

Resource Sharing Summary 1/7/16 to 30/6/17 As at 28/2/17	Units Billed	Amount Billed GST Exclusive \$	Rate inclusive of Oncosts and Admin \$
<b>Launceston City Council</b>			
Service Provided by NMC to LCC			
	-	-	
<b>Total Services Provided by NMC to Launceston City Council</b>	<u>-</u>	<u>-</u>	
Service Provided by Launceston City Council to NMC			
Immunisation Service			
Wages and Oncosts			
Administration Services	13.00	546.00	42.00
Immunisation Nurses Service	21.00	1,415.82	67.42
Materials - Equipment and Car Usage		340.00	
<b>Total Service Provided by LCC to NMC</b>		<u>2,301.82</u>	
<b>Net Income Flow</b>		<u>- 2,301.82</u>	
<b>Meander Valley Council</b>			
Service Provided by NMC to MVC			
Street Sweeping Plant Operator Wages and Oncosts	161.00	8,507.37	52.84
Street Sweeper - Plant Hire Hours	<u>142.75</u>	<u>11,420.00</u>	<u>80.00</u>
<b>Total Services Provided by NMC to Meander Valley Council</b>	<u>142.75</u>	<u>11,420.00</u>	
Service Provided by Meander Valley Council to NMC			
Wages and Oncosts			
Plumbing Inspector	624.10	30,494.00	48.86
<b>Total Service Provided by MVC to NMC</b>		<u>30,494.00</u>	
<b>Net Income Flow</b>		<u>- 19,074.00</u>	
<b>Total Net</b>		<u>- 21,375.82</u>	
<b>Private Works and Council Funded Works for External Organisations</b>			
<b>Economic &amp; Community Development Department</b>			
<b>Northern Midlands Business Association</b>			
Promotion Centre Expenditure		Not Charged to Association Funded	
- Tourism Officer	64.00	from Council Budget A/c 519035	
<b>Works Department Private Works Carried Out</b>	41.50		
	<u>105.50</u>		



## Heritage Highway Tourism Region Association Business and Marketing Plan 2016-2017

Adopted by the HHTRA Board on 19 January 2017

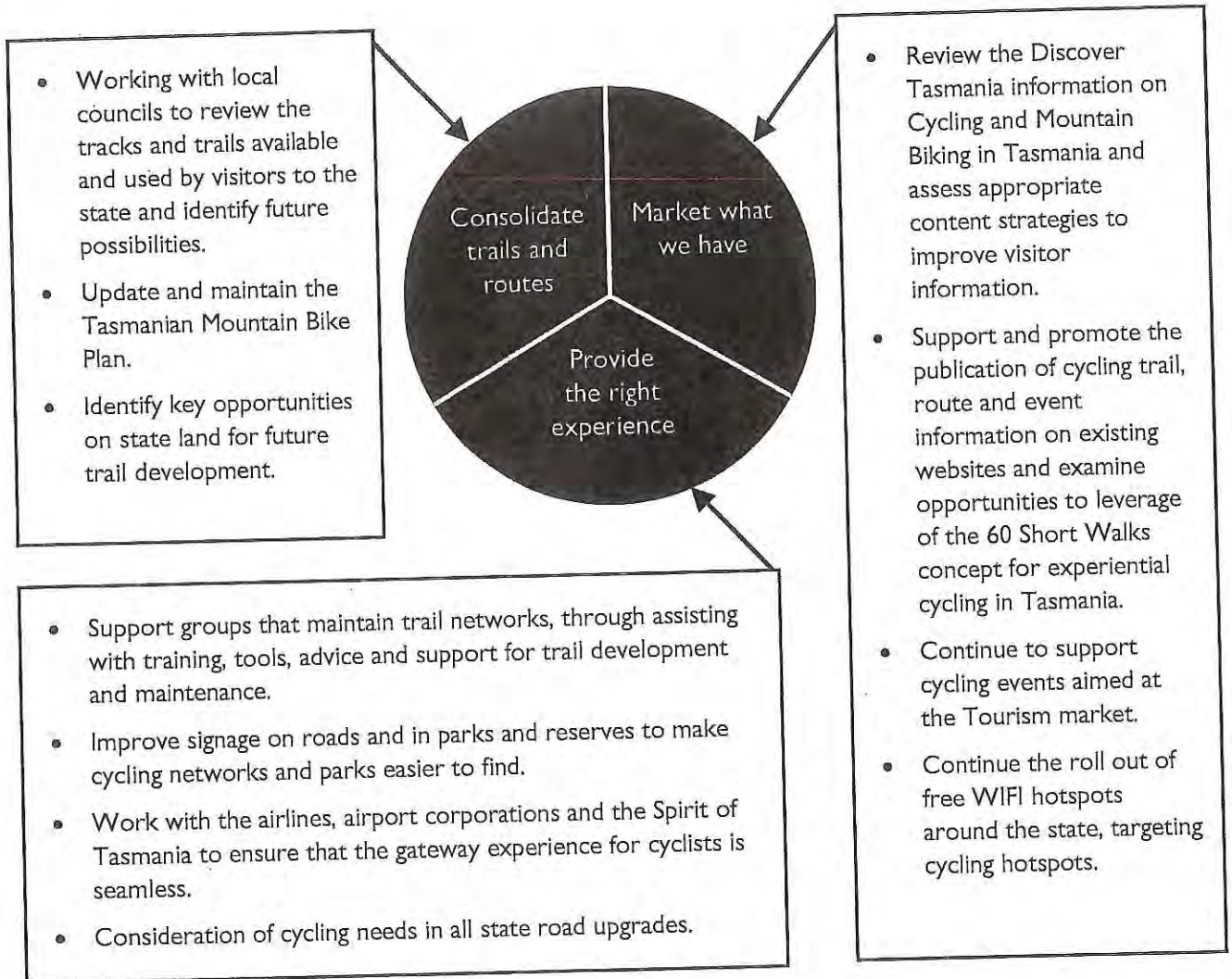
Activity	Budget Resources	Milestones
<b>Strategy 1: Marketing the Heritage Highway Region through targeted and innovated approaches</b>		
1.1 <b>Website</b> Develop and maintain a contemporary destination website that is device responsive. (Site will be a 'content management' site that is image and content rich, with easy links to attractions and operators in the region.)	\$7,000	
1.2 <b>Social Media</b> Expand online presence and engagement by sharing content and generating new content to promote the region and stimulate desire to visit the Heritage Highway region, stimulate interaction, on-sharing, and incorporate an ongoing social media campaign on Facebook and Instagram, as well as utilising social media influencers.	\$22,000	
1.3 <b>Image Library</b> Continue to build the Heritage Highway image library, taking advantage of external funding programs, such as TNT's subsidised photographer program.	\$3,000	
1.5 <b>Touring Map &amp; Guide</b> Manage the distribution and promotion of the current edition of the Guide. Monitor stocks.	Distribution costs	
1.6 <b>Regional dispersal of visitors</b> Collaborate with DST & TNT on strategies that encourage regional dispersal of visitors, including actively encourage day visitations to the Heritage Highway region by visitors based in Launceston and Hobart via the promotion – online and hardcopy – of Heritage Highway Region recommended day visit itineraries.	Hard copy printing costs	
1.7 <b>Marketing and advertising</b> Undertake marketing and advertising activities in online and hardcopy mediums as relevant opportunities arise.	\$25,000	
<b>Strategy 2: Communicate effectively with, and on behalf of, our stakeholders and increase the profile of the Association</b>		

IN 17

Activity	Budget Resources	Milestones
2.1. <b>Encourage RTOs to promote Heritage Highway in its entirety</b> Engage with TNT and DST and strongly advocate for the Heritage Highway Region to be promoted in its entirety, whenever possible, in promotional activities undertaken by the RTOs		
2.2. <b>Serve as a conduit between Heritage Highway tourism operators and TNT</b> Including promoting participation by HH tourism operators in TNT training programs & providing TNT with regular updates on activities & developments in the HH region via newsletters & participation in quarterly LTA forums		
2.3 <b>Training for Visitor Centre Staff</b> Provide training and famils to staff and volunteers visitor centres in our region, as well as Hobart and Launceston, on our experiences and attractions in the Heritage Highway region.		
2.4 <b>Listings for Heritage Highway on ATDW Online, DiscoverTasmania.com and RTO websites</b> Maintain contact with these agencies to ensure up-to-date and relevant town and region descriptions and images.		
2.5 <b>Newsletters</b> Produce regular newsletters that promote tourism activities and developments in the HH region generally & the activities of the Association specifically.	\$200	
3.1. <b>Strategy 3: Support the development of new tourism product and experiences in the Heritage Highway Region</b> <b>Visit with Conviction Convict themed experience</b> This priority 2016/2107 Association project involves researching the stories of convicts assigned to the Heritage Highway Region and utilising the rich material generated to develop new tourism products/experiences to engage visitors with the intriguing themes of the region. (End product will be available as a tour accessible by tear-off map or online. Interpretation of the sites will vary from information on the itinerary to onsite information panels, soundscapes, etc.) First themed experience to focus on the convicts involved in the construction of the Red Bridge at Campbell Town.		
3.2 <b>HHTRA product sales</b> Continue marketing activities to sell HHTRA products (Skulduggery, Heritage Folders & Doggy Guide)		
3.3 <b>Tourism Group Support</b> Support local tourism groups with projects and product development activities including serving as an auspice body &/or funds administrator as required.		

Activity	Budget Resources	Milestones
<b>Strategy 4:</b> <b>Governance: manage and grow the effectiveness of the Association</b>		
4.1 <b>Board Logistics</b> a) Develop & maintain a vibrant & functional Board by ensuring Board members are recouped for expenditure incurred when performing board duties & Board members are covered for public and directors' liability insurance; b) Regularly update a Board Induction Manual, including Assn policies & procedures.	\$3,000	
4.2 <b>Business Planning</b> Develop the 2017-2018 Business and Marketing Plan by June 2017		
4.3 <b>DST Capacity Building</b> Participate in DST's LTA capacity-building workshops & work with DST to identify & implement strategies that enable the Association to become more effective, sustainable & productive	\$200	

## Priority areas and actions



## ACTION PLAN

### 1. Improvement of road and trail infrastructure and cycling facilities

#### Road and sport cycling infrastructure

Northern Tasmania's mix of major and minor roads in a variety of terrain provides an excellent basis for recreational road cycling, road racing and training. Measures to improve safety for cyclists are required to some busy roads frequented by cyclists (such as the West Tamar Highway and roads from Launceston to Breadalbane, Evandale and Perth). Safe and courteous road use by both drivers and cyclists will improve both safety and cycling experiences throughout the region.

Monitoring of cyclists' use of roads will assist in better management of cycling conditions over time.

Action	Description	Lead Agencies	Priority	Cost estimate
<b>Road and sport cycling infrastructure</b>				
<b>Inf 1</b>	Conduct an audit of road conditions on major cycling routes and determine measures to improve safety (such as warning signs, shoulder improvement, on-road cycle lanes, speed management) and implementation priorities.	Northern Tasmania Development (NTD) Local Government Department of State Growth (DSG)	HIGH	\$25,000
<b>Inf 2</b>	Pursue funding for road improvements determined in the audit.	Local Government	MEDIUM	\$3,000,000
<b>Inf 3</b>	Develop and implement an education campaign aimed at all road users to improve awareness of safety, including: <ul style="list-style-type: none"> <li>a code of conduct for road use and courtesy to other users</li> <li>safe road riding practices by cyclists (such as the 'a meter matters' concept)</li> <li>continuing wide promotion of the campaign and its measures to local communities and visitors through sources such as Council information, local media, social media, visitor information sources, cycle clubs, motoring organisations</li> <li>where necessary, pursuit of policy and legislation changes needed to improve safe cycling.</li> </ul>	DSG Bicycle Network	HIGH and ONGOING	\$50,000
<b>Inf 4</b>	Work with local councils and Transport Tasmania to monitor cycling activity on the region's roads. Consider promoting the use of the Strava system by local and visiting cyclists to record cycling activity.	Local Councils DSG	ONGOING	In house
<b>Inf 5</b>	Develop and implement consistent policies and practices for road closures for cycling events through all the local government areas of Northern Tasmania.	Local Councils Cycling Tasmania DSG	MEDIUM	In house
<b>Inf 6</b>	Investigate ways to better plan for elite squad access and/or attract and schedule a major annual or visiting (championship) cycling event(s) for Silverdome, to leverage its unique status (first indoor timber velodrome in Southern Hemisphere).	Cycling Tasmania Tasmanian Institute of Sport (TIS) Sport and Recreation	MEDIUM	

Action	Description	Lead Agencies	Priority	Cost estimate
		Tasmania (SRT) Department of Premier and Cabinet DSG		

### Commuter cycling in Launceston

Development of Launceston as a bicycle-friendly city where cycling is increasingly used for health-promoting transport and recreation is a major aim of the City of Launceston as expressed in the *Launceston Bike Strategy* and *Launceston's Transport Futures*. The City of Launceston's goals and strategies for improved provision for cycling are reflected in this regional cycling strategy. Improved cycling infrastructure in Launceston will provide opportunities for both local people and visitors.

Priority will be given to completion of the on-road and cycle path networks.

Action	Description	Lead Agencies	Priority	Cost estimate
<b>Commuter cycling in Launceston</b>				
<b>Inf 7</b>	Complete gaps and planned improvements in Launceston's Arterial Bike Route Network.	City of Launceston (C of L)	ONGOING	\$350,000
<b>Inf 8</b>	Complete gaps in Launceston's cycle path network including flood levee trail linkages.	C of L	HIGH	\$1,500,000
<b>Inf 9</b>	Implement priority identified pedestrian and cycling links to the West Tamar Highway to encourage commuter cycling to Launceston (as per Legana Structure Plan)	WTC	MED	\$500,000

### Off-road trails and path infrastructure

The priorities will be improvement of the off-road cycle path system in Launceston and the development of the North East Rail Trail. The Tasmanian Trail will not be a focus of trail investment at this time due to its current management situation and limited funding.

Action	Description	Lead Agencies	Priority	Cost estimate
<b>Inf 9</b>	Complete the North East Rail Trail construction including: <ul style="list-style-type: none"> <li>securing additional funding for the link from Launceston to Coldwater Creek</li> <li>planning and implementing a trail connection from its terminus at Coldwater Creek into Launceston</li> <li>cycle connections from towns to trailheads along the Trail</li> <li>high quality, consistent signage and wayfinding information to and along the Trail.</li> </ul>	Dorset Council C of L TNT	HIGH	\$1,800,000

### Mountain biking infrastructure

Major investment has been made in high standard mountain biking infrastructure at Hollybank and Blue Derby that has either been recently completed or was under construction at the time of preparing this Strategy. The primary focus of the Strategy is to consolidate and this and other existing mountain biking infrastructure at Kate Reed NRA and Trevallyn NRA near Launceston.

The feasibility of developing additional mountain biking trails outside existing networks may be considered after the existing networks have been consolidated, but must include the following considerations to avoid overinvestment in trails in the region:

- ▶ identification of strong market demand for more mountain biking trails
- ▶ identification of viable access and support services for visiting riders
- ▶ a clear point of difference to other mountain biking experiences in the region (in order to avoid diluting markets for the existing trails)
- ▶ a strong business and investment case.

Action	Description	Lead Agencies	Priority	Cost estimate
<b>Inf 10</b>	Coordinate between mountain bike trail managers to implement high quality, consistent signage and wayfinding and consistent marking of trails (difficulty rating, ascents, distances) throughout the region which could be adopted Tasmania wide.	All land managers	HIGH	In house
<b>Inf 11</b>	Improve directions and road signage to and at mountain bike trails at Kate Reed NRA and Trevallyn NRA.	C of L Meander Valley and West Tamar Councils Parks and Wildlife Service (PWS)	HIGH	\$30,000
<b>Inf 12</b>	Complete a review of the mountain bike trails in Trevallyn NRA in the light of planning for new experiences in Cataract Gorge and identify appropriate linkages across the river and within the reserve to add to the current offering.	PWS C of L	MEDIUM	\$25,000
<b>Inf 13</b>	Investigate provision of a wider range of riding opportunities for different skill levels at the Kate Reed NRA, Trevallyn NRA and Hollybank MTB networks including development of more beginner and intermediate level opportunities and more specialist / technical downhill trails.	Land managers MTB Clubs	MEDIUM	\$25,000
<b>Inf 14</b>	Undertake a feasibility assessment of the potential of existing forestry trails in Meander Valley to offer opportunities for mountain biking, soft adventure or events	Meander Valley Council	MEDIUM	\$15,000

### Cycling sports medicine and training

The cycling research and performance testing facilities offered by UTAS and the TIS cycling programs and facilities in Launceston have the potential to contribute further to the development of cycling in Northern Tasmania, its positioning as an attractive cycling destination and attraction of road cyclists and mountain bikers to visit and/or train in the area. This includes through:

- ▶ performance testing services for local and visiting elite cyclists and non-elite cyclists interested in performance improvement
- ▶ training camp facilities and services
- ▶ further research on cycling performance for road cycling and mountain biking. There is less knowledge of mountain biking performance than road cycling performance – a gap which might be filled by research at UTAS provided research funding was available.



Action	Description	Lead Agencies	Priority	Cost estimate
Inf 15	Investigate ways in which UTAS might extend its performance testing services for elite and non-elite local and visiting cyclists as both part of formal training programs and as a product to improve the region's cycling experiences. This should include investigation of ways to improve access to funding and resources.	University of Tasmania (UTAS) Tasmanian Institute of Sport (TIS) SRT Cycling Tasmania TNT	HIGH	In house
Inf 16	Investigate ways in which UTAS might extend, and gain resources for, cycling performance research, including for mountain biking.	UTAS TIS SRT TNT	HIGH	In house
Inf 17	Investigate the feasibility of extending cycle training camp facilities and services in the region, including investigation of suitable training markets and programs.	TIS SRT UTAS Cycling Tasmania TNT	HIGH	In house

## 2. Cycle experience development

### Leading and supporting experiences

While diverse, the range of road cycling routes, touring routes and events in the region is currently undifferentiated in terms of the quality of the experience offered. There is a need for iconic road cycling experiences and events that both provide an outstanding experience to attract visitors and assist in positioning Northern Tasmania as a 'must do' cycling destination. Some of the region's new mountain biking experiences at Hollybank and Blue Derby are emerging as potential iconic experiences. While in its early days, the North East Rail Trail offers the main potential to develop as an outstanding trail touring experience with the right product development and marketing.

To guide the development of a viable range of cycling experiences in Northern Tasmania, cycling experiences should be categorised, prioritised and managed according to the following categories:

- › **Leading experiences** – a small number of outstanding experiences with strong pulling power that can attract visitors and define the region as a cycling destination. They will have the highest priority for development and investment. Of these, one or two from each cycling type will become the region's iconic cycling experiences. Iconic experiences will have the following attributes:
  - recognition beyond Tasmania for the experience they offer
  - providing a setting or potential setting for events
  - an effective management regime
  - potential for expansion of offering as demand increases
- › **Supporting experiences** – quality experiences that are important for the region and visitors. They support the leading experiences by expanding the range of cycling opportunities for local residents and the length of stay by cycling visitors.

The categories will be applied across the different types of cycling – road cycling, sport cycling, off-road trails and mountain biking.

Action	Description	Lead Agencies	Priority	Cost estimate
<b>Leading experiences</b>				
<b>Exp 1</b>	Identify and promote a range of road rides of different lengths and difficulty as the <b>lead road rides</b> , . These might include the existing rides (such as The Fish Shop Ride, Scottsdale Loop, Poatina Ride) branded by local cyclists.	TNT	ONGOING	In house
<b>Exp 2</b>	<p><b>Great Western Tiers Cycling Trails</b></p> <p>Review the 4 road cycling trails in the Meander Valley to:</p> <ul style="list-style-type: none"> <li>determine the target markets</li> <li>rationalise the routes to avoid overlap and better differentiate the experiences</li> <li>develop and implement ways to strengthen the product (including local produce, accommodation and linked attractions) and service offering, trail infrastructure, management and marketing</li> <li>choose one trail to develop as an iconic road ride</li> <li>improve the information and booking aspects of the website.</li> </ul>	Meander Valley Council Great Western Tiers Trails Association	MEDIUM	In house
<b>Exp 3</b>	<p><b>North East Rail Trail</b></p> <p>Develop the North East Rail Trail as a leading trail experience for the region by:</p> <ul style="list-style-type: none"> <li>completing the sections of the Trail that are currently funded.</li> <li>seeking funding and negotiate approval for the link from the Trail to Launceston</li> <li>liaising and negotiating with towns and tourism operators along the trail route to offer accommodation, services and attraction packages for trail users (noting that such offerings are likely also to be appealing to road cyclists)</li> <li>developing a trail website with quality information on the trail and experience and accommodation options, including booking links</li> <li>promoting the trail as a soft adventure iconic experience suitable for local residents, intrastate visitors and visitors from interstate and other countries.</li> </ul>	North East Rail Trail Association Dorset Council C of L	HIGH and ONGOING	\$1,800,000
<b>Exp 4</b>	Strengthen the local produce product range on the Great Western Tiers Cycling Trails, and in relation to the North East Rail Trail as it is developed, by developing and implementing quality control criteria which must be met prior to the inclusion of products on information and promotion materials.	Local government	HIGH	In house
<b>Exp 5</b>	Continue to develop and promote the Blue Derby MTB network as a leading MTB destination for the region, including: <ul style="list-style-type: none"> <li>potential for more beginner and intermediate opportunities and more technical downhill trails</li> <li>one or more 'must do' iconic rides that will be strongly promoted</li> <li>Links to complementary networks in adjoining shire</li> <li>over time, investigation of establishment of an IMBA Ride Centre and/or development of an IMBA Epic Ride.</li> </ul>	Dorset Council TNT PWS MTB clubs Break O'Day Council	ONGOING	\$300,000
<b>Exp 6</b>	Further develop the <i>Juggernaut</i> at Hollybank as a leading MTB experience through improved visitor facilities at the park and improved promotion of the experience.	Operator Forestry Tasmania	MEDIUM	\$30,000

Supporting experiences				
<b>Exp 7</b>	Cross promote Northern Tasmania's trail networks with MTB hubs outside the direct region (such as Kentish and St Helens).	TNT Land managers	LOW	In house
<b>Exp 8</b>	Investigate a link between the Hollybank MTB trails and Lilydale using forestry trails.	Operator Forestry Tasmania TNT	MED	\$10,000
<b>Exp 9</b>	Investigate improvements to long term maintenance arrangements for the Hollybank trails and improved visitor facilities, including facilities for family groups	Operator Forestry Tasmania MTB club	HIGH	In house
<b>Exp 11</b>	Develop MTB training and skills development programs for children and youth	MTB clubs Department of Education SRT	HIGH	\$5,000

### Events

In the crowded event market Northern Tasmania's best approach will be to:

- consolidate and improve the quality and pulling power of current event offerings across the range of cycling events
- considering a small number of new, innovative events to fill gaps in the events market for non-competitive road and mountain biking
- exploring leveraging the region's cycling 'lifestyle and culture' across the many formats through creative event design, either a new event or as complementary elements of established events.

Events will be categorised and managed as 'leading' and 'supporting' experiences.

Action	Description	Lead Agencies	Priority	Cost estimate
<b>Exp 12</b>	<b>Tour of Tasmania</b> Improve the pulling power of the Tour of Tasmania for Northern Tasmania by: <ul style="list-style-type: none"> <li>• investigating using Launceston as the main hub for the event – start, finish, accommodation, fly in/fly out arrangements</li> <li>• investigating route selection criteria and ensuring they can be met</li> <li>• developing and implementing a long term plan to improve the presentation of the event to cyclists through on-road experiences and media content (drawing on tourism leverage by races such as the Tour de France).</li> </ul>	TNT Cycling Australia GTR Events Cycling Tasmania	HIGH	In house
<b>Exp 13</b>	Consider developing another road racing competition (such as the new Peaks Challenge) in the region as a leading event for non-elite cyclists through promotion, linked events for cyclists and spectators and other linked experiences.	Existing event organisers TNT	MEDIUM	In house
<b>Exp 14</b>	Consider developing a Tasmanian Festival of Cycling (that subsumes or builds upon the current Launceston Festival of Cycling) that will celebrate the region's cycling heritage and culture. Potential components of the Festival include: <ul style="list-style-type: none"> <li>• competitive and non-competitive events across the range of cycling disciplines</li> </ul>	Cycling Tasmania Existing event organisers TNT Bicycle Network	HIGH	In house

Action	Description	Lead Agencies	Priority	Cost estimate
	<ul style="list-style-type: none"> <li>linked experiences with cycling themes – such as food and drink</li> <li>cultural and historical elements – such as films, seminars, speakers, exhibitions.</li> </ul>			
<b>Exp 15</b>	Develop of a new mass participatory non-competitive cycling event based on one/some of the Great Western Tiers Cycle Trail/s that leverages culinary/food tourism.	Meander Valley Council	MEDIUM	In house
<b>Exp 16</b>	Develop a leading MTB event at the Blue Derby trails. Consider leveraging off the Australian MTB Championships to develop a broader event for non-elite and non-competitive participants.	Dorset Council	HIGH	In house
<b>Supporting events</b>				
<b>Exp 17</b>	Develop a strategy to promote and develop the proposed Peaks Challenge Cradle Mountain road race for the Northern Tasmania region, integrating it with the Cycle Isle Grand Fondo.	Bicycle Network TNT Cradle Coast Events	HIGH	In house
<b>Exp 18</b>	Place a greater emphasis on the Mersey Valley Tour part of the Women's National Road Series including a focus on Tasmanian elite riders (media/PR) and celebration of women's cycling. Consider expanding the celebration of female cycling by (multi-format) female specific cycling initiatives timed to coincide with Mersey Valley Tour.	Cycling Tasmania	MED	In house
<b>Exp 19</b>	Support emerging Gravity/Enduro events at Hollybank and Blue Derby for both intrastate and interstate markets.	Dorset Council MTB clubs	ONGOING	In house
<b>Exp 20</b>	Encourage more family friendly and lower skill MTB events in the region.	Bicycle Network MTB clubs	ONGOING	In house
<b>Exp 21</b>	Improve event coordination and management by: <ul style="list-style-type: none"> <li>establishing and promoting a cycling events calendar</li> <li>developing and implementing an events marketing strategy for the region.</li> </ul>	TNT Bicycle Network Cycling Tasmania	HIGH	\$15,000

### Experience hub development

To maximise the offering for different types of cycling we will identify/promote four experience hubs:

- Launceston for road riding and elite sport training
- Blue Derby as a mountain bike riding network
- the Meander Valley (Deloraine area) and west of the Tamar for on-road cycling and touring
- the North East Rail Trail – towns along the route will specialise in catering for trail touring.

Each of these hubs will specialise in the provision of opportunities for the particular type of cycling. A range of cycling types will still occur within each of these hubs and facilities provided for one type of cycling will be applicable across the range of cycling activities. Thus, accommodation, food services and other products along the North East Rail Trail and at the Derby mountain bike hub will appeal to road cyclists.

Action	Description	Lead Agencies	Priority	Cost estimate
<b>Exp 22</b>	Identify the four main cycling experience hubs in regional cycling promotion and marketing: <ul style="list-style-type: none"> <li>Launceston – road riding and elite sport training</li> <li>Blue Derby and Blue Tier – mountain biking</li> </ul>	TNT	HIGH	In house

Action	Description	Lead Agencies	Priority	Cost estimate
	<ul style="list-style-type: none"> <li>Meander Valley and west of the Tamar – on-road cycling and touring</li> <li>North East Rail Trail – trail touring</li> </ul>			
Exp 23	Encourage tourism and business operators, trail managers and other stakeholders to offer products and services aimed at the hub speciality (as well as other cycling types).	Local tourism associations TNT	MEDIUM	In house

### Information and interpretation

High quality information is required both to inform visitors and local residents about cycling opportunities in Northern Tasmania and to assist them to have an enjoyable, seamless experience. In today's 'time-poor' world and with many competing cycling destinations and products, visitors are seeking easy access to information and booking. Websites that provide comprehensive information relevant to cycling opportunities and related services are now the norm for cycling and other visitor destinations.

Stories and interpretation of a destination's places and people are keys to bring the destination to life for visitors and distinguishing it from other destinations. Northern Tasmania has a wealth of cycling traditions which (combined with the region's natural and cultural stories) can help create a unique cycling experience.

Action	Description	Lead Agencies	Priority	Cost estimate
Exp 24	Optimise the Northern Tasmania cycling website, including: <ul style="list-style-type: none"> <li>information and maps on all types of cycling opportunities – localities, routes, transport, commercial tours</li> <li>booking links</li> <li>descriptions of rides – such as distances, elevations, difficulty rating</li> <li>cycle-friendly accommodation and services (such as food, retail, bicycle repair, bicycle storage, shuttle transport).</li> </ul>	TNT Cycling Tasmania Bicycle Network Trail managers Local Government	HIGH	\$8,000
Exp 25	Offer comprehensive information on cycling at visitor information centres.	Local Government	HIGH	In house
Exp 26	Develop a range of interpretation aimed at cycling markets. It should include the region's cycling stories and link to other regional stories along the main cycling routes. Material should be available in both paper and downloadable app form.	TNT Cycling Tasmania Bicycle Network Trail managers Local government	MEDIUM	\$10,000
Exp 27	Investigate development of an exhibition celebrating the region's cycle heritage and culture at an existing or new venue and integration of the exhibition into the region's cycling experience offer.	Local Government or private operator	LOW	\$20,000

### Capacity building

Information and training for the tourism industry on the region's approach to cycle tourism is required to develop interest in cycling products and assist them to deliver and coordinate the cycling experiences in this Strategy. It will also underpin the development of cycle-friendly services (see Strategy 3).

Action	Description	Lead Agencies	Priority	Cost estimate
Exp 28	Hold experience development workshops (linked to implementation of this Strategy) for the region's cycle tour operators; cycling-related businesses; event managers; accommodation operators; transport operators (including cyclist transport, rental car operators) and other cycle-related operators.	TNT Bicycle Network	HIGH	\$10,000
Exp 29	Develop a mentoring program to assist businesses develop / improve cycle-related experiences along cycling routes, at cycling hubs and along the North East Rail Trail.	TNT Local tourism associations	HIGH	\$10,000
Exp 30	Hold training programs for visitor information centre staff on effective presentation of the region's cycling information.	TNT Local tourism associations	HIGH	\$5,000

### 3. Cycle-friendly services and community

Cycle-friendly services that cater for the needs and preferences of cyclists are a core offering of successful cycling destinations. They benefit both visiting and local cyclists.

A major initiative for the region will be the development of a cycle-friendly services accreditation scheme, similar to that operated by VisitScotland. Accommodation, food, attraction and service operators would be able to apply for accreditation provided they met criteria for offering cycle-friendly services. The benefits for operators would be inclusion of the accreditation in regional promotional material and on site. Over time, it is recommended that the scheme could be widened to include the whole of Tasmania.

Action	Description	Lead Agencies	Priority	Cost estimate
Ser 1	Establish a Northern Tasmania cycle-friendly services accreditation scheme for accommodation, food, attraction and service operators. The scheme should include accreditation criteria, a realistic fee for applicants, and promotional and other benefits for accredited operators.	TNT	MEDIUM	In house
Ser 2	Encourage local Councils, businesses and land managers to provide bicycle racks and other relevant facilities for cyclists.	Bicycle Network Local tourism associations TNT	HIGH	In house
Ser 3	Encourage greater availability of bicycle hire in the region, including at visitor information centres and accommodation.	TNT Local tourism associations	HIGH	In house

### 4. Positioning and marketing

An accessible, high quality and media rich website that is built on the Northern Tasmania cycling brand and promotes cycling opportunities and trail networks is critical to developing Northern Tasmania as a compelling cycling destination. It is recommended that the existing central, umbrella website be optimised covering all activities.

The central website does not replace websites for particular trails, events and other activities. Rather it acts as a portal on cycling in Northern Tasmania and provides links to specific websites for more detailed information. It also links to partner websites, such as Tourism Tasmania.

Enhancements to the central website should include:

- › the region's cycling heritage and culture stories
- › a comprehensive event schedule
- › trip planning and competitive packages
- › rich media tools (video, blogs, photos and interactive maps) to capture the imagination of cyclists and entice them to ride in the region.

Social media channels should also be amplified to promote and provide information about cycling in the region, in recognition of the increasing use of social media in the community and among prospective travellers.

The cycle experiences of the region have the potential to generate publicity. This could be achieved through traditional media such as newspapers, television and radio as well as digital media. Editorial content, as opposed to advertising, has a much stronger and longer lasting impact as it uses third-party opinion to tell the story or sell the experience. Getting editorial content involves supplying press releases, imagery, offering media famil trips and building stories around famous people riding the trails.

It is recommended that the enhanced website, social media, public relations material and inclusion in regional tourism marketing campaigns will be the most effective ways of promoting cycling in Northern Tasmania while the region's cycling products are further developed and this Strategy is implemented. Most powerfully, 'branded content' can be used to engage potential cyclists (local, regional and visitor). Branded content is media content (most often video and/or print format) that is planned, produced, developed and created by tourism regions in editorial rather than advertorial or advertising formats. It is used to entertain, inspire, inform and engage audiences, with storytelling as the central platform, rather than a 'hard sell'. An example is a series of video vignette mini-docs, interviewing key characters with interesting stories from Northern Tasmania's many cycling cultures.

Editorial content it is also more easily seeded via third party media, who are more accepting of the content and willing to disseminate to their audiences. Branded content is particularly powerful in an online context where channels are many and there are fewer gatekeepers and barriers to broadcasting.

Action	Description	Lead Agencies	Priority	Cost estimate
Pos 1	<b>Website</b> Optimise the central website which covers all cycling activities and tourism in Northern Tasmania with links to other relevant websites.	TNT	HIGH	\$8,000
Pos 2	<b>Social Media</b> Promote Northern Tasmania cycling through social media including by: <ul style="list-style-type: none"> <li>• establishing a Facebook page to complement the central website</li> <li>• encouraging riders to use Trip Advisor and online forums such as the MTB Dirt Mountain Bike Social Networking site.</li> </ul>	TNT Land managers	HIGH	\$10,000
Pos 3	<b>Imagery</b> Develop a collection of professional quality imagery of cycling experiences in the region for use in marketing collateral, including in digital media, brochures and visitor guides. Explore a cost-sharing arrangement with other tourism partners to reduce costs to the region.	TNT Land managers	HIGH	\$10,000
Pos 4	<b>Public relations and editorial</b> Encourage media interest in and reporting of cycling in Northern Tasmania through <ul style="list-style-type: none"> <li>• supplying media releases and imagery</li> <li>• offering media famil trips, to enable them to experience the region first-hand</li> </ul>	TNT Land managers Bicycle Network	ONGOIN G	In house

Action	Description	Lead Agencies	Priority	Cost estimate
	<ul style="list-style-type: none"> <li>liaising with journalists and editors</li> <li>providing information on the region's cycling stories.</li> </ul>			
Pos 5	<b>Trails collective marketing partnership</b> Collaborate with local councils, trail managers, the tourism industry, event managers and other stakeholders to develop coordinated and consistent marketing of the different trail experiences.	TNT Local tourism associations Operators	MED	In house
Pos 6	<b>Collateral</b> Develop traditional collateral in the form of brochures to be distributed through visitor centres, at trade and consumer shows and at other key visitor sites in visitor source markets such as Melbourne.	TNT MTB clubs	HIGH	\$8,000
Pos 7	<b>Marketing campaigns</b> Work with tourism organisations and partners to promote cycling opportunities as part of broad regional tourism campaigns.	TNT	ONGOING	In house
Pos 8	<b>Specific cycling marketing campaigns</b> In the long term (when there has been significant development of cycling products across the range of cycling types) consider undertaking a collaborative marketing campaign to promote the range of regional cycling opportunities.	TNT	ONGOING	\$50,000
Pos 9	<b>Cycle Business support program</b> Growing cycle tourism will require new businesses to develop that offer services for cyclists (such as accommodation, food and beverages on the rail trail, repairs, hire). Promotion and mentoring for business development could be supported by an existing organisation to assist relevant micro-enterprises to improve the availability of food and art options along the Rail Trail (such as pop-ups / food carts).	TNT Local tourism associations	ONGOING	In house

## 5. Governance and management

Coordination between the wide range of stakeholders involved in delivering the actions in this Strategy is essential for developing Northern Tasmania as a cycling destination. It is recommended that a committee representing the range of interests be established for this purpose.

Action	Description	Lead Agencies	Priority	Cost estimate
Gov 1	Establish a Cycle Tourism and Events Steering Committee to assist in implementing this Strategy and event and general cycle tourism coordination and management.	TNT Bicycle Network Cycling Tasmania Local Government	HIGH	In house
Gov 2	Investigate a cooperative model for engaging local community groups and volunteers in trail maintenance and stewardship	Bicycle Network MTB clubs Local Government	MEDIUM	In house