

A number of families took to the Murray to Mountains Rail Trail, leaving from Myrtleford on Sunday 13<sup>th</sup> March 2011 for a great day out.

### LAST CHANCE!!

Only days left to get your passport stamped.

7 Peaks - The Alpine Ascent Challenge Victoria's Alpine High Country  
Ride anytime from 1 November 2010 - 31 March 2011



### TERRA AUSTRALIS IN ACTION THIS WEEK

The race started in the alpine ski resort of Falls Creek on the 20<sup>th</sup> March 2011 and finishes in Beechworth 7 days later. Find out more at [Terra Australis MTR Epic](#)



### BIKE TRANSPORT

Don't forget that it is easier than ever to stay anywhere in the region with more bike transport options available.

Milawa Tours (bike hire also available) 03 5727 3208  
Beechworth Mini Buses 03 5728 3112 or 0408 283113  
Bus a Bike Myrtleford 03 5752 2974  
Wangaratta Coachlines (public transport option) 03 5722 1843

### LOCAL CYCLING FESTIVALS & EVENTS

7 Peaks - The Alpine Ascent Challenge Victoria's Alpine High Country  
Ride anytime from 1 November 2010 - 31 March 2011

APRIL 2011  
Please let me know if you have an event in the Murray to Mountains Region in April 2011

To view more cycling events click [here](#)

### LOCAL FESTIVALS & EVENTS

Alpine Shire [Festivals & Events](#)  
Indigo Shire Council [Festivals & Events](#)  
Rural City of Wangaratta [Festivals & Events](#)

### LOCAL INFORMATION

Contact or drop into our local information centres to find out more

Beechworth 1300 366 321 [Bright](#) 1800 111 885 [Corowa](#) 02 6033 3221 [Dinner Plain](#) 1800 670 019 [Falls Creek](#) 1800 111 885 [Glenrowan](#) 1800 801 065 [Myrtleford](#) 1800 111 885 [Mt Beauty](#) 1800 111 885 [Rutherglen](#) 1800 622 871 [Wangaratta](#) 1800 801 065 [Yackandandah](#) 02 6027 1988



### LOCAL CYCLING CLUBS

[Alpine Cycling Club](#) [Beechworth Chasing](#) [Hume Veterans Cycling Club](#) [Mount Beauty Mountain Bike Club](#) [Wangaratta Bikes](#) [Wangaratta Dirt & About](#) [Wangaratta Cycling Club](#)

This e-newsletter is just the tip of the iceberg, so if you would like any further information on cycle tourism, or have any suggestions (no matter how big or small, it all helps!) please don't hesitate to contact me via email [s.rogers@wangaratta.vic.gov.au](mailto:s.rogers@wangaratta.vic.gov.au) or call me on 03 57220777 or 0428107502

Cheers Sally  
Cycle Tourism Officer

Return to Newsletter



Murray to Mountains



Bicycle



Bicycle




## APPENDIX 3: MUNDA BIDDI TRAIL “BECOMING A CYCLE FRIENDLY BUSINESS” INFORMATION

### Did You Know?

Cycle tourism is a growing and important niche tourism market that can provide a range of economic, social and environmental benefits to regional areas.

Cycle tourists can generate significant economic benefits in regional areas, as unlike tourists travelling by car, they have to travel light so are heavily reliant on local services. Cycle tourists stay longer than regular tourists as they are more independently mobile, and subsequently generate a higher total spend per trip.

In 2012 it is estimated 25,000 people will use the Munda Biddi Trail annually, injecting an estimated \$13 million into the South West and Great Southern communities.



**Munda Biddi Trail Foundation**  
Level 1, 862 Hay Street, Perth WA 6000  
PO Box 7445 Cloisters Square  
Perth WA 6850  
Phone: 9481 2483  
Email: [admin@mundabiddi.org.au](mailto:admin@mundabiddi.org.au)


**Munda Biddi Community Development Officer**  
22 Collie St Albany WA 6330  
Phone: 9892 0100  
Mobile: 0431 846 412  
Email: [cycletourism@mundabiddi.org.au](mailto:cycletourism@mundabiddi.org.au)  
[www.mundabiddi.org.au](http://www.mundabiddi.org.au)

### The Munda Biddi Trail Foundation

The Munda Biddi Trail is WA's long distance off road cycle trail, which when complete in 2012, will link Mundaring in the Perth Hills to Albany 1000km south, via the longest continuous off-road cycle trail in the world.

The Munda Biddi Trail Foundation is a vibrant, not-for-profit community organisation that aims to develop, market and maintain the Munda Biddi Trail as a sustainable, world-class, off-road cycling trail for current and future generations to experience.

### More Information



### Becoming a “Cycle Friendly Business”

ACCREDITED

**CYCLE FRIENDLY BUSINESS**

[mundabiddi.org.au](http://mundabiddi.org.au)

### How to attract customers who stay longer and spend more

A program designed to help your business attract more cycle tourists

**More Cyclists = Better Business**

## Cycle Friendly Business Program

- Is your business located close to a major cycle touring road, path or trail (eg. the Munda Biddi Trail)?
- Do you like the idea of servicing a growing market of tourists who spend more and stay longer than the average tourist?
- Are you selling or thinking of selling food, transport, tours, accommodation, or other services to cyclists?

If you answered yes to any of the above then the Munda Biddi Trail Foundation's (MBTF) Cycle Friendly Business (CFB) Program could be for you!

By becoming a Cycle Friendly Business, you agree to offer a range of cyclist friendly services at your business. In return, your business will be promoted through the MBTF's extensive marketing and promotional initiatives targeted specifically at cycle tourists.

You will also become part of a growing network of businesses all working together to increase cycle tourism in WA.

Becoming cycle friendly is easy. The aim is to provide facilities for riders to Refresh, Refill, Revitalise, Repair and Ride. It's not expensive and much of the infrastructure may already be established on premise. The following highlights some general CFB criteria:

- Be welcoming to cyclists
- Provide a secure and well located bicycle storage facility
- Allow cyclists onto premises in their riding gear
- Provide free drinking water

See the enclosed CFB application form for specific criteria relevant to your category of business.



## Benefits

The cost of CFB accreditation for one year is \$195 and in return every CFB will receive the following benefits:

### Marketing

- 24 hour/day, 365 day/year internet advertising on the Munda Biddi Trail website: A free listing in the Trip Planning Section including an itemised listing of what your business offers the cycle tourist and a website link to your own website;
- Ability to post cycle touring itineraries on the website Trip Planning Section;
- Receive the Munda Biddi Messenger (three issues a year);
  - A business listing in the Trail Services Directory in each issue
  - A 55mm x 90mm business advertisement once/year
- Participation in Munda Biddi Trail Foundation marketing to national and international audiences;

### Recognition

- Granted a license to display the CFB logo at your establishment, website and publications (non transferable);
- Receive CFB stickers, certificate and poster;

### Information

- Receive E-News updates monthly;
- Receive a dedicated CFB networking e-newsletter and access to the online CFB Discussion Group/Networking Forum;
- Receive a seasonal events program;
- Access to trip planning advice;

### Discounts

- Receive member's discount at the MBTF store, events and also at participating outlets;
- Is entitled to participate in the Member's Discount Program (optional) which offers service and/or product discounts to all members.

## Accreditation


Once you believe you have met the CFB criteria (see the CFB application form), contact the MBTF and we will arrange a time to come and check the premises. Once this has been conducted and all parties agree that the business meets the criteria then a CFB kit including a certificate of accreditation, a highly visible sticker and other promotional items will be sent to you.

The MBTF will then actively promote your business to cycle tourists nationally and internationally.






## APPENDIX 4: DOMES RETREAT BVRT CYCLISTS RETREAT PACKAGE





[Search](#)

[Home](#)  
[Personalise Your Retreat](#)  
[Bed & Breakfast Retreat](#)  
[Romantic Couples Retreat](#)  
[BVRT Cyclists' Retreat](#)  
[Small Group Bookings](#)  
[Dome Accommodation](#)  
[Things To Do](#)  
[Why Domes?](#)  
[Gift Vouchers](#)  
[Retreat Location](#)  
[Essence](#)  
[Contact Us](#)  
[About Us](#)

**Weltevreden Domes Retreat**  
 161 Glen Esk South Road  
 Glen Esk Q 4312  
 Australia  
 P: 07 5424 1888  
 E: [Contact Us](#)







### Brisbane Valley Rail Trail Bike Riders' Retreat


Enjoy the fresh air while riding through the gorgeous Brisbane Valley on the region's new Brisbane Valley Rail Trail.

When completed, the Brisbane Valley Rail Trail will start in West Ipswich at the Wulkuraka Rail Station and travel 148kms through to Blackbutt.

The rail trail passes directly through Esk township, creating the perfect base or stop over after a day's cycling.

All meals are included. Everything is waiting for you to simply arrive and relax at Weltevreden Domes Retreat, including a welcoming sports drink to rehydrate the senses.

Please visit [Brisbane Valley Rail Trail](#) for more information regarding the Brisbane Valley Rail Trail.



### BVRT Bike Rider's Retreat Package

**Includes -**

- ✦ Overnight exclusive dome accommodation
- ✦ Delicious continental breakfast
- ✦ Relax by the pool or enjoy a short walk
- ✦ BBQ pack for two
- ✦ Return transport from the Brisbane Valley Rail Trail in Esk to the retreat
- ✦ PLUS a cooling sports drink to rehydrate the senses on arrival

**Only \$295.00 single / \$330.00 twin/couple**

**Stay two nights**

Previous BVRT cycling guests have suggested that a two night stay is preferable to rejuvenate after a day's bike riding before embarking on the return journey.....

- ✦ Two night's exclusive dome accommodation
- ✦ All meals\* and snacks
- ✦ Relax by the pool
- ✦ Take a short walk or enjoy the wildlife
- ✦ Return transport from the Brisbane Valley Rail Trail in Esk to the retreat
- ✦ PLUS a cooling, sports drink to rehydrate the senses on arrival

**Only \$570 single / \$655.00 twin/couple**

**Relax those weary muscles** - Why not add on a well deserved one hour massage for only \$80.00 per person? Available for stays of two nights or longer. Massages must be booked in advance.

\*Dinner option for the two night retreat includes one BBQ pack plus a three course dinner option if the retreat package falls on a Friday or Saturday night only. If the two night retreat falls on another two nights, two BBQ packs will be provided.

### Testimonials

*'Had a wonderful time & are already looking forward to our next trip to the Domes. Thanks for a wonderful stay.'*

*Ben & Sue – Yeronga*