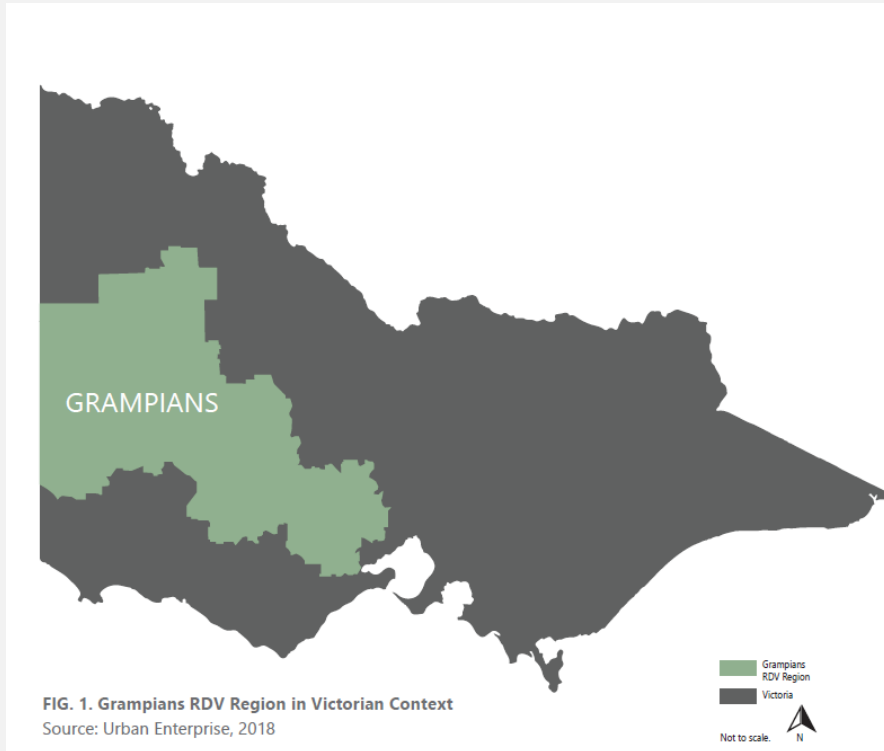


GRAMPIANS RDV REGION CYCLING MASTER PLAN AND BUSINESS PLAN

FINAL REPORT
LAUNCH SEPTEMBER 2018



MASTERPLAN VISION



- By 2028 the Grampians RDV region will be recognised as a premier destination for cycling. The region will host compelling cycle related experiences for road cyclists, mountain bikers and recreational bike path cyclists.
- Investment in cycle tourism trail infrastructure, supporting tourism product and improved visitor information and marketing will lead to substantial growth in cycle visitors to the region.
- It is envisaged that the profile of the cycling offer will increase substantially with much improved information specific to cycling in each of the region's destination and a cohesive approach to cycling development and marketing.



MASTERPLAN THEMES AND OBJECTIVES

NEW AND ENHANCED ICONIC CYCLING EXPERIENCES

Establish new iconic trails in the Grampians RDV Region that will be a motivator for cycle tourism visitation to the region in strategic locations

NEW AND ENHANCED TOWNSHIP FOCUSED CYCLE INFRASTRUCTURE THAT COMPLEMENTS PRIMARY AND SECONDARY DESTINATIONS

Deliver improvements to cycle tourism infrastructure in the Grampians RDV Region at primary and secondary visitor nodes to encourage cycling to increase length of stay and yield from visitor markets

FORMALISATION OF EXISTING TRAILS TO MAKE THEM VISITOR READY

Formalise existing trails to provide destinations that are visitor ready

DELIVER A PROGRAM OF CYCLING EVENTS

Deliver a calendar of cycle tourism events that support the cycle strengths of the Grampians RDV Region.

CYCLE TOURISM MANAGEMENT, MARKETING AND SERVICING

Raise the awareness of cycling opportunities and provide a cohesive visitor experience for cycle visitors

CYCLE TOURISM TARGETS

BY 2024:

- **Attract an additional 50,000 cycle visitors per annum across the Grampians RDV Region. (Effectively doubling cycle visitors).**
- **Deliver five priority or tier 1 cycling projects.**
- **Attract \$10 million investment in businesses servicing the cycle tourism sector.**



THEME 1: NEW AND ENHANCED ICONIC CYCLING EXPERIENCES

OBJECTIVE

- Establish new iconic trails in the Grampians RDV Region that will be a motivator for cycle tourism visitation to the region in strategic locations

PERFORMANCE MEASURES

- Attraction of grant funding to support investment
- Implementation of trail infrastructure
- Growth in cycle visitors

PRIORITY BUSINESS CASE PROJECTS

THEME 1: NEW AND ENHANCED ICONIC CYCLING EXPERIENCES

Ararat Trails Mtn Bike Park



Type: Mountain Bike Trails

Cost: \$2.7M

Annual Economic Impacts (Year 5)

- 25,000 visitors
- \$11.5 million (output)
- 56 Jobs

BCR: 5.4

Wimmera River Discovery Trail



Type: Recreational Trail

Cost: \$1 M

Annual Economic Impacts (Year 5)

- 22,000 visitors
- \$11 million (output)
- 57 job

BCR: 9.0

Goldfields Track (Phase 1)



Type: Mountain Biking

Annual Economic Impacts (Year 5)

- 35,000 visitors
- \$17 million (output)
- 86 Jobs

BCR: 10.8

TIER 1 PROJECTS

Daylesford to Hanging Rock Trail



Type: Recreational Trails
[Rail Trail]

Cost: \$11.27 Million

Timeframe: 2018 – 2022

Bald Hill Mtn Bike Gravity Park



Type: Mountain Bike Trail
[Gravity Trails, Cross Country]

Cost: \$1 Million [Stage 1]

Timeframe: 2018 – 2022

THEME 1: NEW AND ENHANCED ICONIC CYCLING EXPERIENCES

Creswick Mtn Bike Meca



Type: Mountain Bike Trails
[Cross Country and Flow Trails]

Cost: \$2 Million [FUNDED]

Timeframe: 2018 – 2022

TIER 1 PROJECTS

Buninyong Nationals Road Circuit



Type: Road Cycling

[Undulating Circuit]

Cost: \$250K

Timeframe: 2018 – 2022

Grampians Granfondo East Loop



Type: Road Cycling

[Granfondo Loop – 150km]

Cost: \$N/A

Timeframe: 2018 – 2022

THEME 1: NEW AND ENHANCED ICONIC CYCLING EXPERIENCES

Grampians Trail



Type: Recreational Trails

[Nature, Food and Wine Trail]

Cost: \$N/A

Timeframe: 2018 – 2022

TIER 1 PROJECTS

Pyrenees Wine Cycle Trail



Type: Recreational Trails

[Wine Trail]

Cost:

Timeframe: 2018 – 2022

**THEME 1: NEW AND ENHANCED
ICONIC CYCLING EXPERIENCES**



THEME 2: NEW AND ENHANCED TOWNSHIP FOCUSED CYCLE INFRASTRUCTURE

OBJECTIVE

- Deliver improvements to cycle tourism infrastructure in the Grampians RDV Region at primary and secondary visitor nodes to encourage cycling to increase length of stay and yield from visitor markets

PERFORMANCE MEASURES

- Investment in new and enhanced trails;
- Growth in the proportion of visitors undertaking cycling;
- Increase in length of stay and yield.

TIER 1 PROJECTS

THEME 2: NEW AND ENHANCED TOWNSHIP FOCUSED CYCLE INFRASTRUCTURE

PROJECT TITLE	TYPE	REGION	TIMEFRAME
Halls Gap Mountain Biking	Mountain Biking	Northern Grampians	2018-2022
Ballarat Cycling Action Plan	All	Ballarat	2018-2022
Great Western Wine Cycle Trail	Recreational Trail	Northern Grampians	2020-2022
Yarriambiack Small Towns Cycle Loops	Recreational Trails	Yarriambiack Shire	2018-2022
Wartook to Zumsteins	Recreational Trail	Horsham Rural City	2020-2024



THEME 3: FORMALISE EXISTING TRACKS AND TRAILS

OBJECTIVE

- Formalise existing trails to provide destinations that are visitor ready

PERFORMANCE MEASURES

- Formalisation of trails;
- Growth in trail usage;
- Improved awareness of cycle assets.

TIER 1 PROJECTS

THEME 3: FORMALISE EXISTING TRACKS AND TRAILS

PROJECT TITLE	TYPE	REGION	TIMEFRAME
Woookarung Regional Park Mountain Biking Destination	Mountain Biking	Ballarat	2018-2020
Buninyong Mountain Bike Course	Mountain Biking	Ballarat	2018-2020
Wyperfeld National Park Fat Biking	Mountain Biking	Yarriambiack	2018-2022
Gravel Cycling in and Around The Grampians National Park	Gravel Bikes	Grampians National Park	
Silo Art Trail	Road Cycling	Wimmera Mallee	

TIER 1 PROJECTS

THEME 3: FORMALISE EXISTING TRACKS AND TRAILS

Grampians RDV Region Road Cycling Loops Formalisation.

Loops include:

- Ballarat – Buninyong – Mt Mercer loop
- Ballarat – Mt Buninyong Nationals return loop
- Lake Wendouree loop
- Victoria Park loop
- Ballarat White Swan loop
- Ballarat Classic
- Northern Ballarat Ride
- Mt Misery loop
- Ride Daylesford
- Hell of the West loop
- Meredith – Anakie loop
- Mount Avoca loop
- Ararat-Moyston loop
- Stawell Mt William Return [Grampians Wildflower Ride]
- Stawell Landsborough loop
- Stawell -Halls Gap – Roses Gap loop
- Wonderland -Silverband loop
- Halls Gap – Moyston loop
- Wetlands/Lakes Trail
- Mt Arapiles Loo
- Horsham - Mt Arapiles Loop;
- Nhill West Wimmera Loop.



THEME 4: DELIVER CYCLE TOURISM EVENTS

OBJECTIVE

- Deliver a calendar of cycle tourism events that support the cycle strengths of the Grampians RDV region.

PERFORMANCE MEASURES

- Establishment of sustainable cycle tourism events;
- Growth in cycle visitors;
- Improved awareness of cycling assets in the region.

TIER 1 & 2 CYCLING EVENTS

THEME 4: DELIVER CYCLE TOURISM EVENTS

PROJECT TITLE	TYPE	REGION	TIMEFRAME
Grampians Gran Fondo Event	Road Cycling	Grampians National Park	2018-2020
Gravel Grind Event – Grampians National Park	Road/Gravel	Grampians National Park	2018-2022
National Championships Participation Event	Road Cycling	Ballarat	2018-2020
Wimmera Region Cycling Granfondo	Road Cycling	Wimmera Mallee	



THEME 5: CYCLE TOURISM MANAGEMENT, MARKETING AND SERVICING

OBJECTIVE

- Raise the awareness of cycling tourism opportunities and provide a cohesive visitor experience for cycle visitors.

PERFORMANCE MEASURES

- Establishment of quality cycle information for pre and during trip planning;
- Clear lines of responsibility for cycle tourism across the region;
- Increased awareness of cycle product.

KEY INITIATIVES

CYCLE TOURISM MANAGEMENT, MARKETING AND SERVICING

PROJECT TITLE	TYPE	REGION	TIMEFRAME
<p>Establish delivery agencies for cycle tourism management, marketing and servicing. This should consider:</p> <ul style="list-style-type: none"> • Wimmera Mallee Tourism • Grampians Regional Tourism • Ride Goldfields (combination of goldfields Councils and stakeholders) 	All	Grampians RDV Region	2018-2020
Develop collateral and visitor information for cycle tourism assets	All	Grampians RDV Region	Ongoing
Cycle Friendly Accreditation Program	All	Goldfields	2018-2020 Ongoing
Cycle Market Research	All	Grampians RDV Region	2018
Cycle Marketing Action Plans	All	Grampians RDV Region	2020-2022
Websites for Iconic Trails	All	Grampians RDV Region	2018-2022



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