

# Brisbane Valley Rail Trail Strategic Plan





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## Cover image

Lockyer Creek Railway Bridge.

# Director-General's Foreword

The Brisbane Valley Rail Trail (BVRT) is a rail trail brimming with breathtaking mountain scenery, rural landscapes and tranquil waterways, old train stations and carriages, and a rich history of early settlers along the old railway line just 50 kilometres from Brisbane.

The Department of Transport and Main Roads (TMR) took over the management of the BVRT in 2016 and since then has invested significantly in enhancing the rail trail for the benefit of everyone including spending \$4.5 million on restoring the heritage-listed Lockyer Creek Railway Bridge with much more planned as outlined in this Strategic Plan.

Having visited the BVRT, I witnessed first-hand the beauty of the area and the investments TMR has made in consultation with the various local government partners. I was impressed with the way the rail corridor has been redeveloped into a recreational trail for walkers, bike and horse riders with its well-preserved historical assets, significantly boosting tourism into the region. The trail is helping local businesses thrive and has created a broad range of opportunities to support economic recovery following the global COVID-19 pandemic.

TMR is committed to active transport, with the rail trail an important asset given it encourages an active lifestyle for people of all ages and skillsets, from beginners to advanced. It also provides a safe place for users to explore off-road adventures.

The BVRT Strategic Plan is the department's commitment to developing the rail trail into a world-class tourism asset that is set to become a major drawcard for national and international visitors. With exciting future development plans, TMR is committed to continuing infrastructure upgrades that enhance the experience on the BVRT.

The Strategic Plan outlines the vision and strategic outcomes for establishing governance arrangements, delivering infrastructure works, marketing strategies and working with stakeholders to enhance the BVRT.

I look forward to TMR continuing to work collaboratively with local government, user groups and industry stakeholders to develop the BVRT into the nation's favourite rail trail.



A handwritten signature in black ink that reads "Neil Scales".

Neil Scales OBE

**Director-General**  
Department of Transport and Main Roads

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# Executive summary



*Mountain bikers on the Brisbane Valley Rail Trail*

# Executive summary

The Brisbane Valley Rail Trail (BVRT) utilises the former Brisbane Valley railway line from Wulkuraka, near Ipswich, to Yarraman, west of Kilcoy and provides recreational opportunities for walkers, bike and horse riders.

The Department of Transport and Main Roads (TMR) is the state agency responsible for the day-to-day management and maintenance of the BVRT in conjunction with Ipswich City Council, Somerset, South Burnett and Toowoomba Regional Councils, and The Ambassadors of the BVRT—Moore Linville Benarkin Blackbutt Inc.

TMR has produced a five-year Strategic Plan for the BVRT that provides a blueprint for the future development and management of the rail trail with a focus on identifying tourism and marketing initiatives.

The approach to develop the Strategic Plan involved three key stages. Stage One was a background review, on-ground assessment, online survey and key stakeholder workshop; Stage Two involved the preparation of the draft Strategic Plan (this document) and Stage Three involved finalisation of the Strategic Plan.

The Vision for the BVRT is:

**“Australia’s greatest rail trail, offering a diverse range of outdoor adventures and challenges”**

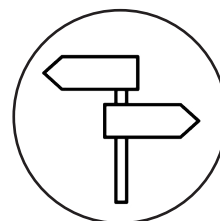
This is not your average rail trail; from the 20 minute ‘just going to stretch my legs’ walker to the 322 kilometre ‘end to end and back again’ endurance rider, this rail trail truly has something for everyone.

In order to deliver the BVRT Vision four Strategic Outcomes have been developed:

- **Strategic Outcome A**  
Sustainable Infrastructure Upgrades
- **Strategic Outcome B**  
Integrated Governance, Management, Maintenance and Partnerships
- **Strategic Outcome C**  
Effective Communication, Marketing and Promotion
- **Strategic Outcome D**  
Strong Economic and Community Development

A strategy and indicative action plan has been developed for the next five years and beyond. The high priority actions intended to be achieved in the first three years 2020–2022 and any ongoing actions are included below under their relevant Strategic Outcomes and associated strategies. A series of medium and long-term priorities are also included in Section 6 Vision and Strategic Action Plan.

## Strategic Outcome A—Sustainable Infrastructure Upgrades



### Strategy A1: Significant trail infrastructure

Actions	Measure
<b>A1.1</b> Investigate developing a new trailhead facility at Grace St, Wulkuraka, to function as the southern BVRT terminus including assessing the feasibility for provision of an accessible public toilet.	<b>Investigations completed by 2022</b>
<b>A1.2</b> Investigate developing a visitor car park in the vicinity of the recently renovated Lockyer Creek Bridge to facilitate easy access to this feature BVRT destination.	<b>Investigations completed by 2022</b>

### Strategy A2: BVRT prominent destinations

Actions	Measure
<b>A2.1</b> Undertake surface repairs between Lowood and Lockyer Creek Bridge.	<b>Completed by 2022</b>
<b>A2.2</b> Undertake surface repairs between Coominya and Lockyer Creek Bridge.	<b>Completed by 2022</b>
<b>A2.3</b> Undertake surface repairs between Esk and historic bridge at Coal Creek.	<b>Completed by 2022</b>
<b>A2.4</b> Undertake surface repairs between Toogoolawah and historic bridge at Coal Creek.	<b>Completed by 2022</b>
<b>A2.6</b> Investigate surface repairs/upgrades between Fernvale and Muirlea.	<b>Investigations completed by 2022</b>
<b>A2.8</b> Harlin Scenic Lookout—install interpretative signage relating to the Brisbane River and surrounding landscape.	<b>Completed by 2022</b>

### Strategy A3: Other infrastructure upgrades

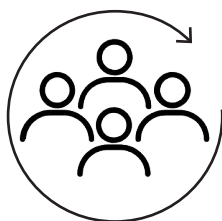
Actions	Measure
<b>A3.1</b> Continue current program to progressively replace gates with grids and other access control infrastructure to improve trail flow, and minimise requirements to open/close gates (ongoing).	<b>Replace five gates per annum</b>
<b>A3.2</b> Remove any obsolete, out of date or confusing wayfinding signage (ongoing).	<b>Removal from 30 kilometres of trail length per annum</b>
<b>A3.4</b> Install additional rest stops (including shade/shelter, seating) between Moore and Toogoolawah.	<b>Completed by 2022</b>
<b>A3.6</b> Review all trail rating signage to ensure that all signs adhere to recognised trail classification systems.	<b>Review completed by 2022</b>
<b>A3.7</b> Investigate safety improvements along the Brassall Bikeway section of the BVRT	<b>Investigations completed by 2022</b>



Strategy A4: Local trails networks	
Actions	Measure
No short term actions identified.	-

Strategy A5: Strategic links, accessibility and connectivity	
Actions	Measure
<b>A5.1</b> Work with Ipswich City Council to determine potential opportunities and strategic linkages between the BVRT and the future Pine Mountain/Kholo Gardens trail network.	<b>Provide input into the Walk and Cycle Strategy when it commences</b>
<b>A5.2</b> Work with Ipswich City Council to determine potential opportunities and strategic linkages with the BVRT during the development of a citywide Walk and Cycle Strategy.	<b>Provide input into the Walk and Cycle Strategy when it commences</b>
<b>A5.3</b> Work with Somerset Regional Council to enhance strategic linkages between the BVRT and the existing Wivenhoe Hill Trails network and to determine potential opportunities to connect with the Brisbane Valley Protein Precinct.	<b>Meet with Somerset Regional Council annually</b>
<b>A5.8</b> Work with Somerset Regional Council to review strategic links to the BVRT and priority sections of the BVRT on the principal cycle route as part of a regular review and update of the South East Queensland Principal Cycle Network Plan and accompanying Priority Route Maps (ongoing).	<b>South East Queensland Principal Cycle Network Plan updated every 5 years and accompanying Priority Route Maps updated every 2 years</b>

## Strategic Outcome B—Integrated Governance, Management, Maintenance and Partnerships



Strategy B1: Governance and management	
Actions	Measure
<b>B1.1</b> Establish an Advisory Group as outlined in Section 4—Governance Framework (subject to agreement by relevant stakeholders).	<b>Establish Advisory Group by 2021</b>
<b>B1.2</b> Once the Advisory Group has been established the Steering Committee needs to be established including developing terms of reference and appointing a chair person.	<b>Establish Steering Committee by 2021</b>

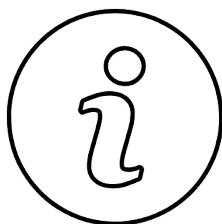
Strategy B2: Maintenance Plan	
Actions	Measure
<b>B2.1</b> Work with all land managers to agree an approach to maintenance and ongoing operations on the BVRT.	<b>Agreed approach by 2022</b>
<b>B2.2</b> Adopt agreed Maintenance Plan and review periodically to ensure the Plan remains fit for purpose.	<b>Maintenance Plan developed by 2022</b>

Strategy B3: Management issues	
Actions	Measure
<b>B3.1</b> Seek to resolve access/livestock issues along section of the rail trail to the north of Coominya Railway Station through negotiation with Somerset Regional Council and adjacent private land owner/s.	<b>Resolve by 2022</b>
<b>B3.2</b> Continue to work with private land owners (particularly along northern sections of the trail) to establish protocols for the opening/closing of access control gates (ongoing).	<b>Establish protocols by 2022</b>
<b>B3.3</b> Continue to monitor incidences involving unauthorised motor vehicle use and consider targeting problematic locations with increased physical barriers where feasible to do so (ongoing).	<b>Address one area per annum</b>

Strategy B4: Collaboration—outdoor recreation/tourism destinations in the region	
Actions	Measure
<b>B4.2</b> Monitor progress made by Toowoomba Regional Council to develop their region's trails network, in particular mountain biking in Jubilee Park, and the development of the Escarpment Trail concept (ongoing).	<b>Meet with Toowoomba Regional Council annually</b>
<b>B4.3</b> Support future development of the Wivenhoe Hill Trails network, the Deer Reserve National Park and Somerset Dam (ongoing).	<b>Meet with relevant stakeholders annually</b>

Strategy B5: Event management	
Actions	Measure
<b>B5.1</b> Monitor event permit process and review periodically.	<b>Review process annually</b>

## Strategic Outcome C—Effective Communication, Marketing and Promotion

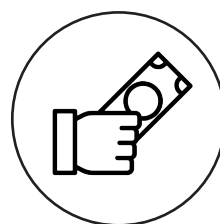


Strategy C1: Marketing and Promotion Plan	
Actions	Measure
<b>C1.1</b> Work with a marketing specialist to develop a BVRT Marketing and Promotion Plan	<b>Develop Plan by 2021</b>
<b>C1.2</b> Finalise and adopt the BVRT Visual Identity and Signage Guidelines.	<b>Completed by 2022</b>
<b>C1.3</b> Finalise and adopt a Brand Style Guide for the BVRT.	<b>Develop by 2022</b>

Strategy C2: Online content including social media	
Actions	Measure
<b>C2.1</b> Improve TMR's online presence for the BVRT that offers a definitive and official source of information.	<b>Completed by 2021</b>
<b>C2.2</b> Work with stakeholders to ensure accurate, consistent and up-to-date information is provided online on all aspects of planning a visit to the BVRT (ongoing).	<b>Completed by 2022</b>
<b>C2.3</b> Work with stakeholders to leverage existing social media channels including Facebook and Instagram to promote the BVRT (ongoing).	<b>Completed by 2022</b>

## Strategic Outcome D—Strong Economic and Community Development



D1: Leveraging the BVRT	
Actions	Measure
<b>D1.1</b> Advocate for sustainable levels of trail related special events such as mountain bike riding, trail rides, walks, orienteering, rogaining and other appropriate activities (ongoing).	<b>Advocate for three key events per annum</b>
<b>D1.2</b> Tap into the economic and community development projects being developed along the BVRT to encourage communities and businesses along the trail to become 'trail user friendly' (ongoing).	<b>Facilitate two projects per annum</b>
<b>D2.1</b> Work with all key stakeholders, in particular local and state government and local businesses to identify and address (wherever possible) barriers to the development of the BVRT (ongoing).	<b>Meet with relevant stakeholders annually</b>

## Measures and evaluation

With the exception of the actions indicated as ongoing, the actions above are intended to be completed by the end of 2022. The priority actions are those identified under Strategy B1: Governance and management and Strategy C1: Marketing and promotion, which need to be prioritised above all else.

Once the Advisory Group has been established, it will be responsible for assessing the success of implementing the Strategic Plan actions on an annual basis. By the end of 2022, all of the short-term actions should be implemented subject to available funding. At this point, implementation of the medium-term actions can commence as outlined in Section 6 Vision Plan and Strategic Action Plan and subject to available funding.



# 1. Background



*Horse rider on the Brisbane Valley Rail Trail*



# Background

## Purpose

The Department of Transport and Main Roads (TMR) is the state agency responsible for the day-to-day management and maintenance of the Brisbane Valley Rail Trail (BVRT) in conjunction with Ipswich City Council, Somerset, South Burnett and Toowoomba Regional Councils, and The Ambassadors of the BVRT—Moore Linville Benarkin Blackbutt Inc. (the Ambassadors).

TMR has produced a five-year Strategic Plan for the BVRT that provides a blueprint for the future development and management of the rail trail with a focus on identifying tourism and marketing initiatives.

## Scope

The scope of the project includes delivery of the following key components:

- a vision statement to guide the future direction of the BVRT
- an overview of the BVRT including significance to the region, the unique features of the trail the potential for regional development, and current management arrangements
- product/experience audit on related tourism infrastructure and tourism businesses
- competitor analysis including comparisons with similar trails domestically and internationally
- gap analysis and opportunities for capital improvements
- marketing and promotion opportunities focusing on key markets
- accessibility and connections from major centres including private and public transport options
- a recommended governance framework for ongoing management of the BVRT
- maintenance plans and responsibilities
- key stakeholder feedback
- long-term goals for the future development of the BVRT with yearly objectives that are Specific, Measurable, Achievable, Relevant and Time-based (SMART)
- an action plan that details how each objective will be achieved including designated responsibilities.

## Approach

This following approach was utilised to ensure that the project incorporates all relevant consultation, research and planning processes, whilst meeting the requirements of the project scope:

Stage One: Background review, on-ground assessment, online survey and stakeholder workshop
Key Outputs
<ul style="list-style-type: none"><li>- Start-up meeting</li><li>- Background research</li><li>- On-ground assessment</li><li>- Online survey</li><li>- Stakeholder workshop</li><li>- Consultation summary findings</li></ul>
Stage 2: Preparation of Draft Strategy
Key Outputs
<ul style="list-style-type: none"><li>- Vision statement, long-term goals</li><li>- Product/experience audit</li><li>- Competitor analysis</li><li>- Opportunity identification</li><li>- Marketing and promotion concepts</li><li>- Governance framework</li><li>- Indicative Action Plan</li><li>- Stakeholder feedback</li></ul>
Stage 3: Finalisation of Strategy
Key Outputs
<ul style="list-style-type: none"><li>- Final Strategic Plan</li></ul>



## 2. About the BVRT



*Esk Railway Station and surrounding township*



# About the BVRT

The BVRT utilises the former Brisbane Valley railway line from Wulkuraka, near Ipswich, to Yarraman, west of Kilcoy. The railway line was closed to operational traffic in 1989 with the rail track removed in the 1990s and early 2000s.

Laying claim to the impressive accolade of ‘Australia’s longest rail trail’, the BVRT winds its way through 161 kilometres of picturesque, continually changing landscape, steeped in history and boasting a sequence of conveniently located, classically Queensland country towns.

The Brisbane Valley itself is already a well-established visitor destination benefitting from a wealth of natural and cultural heritage assets, including the Brisbane River, Lakes Wivenhoe and Somerset and a network of forests and open farmland.

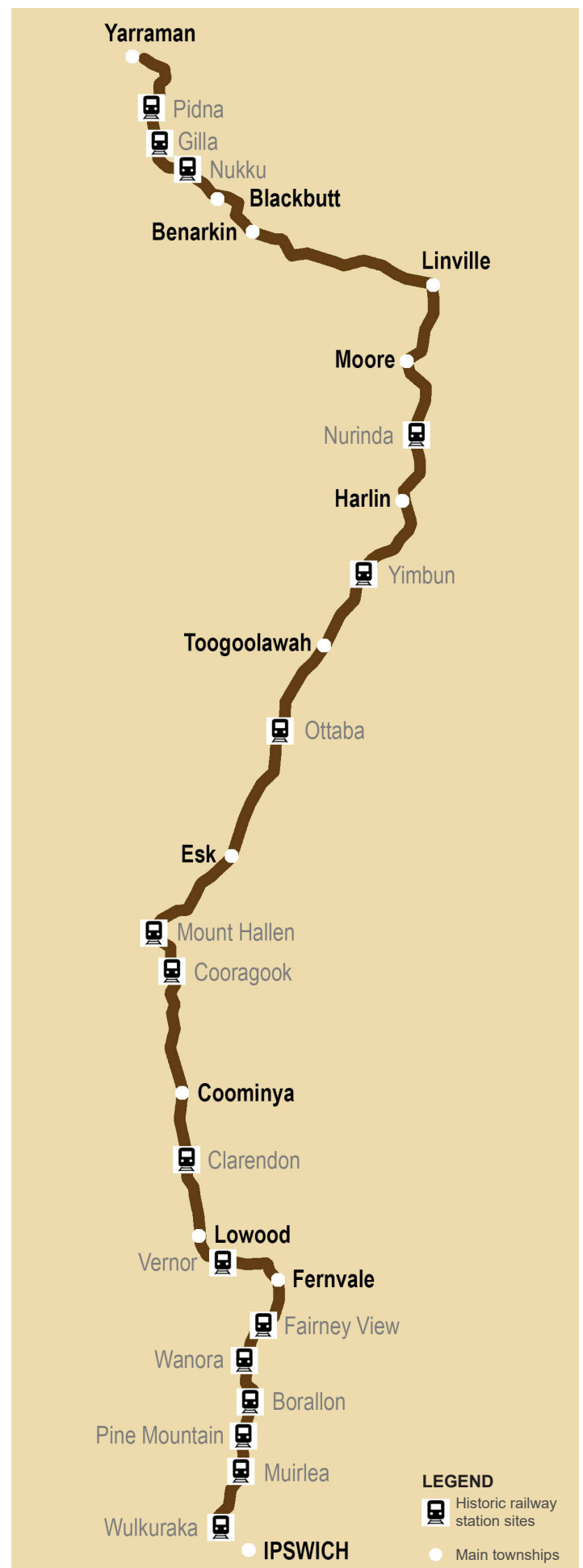
The BVRT presents another great option for visitors to South East Queensland (SEQ) to discover the region, whether that be on foot, by bike or on horseback, over an afternoon, a day, a weekend or a full on week-long adventure.

The BVRT is as diverse as it is challenging as it is long. The trail already plays host to an array of activities and events, undertaken and attended by a wide range of trail users.

The main towns/access points along the rail trail include:

- Yarraman
- Blackbutt
- Benarkin
- Linville
- Moore
- Harlin
- Toogoolawah
- Esk
- Coominya
- Lowood
- Fernvale
- Borallon
- Wulkuraka.

The rail trail can also be accessed from various other points along the trail.





## Management arrangements

In Queensland, closed railway corridors are retained by the state for future transport use, including active transport which encompasses rail trails. TMR holds a perpetual lease from the state and are ultimately responsible for management of the land.

The BVRT crosses multiple local government areas, including Toowoomba, South Burnett, Somerset, and Ipswich.

Currently, 90 kilometres of the BVRT corridor is managed by TMR. The remaining 71 kilometres is managed by either local government or a local community group, under the following sublease or license arrangements with TMR.

### **Sublease to Toowoomba Regional Council (TRC)**

Yarraman to Nukku (approx. 14 kilometres)

### **Sublease to South Burnett Regional Council (SBRC)**

Nukku to Linville including the towns of Benarkin and Blackbutt (approx. 26 kilometres). The Ambassadors manage the trail on behalf of SBRC.

### **Licence to the Ambassadors**

Linville to Moore (7 kilometres)

### **Sublease to Somerset Regional Council (SRC)**

Lowood to Fernvale plus the former railway station sites within the town centres at Linville, Toogoolawah, Esk and Coominya (approx. 20 kilometres).

### **Sublease to Ipswich City Council (ICC)**

ICC manage Stages 4 and 7 of the Brassall Bikeway, which utilise part of the BVRT between Wulkuraka and Bayley Road, Pine Mountain (approx. 4 kilometres).

## BVRT affiliated groups and other groups

### **BVRT affiliated groups**

#### **Ambassadors of the Brisbane Valley Rail Trail—Moore Linville Benarkin Blackbutt Inc.**

The Ambassadors are an incorporated not-for-profit community group, self-described as ‘a small group of volunteers established in partnership with Brisbane Valley Rail Trail’. The group are associated with the northern sections of the trail around Moore, Linville, Benarkin, and Blackbutt.

#### **Mission:**

- To encourage free recreational use of the Brisbane Valley Rail Trail to the wider community of walkers, bicycle riders and horse riders
- To support the sustainable development of the trail by seeking partnerships with lessees of the trail, Indigenous custodians, government agencies and any other interested groups and individuals
- To promote the historical, cultural and future significance of the Brisbane Valley Rail Trail

### **Other groups**

A number of other groups affiliate themselves with the BVRT, utilising privately owned websites and social media to promote the BVRT, post up-to-date information (including events) and communicate with thousands of followers of the BVRT.

Such groups include:

- Friends of Brisbane Valley Rail Trail Inc.
- Brisbane Valley Rail Trail Users Association Inc.

Further groups and individuals are known to utilise the BVRT, hosting, supporting and promoting organised and informal events along the trail (including through social media), with examples including:

- Brisbane Valley Rail Trail Adventures
- Brisbane Valley Rail Trail QLD (Facebook Page)
- Ipswich Bushwalkers
- The Pedalling Poet
- Australian Ultra Runners Association
- Australian Trail Horse Riders Association
- Bicycle Queensland
- AAA Racing
- G'onya Adventures.



### 3. Analysis



*Yimbun Railway Tunnel*

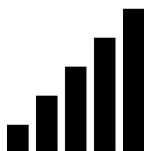
*Source: Somerset Regional Council*



# Analysis

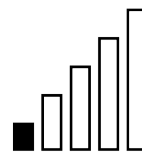
This section contains an analysis of the Strengths, Weaknesses, Opportunities and Threats associated with the BVRT based on the stakeholder workshop and online survey results.

## Strengths



- Unique positioning in the market as Australia's longest rail trail, offering a varied and challenging rail trail experience through a changing landscape
- Strong sense of place, with a varied and diverse landscape setting, distinctive landscape features and varied terrain
- Broad ranging support and enthusiasm for the rail trail from local users (individuals and groups), special interest groups, local communities, the broader community, local and state government entities
- Momentum generated as a result of recent and continuing infrastructure investment e.g. completion of Toogoolawah to Moore section, Lockyer Creek Railway Bridge Rehabilitation Project, installation of distance markers
- Highly accessible location in close proximity to Brisbane and the majority of the State's population (e.g. 400 kilometre drive market)
- All sections of the BVRT are highly accessible by private car, including key destinations such as the townships and feature historic bridges
- Already well utilised by a wide range of rail trail user types, with economic development activity growing organically to meet demand
- Established and growing trail events calendar (already more extensive than most other rail trails in Australia)
- Strong social media presence and following delivered by a range of local user and special interest groups
- Multiple visitor destinations and unique trail experiences (walk, run, cycle, horse ride) to be promoted:
  - Regional townships
  - Lockyer Creek Bridge
  - Yimbun Tunnel
  - Cooyar Creek Crossing
  - Harlin Scenic Lookout
  - Various historic stations and rail bridges.

## Weaknesses



- Online survey respondents identified five priorities for improvement as: removal of barriers to flow (gates/grids), additional water points, surface improvements, shade tree/rest areas, watercourse crossings/bridges
- User Expectations - regular rail trail users have certain expectations of trail conditions/accessibility/level of challenge they expect to encounter—expectations may not be met
- Variable condition of the trail tread/surface
- A significant number of online survey respondents rated as 'poor' BVRT support facilities and current marketing and promotion
- Livestock grazing along certain sections of the rail trail with intermittent fencing (potential conflict)
- Unauthorised trail use (trail bikes and 4WD) and other anti-social behaviour is occasionally reported along sections of the BVRT
- Informal/ad-hoc processes in place to approve large and small-scale events with no formal guidelines to inform decision making
- Lack of consensus around levels of future development e.g. maximise trail accessibility through trail tread upgrades or maintain a level of challenge that offers a point of difference
- Limited sections offering universal access
- Limited coordination of management, maintenance and governance
- Multiple sources of BVRT related information available online providing inconsistent messaging and confusion for potential users looking for a single, authoritative source of information
- Dilution and inconsistent use of the BVRT brand (including the logo) and lack of coordination/targeting of the marketing
- Multiple stakeholder groups operating essentially independently of one another (with no overarching plan to guide strategic collaborative decision-making processes)
- Absence of critical rail trail support infrastructure, in particular along southern sections of the trail between Ipswich/Wulkuraka and Fernvale e.g. trailhead at southern terminus, public amenities
- Absence of clearly communicated information targeted at leisure/recreation users that might be discouraged by the thought of tackling Australia's longest rail trail (but may well be interested in a shorter experience)
- Trail corridor/alignment is compromised along certain sections, in particular where it passes through some of the townships and is impacted upon by other development (e.g. car parks).



## Opportunities



- Harnessing the social, physical/mental health, economic, environmental and transportation benefits associated with the growth in popularity and participation in individualised recreation activities such as walking, trail running, cycling, horse riding, adventure/extreme/lifestyle sports
- Increasing recognition of the importance of the visitor economy and how it contributes to regional communities, and the critical role played by local governments
- Management of user expectations through communication of critical trail information including clearly articulated trail experiences and their suitability for various user groups
- Further development and enhancement of existing and new local trail networks that loop off from the BVRT (e.g. within townships, State Forest, National Parks, lakes and rivers)
- Social media users attracted to picturesque activities and locations
- Close proximity to a series of outdoor adventure/recreation destinations e.g. Wivenhoe Hill Trails network, Bicentennial National Trail
- Proximity to a range of other outdoor adventure/recreation destinations across wider region e.g. D'Aguilar National Park, South Burnett Rail Trail
- Continuing support for cross-boundary administrative cooperation
- Scenic lookouts/'set-piece' views over the landscape, in particular where there is easy access by vehicle (e.g. Harlin Lookout)
- Development and promotion of clearly defined rail trail experiences suited to a wide range of rail trail user types.
- Enhancement of visitor/rail trail user experience through provision of high quality, meaningful, educational and relevant interpretive material
- Establishment in the region of major trail-related/nature-based tourism destinations e.g. Scenic Rim Trail
- Growing support for further development of rail trails across the region, including strategic links to the BVRT e.g. BVRT to Kingaroy to Kilkivan Rail Trail link
- Growing support for further development of other trail activity destinations across the region e.g. Toowoomba Escarpment/Jubilee Park, D'Aguilar National Park, Pine Mountain trails network
- Modification of local planning policy to reduce barriers and encourage new economic development associated with the rail trail
- Protection and promotion of the natural and cultural heritage environment through visitor education (including interpretation).

## Threats



- Competition from other well-established rail trail experiences around Australia, in particular, Victoria
- Potential development of a longer rail trail in Australia (removing one of the BVRT's notable drawcards/points of difference)
- Long-term sustainability of the BVRT as popularity and usage increases over time (including events-based racing and potential conflict issues)
- Roles, responsibilities and 'ownership' of the BVRT have developed organically in the absence of an agreed strategic approach for the BVRT that clearly defines these roles
- Limited information provided on the only official BVRT website (TMR website)
- Owning, developing, operating and marketing a rail trail is not core business for TMR
- Securing appropriate levels of funding/resourcing to sustainably manage and maintain the trail - absence of a funding strategy
- Limited public transport options to get to certain sections of the BVRT (infrequent/limited services are currently available to all key destinations along the BVRT)
- Relatively limited provision of higher-end accommodation, food/drink options to support specific visitor demographics
- Limited opening hours of certain local businesses
- Limited coordination / formalised response to deal with extreme weather events
- Unauthorised vehicular use (trailbikes, 4WD) resulting in safety issues, potential user conflict, and exacerbating security concerns
- Lack of coordination and agreement between key stakeholders.



## 4. Governance framework



*Bike rider crossing Jimmy Gully Bridge, north of Harlin*



# BVRT governance framework

## Current situation

As mentioned previously, 90 kilometres of the BVRT corridor is managed by TMR with the remaining 71 kilometres subleased or licensed to either local government or a local community group.

Clearly there exists a number of key stakeholders involved in the management (and maintenance) of the trail.

In addition, there are several other unofficial groups that have adopted various responsibilities relating to the trail, for instance, marketing and promotion, events promotion, social media communication, champions of heritage and environmental issues.

Whilst it is acknowledged that these groups have contributed significantly to the development and continuing success of the BVRT, no formal structure exists to ensure that important strategic decisions made are authorised by the relevant authorities, or that all key BVRT stakeholders are duly considered.

## Good governance principles

There are a series of good governance guides available in Australia designed to help create a successful governance framework. The Australian Institute of Company Directors has developed a series of governance principles for Not-for-Profit Organisations. The following 10 principles are intended to be used as a guide only and are provided here as a useful starting point when considering what constitutes good governance in an organisation's particular circumstances, in this case governing Australia's longest rail trail.

### Principle 1–Purpose and strategy

The organisation has a clear purpose and a strategy which aligns its activities to its purpose.

### Principle 2–Roles and responsibilities

There is clarity about the roles, responsibilities and relationships of the board.

### Principle 3–Board composition

The board's structure and composition enable it to fulfil its role effectively.

### Principle 4–Board effectiveness

The board is run effectively, and its performance is periodically evaluated.

### Principle 5–Risk management

Board decision making is informed by an understanding of risk and how it is managed.

### Principle 6–Performance

The organisation uses its resources appropriately and evaluates its performance.

### Principle 7–Accountability and transparency

The board demonstrates accountability by providing information to stakeholders about the organisation and its performance.

### Principle 8–Stakeholder engagement

There is meaningful engagement of stakeholders and their interests are understood and considered by the board.

### Principle 9–Conduct and compliance

The expectations of behaviour for the people involved in the organisation are clear and understood.

### Principle 10–Culture

The board models and works to instil a culture that supports the organisation's purpose and strategy.

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## Benchmark governance frameworks

In developing this Strategic Plan, a number of successful governance frameworks were reviewed that have been operating for some time and over similar sized rail trails. These included the:

- Otago Central Rail Trail, New Zealand
- Murray to Mountains Rail Trail, Victoria
- Great Victorian Rail Trail, Victoria
- O'Keefe Rail Trail, Bendigo, Victoria.

Although each governance framework was different in its structure they all had similar functions and features including:

- Fair representation of key stakeholders (e.g. land owners/managers, local authorities, user and community groups)
- A main overarching decision making body (e.g. General Committee of Management, Trust, Advisory Committee)
- Support bodies with specialist roles (e.g. Technical Group, Marketing Sub Committee, History Research Team)
- Clearly defined roles and responsibilities
- Accountability measures and transparency
- Clear purpose and strategy informed by a strategic planning process
- Good risk management and mitigation practices
- Successful rail trail experiences (high visitor numbers, well promoted, high quality experiences)
- Wide engagement with all stakeholders
- Holistic perspective of the trail (e.g. was responsible for managing the entire trail not just particular sections).

When determining the best governance framework for the BVRT, these benchmark governance frameworks along with the 10 guiding principles for good governance highlighted above were taken into consideration in the context of the current management arrangements for the BVRT to inform the recommended model outlined below.

## Recommended framework

TMR is the owner of the BVRT and will be required to provide the majority of funding towards the future management and development of the trail. Therefore, TMR should retain ultimate decision-making powers as it relates to the governance, development and ongoing management of the BVRT. However, it is also recognised that there are many stakeholders who have a long and strong interest in the BVRT and they also need to be engaged through this structure.

The BVRT is situated within four local government areas with each council authority holding a legal interest in the BVRT with varying levels of ongoing management and maintenance roles, therefore are important stakeholders. Additionally, many actions contained within this Strategic Plan relate to infrastructure projects or strategic matters outside of the BVRT and therefore, decisions made resulting from this plan have a high probability of impacting areas under local government control.

As such, an overall Advisory Group is recommended to be established that will advise and make recommendations to the TMR Executive. The Advisory Group should comprise of a senior level TMR delegate and a representative of each of the four councils which should be the Chief Executive Officer or an executive level delegate.

It is recommended that the Advisory Group meet at least four times per year. Initially the main priority for the Advisory Group will be ensuring the actions identified within the Strategic Plan have been successfully implemented based on the advice/recommendations of a Steering Committee.

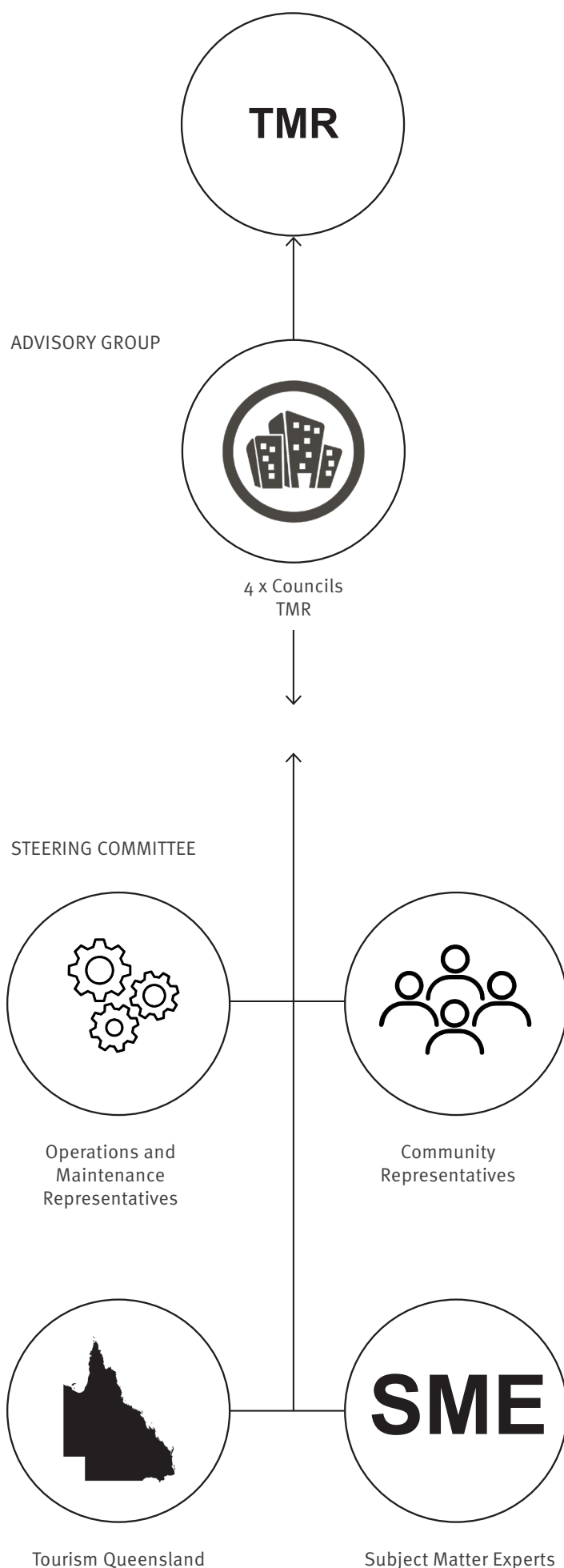
Once the Advisory Group has been formed, a Steering Committee should then be established that would be responsible for providing recommendations to the Advisory Group on aspects such as operations and maintenance, events and activities, marketing/promotion and fundraising, history and heritage, and development. An expression of interest process should be undertaken to seek representatives for the committee with responses to be considered by the Advisory Group.

It is envisioned the Steering Committee would comprise representatives from TMR, the BVRT Ambassadors, council staff and members of community groups/not-for-profit organisations. Subject Matter Experts (e.g. a marketing specialist) and a representative from Tourism and Events Queensland should be involved on an as-required basis.

Once the Steering Committee has been established, Terms of Reference should be determined to ensure equitable participation and group cohesion. A chair would be appointed to the Steering Committee which would require endorsement and approval from the Advisory Group and the TMR Executive.

The Steering Committee would meet at least twice per year but as regularly as the chair of the committee deems is required. The committee would submit their meeting minutes and recommendations to the Advisory Group for endorsement and approval.

Any recommendations arising from the Steering Committee will then be considered by the Advisory Group who in turn will endorse or otherwise make recommendations to the TMR Executive for a final decision.





## 5. Marketing and key markets



*Mountain bikers enjoying the Brisbane Valley Rail Trail*

*Source: Somerset Regional Council*



# Introduction

The following section summarises the research conducted by the consultants and provides a general approach for the development of a marketing plan.

## Topics to be addressed

The plan will need to:

- strengthen the existing 'brand' for the trail
- provide for added value and links to business and tourism industries in the area
- provide a marketing approach to increase the trail's use and promotion locally and regionally.

## The BVRT as a marketable product

The trail possesses many features which demonstrate it currently provides major benefits to the local communities, the region and the state, with great potential to increase these benefits.

The trail:

- provides a special cultural, environmental, recreational, and educational experience
- provides a sustainable recreation opportunity which contributes to the lifestyle, health and social wellbeing of all users
- allows for spectacular scenery
- allows a wide range of experiences which feature many aspects of the Australian way of life
- provides excellent linkages and opportunities for tourism
- meets many of the needs of users
- accommodates users of all ages, family groups, other groups
- provides a safe, sustainable, quality and viable transport link for all local users.

## Points of interest

There are numerous points of interest associated with the BVRT (as detailed in Appendix 3– About the BVRT).

A point of interest may be:

- on or immediately adjacent to the trail–potential sites for interpretative signs
- accessible from the trail–could be included in loops, 'finger' signs or main signage
- in the general area–may be included in main entry signage or a brochure.

A point of interest may be of relevance to one or more of the following features:

- heritage
- cultural/recreational
- Indigenous
- historical
- environmental

## Current challenges

There are some current challenges facing the BVRT in relation to marketing and promotion, including:

- varying condition of individual sections of the rail trail
- rail trail does not always meet the expectations of regular users of rail trails
- confusion around responsibilities for communication of information
- some lack of clarity around official ownership, management and maintenance responsibilities, with various official and unofficial groups vying to represent the BVRT
- various versions of the official BVRT logo are utilised by a range of stakeholders that represent (officially or unofficially) the BVRT and its users
- limited support infrastructure provision along certain sections.

## Marketing opportunities

The trail has significant potential due to its strengths, qualities and 'value add' opportunities:

- it is well positioned to be used for tourism events, local festivals and other functions (and is currently utilised for these purposes)
- represents a major community, health and fitness, sustainable transport, lifestyle and recreational opportunity
- it lends itself to cross promotion possibilities which will further enhance the Brisbane Valley and SEQ region.

## Marketing aims

The following aims build on the current strengths and qualities of the BVRT. The trail aims to:

1. be recognised internationally as a very high-quality rail trail
2. be a continuous trail connecting Wulkuraka in the south with Yarraman in the north
3. meet the needs of all users (walkers, runners, cyclists, horse riders, people with a disability)
4. accommodate users of all ages, family groups, other groups
5. provide a safe, sustainable, quality and viable transport link for all local users
6. provide a sustainable recreation opportunity which contributes to the lifestyle, health and social wellbeing of all users
7. provide both a sustainable recreation trail and transport trail
8. provides a unique cultural, environmental, recreational, and educational experience for all users
9. capture the balance of the economic, environmental and social benefits of the trail
10. continue to surprise all users with a very enjoyable and sometimes unexpected experience (people look forward to coming back)
11. encourage and support the people friendliness of the trail
12. provide a very tactile experience of many aspects of the Australian way of life
13. feature the rail history, Indigenous heritage, European heritage, natural beauty and biodiversity of the trail
14. allow all users with the opportunity to travel on to other trails and outdoor recreation destinations and enjoy the wider SEQ region
15. be used for tourism events, local festivals and other functions



16. enhance the reputation of the region
17. attract high value tourists with a wide choice of adventure activities, boutique food and beverage choices and accommodation options.

## The brand

The BVRT brand and identity (name and logo) is already well established, recognised and respected. The aim will be to continue to develop the identity for the trail that reflects its special qualities and various themes, captures the characteristics and individuality of the various sections of the trail, portrays its shared use, communicates a sense of appeal and excitement, and becomes readily identifiable with the trail.

## Brand style guide

Now that the BVRT logo has been trademarked, a brand style guide should be created and provided to any individual, group or organisation that has been granted permission to use the logo. A brand style guide is a key document to help communicate consistent visuals and messaging to anyone using the BVRT brand.

The brand style guide defines what your brand elements are and how they should be applied across marketing materials. It can go as far as to address the type of photography style that should be used, state the distance a logo should be from an edge, dictate how copy should be written, and even communicate how signage should look in a real-world environment, i.e. wayfinding signage, logo placement, interpretative signage, etc.

Being able to help direct the BVRT brand in a single document makes it easier for anyone with brand usage permission, be they designers (internal and external), freelancers, contract workers, or outside vendors (i.e. printers), to communicate the brand to your audience in a consistent manner.

## Promotional opportunities

Development of a promotional strategy would be part of the marketing strategy. It aims to address a number of communication components and propose a range of approaches for the different target audiences (market segments).

The promotional objectives may be:

- to inform and raise the level of awareness and understanding of all target audiences about the existence of the rail trail and its values and benefits
- to persuade/attract people from all target audiences to use the trail on a basis appropriate to their needs
- to introduce people from the target audiences to the attractions and features of the region accessible from the trail and encourage them to enjoy these experiences
- to support and add value to other regional and local promotional activities.

## Broad promotional strategy

Action could be:

- initiated by TMR
- initiated by the councils (individually or separately)
- conducted in association with other parties (government or private)

- part of a broader promotional activity (e.g. local festivals, major trail events along the BVRT).

Some examples include:

### Advertising

- trail brochure for distribution to all market segments
- trail brochure available at key tourist points
- trail information published on the councils' websites and articles in the councils' newsletters
- media advertising
- cross-promotional initiatives.

### Publicity

- regular newsletters/information sheets for key user groups would be a way of featuring the trail and publicising events
- newsletters/networking/excursions with schools
- support from Tourism and Events Queensland
- support from local businesses and business associations
- periodic media releases.

### Public relations

- functions/events to celebrate major milestones
- special events specifically for the trail (e.g. media ride or celebratory ride) or an
- activity as part of another function.

It is critical that the trail is well presented and maintained at all times. The experience must deliver on the promise. Word of mouth promotion (personal endorsement) is very powerful.

## Target audiences/market segments

Potential target audiences include:

- local people who use the trail as a transport corridor—individuals, groups, walkers, runners, cyclists, horse riders
- local people who use the trail for recreation—individuals, groups, walkers, runners, cyclists, horse riders
- local and regional schools
- local businesses
- walking groups—local, regional, state
- cycling groups—local, regional, state
- horse riding groups—local, regional, state
- tourists in the state—day trippers, interstate, international
- tourists in the region
- environmental groups/individuals
- groups which have an interest in railway history
- interstate and international groups/individuals which seek out old rail corridors to experience.

Existing and potential future rail trail user types are identified in Appendix 7, together with specific BVRT trail experiences that each user type would most likely be interested in.

## BVRT Visitor Research Project

TMR and Somerset Regional Council have partnered with The University of Queensland's Business School Service Innovation Alliance (SIA) to carry out visitor research on the BVRT. The

purpose of the research project is to profile trail users to provide insights into market awareness, user experience, and user motives, behaviour, and spending patterns. The research will use multiple data sources to develop a comprehensive market profile of trail users, including:

- an online survey
- focus groups
- user surveys (face-to-face at various points along the trail).

This research will be used to improve the BVRT user experience and inform the development of a marketing strategy.

## BVRT website

Improvements should be made to the existing BVRT webpage to ensure the most up-to-date and accurate information is provided on the BVRT to community members and to provide a platform to promote different trail riding experiences, events and other relevant information.

The online content should:

- be a definitive and objective resource providing clear and unambiguous information relating to all aspects of planning a visit to the BVRT
- offer definitive information around the range of specific trail experiences available, key features, safety information, and information on support services
- convey factual and up-to-date information relating to the BVRT and be an information source for any unofficial website/s promoting the BVRT
- include testimonials and visitor experiences from people who have frequented the BVRT
- include social media links as well as an image gallery that can be continually added to.

## Social media

The Queensland Government Social Media Guide provides guidance around the appropriate use of public-facing government social media accounts and establishes standards that all Queensland Government agencies are expected to follow.

A whole-of-government approach to social media is necessary to ensure we can effectively deliver on the government's objectives for the community. Social media requires an investment of staff time and/or funds to deliver an effective outcome.

For this reason, TMR will continue to deliver BVRT messaging through the TMR corporate social media channels including Facebook, Twitter and LinkedIn while also continuing to leverage from supportive stakeholders who promote the BVRT through their independent channels.



## 6. Vision Plan and Strategic Action Plan



*Riders enjoying their horse back adventure  
on the Brisbane Valley Rail Trail*

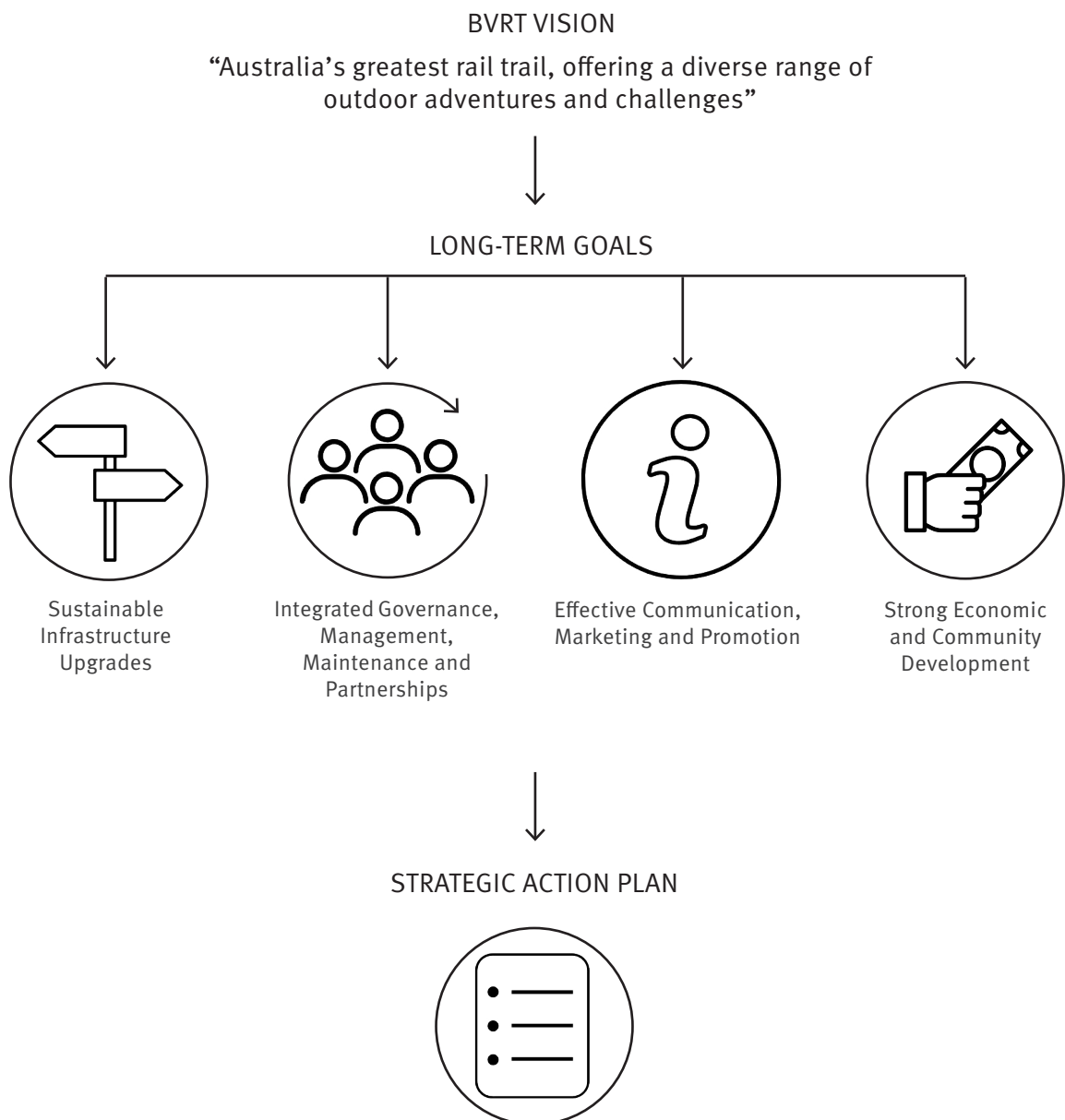


# Vision Plan

BVRT Vision:

“Australia’s greatest rail trail,  
offering a diverse range of outdoor  
adventures and challenges”

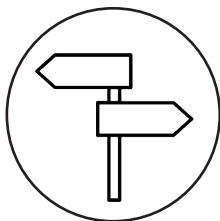
This is not your average rail trail; from the 20 minute ‘just going to stretch my legs’ walker to the 322 kilometre ‘end to end and back again’ endurance rider, this rail trail truly has something for everyone.





## Long-term goals

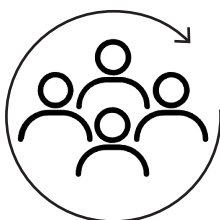
### Strategic Outcome A



#### Sustainable Infrastructure Upgrades

1. Provide year round safe, accessible and engaging recreational trail opportunities for walkers, runners, cyclists and horse riders that seek a diverse range of BVRT experiences.
2. Provide local and visitor facilities at key locations to support the sustainable and equitable use of the BVRT, ensuring every opportunity is taken to promote, encourage and optimise inclusive access to key rail trail destinations and experiences.
3. Physically embed the BVRT within the various communities through which it passes, with provision of a clearly defined rail trail alignment/ corridor through each township, safe and easy access points, prominent wayfinding, development of loop trails and direct links connecting important community facilities, points of interest and open spaces.

### Strategic Outcome B

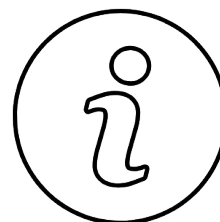


#### Integrated Governance, Management, Maintenance and Partnerships

1. Harness the enthusiasm, knowledge and skills of the BVRT's key stakeholders, local businesses, community groups and individuals through adoption of an appropriate, inclusive governance model that provides a robust decision-making framework that informs and guides future strategic planning, design, development and management of the trail.
2. Establish clearly defined management responsibilities for the entire length of the BVRT that ensures that all sections of the trail continually and consistently meets community and visitor expectations.
3. Work together with the private sector, the community and all tiers of government to establish, maintain and manage appropriate funding streams to enable ongoing maintenance, development and marketing of the BVRT.
4. Develop partnerships with the private sector, the community and all tiers of government to enhance broader recreational trail and outdoor adventure/nature-based tourism opportunities around the BVRT and across the region.

5. Adopt a consistent approach to operational and maintenance activities along the length of the BVRT to meet community and visitor expectations.

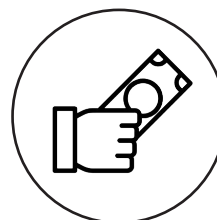
### Strategic Outcome C



#### Effective Communication, Marketing and Promotion

1. Promote the BVRT as the ultimate way to explore and discover the Brisbane Valley, meet with the locals and enjoy the unique environmental, cultural heritage and industrial history of this part of SEQ, reinforcing and communicating the story of the region's distinctive identity and heritage.
2. Maximise the accessibility and attractiveness of the BVRT to a wide range of visitors to the region, focusing on clear communication of important information and developing clearly defined trail experiences in and around townships and key destinations along the trail.

### Strategic Outcome D



#### Strong Economic and Community Development

1. Stimulate local and regional economic development leveraging off increased visitation to the region by users of the BVRT through provision of appropriate services that support those users, including organised events.
2. Progressively increase the sustainable utilisation levels of the BVRT with a focus on promoting increasingly healthy and active lifestyles for local community members and attracting and encouraging visitors to stay longer (and spend more) in local communities.
3. Enhance heritage and landscape amenity values through promotion of these values (including through interpretative signage) and involvement of local and visiting BVRT community members in stewardship programs.

## Strategy and Action Plan

A series of aligned strategies and specific actions detail the recommended approach to address each of the identified Strategic Outcomes and fulfil the BVRT Vision.

Each identified action is assigned a priority of high, medium or low; together with a suggested timeframe to fulfil the action.

### Trail project prioritisation

In order to effectively focus available funding (private, local, state, federal) to implement these strategies and actions, an indicative phasing and prioritisation strategy is required.

Potential trail projects and other supporting actions have been identified and broadly prioritised based on:

- **Need/demand:** field observation, professional judgement, visitor market profiling
- **Feasibility:** project size and those projects offering best opportunities for implementation.

The following evaluation criteria were also broadly utilised to refine the prioritisation process:

- proximity/relevance to the BVRT
- gaps in current trail infrastructure, planning, management and maintenance
- connectivity between key destinations
- proximity to significant visitor/tourist attractions
- relative ease of project implementation (resources required, environmental issues, land tenure, complexity)
- overall benefit to the region and community (social, environmental, economic).

The Strategy and Action Plan recommends that the next steps for each of the identified actions include some level of key stakeholder/community consultation. Levels of interest in particular projects/actions should inform the prioritisation process.

A potential project that generates a high level of interest and is considered to be relatively easy to implement at reasonable cost could be prioritised above a project requiring substantial funding, and the address of multiple significant constraints, whilst generating limited key stakeholder interest.

### Timeframes

The timeframe identified for completion of each action is an indicative timeframe only and should be reviewed periodically. Key projects requiring initial feasibility studies, design development and requiring cross agency collaboration will likely take multiple years before the project is delivered on the ground.

Some identified projects are reliant on the successful completion of other trail projects, securing of land or other major infrastructure projects. It needs to be recognised that it is not feasible to deliver all the identified projects at the same time.

Term	Year range
Ongoing	2020 onwards
Short	2020 - 2022
Medium	2023 - 2026
Long	2027 onwards

Please note that implementation of the Strategic Plan and individual projects will be dependent on obtaining adequate funding and cannot be guaranteed.

### Partners

There are various complexities surrounding trail planning and development, including multiple land tenure, cross government boundary/regional projects involving multiple government departments, and the diverse, and sometimes conflicting, aspirations of community stakeholders (e.g. environmental groups, trail user groups). Recognising this, there will be a need to identify and work with a variety of partners, noting that some of the identified actions may not be deliverable without the support of these partners.

### Action Plans

In order to deliver the BVRT Vision the following Strategic Outcomes have been developed:

- Strategic Outcome A  
Sustainable Infrastructure Upgrades
- Strategic Outcome B  
Integrated Governance, Management and Partnerships
- Strategic Outcome C  
Effective Marketing and Promotion
- Strategic Outcome D  
Strong Economic and Community Development

Detailed Action Plans addressing these Strategic Outcomes have been provided on the following pages.



# Strategic Outcome A–Sustainable Infrastructure Outcomes

## Strategy A1: Significant trail infrastructure projects

Progressively deliver additional core trail infrastructure to support current and future usage, prioritising the address of notable gaps in current core infrastructure provision.

Actions	Timeframes	Partners
<b>A1.1</b> Investigate developing a new trailhead facility at Grace Street, Wulkuraka, to function as the southern BVRT terminus including assessing the feasibility for provision of an accessible public toilet.	Short	TMR, ICC
<b>A1.2</b> Investigate developing a visitor car park in the vicinity of the recently renovated Lockyer Creek Bridge to facilitate easy access to this feature BVRT destination.	Short	TMR, SRC
<b>A1.3</b> Investigate the feasibility of renovating the historic bridge at Coal Creek to develop into a BVRT destination, accessible from Esk and Toogoolawah (return journeys).	Medium	TMR
<b>A1.4</b> Investigate the feasibility of renovating other historic bridges along the BVRT with priority given to those with difficult/steep crossings (e.g. Cooragook, Sandy Creek and Logan Creek/Black Snake Gully).	Medium	TMR

## Strategy A2: BVRT prominent destinations

Optimise accessibility and encourage maximum visitation to prominent destinations along the BVRT through trail infrastructure upgrades, including trail tread upgrades and improved wayfinding and interpretative signage.

Actions	Timeframes	Partners
<b>A2.1</b> Undertake surface repairs between Lowood and Lockyer Creek Bridge.	<b>Short</b>	<b>TMR</b> <b>SRC</b>
<b>A2.2</b> Undertake surface repairs between Coominya and Lockyer Creek Bridge.	<b>Short</b>	<b>TMR</b> <b>SRC</b>
<b>A2.3</b> Investigate surface repairs between Fernvale and Lowood along this popular section of the trail.	<b>Medium</b>	<b>TMR</b> <b>SRC</b>
<b>A2.4</b> Undertake surface repairs between Esk and historic bridge at Coal Creek.	<b>Short</b>	<b>TMR</b>
<b>A2.5</b> Undertake surface repairs between Toogoolawah and historic bridge at Coal Creek.	<b>Short</b>	<b>TMR</b>
<b>A2.6</b> Investigate surface repairs/upgrades between Fernvale and Muirlea.	<b>Short</b>	<b>TMR</b> <b>SRC</b>
<b>A2.7</b> Harlin Rail Bridge (remains)—review accessibility improvement opportunities and upgrade wayfinding and interpretative signage.	<b>Medium</b>	<b>TMR</b>
<b>A2.8</b> Harlin Scenic Lookout—install interpretative signage relating to the Brisbane River and surrounding landscape.	<b>Short</b>	<b>TMR</b>
<b>A2.9</b> Cooyar Creek Crossing—install interpretative signage to clearly define as a destination along the trail.	<b>Medium</b>	<b>TMR</b> <b>TRC</b>
<b>A2.10</b> Investigate surface repairs/upgrades between Yarraman and Cooyar Creek Crossing.	<b>Long</b>	<b>TMR</b> <b>TRC</b>
<b>A2.11</b> Investigate surface repairs/upgrades between Blackbutt and Cooyar Creek Crossing.	<b>Long</b>	<b>TMR, TRC</b> <b>SBRC</b>



### Strategy A3: Other Infrastructure Upgrades

Progressively deliver other infrastructure upgrades to support users of the BVRT.

Actions	Timeframes	Partners
<b>A3.1</b> Continue current program to progressively replace gates with grids and other access control infrastructure to improve trail flow, and minimise requirements to open/close gates.	Ongoing	TMR
<b>A3.2</b> Remove any obsolete, out of date or confusing wayfinding signage.	Ongoing	All
<b>A3.3</b> Enhance interpretative signage at each of the historic stations (particularly at stations outside the main townships).	Medium	All
<b>A3.4</b> Install additional rest stops (including shade/shelter, seating) between Moore and Toogoolawah.	Short	TMR, SRC
<b>A3.5</b> Investigate additional rest stops (including shade/shelter, seating) at key locations between the main townships, with priority given to the following sections: <ul style="list-style-type: none"> <li>- Yarraman to Blackbutt</li> <li>- Lowood to Fernvale</li> <li>- Fernvale to Wulkuraka.</li> </ul>	Medium	All
<b>A3.6</b> Review all trail rating signage to ensure that all signs adhere to recognised trail classification systems.	Short	TMR
<b>A3.7</b> Investigate safety improvements along the Brassall Bikeway section of the BVRT	Short	TMR, ICC

## Strategy A4: Local trails networks

Support the development/enhancement of local trails networks in and around the BVRT's main townships.

Actions	Timeframes	Partners
<b>A4.1</b> Support Toowoomba Regional Council to review the existing trails network in and around Yarraman, with a focus on developing clear trail experiences around the town's key features and simplifying wayfinding signage between the BVRT, the town centre and other local points of interest.	<b>Medium</b>	<b>TRC, TMR, BVRT AMB., user groups</b>
<b>A4.2</b> Approach the Department of Environment and Science to explore opportunities to develop (and integrate with the BVRT and the local townships) local trail networks in Pidna National Park and Benarkin State Forest.	<b>Medium</b>	<b>TMR, DES, SBRC, BVRT AMB. user groups</b>
<b>A4.3</b> Support South Burnett Regional Council to develop/enhance clear in-town heritage/discovery trail experiences that are integrated with the BVRT (Blackbutt and Benarkin).	<b>Medium</b>	<b>TMR, SBRC, BVRT AMB. user groups</b>
<b>A4.4</b> Support Somerset Regional Council to develop/enhance clear in-town heritage/discovery trail experiences around the town's key features that are integrated with the BVRT (Linville, Moore, Harlin, Toogoolawah, Esk, Coominya, Lowood, Fernvale).	<b>Medium</b>	<b>TMR, SRC, user groups</b>



## Strategy A5: Strategic links, accessibility and connectivity

Support the development of existing and new recreational trails/trail networks that directly link with the BVRT, increase utilisation/accessibility and diversify available trail experiences along the BVRT.

Actions	Timeframes	Partners
<b>A5.1</b> Work with Ipswich City Council to determine potential opportunities and strategic linkages between the BVRT and the future Pine Mountain/Kholo Gardens trail network.	<b>Short</b>	<b>TMR, ICC, user groups</b>
<b>A5.2</b> Work with Ipswich City Council to determine potential opportunities and strategic linkages with the BVRT during the City's development of a citywide Walk and Cycle Strategy.	<b>Short</b>	<b>TMR, ICC, user groups</b>
<b>A5.3</b> Work with Somerset Regional Council to enhance strategic linkages between the BVRT and the existing Wivenhoe Hill Trails network and to determine potential opportunities to connect with the Brisbane Valley Protein Precinct.	<b>Short</b>	<b>TMR, SRC, user groups</b>
<b>A5.4</b> Work with Ipswich City Council to determine potential opportunities to strengthen off-road links between Wulkuraka Station and Ipswich CBD.	<b>Medium</b>	<b>TMR, ICC, user groups</b>
<b>A5.5</b> Work with South Burnett Regional Council to determine potential opportunities to enhance the strategic link between the BVRT and the Kingaroy Kilkivan Rail Trail.	<b>Medium</b>	<b>TMR, SBRC, user groups</b>
<b>A5.6</b> Monitor and engage with any future proposals to develop an off-road trail link between Ipswich and Brisbane.	<b>Long</b>	<b>TMR, ICC, user groups</b>
<b>A5.7</b> Work with the Bicentennial National Trail (BNT) Board to explore opportunities to develop long distance multi-use loop trails using existing sections of the BVRT and BNT.	<b>Long</b>	<b>TMR, BNTB, SRC, user groups</b>
<b>A5.8</b> Work with Somerset Regional Council to review strategic links to the BVRT and priority sections of the BVRT on the principal cycle route as part of a regular review and update of the South East Queensland Principal Cycle Network Plan and accompanying Priority Route Maps.	<b>Ongoing</b>	<b>TMR SRC</b>

# Strategic Outcome B—Integrated Governance, Management, Maintenance and Partnerships

## Strategy B1: Governance and management

Formalise and adopt an inclusive governance and management structure that will provide a framework to determine people, roles, structures and policies.

Actions	Timeframes	Partners
<b>B1.1</b> Establish the Advisory Group as outlined in Section 4—Governance Framework (subject to agreement by relevant stakeholders).	Short	TMR, ICC, SRC, SBRC, TRC
<b>B1.2</b> Once the Advisory Group has been established the Steering Committee needs to be established including developing terms of reference and appointing a chair person.	Short	Advisory Group

## Strategy B2: Maintenance Plan

Formalise operational and maintenance procedures through adoption of a Maintenance Plan.

Actions	Timeframes	Partners
<b>B2.1</b> Work with all land managers to agree an approach to maintenance and ongoing operations on the BVRT.	Short	All
<b>B2.2</b> Adopt agreed Maintenance Plan and review periodically to ensure the Plan remains fit for purpose.	Short	All

## Strategy B3: Management issues

Address specific management issues that are known to currently exist along the BVRT.

Actions	Timeframes	Partners
<b>B3.1</b> Resolve access/livestock issues along section of the rail trail to the north of Coominya Railway Station through negotiation with Somerset Regional Council and adjacent private land owner/s.	Short	SRC, private land owner
<b>B3.2</b> Continue to work with private land owners (particularly along northern sections of the trail) to establish protocols for the opening/closing of access control gates.	Ongoing	All, private land owners
<b>B3.3</b> Continue to monitor incidences involving unauthorised motor vehicle use and consider targeting problematic locations with increased physical barriers where feasible to do so.	Ongoing	All



#### Strategy B4: Collaboration–outdoor recreation/tourism destinations in the region

Offer in-principle support for the development of other recreational trails, and other outdoor recreation/adventure facilities that would develop the local and wider region into an outdoor recreation tourism destination.

Actions	Timeframes	Partners
<b>B4.1</b> Support future upgrade works at D'Aguilar National Park, in particular visitor infrastructure and the trails network (with potential for future connectivity with the BVRT).	<b>Medium</b>	<b>TMR, DES</b>
<b>B4.2</b> Monitor progress made by Toowoomba Regional Council to develop their region's trails network, in particular mountain biking in Jubilee Park, and the development of the Escarpment Trail concept.	<b>Ongoing</b>	<b>TMR, TRC</b>
<b>B4.3</b> Support future development of the Wivenhoe Hill Trails network, the Deer Reserve National Park and Somerset Dam.	<b>Ongoing</b>	<b>TMR, SRC, DES, Seqwater</b>

#### Strategy B5: Event management

Develop an event planning and management tool to deliver effective event delivery whilst ensuring equitable access is maintained to the BVRT for other users.

Actions	Timeframes	Partners
<b>B5.1</b> Monitor event permit process and review periodically.	<b>Short</b>	<b>All</b>

## Strategic Outcome C–Effective Communication, Marketing and Promotion

### Strategy C1: Marketing and Promotion Plan

Further develop and refine a BVRT Marketing and Promotion Plan informed by the content of the Strategic Plan, including some initial marketing concepts as outlined in Section 5.

Actions	Timeframes	Partners
<b>C1.1</b> Work with a marketing specialist to develop a BVRT Marketing and Promotion Plan.	<b>Short</b>	<b>Advisory Group</b>
<b>C1.2</b> Finalise and adopt the BVRT Visual Identity and Signage Guidelines.	<b>Short</b>	<b>Advisory Group</b>
<b>C1.3</b> Finalise and adopt a BVRT Brand Style Guide.	<b>Short</b>	<b>Advisory Group</b>

### Strategy C2: Online content including social media

Improve TMR's online presence for the BVRT to provide a definitive and objective resource, and work with stakeholders to ensure accurate and up-to-date information is available online relating to all aspects of planning a visit to the BVRT.

Actions	Timeframes	Partners
<b>C2.1</b> Improve TMR's online presence for the BVRT that offers a definitive and official source of information.	<b>Short</b>	<b>TMR</b>
<b>C2.2</b> Work with stakeholders to ensure accurate, consistent and up-to-date information is provided online on all aspects of planning a visit to the BVRT.	<b>Short</b>	<b>Advisory Group</b>
<b>C2.3</b> Work with stakeholders to leverage existing social media channels including Facebook and Instagram to provide information and promote the BVRT.	<b>Short</b>	<b>Advisory Group</b>



## Strategic Outcome D—Strong Economic and Community Development

### Strategy D1: Leveraging the BVRT

Use the BVRT future trail development as an economic and community development tool.

Actions	Timeframes	Partners
<b>D1.1</b> Advocate for sustainable levels of trail related special events such as mountain bike riding, trail rides, walks, orienteering, rogaining and other appropriate activities (ongoing).	Ongoing	TMR, SRC, SBRC, TRC, ICC, BVRT AMB., user groups
<b>D1.2</b> Tap into the economic and community development projects being developed along the BVRT to encourage communities and businesses along the trail to become ‘trail user friendly’.	Ongoing	TMR, SRC, SBRC, TRC, ICC, user groups, local business

### Strategy D2: Addressing policy barriers

Work with relevant key stakeholders, including all tiers of government, to address barriers to business development associated with the BVRT.

Actions	Timeframes	Partners
<b>D2.1</b> Work with all key stakeholders, in particular local and state government and local businesses to identify and address (wherever possible) barriers to the development of the BVRT.	Ongoing	TMR, SRC, SBRC, TRC, ICC, BVRT AMB., user groups, local business

## 7. Appendices



*Walker enjoying the dog-friendly Brisbane Valley Rail Trail*



## Appendix 1 Strategic planning

### Strategic planning context

Relevant state, regional and local planning policies, strategies, plans, guidelines and guides were reviewed to underpin the BVRT Strategic Plan.

At a strategic (state and regional) policy level, key points of direct relevance to the development of this Strategic Plan include:

- walking, running/jogging and bushwalking all feature in the top five physical activities in Queensland
- identified strategic priorities for cycling include promoting cycling and its benefits, investing in cycling tourism (including rail trail infrastructure investment and events) and supporting bike / bike-friendly businesses
- investment in cycling contributes to the economy (including improved health of Queenslanders)
- cycling events provide a much-needed injection of funds to local economies
- strategic approaches towards tourism and events across Queensland include championing destination and experience development, and growing new quality products, events and experiences including nature-based and ecotourism
- support/encourage new, existing and start-up tourism businesses in regional Queensland
- promote cycling/walking tourism trails/events
- development of active tourism offering through supporting the development of long distance multi-use recreational trails
- strategic goals to develop South East Queensland as a world-class tourism destination for domestic/international visitors, leveraging off regional landscape values/ functions, local character, vibrant communities
- primary target markets for developing regional Brisbane's visitor economy include Brisbane residents, the '400 kilometres drive market', visiting friends and relatives and events visitors
- secondary target markets include interstate visitors, international visitors (and students), participation in sports events, outdoor adventure/recreation and nature based activities
- regional priorities to develop strong economic foundations and promote the development of products and precincts that embrace the region's outdoor and active lifestyle
- focus on the Somerset region's natural assets of the lakes, the waterways, uncrowded spaces
- across Southern Queensland country, strengthen nature-based tourism activities associated with the region's natural beauty and heritage and further develop events.

At a local policy level, key points of direct relevance to the development of this Strategic Plan include:

#### City of Ipswich

- walking/jogging/running, cycling, bushwalking and nature based recreation all feature in City of Ipswich community's top 10 physical activities
- development of 10 kilometres of new trail at Pine Mountain / Kholo Gardens (walking, trail running, mountain biking, cross triathlon)
- strategic policy support for tourism opportunities around the development of ecotourism and nature-based recreation, events and festivals, challenge based adventure
- development of a city wide walk/cycle plan
- encouragement of commercial activity in open space to generate interest and activity (e.g. bike hire, canoe hire).

#### Toowoomba Regional Council

- provision being made for a well connected, inclusive and integrated open space network that stimulates economic growth and supports economic opportunities
- focus on developing new experiences and strengthening existing hero experiences including nature based tourism activities associated with the region's natural beauty
- promote the region's events / sporting events
- emphasis on cycling and mountain biking that creates potential entrepreneurial opportunities for support services
- development of strong regional heritage themes
- support for progressive upgrades to the BVRT and local trails in and around Yarraman.

#### Somerset Regional Council

- preservation of the rural lifestyle, character and natural environment
- creation of economic vibrancy through growth and diversity
- promote the region as a place where the community and visitors can recreate and connect with nature, as a tourist/ecotourist destination where the natural environment is valued and protected.

Further details are included within the following sections:

1. State planning policy, guidelines, guides.
2. Regional planning policy, guidelines, guides
3. Local government planning policy, guidelines, guides.

## Recreational and visitation trends

A number of reports and studies over recent times have identified a raft of trends that are likely to influence Australian sport and active recreation over the coming years.

Of particular relevance to the BVRT:

- increasing popularity of individualised sport and fitness activities (such as cycling, jogging, yoga, gym, aerobics) that align with time-poor, increasingly busy lifestyles
- increasing popularity of adventure/extreme/lifestyle sports, specifically among younger people (endurance racing)
- activities are becoming more geared towards the ageing and more culturally diverse Australian population, changing both the types of sports we play and how we play them
- Governments are increasingly incorporating sport into various policies to tackle a range of issues from childhood obesity through to community wellbeing
- rising cost of sport participation which is now becoming a barrier for some members of the community - access to recreational trails is free
- sport and physical activity opportunities will need to be diversified and expanded to meet the needs of the growing cohort of older Australians
- Australians now have less time available for recreation, and a smaller proportion of that time is spent being physically active; traditional sport formats require a significant time commitment and may be adversely impacted by this trend
- Sport is being transformed by technology; social technologies have created online sports communities outside traditional club structures (e.g., Map My Ride/Run, STRAVA, Runkeeper)
- Social media; strong presence of picturesque activities and locations attracting social media users
- Technology and innovation; innovation in trail gear (especially bikes) is changing rapidly, with new models out constantly and electric bikes becoming increasingly accessible and popular
- The emergence of nature-based tourism and increasing visitor numbers is placing additional pressures on certain open space facilities, particularly the extensive network of national parks and higher profile regional open spaces and other popular and accessible locations, including former rail corridors.
- More baby boomers retiring; more older Australians are being active in the outdoors
- Rural to urban migration; more people in and around major cities are seeking outdoor nature-based activities
- Immigration from diverse cultural backgrounds; recreational trails achieving positive social outcomes for new arrivals (e.g. <https://www.firsthikeproject.com.au/>)
- Economic diversification of regional towns; small towns with slowing industries are diversifying the economies with a strong reliance on nature-based tourism e.g. Derby in TAS
- Trail towns; towns are promoting themselves as trail destinations, with local business tailoring to the trail user market e.g. Rail Trail Café in Porepunkah, VIC.

A 2018 report into how local government can engage with the Visitor Economy recognises the significant and diverse role that Local Government plays in Victoria's visitor economy, and that the base infrastructure and core amenities that are enjoyed in a location by visitors are largely the product of the work of Local Government.

The Visitor Economy is now recognised at all levels of government as an intrinsic, sustainable and driving part of economic development, creating long term improvements in the liveability of cities, towns and rural life and significantly improving the prosperity of Australian communities.

The open space network, sport and recreation facilities form a critical component of the infrastructure that supports the Visitor Economy, facilitating access to visitor destinations and experiences, offering sport and recreation participation opportunities and playing host to a wide range of community events.

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## 1. State planning policy, guidelines, guides

### Active transport and recreational trails

Queensland Walking Strategy 2019;  
Department of Transport and Main Roads, 2019

This strategy is currently under development, with the intention of identifying a range of initiatives and actions to improve walking facilities and the broader walking environment and better support all Queenslanders to be more physically active, healthier and better connected to transport.

Queensland Sport and Active Recreation  
Strategy 2019-2029–Discussion Paper;  
Queensland Government, 2018

### Top 5 physical activities in Queensland are:

- 55 per cent–walking
- 29 per cent–any gym activity
- 19 per cent–swimming
- 15 per cent–running/jogging
- 11 per cent–bushwalking.

Physically active Queenslanders:

- 45 per cent of children
- 61 per cent of adults.

Queenslanders with a healthy weight:

- 66 per cent children
- 36 per cent adults.

Investment in sport and active recreation will encourage:

- healthy Queenslanders
- community and connection equality
- economic growth and jobs
- elite success.



## Queensland Cycling Strategy 2017–2027; Department of Transport and Main Roads, 2017

This strategy sets the direction for cycling in Queensland over the next 10 years and is accompanied by a two-year action plan.

Five identified priorities include:

1. Building and connecting infrastructure to grow participation.
  - Building connected networks for cycling
  - Physically separating cycleways
  - Finding your way
  - Arriving at your destination
  - Integrating cycling in the transport network
2. Encouraging more people to ride.
  - Educating new riders
  - Promoting cycling and its benefits
  - Supporting the choice to cycle
  - Offering incentives to ride
3. Sharing our roads and public spaces.
  - Road rules that work for all
  - Sharing our roads
  - Managing speed to improve safety
  - Regulating road space and road use
4. Powering the economy.
  - Investing in cycle tourism
  - Supporting bike business
5. Using research and data in decision making.
  - Understanding cycling through research
  - Collecting and sharing data

## Queensland Cycling Action Plan 2017–2019; Department of Transport and Main Roads, 2017

Actions of particular relevance to the BVRT include:

Action 2.5 Support sport and recreation cycling events through Department of National Parks, Sport and Racing sponsorship opportunities

Action 2.7 Support cycling events, including: Ride to Work events, Ride to School events, Queensland Bike Week, Brisbane to Gold Coast Cycle Challenge, Cycle Queensland, cycling cultural events, other events to grow cycling participation

Action 2.8 Collaborate across Queensland Government to encourage walking and cycling, particularly for transport

Action 2.10 Investigate opportunities such as support for events, bicycle education, behaviour change programs and a public liability insurance scheme to support and leverage cycling community efforts to grow cycling participation, with a focus on women and children.

Action 4.1 Invest \$14 million over four years to develop and implement a program to deliver rail trails in partnership with local governments on state-owned disused rail corridors

Action 4.2 Deliver the missing link between Toogoolawah and Moore to complete the 161 kilometre Brisbane Valley Rail Trail, a recreational trail that follows the disused Brisbane Valley rail corridor from Wulkuraka, west of Ipswich, to Yarraman, west of Kilcoy.

Action 4.7 Investigate options to support the growth of active tourism in Queensland.

Action 4.8 Deliver a series of research papers on how cycling can support economic development at the local and state level. Research topics include:

- Cycling-related businesses
- Business benefits of cycling
- Cycling-related tourism
- New and emerging technologies

Action 4.9 Investigate options to support and recognise businesses who provide a welcoming environment and facilities for cyclists, including employees, customers and the community to help support creation of more cycle-friendly destinations and workplaces.

Action 5.3 Deliver a rolling program to measure cycling participation and behaviour in select local government areas across the state, including undertaking surveys and counts and installing new counters in priority areas. This will help us to monitor, evaluate and report on the impact of investments in the principal cycle network.

Action 5.7 Investigate options to create an online cycle portal that will help to improve access to the latest research findings, technical guidance, cycling data and other resources to support transfer of knowledge on cycling related issues.

## Queensland State of Cycling Report 2017; Department of Transport and Main Roads, 2017

This document includes a range of data relating to cycling in Queensland. Key information includes:

- Children and young people are the most likely to cycle regularly. Almost 50 per cent of children aged under 10 years, and a third of older kids and teenagers ride a bike in a typical week.
- As people get older, they tend to cycle less. Significantly fewer young adults and only about four per cent of people aged over 50 years cycle in a typical week.
- Cycling rates also differ by gender. About twice as many males as females ride a bike in a typical week in Queensland. This imbalance is present across the state and nation.
- The most common reason Queenslanders ride is for health and fitness. This is particularly true for older people. In 2016, more than 90 per cent of people aged over 65 years chose to cycle because they wanted to stay fit and healthy.
- Most cyclists in Queensland ride for recreation (nearly 80 per cent) and 39.1 per cent ride for transport.
- Cycling is already a popular activity. More than half of Queensland households have at least one working bicycle.

- Tens of thousands of people participate in cycling events across Queensland each year. They include people who cycle regularly or for sport, as well as those who ride for social reasons or who want a new challenge.
- People tend to ride more for sport and recreation in regional areas. Many local governments and communities are investing in building and improving mountain biking trails and rail corridors to encourage people to enjoy the outdoors by bike, as well as attract visitors to their regions.
- Investment in cycling has contributed to our economy, with almost all projects showing positive benefit-cost ratios. Most economic benefits result from improved health of Queenslanders, reduced congestion and reduced parking and vehicle operating costs.
- Cycling supports local businesses. For example, cyclists often buy bicycle goods and services such as for bike maintenance within their community. Cyclists also regularly visit local cafés and other businesses during their rides.
- Cycling events provide a much-needed injection of funds to local economies. Cyclists and supporters attending large cycling events use local businesses and services, and often promote places to other people.
- The popularity of cycling as a holiday activity has also grown in recent years, opening up a new market. Cities and regions that invest in infrastructure and in a cycling culture that encourages cyclists to visit are reaping the rewards of increased spending on accommodation, food, tourism services and cycling goods and services.

## Queensland Mountain Bike Strategy 2018; Mountain Bike Australia, 2018

The Queensland Mountain Bike Strategy provides an understanding of the existing and projected demand for mountain bike trails, identify gaps, constraints and opportunities, and provide strategies to guide trail investment decisions.

Both Brisbane and Southern Queensland Country regions are identified as State Priority Regions through multi criteria analysis.

Recommendations by region:

### Brisbane

Regional Master Planning to identify a trail hierarchy, suitable parcels of land and trail models, land manager support, funding, a suitable management model and governance structure for mountain biking development in the Brisbane region. The plan should build on the work completed by LGAs, QPWS and SEQ Water to date, and should identify and prioritise opportunities through implementation of a detailed Multi Criteria Analysis. Three existing trail locations are identified in this region in the vicinity of Ipswich: Castle Hill Blackstone Reserve (13), Brassall Mihi Junction Reserve (14) and Hidden Vale Adventure Park (16).

### Southern Queensland Country

Regional Master Planning for the Southern Queensland Country Region. Development should be initially focused on existing mountain bike trail networks, which are either in their infancy or undergoing upgrades and rehabilitation. Developing these networks to their full potential will increase demand in the region. One existing trail location is identified in this region in the vicinity of Toowoomba: Toowoomba Jubilee Park (2).

## Developing Mountain Biking in Queensland: Regional Solutions; 2014

This proposal was developed through a collaboration between the State Wide MTB Regional Solution and Advocacy Working Group and the Qld MTB Forum, with advice and support from QPWS staff, local government authorities, Mountain Bike Australia, commercial service providers, event managers and other land managers.

The proposal includes an overarching vision for MTB in Queensland:

*“To contribute to vibrant and healthy Queensland communities through the development of a network of regional world-class mountain biking resources that enhance Queensland’s recreational, social, environmental and economic opportunities”*

Desired attributes of a successful MTB trail network include:

- Diversity of experience
- MTB skill-building opportunities
- Consistent, informative and correct signage and mapping
- Active support by the land manager
- Coordinated and clear plans that ensure management, promotion and trail care
- Purposeful planning, design and construction to meet user needs, engage the public and take best sustainable advantage of landscape features
- Resources to invest in ongoing trail review
- Support of the local community

This document outlines proposals for 6 regional mountain bike resources:

6. Nerang National Park – 70+ kilometres ride destination (Gold Coast Cycle Precinct)
7. Koala Coast, Daisy Hill Forest Reserve – ride centre
8. Walkabout Creek, D’Aguilar National Park – trail centre
9. Parklands Regional Park – Sunshine Coast – 50 kilometres singletrack trail network
10. Townsville and Region – trail centre
11. Tropical North Queensland – regional trail centre

The first four projects identified are all within a 1.5 hour drive of Brisbane, close to major population centres and known areas of demand, and seek to address the current lack of an extensive network of mountain bike trails in the South East Queensland area.

## Tourism

### Tourism and Events Queensland Strategic Plan 2018-22; TEQ, 2017

The 2018-2022 plan sets out TEQ’s strategic positioning, the way that we create unique value for the State’s tourism and events industry, particularly in growing overnight visitor expenditure (OVE) and market share for Queensland.



Strategic Priorities include:

Marketing the best address on earth

- Ensure Queensland is top of mind among high value travellers
- Deliver brand marketing and Queensland experiences that intercept and engage high value travellers resulting in conversion

Convert high value travellers from priority markets

- Leverage post Gold Coast 2018 Commonwealth Games (GC2018) conversion opportunities to maximise visitation to Queensland

Maximise the value of Queensland's events calendar

- Maintain an events calendar that is a high value sustainable asset for Queensland that drives superior returns against investment objectives
- Support Queensland destinations through the **Queensland Destination Events Program**
- Support the Queensland business events sector through the **Business Events Program**
- Event value optimisation to drive incremental event and tourism outcomes
- Ensure the value of event legacy benefits from the GC2018 are maximised

Deliver the Experience Framework

- Champion destination and experience development, and support industry to innovate and deliver quality, consumer-focused visitor experiences with a key emphasis on nature-based tourism and Indigenous tourism
- Strengthen Queensland's competitive advantage through the **Best of Queensland** experiences program
- Encourage and support industry and regional tourism organisations to deliver on the Queensland promise through innovating and delivering quality, consumer-led visitor experiences
- Optimise strategic partnerships
- Maximise strategic and commercial partnership opportunities with organisations that align with TEQ's conversion focus and drive growth in OVE to Queensland
- Work in partnership with the Department of Innovation, Tourism Industry Development and the Commonwealth Games to support delivery of innovation, tourism industry development, international education and **Global Tourism Hubs** activities

Advancing Tourism 2016–20; Department of Tourism, Major Events, Small Business and the Commonwealth Games, 2016

This document outlines the Queensland Government's plan to attract more visitors to the state.

Strategic priorities include:

### 1. Grow quality products, events and experiences

- Develop high quality, innovative products and experiences
  - Support the inclusion of premium experiences that attract high-yield visitors as part of new or existing tourism developments, such as integrated resort developments.
  - Facilitate the development of new products and experiences that meet the expectations of target markets.

- Develop new and refreshed ecotourism, nature-based and cultural heritage products and experiences
  - Encourage the development of Indigenous, cultural and heritage tourism products, events and experiences across the state.
- Attract and grow events in Queensland
  - Acquire, develop and promote events as visitor experiences to attract more visitors to Queensland.
  - Encourage targeted investment to strengthen event infrastructure across the state and build the capacity and capability to host large events in regional areas.

### 2. Invest in infrastructure and access

- Position Queensland as a leading destination for tourism infrastructure investment
  - Provide investment attraction and facilitation assistance, through the Tourism Investment Attraction Unit, to investors and Queensland.
  - Project proponents to deliver new and refreshed tourism infrastructure across the state, in partnership with local governments.
  - Invest in public infrastructure that benefits the broader visitor economy, including arts and cultural facilities and precincts of importance, visitor information facilities, protected areas visitor infrastructure and sporting infrastructure. Improve access to tourism transport and infrastructure.
  - Implement the Queensland Tourism and Transport Strategy—a holistic approach to the transport opportunities in Queensland—to provide an exceptional journey for every visitor from start to finish.
  - Investigate opportunities to leverage existing or planned public infrastructure facilities to support tourism outcomes.
  - Implement the \$10 million Transport and Tourism Connections program to improve transport and road access to established tourism attractions.
  - Support the 'drive tourism' market through delivery of a \$20 million funding package to provide new and upgraded road infrastructure, rest areas and tourism signage.

### 3. Build a skilled workforce and business capabilities

- Develop a tourism workforce plan
  - Prepare a tourism workforce plan with short-term and long-term priorities that focus on identified skills gaps.
- Develop the Indigenous workforce for the tourism industry
  - Support industry to grow Indigenous tourism workforce representation in all parts of the industry.
- Build the capabilities of tourism businesses
  - Encourage tourism businesses to apply for the Accelerate Small Business Grants program to help them achieve their growth aspirations.
  - Support new, existing and start-up tourism businesses in regional Queensland to access the Queensland Government's two year, \$100 million Back to Work regional employment package, when planning to expand their workforce.
  - Encourage new, existing and start-up tourism businesses to participate in small business programs to help them grow stronger and adapt their business model to meet changing market demand.

- Increase the digital capabilities and connectivity of tourism businesses
  - Support the industry in adopting innovative marketing practices and utilising new digital channels.
  - Encourage new, existing and start-up tourism businesses to acquire technologies and services that will increase their digital capabilities via funding programs such as the Small Business Digital Grants Program.

## Queensland Tourism and Transport Strategy 2016–2020; Queensland Government, 2016

This Strategy is a plan to improve access across Queensland and enhance the visitor experience to help grow the tourism industry.

A well-connected, multi-modal transport network supported by quality information systems is essential to making Queensland's wide variety of experiences accessible to visitors. It enables visitors to plan and explore Queensland with ease and encourages greater dispersal, in turn generating business and employment growth.

### Theme 1: Visitor information

Understanding the visitor, taking a new, interactive approach to providing tailored transport information.

Actions identified:

Work with tourism operators, transport operators and accommodation providers to increase the understanding of the value of accurate, multi-modal transport information through:

- promoting existing data feeds
- educating industry on their use.

Enhance promotion of existing drive tourism routes through:

- continued rollout of State Strategic Touring Routes signage upgrades
- coordinated marketing campaigns with touring route committees.

Promote cycling and walking tourism trails and events.

Improve information provision about active transport options for accessing destinations and events.

Improve visitor safety through easily accessible, multilingual information materials and videos about safety practices and requirements in Queensland.

Work with local governments to develop and implement a standardised approach to wayfinding for transport services and infrastructure that provides clear, accessible, useful and multilingual information to visitors.

### Theme 2: Transport services

Providing safe, accessible, affordable and integrated transport services that allow visitors to explore everything Queensland has to offer.

Improve access and destination infrastructure through initiatives such as:

- the Transport and Tourism Connections Program
- the Drive Tourism Support Package
- growing Tourism Infrastructure Program.

Support local governments and the tourism industry to develop drive tourism through:

- producing the Planner's Guide to Managing Caravanning, Camping and RVs
- updating the Guidelines on Good Practice for Caravan Parks and Relocatable Home Parks.

Undertake a desktop audit and engage with industry to identify connectivity issues to key tourism destinations, such as island resorts.

Improve driver safety and enhance the drive tourism experience by conducting research into:

- visitor-focused digital in-vehicle signage
- improved trip preparation tools.

Identify and implement opportunities to reform regulatory frameworks to enable innovative transport business opportunities, reduce unnecessary burden on visitors and businesses and create efficiencies in government.

### Theme 3: Ticketing and products

Developing innovative, user-friendly ticketing and transport products that maximise commercial opportunities, harness new technologies and meet visitor needs.

Continue to work with event organisers and transport operators to increase the integration of event and transport ticketing that is cost effective and easy to-use.

Work with tourism operators, attractions and accommodation providers to enhance and promote visitor-specific public transport ticketing.

Develop Queensland's active tourism offering through:

- undertaking research into the economic potential of cycling related tourism
- supporting the development of long distance multi-use recreational trails.

Support the development of new and enhanced drive tourism experiences as part of the continual improvement of the existing State Strategic Touring Route network.

### Theme 4: Planning and investment

Promoting the role of transport as an economic enabler, delivering long-term tourism growth.

Service delivery measures:

- overnight visitor expenditure generated by events within the portfolio
- direct and incremental spending generated by events within the portfolio
- visitors to Queensland generated by events within the portfolio
- direct visitor nights generated by events within the portfolio
- publicity and promotional value generated by activities
- value of collaborative support.

Efficient leverage of regional and strategic partnership investment:

- industry outcome measures
- economic impact and job creation
- total overnight visitor expenditure
- market share of Australian OVE (total, leisure and holiday visitors).

### Queensland Ecotourism Plan 2015–2020; Queensland Parks and Wildlife Service, Department of National Parks, Sport and Racing

Vision: Queensland is an internationally celebrated ecotourism destination, delivering world-class experiences that support the conservation of our special natural places and unique Indigenous and cultural heritage.

Five new strategic directions outline the action that is required:

1. Driving innovation in ecotourism experiences.
2. Showcasing the world renowned Great Barrier Reef.
3. Stimulating investment in new and refurbished ecotourism opportunities.
4. Expanding authentic Indigenous ecotourism experiences.
5. Promoting Queensland's world-class ecotourism experiences.

## 2. Regional planning policy, guidelines, guides

### Shaping SEQ South East Queensland Regional Plan 2017; Department of Infrastructure, Local Government and Planning, 2017

ShapingSEQ is the Queensland Government's plan to guide the future of the South East Queensland region, prepared in collaboration with the region's 12 local governments. The Strategy:

- defines a long-term vision for our region
- provides strategies to pursue the vision
- sets out actions to deliver the strategies
- commits governments and key stakeholders to see it through.

Relevant new initiatives include:

Initiative 6: Valuing and protecting our greatest assets – our regional landscapes and natural systems that sustain us – including regional biodiversity corridors.

Initiative 8: Prioritising public and active transport to move people around the region in a healthier, more efficient and sustainable way.

Initiative 12: Ensuring mutually supportive roles for both urban and rural areas, so they work together to allow our region to reach its full potential.

The Strategy identifies five goals:

Goal 1: Grow - Sustainably accommodating a growing population

Goal 2: Prosper - A globally competitive economic powerhouse

- Element 6: Tourism - SEQ is a world-class tourism destination providing domestic and international visitors with diverse and sophisticated tourism experiences.

Goal 3: Connect - Moving people, products and information efficiently

- Element 2: Active transport - Active transport is a favoured, practical option for a range of trips.

Goal 4: Sustain - Promoting ecological and social sustainability

- Element 1: Aboriginal and Torres Strait Islander peoples - Aboriginal and Torres Strait Islander peoples are engaged and their culture is respected and reflected in planning for the region.
- Element 2: Biodiversity - The regional biodiversity network is protected and enhanced to support the natural environment and contribute to a sustainable region.
- Element 4: Regional landscapes - Regional landscape values and functions are sustainably managed and provide social, environmental, cultural and economic benefits to the region.
- Element 7: Health and wellbeing - Communities are designed and supported by social infrastructure and natural assets to provide healthy, liveable places that promote mental and physical wellbeing.
- Element 8: Fairness - Communities are places where people can access transport, education, jobs, services, green space, and family and friends in a way that is fair and equitable to all.
- Element 9: Climate change - The effects of climate change are managed to optimise safety and resilience for communities and the natural environment.
- Element 10: Safety - Communities are designed and equipped to be safe, hazard-resilient places.



## Goal 5: Live - Living in better designed communities

- Element 3: Inspiration from local character - The communities of SEQ demonstrate a strong respect for their heritage, distinct context and local character.
- Element 4: Working with natural systems - The liveability and sustainability of SEQ's urban environments are enhanced by incorporating urban greening networks.
- Element 5: Creating legible and connected streets and spaces - An integrated network of streets and spaces creates connectivity and supports economically vibrant communities.
- Element 6: Embedding opportunities for adaptation and change - Buildings, streets and spaces have inbuilt flexibility and adaptability to accommodate new uses and users in the long-term.
- Element 7: The power of place-making - Great place-making in SEQ creates and improves urban places and rural towns that successfully reinforce local and regional identity and create social and economic dividends for our communities.

For the Western Subregion Outcomes include:

Outcome 2: The intent to deliver new and more complete communities that are well-planned and serviced will be achieved in areas including Fernvale.

Outcome 5: Development in rural towns, including Esk, .... Toogoolawah, Lowood, ...will occur in a sustainable manner to ensure community resilience and the needs of local communities are met.

Outcome 6: The intent to be a globally competitive region, and an attractive destination for investment and high-value economic activities, will be accelerated by identifying, protecting and growing economic opportunities and synergies within and between Regional Economic Clusters (RECs).

This emerging REC has the potential to develop into a major economic hub featuring a diverse mix of economic activities. Clustering around the Ipswich regional activity centre includes priority sectors of commercial and professional services, health and tertiary education complemented by a retail and civic heart.

Towards the west, there is an emerging industrial corridor anchored by clustering of transport and logistics, and manufacturing (aviation and defence) priority sectors around the Royal Australian Air Force (RAAF) Base Amberley and the Amberley Aerospace and Defence Support Centre.

Opportunities exist for greater intensification and consolidation of activities within this REC. Close proximity to major transport infrastructure provides long-term opportunities for a transport and logistics hub associated with the future Melbourne to Brisbane Inland Rail line.

Delivery of high-frequency public transport connections, and the on-going growth and development of the Ipswich CBD to support high order professional services, will strengthen economic activity in this cluster.

## Tourism

### Brisbane Visitor Economy Strategy: A Destination Tourism Plan for Brisbane 2014-2020

Vision: "By 2020 Brisbane will be recognised as a serious player in Asia Pacific. It will be Australia's most welcoming, spirited and energised subtropical capital city, offering world-class major events, coastal, island and countryside experiences".

Positioning: We will gain renown and a global reputation as a tourism destination that is:

- a rising new world city in Asia Pacific offering a compelling and inclusive blend of quality of life, lifestyle and culture
- friendly, safe, engaging and accessible
- a fascinating and accessible mix of river's edge, urban precincts, bayside villages, islands, urban bushland, hinterland environs and expansive inland waterways and fertile countryside
- an innovative leader in tourism experiences and high-quality service delivery
- a gateway to Australia's natural advantages in terms of its natural assets.

Pathways and priorities include:

1. Support investment in major infrastructure projects across the region to increase average length of stay.
3. Promote the development of products and precincts that embrace the region's outdoor and active lifestyle including rooftop bars, cultural programs and deliver a 24 hour city and outdoor event spaces.
9. Increase investment by partners in promoting the region as an ideal location for leisure visitors and international students through targeted marketing programs.
10. Targeted international promotion, leveraging existing investments by the airport, local government, TEQ and Tourism Australia to increase the average length of stay of identified international markets.
11. Identify gaps in the regional transport and telecommunications infrastructure to support day touring and drive trails. Invest in way-finding and digital infrastructure to build intra-region connectivity.
12. Encourage the development of new and improved products and experiences to showcase the region's natural attributes and increase the accessibility of natural areas including helicopter and marine tours, new island and hinterland accommodation

#### City-Region Positioning

The CBD is positioned at the heart of the Greater Brisbane region and South East Queensland as a whole. It performs a natural role as hub and pre-eminent service centre and the airport as the state's principal interstate and international gateway.

The city and the surrounding region benefit from a mutually advantageous relationship in terms of complementary experiences and demand generation. Development and successful application of signature local experiences within the overall Brisbane framework will help draw out distinctive visitor experiences which add value for the region as a whole.

## Target Markets for Regional Brisbane (includes much of the BVRT)

### Primary:

- Brisbane residents
- 400 kilometres drive market (regional Qld/NSW)
- Visiting friends and relatives
- event visitors (primarily Brisbane and regional Qld).

### Secondary:

- interstate visitors (fly-drive/ long-haul drive)
- international FIT landing in Brisbane (including Asian markets)
- international students
- participation sports and events
- niche: outdoor adventure, recreation and nature-based activities, arts and cultural experiences
- group touring (seniors, international, etc)
- youth (international and domestic).

### Regional priorities include:

- 1 Build on strong economic foundations.

### Catalyst projects:

3. Promote the development of products and precincts that embrace the region's outdoor and active lifestyle.

### Somerset

- increase the spend of every visitor to the region
- attract more overnight visitors from Brisbane through effective promotion of activities and events to increase the region's share of overnight trips taken from Brisbane supporting a broader range of accommodation options.

- 2 Leverage the destination advantage.

### Catalyst projects:

6. Grow and attract significant leisure events to create a more compelling, year-round events calendar.

7. Develop improved visitor wayfinding, to build and improve connectivity, accessibility and ease of orientation for visitors.

### Somerset

- encourage every member of the community to be an ambassador for the region, and share places and products that encourage visitors to spend more (time and money).

- 3 Embrace Brisbane's natural advantage

### Catalyst projects:

8. Develop a clear marketing proposition for target markets, including international, and implement via a destination marketing plan.

9. Increase investment by partners in promoting the region as an ideal location for leisure visitors and international students through targeted marketing programs.

11. Identify gaps in the regional transport and telecommunications infrastructure to support day touring and drive trails. Invest in

wayfinding and digital infrastructure to build intra-region connectivity.

12. Encourage the development of new and improved products and experiences to showcase the region's natural attributes and increase the accessibility of natural areas including helicopter and marine tours, new island and hinterland accommodation.

### Somerset

- focus on the region's natural assets of the lakes, the waterways and the uncrowded spaces
- build an energised, enterprising and self-assured tourism sector working to a clear brand and set of hero experiences that generates more publicity and marketing value
- deliver a better-quality range of facilities and level of service to encourage visitors to spend more and return.

## Southern Queensland Country Destination Tourism Plan 2014-2020

The towns of Yarraman and Blackbutt at the northern end of the BVRT are located within Southern Queensland country.

Vision: *"By 2020 Southern Queensland Country will be recognised as Queensland's premier country getaway destination known for its distinct seasons and regional flavours; where you can breathe deep and enjoy a taste of life in the country".*

### The region's strengths are identified as:

- significant potential to build on the assets associated with the hero experience themes –growing market demand for experiential products and learning experiences
- range of events – opportunity to use events to promote the hero experiences
- growing interest in niche sectors that fit with SQC – adventure nature-based tourism (e.g. mountain biking), agri-tourism, culinary tourism, night sky tourism
- high level of interest in developing new historic rail product
- proximity to the Brisbane market
- current global 'slow' movement trend offers the region potential to build on the brand promise – e.g. food that is produced or prepared in accordance with local culinary traditions; travelling slowly and immersion in the locale
- drive tours/highway routes – the potential to develop engaging experiences for various lengths of stop-overs
- potential for value add products for sporting and business event tourism.

### Identified weaknesses include:

- no major 'wow' attraction
- limited attractions for the international market
- linkages between trail systems
- insufficient local awareness of attractions and the importance of tourism to the local economy
- insufficient packaging – need for increased understanding on building experiences.

### Strategies for growth include:

Strengthen nature-based tourism activities and develop iconic experiences associated with the region's natural beauty.

- 1.14 Assess the scope for profiling the long distance trails that run through the region, including the Bicentennial National Trail and the BVRT.

1.16 Work with local organisations to assess the potential to grow horse-related tourism through the trail network. The Brisbane Valley Rail Trail, the Bicentennial National Trail and the stock routes offer opportunity to further develop recreational and commercial horse riding, competitions and events where overnight stays can be generated.

Strengthen the visitor experiences associated with the region's history and heritage and raise the profile of Indigenous experiences.

2.2 Explore opportunities to develop strong regional heritage themes.

Create and deliver a balanced portfolio of events that showcase the region's hero experience themes and celebrate unique attributes of local communities.

2.5 Encourage all event organisers to list tourism events on the Australian Tourism Data Warehouse.

2.7 Regard events as showcase moments.

2.8 Use events to further highlight the four seasons.

Commit to continuously improve the quality of the experience we provide to our visitors.

3.1 Focus on promoting quality and great service as critical success factors in the growth of tourism. Encourage participation in relevant accreditation programmes.

3.3 Explore opportunities to measure visitor satisfaction within the destination.

3.6 Maintain a strong 'sense of place'.

Identify emerging opportunities to target new markets and develop innovative packages that will stimulate new demand.

4.3 Work with neighbouring RTO Brisbane Marketing to identify partnership marketing opportunities that will contribute to the dispersal of visitors within Queensland and to extending lengths of stay.

Expand the knowledge base of the industry and build its capacity to deliver hero experiences.

5.1 Support the role of SQCT as the peak regional tourism organisation through working effectively with it as marketing partners.

5.3 Encourage a greater level of uptake on SQCT professional development opportunities.

5.5 Develop an in-depth understanding of the region's unique attributes, key stories and visitor experiences.

Build a strong understanding of the value of the tourism industry among Regional Councils, the business community and local residents.

5.7 Continue to repackage TEQ data on the value of tourism and present to Regional Councils and the wider community.

5.9 Encourage alignment in approaches to developing and promoting tourism.

5.10 Ensure that local and sub-regional tourism strategies are in alignment with the regional strategy.

5.12 Identify new approaches to moving forward with strategic tourism priorities (e.g. alignment with the Queensland Drive Strategy).

5.13 Support local initiatives to develop tourism ambassador programmes.

Continue to pursue opportunities to improve access to and within the region, and overall connectivity, including digital connectivity.

## Southern Queensland Country 'Hero Experiences'

The Vision: "By 2020 Southern Queensland Country will be recognised as Queensland's premier country getaway destination known for its distinct seasons and regional flavours; where you can breathe deep and enjoy a taste of life in the country"

'Hero Experiences' are defined as "those world class iconic experiences that:

- provide a destination with a real competitive advantage over other destinations
- focus on what is truly unique or memorable or engaging about a destination
- meet the needs of identified target markets".

Suggested 'Hero Experience' themes identified include Natural Beauty, History and Heritage, Four Seasons and Authentic Country Life.

## Active transport and recreational trails

### Active Trails—A Strategy for Regional Trails in South East Queensland (SEQRTS); Queensland Outdoor Recreation Inc, January 2007

The scope of the SEQRTS focused on:

- recreational trail planning and management across urban, rural production landscapes and natural landscapes
- a broad range of trails-related recreational activities
- the benefits to outdoor recreation participants (rather than commercial enterprises and tourists)
- identifying regionally significant recreation trails
- long-term institutional arrangements for planning, developing and managing a regional network of existing and future trails
- identification of possible trail alignments external to protected areas (such as national parks and conservation parks) and potential trails on publicly accessible land, not private land.

The SEQRTS defines a recreational trail as 'any clearly defined track, trail, corridor, route or path, which can be used by persons with the appropriate knowledge, fitness and skills held or rapidly attainable by most people.'

The SEQRTS identified a number of potential new regional and district trails with the region, offering recreational trail opportunities for walkers, cyclists mountain bikers, horse trail riders and canoeists.

Several trails were identified at the time as having the potential to be regionally significant. These trails are:



- Brisbane Valley Rail Trail
- South East Queensland Coastal Recreational Cycleway (Bribie Island to NSW)
- Boonah to Ipswich Multi-User Recreation Trail
- North Coast Mountain Bike Touring Trail
- Caboolture Multi-User Trail Network
- Maroochy River Canoe Trail
- Gormans Gap Track and Bicentennial National Trail Circuits
- Tamborine Tracks and Pathways Network
- Brisbane City to Fernvale Recreation Trail.

In developing new recreation trails the SEQRTS recommends considering opportunities that include:

- linking existing trail systems across administrative boundaries
- higher connectivity within existing local and district networks
- use of non-motorised commuting facilities and networks
- making multiple links with public transport
- linking existing and proposed horse trails with the Bicentennial National Trail
- using disused rail corridors to link existing and proposed trails and open spaces
- the availability of land under 'developer's contributions'
- using stock routes and unformed roads
- focusing on strong connections with towns in rural areas
- linking to rural and regional tourism businesses
- landscape and cultural heritage
- multiple use of infrastructure corridors.

### South East Queensland Outdoor Recreation Strategy 2010; Queensland Government, October 2010

This strategy focused on priority actions that recognise that 'people need the right sorts of places to participate in their preferred outdoor recreation activities'. The eight priority actions included:

1. develop an implementation plan to guide planning, development and management of outdoor recreation activities, place and infrastructure
2. coordinate outdoor recreation policy, development and management through Queensland's planning system
3. develop and implement mechanisms to protect and manage multi-tenure areas for outdoor recreation
4. prioritise outdoor recreation opportunities and community greenspace in management plans for state lands.
5. in conjunction with the Queensland Greenspace Strategy (2011-2020) develop options to assist private landholders to provide outdoor recreation opportunities
6. in conjunction with the Queensland Greenspace Strategy develop a public recreation land register and map the regional community greenspace network
7. manage a program of projects which foster community involvement in planning, developing, managing and monitoring outdoor recreation places and activities such as the Brisbane Valley Rail Trail Ambassadors
8. develop a system for consistent naming of outdoor recreation activities and describing the places needed for each activity.

## 3. Local government planning policy, guidelines, guides

### City of Ipswich

#### Open Space and Recreation Strategy; City of Ipswich, 2014

The Plan contains a Strategic Trails Network Plan and identifies opportunities for potential sustainable nature based recreation within the Open Space Network.

Specific sites of interest located in proximity to the BVRT include:

- BVRT/Brassall Bikeway Trailhead at Wulkuraka
- trail site at Haig Street Quarry Bushland Reserve
- trail site at Pine Mountain Bridle Trail
- nature-based recreation at Kholo Gardens and adjacent reserves
- future trail connections between Kholo and BVRT
- mid Brisbane River Canoe Trail

The City's top 10 sport, recreation and physical activities participated in by residents include: walking/jogging/running (1), cycling (3), bushwalking (9) and nature-based recreation (10).

#### Advance Ipswich 2015; City of Ipswich, 2015

Advance Ipswich builds on the programs and strategies in the previous i2020 and i2031 Community Plans and provides a renewed and contemporary focus for the future of the city. The Plan responds to the current and future changes in the city and the related opportunities and challenges.

Key actions include:

Goal 1 Use the competitive advantages of the Ipswich economy to provide jobs for the growing population and prosperity for the city through business diversification, adapting and responding to technological advances and creating an attractive economic environment for business investment.

3.6 Ensure the Ipswich City Centre is well served with appropriate infrastructure, including digital infrastructure, transport, parklands and public spaces.

6.4 Support tourism opportunities based on heritage assets, events, motor and adventure sports, eco-tourism and nature-based recreation, rural areas and farm-based tourism.

Goal 2 Plan and develop a vibrant and sustainable city that accommodates the needs of a diverse and growing population and economy.

3.1 Develop and implement an integrated transport plan that provides a platform for enabling sustainable travel choices through the city being well connected for business, freight and visitors; a convenient and competitive public transport system; and more compact and mixed land uses to reduce trip lengths and make public transport, walking and cycling more viable.

4.1 Places of cultural heritage significance are identified, protected and used appropriately.

5.1 Implement an integrated open space plan that provides

land and facilities to meet the community's active and passive recreation and leisure needs.

5.1 Implement a Community Events program across the city that includes community and family activities.

## Tourism Strategy 2012–2016; City of Ipswich, 2012

This Strategy provides the framework for tourism planning, marketing and development of the tourism industry in Ipswich.

SWOT analysis identified the following strengths and opportunities:

- nationally recognised local attractions
- local events and festivals
- proximity to major population base (Brisbane and Gold Coast)
- ongoing growth in the day visitor market/converting domestic day visitors to overnight visitors through packaging of tourism experiences.

The City's prime tourist market is identified as 'Connectors' who are looking for experiences such as daytrips, rest and relax, go to the markets, visit a natural attraction, explore the countryside, sightsee, experience casual dining, go to cafés and visit waterfalls, gorges or secluded water holes. Somewhere they can also explore the countryside, watch wildlife in its natural habitat, relax by spending time in a local café/plaza.

New and developing markets include event tourism (sporting, cultural and business) that attract a wide range of visitors and provide opportunities to contribute substantially to a destination's range of tourist attractions, facilitate media coverage for the destination and promote awareness of the destination for future visitation.

## Destination Marketing, Management and Events Plan 2019–2023; City of Ipswich

The tourism economy is an increasingly significant industry cluster for the City of Ipswich.

The Ipswich proposition highlights experiences in the areas of:

- tangible history
- challenge based adventure
- nature-based recreation
- distinctive spectator and participation events
- food encounters.

Priority actions include:

1. Implement a proactive destination publicity plan to increase awareness of destination Ipswich and its hero experiences amongst the identified target audiences.

## Ipswich Sport and Recreation Strategy 2015–2020; City of Ipswich, 2015

Whilst this Strategy acknowledges that its focus is not necessarily on recreational trail activities it contains a number of broadly relevant actions:

### Priority Area 1 Facilities

11. Develop a Citywide Walk/Cycle Plan that identifies strategic routes and destinations across the city.

12. Develop a Mountain Biking Strategy to identify sites and trails suitable for mountain biking activities.

### Priority Area 3 Sport Recreation and Physical Activity Programs

2. Explore opportunities to promote non-mainstream sports to increase their profile and accessibility to the community.

6. Build community partnerships to encourage the development of free walking and running programs.

8. Activate and build community awareness of new and existing urban trails located across Ipswich through physical activity programs.

9. Continue to work with identified networks and support organisations to develop specific and targeted physical activity and healthy lifestyle programs that are culturally relevant, gender specific and all abilities inclusive.

### Priority Area 4 Sports Tourism

1. Actively pursue strategic partnerships to deliver large scale, physically active community events which showcase Ipswich, bring visitors to the City.

2. Expand the Sport Event Sponsorship program to include events and activities promoting physical activity and nature-based recreation, including adventure races and fun runs.

1. Pursue identified eco-tourism opportunities specifically related to sports tourism.

3. Encourage commercial activity in open space to generate interest and activity, whilst providing a supporting service to open space (eg bike hire, canoe hire services).

### Priority Area 5 Technology and Innovation

1. Identify and deliver new programs encouraging physical activity, sport and recreation through integration with health and fitness technologies.

4. Explore the opportunity to install signage on tracks and trails which link in and promote GPS mapping applications, as a means to enhance the community's experience while participating in physical activity.

## Toowoomba Regional Council

### Toowoomba Open Space Strategy; Toowoomba Regional Council, 2016

The Open Space Strategy defines the role of open space across the region and outlines Council's policy in relation to open space. The Strategy details a new vision to deliver a range of open spaces across the region, striking a balance between growth, accessibility, management and protection, and acknowledging the social, cultural, environmental and heritage values of these areas.

Key goals/objectives of the Strategy seek to:

- optimise the benefit that can be gained from each open space,

and promote variety and diversity across the network as a whole

- provide attractive environments to live and play; integrate existing vegetation and preserve landscape features
- provide a network that supports and promotes increased participation and use of open space
- provide accessible, high quality environments, improving connectivity and promoting active transport and linking open spaces
- preserve cultural and social heritage
- deliver a network that values, respects, enhances and maintains diverse cultural and natural environments
- build capacity to absorb and adapt to growth, densification and climate change
- provide for economic opportunity by supporting property values and catering to events and tourism oriented outcomes
- make efficient use of available resources whilst maintaining quality of provision.

Open Space Function: Connectivity

Goal 4: A well connected accessible network of open space across the region that builds social capital.

Provide an accessible and well-connected open space network

- develop a Trails Strategy that creates a network for walking, cycling and horse riding across the region and integrates with neighbouring council trail networks
- identify and map existing trail networks across the region and within neighbouring council areas where they provide opportunity for continuation of trails
- develop a desired standard of service for trail typologies and identify opportunity for shared amenities with existing open space locations
- address gaps in the trail network by developing an implementation and upgrade program
- publish a guide to the trail network
- develop a regional way finding strategy that integrates with the trail and pathway networks to promote access to open space.

Provide a signage plan as part of the wayfinding strategy to deliver an integrated region wide plan

- develop an asset management plan for the replacement of existing signage as required
- develop an integrated open space network that extends the role of open space providing an accessible network that supports an active community.
- work collaboratively with other infrastructure delivery and planning branches to develop a whole of council approach to connectivity—integrate the public transport network, active transport network (cycle-ways and pedestrian pathways), open space, indoor sports, community facilities, town centres and the general public realm.

Provide inclusive open space with a network that supports the provision of accessible parks for all and green relief for urban densities

- deliver an open space network that encourages community interaction through connected, accessible and inclusive design to reduce instances of isolation within the community and build social capital.

Open Space Function: Heritage Preservation

Goal 5: Identify, retain and integrate elements of cultural and social heritage.

Enhance and protect the cultural and social heritage of the region

- identify and map known cultural heritage sites across the region to protect existing elements on public land, identify opportunity for acquisition of public land and integrate with the development of a trail strategy.

Goal 8: An open space network that stimulates economic growth

Develop open space that has the capacity to support a diverse range of economic opportunities

- explore the range of complementary industries that may be accommodated within open space and the correlation with development of a trail network, sports plan, environmental retention.

## Toowoomba Tourism and Events Strategy; Toowoomba Regional Council, 2016

The Vision: “By 2020 Toowoomba will be recognised as Australia’s high country ‘city’ known for its four seasons, thriving community and regional flavours; where our locals will help you to breathe deep, connect with nature and enjoy our active and outdoor lifestyle.”

This vision and hero experience themes provided the framework for establishing goals and strategic direction. The goals are to:

2. focus on developing new experiences, and strengthening existing hero experiences, as a means of attracting new visitors and encouraging increased expenditure
3. grow overnight visitor expenditure by \$41.8 million by 2020.
4. build a strong and unified industry that works collaboratively to achieve sustainable growth
5. continue to use tourism as a means of strengthening the region’s commitment to safeguarding and celebrating its cultural and natural heritage assets
6. develop iconic tourism trails throughout the region.

Strategic priorities:

- offering iconic experiences
- preserve our nature and culture
- deliver quality, great service and innovation
- targeting a balanced portfolio of markets
- build strong partnerships
- grow investment and access.

### 3.1.6 Nature-based market

Strategies for growth:

1. Offering iconic experiences

Strengthen nature-based tourism activities and develop iconic experiences associated with Toowoomba region’s natural beauty.

Action 1.10 Work with local organisations to assess the potential to promote horse-related tourism through the trail network. The Brisbane Valley Rail Trail, the Bicentennial National Trail and the stock routes offer opportunity to further develop recreational and commercial horse riding, competitions and events where overnight stays can be generated.



Action 1.11 Leverage the work of SQCT (Southern Queensland Country Tourism) in New Zealand and actively promote the region's events and sporting events as a reason to visit.

Action 1.12 Assess the scope for profiling the long distance trails that run through the region, including the Bicentennial National Trail and the Brisbane Valley Rail Trail.

Action 1.14 Assess opportunities to further develop and promote mountain biking. The region has examples of good mountain biking trails, but lacks an overall approach to developing mountain biking as a niche sector.

Action 1.18 Work with the NPRSR (Department of National Parks, Sport and Racing) and other agencies to support the development of appropriate activities and facilities under the Ecotourism Facilities on National Parks Implementation Framework in all National Parks and State Forests within SQC (Southern Queensland Country).

Action 1.19 Developing an emphasis on cycling and mountain biking creates potential entrepreneurial opportunities for rental and support services:

- accommodation providers will need to be encouraged to provide bike friendly features, particularly secure storage, and promote the availability of such facilities
- opportunities to further develop organised cycle trekking tours.

Action 1.20 Focus on developing engaging nature based experiences in specific National Parks and elevating the profile of these Parks – namely Crows Nest National Park, and Ravensbourne National Park.

## 2. Preserve our nature and culture

Strengthen the visitor experiences associated with the region's history and heritage and raise the profile of Indigenous experiences.

Action 2.1 Explore opportunities to develop strong regional heritage themes that can tie regional heritage product together and increase visibility of individual attractions. The region has a number of important historic sites and buildings and cultural attractions, but individually each is facing challenges – particularly those in rural locations.

Action 2.4 Elevate Indigenous stories and work toward creating new Indigenous commercial opportunities that can be integrated into mainstream tourism.

Action 3.3 Work with industry, SQCT, TEQ and local partners to design and prepare a Local Visitor Guide that aligns with the SQC Visitors Guide and provides quality local maps and itineraries.

### Toowoomba Region Trails Network Strategy; Toowoomba Regional Council, 2016

The Strategy provides a clear and comprehensive plan for the establishment of an integrated network of trails that promotes the use and values of quality and connected infrastructure.

The Strategy identifies a series of key trail activity areas including at Yarraman/BVRT's northern trailhead.

Key relevant actions include:

A1.7 Maximise connectivity with (and awareness of) the Bicentennial National Trail and optimise integration into the region's trail network.

A1.8 Maximise connectivity with (and awareness of) the Brisbane Valley Rail Trail and optimise integration into the region's trail network.

A15.1 Upgrade town's visitor information sign at the Errol Munt Sports Reserve to promote location of the BVRT trailhead and facilities associated with the Yarraman Weir Walk and Station Park.

A15.2 Clearly identify the BVRT trailhead through new signage.

A15.3 Additional signage at the Heritage Centre to promote location of the BVRT trailhead and facilities associated with the Yarraman Weir Walk and Station Park.

B3.5 Longer term, undertake feasibility studies to establish the viability of extending the Toowoomba Escarpment Trail further to north (Lake Cressbrook area to Yarraman/Benarkin) and further to the south (Cambooya area to Cunningham's Gap).

B8.1 Implement the core components of the Yarraman Heritage Trail Park Master Plan to deliver essential trail infrastructure such as signage, car parking, toilet amenities and stock yards to service walkers, cyclists and horse riders.

B8.2 Develop an in-town heritage walk (Yarraman).

E1.1 Support and develop trail related special events such as mountain bike racing, trail rides, walks, orienteering, regaining and other appropriate activities.

### Regional Strategic Sport and Recreation Plan; Toowoomba Regional Council, 2010

The focus of this Plan was to:

“assess current and future usage patterns and identify opportunities for sport and recreation facility, programs and services development...provide a balanced response to the demands of existing and future community needs”.

Recommendation no.19 – Continue to budget for and action the key recommendations contained within the Crows Nest and Rosalie Trails Master Plans (and key trails noted within other existing Plans). Also develop a Regional Trails Master Plan to guide networks across the Region.

### Somerset Regional Council

#### Somerset Futures 2010-2020; Somerset Regional Council, 2010

This plan represents the community's vision for the region. Vision: “Where lifestyle is the destination”.

Potential future challenges for Somerset include:

- preserving the rural character and lifestyle
- creating economic vibrancy through growth and diversity
- protecting and enhancing the natural environment, and
- providing adequate community services and infrastructure.

## Natural Somerset

A place where the natural environment and rural lifestyle are valued and protected

- promote the region as a place where the community and visitors can recreate and connect with nature
- advocate for increased use of recreational opportunities around public access to the natural environment
- promote Somerset as a destination where the natural environment is valued and protected
- promote Somerset as a tourist and ecotourist destination
- maintain a productive relationship with SEQ Water and other state and federal government agencies which influence and support the region's future development
- promote Somerset as a leader in balancing development with protection of environment and identity.

## Vibrant Somerset

An integrated and welcoming place with something for everyone

- develop the region's opportunities for sport, recreation and cultural activities
- promote the availability and use of public spaces and infrastructure for passive recreation
- support wellbeing initiatives and the infrastructure to enable the community to maintain an active and healthy lifestyle
- promote the region as a friendly and safe place to live, work and play for people of all ages and cultures
- support and promote programs, activities and events that build community and foster linkages across the region.

## Somerset Tourism Visitor Guide 2017; Somerset Regional Council, 2016

The guide provides useful visitor information encompassing the whole Shire, and focuses on its key attractions and points of difference, namely:

- Lakes Somerset, Wivenhoe and Atkinson
- Brisbane Valley Rail Trail (and other recreational trails)
- outdoor adventure opportunities
- heritage features
- townships
- nature and wildlife
- boating and fishing opportunities
- accommodation, caravan and camping facilities
- arts and culture
- markets and events
- food/flavours.

## Appendix 2 About the region

The BVRT traverses 161 kilometres from the heart of the South East Queensland (SEQ) region through to its north western limits. The northern most end of the trail extends into Southern Queensland Country, via a short section that passes through Blackbutt.

The close location of the BVRT to Brisbane City allows relatively easy access via a forty five minute drive to the beginning of the trail in Ipswich. Brisbanes close proximity of such a unique and iconic rail trail provides amazing recreational opportunities for the city.

South East Queensland (SEQ) is Australia's third-largest capital city region by population and is home to around 3.5 million people, approximately 71 per cent of Queensland's total population. The region is one of Australia's most desirable and fastest growing regions with an average annual population growth rate of 2.2 per cent (past ten years).

Covering 22,900 km<sup>2</sup>, the SEQ region encompasses 12 local government areas including Brisbane, Ipswich, Scenic Rim, Lockyer Valley, Toowoomba (urban extent), Somerset, Noosa, Sunshine Coast, Moreton Bay, Logan, Redland, and Gold Coast.

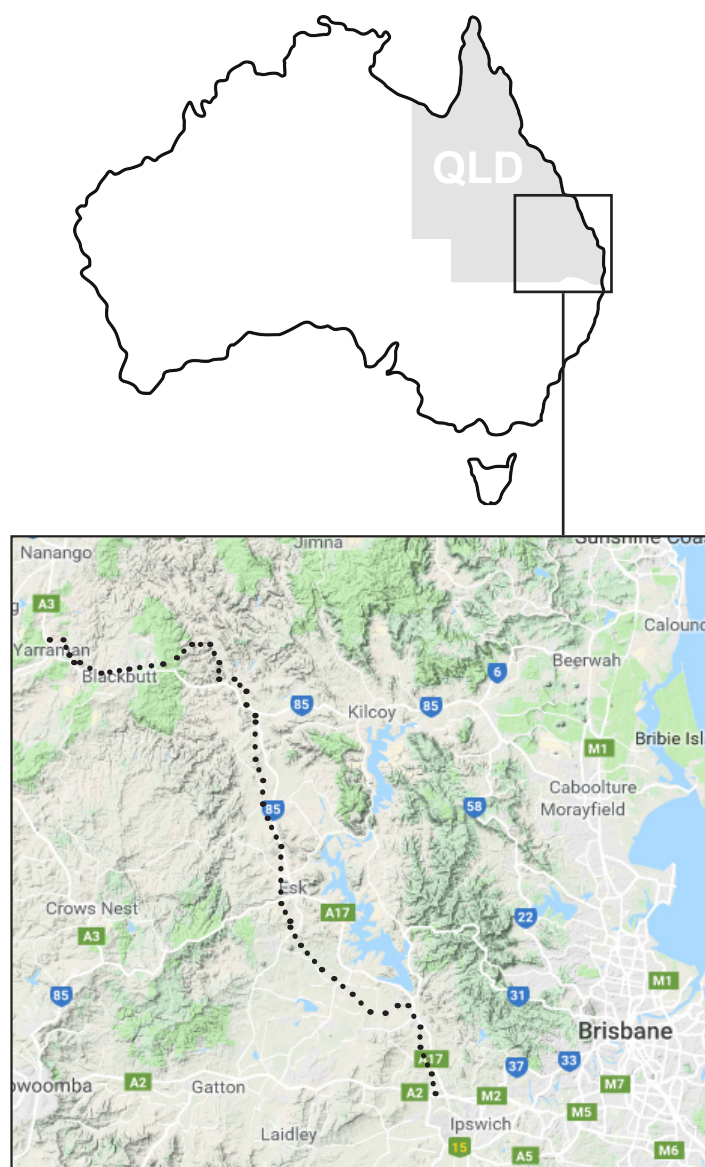
The region offers various lifestyle options, diverse economies and healthy natural environments. The tourism industry provides significant economic benefit to the region, generating approximately \$14 billion in SEQ per annum.

Source: © State of Queensland (Department of Infrastructure, Local Government and Planning), ShapingSEQ: South East Queensland Regional Plan, 2017, pg. 18–19, is licensed under CC BY 4.0.

This section details some of the key recreation destinations and features of the region in and around the Brisbane Valley and the BVRT.

The first part considers recreation destinations within ten kilometres of the BVRT, that are relatively accessible from the rail trail, and could feasibly be reached within a day's walk, cycle or horse ride (return journey).

The second part of this section goes on to consider recreation destinations, concepts and development proposals further afield, primarily within the SEQ region.









## Recreation destinations/facilities

Key recreation destinations/facilities within 10 kilometres of the BVRT:

### 01 Yarraman State Forest and Town Trails Network

- Yarraman Weir Walk
- Progress Association walks.

### 02 Pidna National Park

- no designated walk/cycle/horse trails or formal visitor infrastructure
- walking and cycling along powerline easement and roads.

### 03 Bicentennial National Trail (BNT)

- ‘Australia’s premier long distance, multi-use recreational trekking route, stretching 5,330 kilometres from Cooktown in tropical far north Queensland to Healesville in Victoria’.
- follows the foothills of the Great Dividing Range and the Eastern Escarpment
- originally conceived as a route for the long distance horse trekker but is now used by cyclists and walkers as well.

### 04 Benarkin State Forest

- no designated walk/cycle/horse trails
- Visitor infrastructure includes Benarkin day use area, Clancy’s camping area, Emu Creek camping and day use areas
- BNT passes through this area.

### 05 Deer Reserve State Forest

- currently limited visitor access
- no designated walk/cycle/horse trails
- restricted access to some 4WD clubs.

### 06 Esk National Park

- recreation uses include nature appreciation, informal bush walking and bird watching
- no designated walk/cycle/horse trails.

### 07 Lake Wivenhoe

- Wivenhoe Hill; walking, mountain bike, horse riding multi use trails Hammon Cove Day Use Area: boat ramp
- O’Shea’s Crossing Day Use Area; paddle craft access
- Logan’s Inlet Day Use Area; camping, boat ramp
- Cormorant Bay Day Use Area, walking trail
- Spillway Common; paddle craft access.

### 08 Pine Mountain/Kholo

- proposal for 10 kilometres of new trail development at Kholo Gardens, Hillview Drive Reserve, Kholo Bridge Reserve and Kholo Park
- canoe/kayak on the Brisbane River (river access at Borallan)—Mid Brisbane River Canoe Trail.

### 09 Wulkuraka - Brassall Rail Trail

- three kilometres—Brassall to north Ipswich.

### 10 Castle Hill Blackstone Reserve

- 13 kilometres of mountain bike trails.

Key recreation destinations/facilities within 10-20 kilometres of the BVRT:

### 11 Lake Somerset

- no designated walk/cycle/horse trails
- Somerset Park Day Use Area; picnic, BBQ, playground, boat ramp, camping, shelter, toilet
- The Spit; picnic, BBQ, playground, boat ramp, fishing, swimming, shelter, toilet, shower
- Kirkleagh; boat ramp, BBQ, toilet, shelter
- Lake Somerset holiday park; picnic, BBQ, boat ramp, fishing, swimming, camping, shelter.

### 12 Mt Mee State Forest

- Mt Mee Forest Trail; walking, horse riding, camping areas.

### 13 Lake Cressbrook / Cressbrook Dam

- Lake Cressbrook Walking Trail
- boating, rowing, fishing, bush walking, sailing, camping, picnicking, kayaking and canoeing.

### 14 Deongwar State Forest

- no known designated walk/cycle/horse trails although walking, mountain biking, horse riding and 4WD known to occur here.

### 15 Ravensbourne National Park

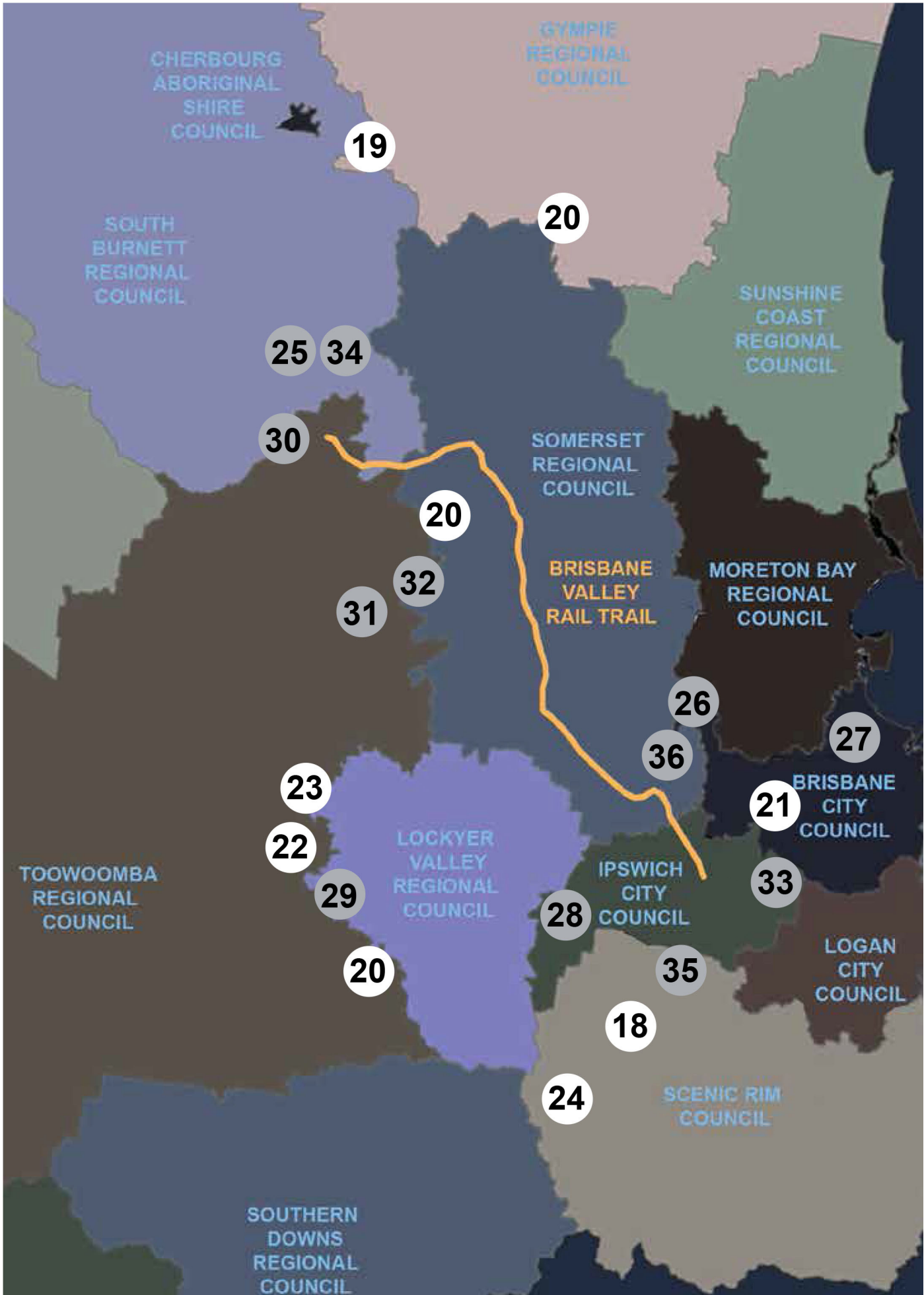
- Day Use Area; toilets, picnic, BBQ, shelter
- designated walking trails.

### 16 Lockyer National Park

- no visitor facilities or designated walking tracks
- promoted for remote area bushwalking, 4WD and motorbike touring.

### 17 D’Aguilar National Park

- designated walk/cycle/horse trails
- Day Use Areas; Lake Manchester, Boombana, White Cedar closest to BVRT including toilets, shelter, BBQ, picnic, camping, shelter.





## Recreation destinations/facilities

Key existing recreation destinations/facilities within the wider South East Queensland region:

### Existing rail trails/long distance trails

#### 18 Fassifern Rail Trail (Boonah)

- six kilometres return loop to Boonah.

#### 19 South Burnett Rail Trail

- 89 kilometres- Kingaroy to Kilkivan via Murgon
- Kingaroy to Murgon - walkers and cyclists only
- Murgon to Kilkivan - walkers, cyclists, horse riders
- possible extension proposed to Theebine.

#### 20 Bicentennial National Trail (BNT)

- multi-use recreational trekking route, stretching 5,330 kilometres
- walkers, cyclists, horse riders.

### Other trail activity destinations

#### 21 Brisbane Mount Coot-tha

- mountain bike trail network.

#### 22 Toowoomba Jubilee Park

- mountain bike trail network.

#### 23 Toowoomba Escarpment Parks

- multi-use trail network.

#### 24 Scenic Rim Trail

- guided multi-day hikes.

Concepts/proposals to develop new recreation destinations/facilities within the wider South East Queensland region:

### Proposed developments/concepts

#### 25 BVRT to Kingaroy

- via Nanango, utilising historic stock routes and quiet rural roads.

#### 26 D'Aguilar National Park

- review currently underway to identify visitor infrastructure upgrades.

#### 27 Brisbane

- currently developing off-road cycling strategy.

#### 28 Ipswich City Wide Walk/Cycle Plan

- identified deliverable in the Sport and Recreation Strategy.

#### 29 Gorman's Gap/BNT

- upgrades proposed to develop/improve trail circuits.

#### 30 Yarraman

- identified as a key trail activity zone—further trail development recommended.

#### 31 Escarpment Trail

- continuous multi-use trail concept extending potentially along the escarpment connecting Toowoomba with Yarraman.

#### 32 Bicentennial National Trail

- develop loop trails and improve connectivity with the the Bicentennial National Trail.

### Trail concepts (derived from consultation mechanisms—see Section 6 Perspectives)

33 Support for enhanced connectivity between Ipswich CBD, Central Station and Railway Museum, possibly utilising Brassall Bikeway

34 Support for strategic link north to Kingaroy via Nanango

35 Support for strategic link south to Boonah

36 Better connectivity with Brisbane River and Wivenhoe Dam

## Appendix 3 About the BVRT

### Maintenance responsibilities

Each Council (or the Ambassadors) are responsible for maintaining the BVRT under the terms of their respective sublease/licence agreements. The Department of Transport and Main Roads employs a full-time BVRT Ranger who is responsible for maintaining the sections of the rail trail not managed by the councils or the Ambassadors.

These responsibilities include weed control, organising contractors to undertake additional maintenance and repairs including slashing and trail surface repairs. The ranger is also the first point of contact for trail users, potential users and adjoining owners.

Seqwater has a water pipeline easement that utilises parts of the BVRT. The pipeline runs on and off the BVRT from Pine Mountain Road through to Mahons Road, Coominya. Seqwater engage contractors to carry out its land maintenance obligations (slashing, weed treatment/management).

### Recent infrastructure upgrade works

There has been a significant amount of recent investment along the BVRT, including:

#### Toogoolawah to Moore project

Construction of the final link completed by Somerset Regional Council 30 June 2018 and opened to the public on 7 August 2018.

Works included major creek crossings across Ivory Creek, Wallaby Creek and Emu Creek, various minor creek crossings, three major road crossings of the D'Aguilar Highway and a crossing of the Brisbane Valley Highway, various minor road crossings, refurbishment of Jimmy Gully bridge, grids, gates and signage.

#### Lockyer Creek Bridge rehabilitation project

TMR completed rehabilitation works to the heritage listed Lockyer Creek Bridge in mid-February 2019. Works included replacing all timber components of the bridge, blasting and repainting of the steel trusses and installing a new pedestrian walkway on the bridge.

#### BVRT/Brassall Bikeway Stage 7 project

Ipswich City Council completed construction of the Brassall Bikeway Stage 7 between Diamantina Boulevard, Brassall and Bayley Road, Pine Mountain in April 2020. Works involved construction of a 2.5-3.0m wide concrete shared pathway on the BVRT alignment including new drainage, shade tree plantings and lighting along the Warrego Highway underpass.

#### Brassall and Borallon improvement works

Installation of an interpretive shelter and trailhead signage at Diamantina Boulevard, Brassall.

Installation of car parking facilities at Borallon along with new interpretive shelter, seating and horse hitching posts.

### Safety markers and counters

TMR has recently installed safety markers with QR code capabilities every kilometre along the BVRT and multi-use trail user counters at Muirlea, Toogoolawah and Moore.

Somerset Regional Council has also recently installed multi-use trail user counters at Fernvale and Esk.

### Current and future upgrade projects

Current and future proposed upgrades that are under consideration include:

- Grace Street, Wulkuraka – southern trailhead with provision for car parking facilities, loading/unloading area for buses, picnic facilities, signage and beautification works.

### Accessibility and connectivity

#### Private vehicle

Excellent private vehicle access to all main trailheads/townships (and other BVRT destinations) provided via the A17 Brisbane Valley Highway.

Access from Brisbane to Wulkuraka via M5 Centenary Highway and M2 Warrego Highway (approximately 40 minutes) and to Yarraman via M1 D'Aguilar Highway and State Route 85 (approximately two hours).

#### Public transport

Train services—Brisbane to Ipswich/Wulkuraka

- Ipswich—Rosewood line
- frequent services to Ipswich weekdays and weekends, and also to Wulkuraka Station.

Bus Services—Ipswich to BVRT

- Route 506 Riverlink Shopping Centre to Leichhardt/One Mile
- Aspinall St stop closest stop to BVRT/Wulkuraka Station
- services throughout the day between 8.20am and 8.45pm on weekdays (every 30 minutes)
- service every hour on Saturday, Sunday and public holiday
- Route 512 Brassall to Riverlink Shopping Centre
- Pearse Drive stop closest stop to BVRT
- services throughout the day between 6.00am and 8.30pm on weekdays (every 30 minutes)
- service every hour on Saturday, Sunday and public holidays
- Route 529 Toogoolawah to Ipswich
  - : service stops at Pine Mountain, Wanora, Fernvale, Lowood, Coominya, Esk, Toogoolawah
  - : weekdays departs Toogoolawah 5.49am / arrives Ipswich 7.29am. Departs Ipswich 6.47pm / arrives Toogoolawah 8.22pm
  - : two additional bus services run as far as Lowood on weekdays
  - : Saturdays departs Toogoolawah 7.20am / arrives Ipswich 9.01am. Departs Ipswich 5.06pm / arrives Toogoolawah 6.41pm.

### Caboolture to Yarraman bus service

- operated by Pursers Coaches
- operates daily, Monday to Friday (no service on public holidays)
- departs Yarraman 8.20am / via Blackbutt 8.35am and Moore 8.55am / arrives Caboolture 10.00am. Return journey departs Caboolture 4.30pm / via Moore 5.45pm and Blackbutt 6.00pm / arrives Yarraman 6.15pm.

Ipswich to Linville bus service (The Brisbane Valley Community Access Bus)

- operated by Coast and Country Buses
- operates weekly every Thursday
- departs Linville 10.00am / arrives Ipswich Riverbank 12.05pm. Return journey departs Ipswich Riverbank 4.10pm / Arrives Linville 6.30pm
- pick up / drop off points: Linville\*, Moore\*, Colinton\*, Harlin\*, Toogoolawah, Esk, Coominya\*, Lowood, Fernvale (\*denotes bookings essential).

## Businesses/organisations

A range of businesses and organisations already operate successful business operations along the BVRT, including organised events, shuttle services, bicycle hire, skills training, maintenance/servicing, guided horse treks/walks and supported tours.

## Organised events/tours

A wide variety of events are already hosted along the BVRT organised/hosted by a range of community and private enterprises.

There is currently a formal process in place for the approval of organised events through the Department of Transport and Main Roads. A calendar of events is available on TMR's BVRT webpage showing upcoming events on the BVRT.

Most organised events also tend to be promoted through various websites/social media pages.

## BVRT merchandise

A range of merchandise lines associated with the BVRT (its user groups and/or associated events) are already available.

The BVRT logo has been recently trademarked and third parties who wish to use the logo must obtain TMR's consent. This includes using the logo on any merchandise.

Current merchandise includes:

- BVRT Users Association cycling jerseys, bib shorts, caps, sleeves
- BVRT Ambassadors polo shirts
- The R&R Rail Trail Experience T-shirt, sleeveless tank, raceback tank (event merchandise).

## BVRT information sources

- Queensland State Government website information page ([www.tmr.qld.gov.au/bvrt](http://www.tmr.qld.gov.au/bvrt))

- Somerset Council website (<http://www.somerset.qld.gov.au/>)
- Somerset Tourism Visitor Guide (<https://www.experiencesomerset.com.au/brisbane-valley-rail-trail/>)
- City of Ipswich website (<https://www.ipswich.qld.gov.au/>)
- Official visitor website for Tourism and Events Queensland ([www.queensland.com](http://www.queensland.com))
- Brisbane Marketing Economic Development Board website ([www.visitbrisbane.com.au](http://www.visitbrisbane.com.au))
- Brisbane Valley Rail Trail guidebook (Gillian Duncan/Mark Roberts)
- Available to purchase at <http://www.organisedgrime.com.au/bvrtguide.php>
- Websites/Facebook pages of the various affiliated groups (see section above)
- Trip Advisor ([www.tripadvisor.com.au](http://www.tripadvisor.com.au))
- Rail Trails Australia (<https://www.railtrails.org.au/>).

## Key trail/tourism infrastructure

In 2017, TMR completed an audit of key trail on-ground support infrastructure along the BVRT.

In this section, information from this audit is supplemented by a review of community facilities that support the use of the BVRT.

### Yarraman

#### Trail infrastructure

- trailhead signage, shelters, bench seating
- management/warning signs
- access management infrastructure (gates, grids, chicanes, cavaletti)
- interpretive signage
- water tank, hitching rail/posts, horse yards.

#### Community facilities

- Yarraman Weir Park; free campground, accessible toilets, horse yards, shade, shelter (open 24/7)
- Yarraman Heritage Centre; Visitor Information Centre, meals (open daytime seven days)
- local Progress Association trail network.

### Blackbutt

#### Trail infrastructure

- trailhead signage, shelters, bench seating
- management/warning signs, directional signs
- access management infrastructure (gates, grids, chicanes, cavaletti)
- interpretive signage
- water tank, trough, hitching rail/posts, horse yards/stables

#### Community facilities

- Blackbutt Showgrounds; campgrounds, caravans, tents (self register), canteen, kitchen BBQ bar/cold room, power, water, dump point
- accessible toilets; Les Muller Park, Hart Street
- Visitor Information Centre; Les Muller Park, Hart Street local trail network.



## Benarkin

### Trail infrastructure

- trailhead signage, shelters, bench seating
- management/warning signs, directional signs
- access management infrastructure (gates, grids, chicanes, cavaletti)
- interpretive signage
- water tank, trough, hitching rail/posts, horse yards/stables, bike racks, water fountain.

### Community facilities

- First Settlers Memorial Park; free camping, showers, BBQ, power, shade, shelter, horse yards, water troughs, float parking, loading ramp
- public toilets (standard/not accessible)–Scott Street

## Linville

### Trail infrastructure

- trailhead signage, shelters, bench seating
- management/warning signs, directional signs
- access management infrastructure (gates, grids, chicanes, cavaletti)
- interpretive signage
- water tank, trough, hitching rail/posts, horse yards.

### Community facilities

- Overnight Rest Area: Ditchman Park/Railway Park; free overnight camping, caravans, RVs, horse yard, trough, float parking, loading ramp, power, public toilets (standard/not accessible).

## Moore

### Trail infrastructure

- trailhead signage, shelters, bench seating
- management/warning signs, directional signs
- access management infrastructure (gates, grids, chicanes, cavaletti)
- interpretive signage
- hitching rail, bike pumps, inner tubes for sale (Old Church Gallery)
- water tank, tough, hitching rail, horse yards (Moore Station).

### Community facilities

- Accessible toilets - Stanley Gates Park
- Overnight Rest Area: Stanley Gates Park: free camping
- Informal trails in town

## Harlin

### Trail infrastructure

- trailhead signage, shelters, bench seating
- management/warning signs, directional signs
- access management infrastructure (gates, grids, chicanes, cavaletti)
- interpretive signage.

### Community facilities

- Overnight Rest Area: Simeon Lord Park; free camping
- public toilets (standard/not accessible).

## Toogoolawah

### Trail infrastructure

- trailhead signage, shelters, bench seating
- management/warning signs, directional signs
- access management infrastructure (gates, grids, chicanes, cavaletti)
- interpretive signage, horse floats, yards, stables, loading ramp (Toogoolawah Showgrounds)
- water tank, trough, hitching rail (Morden Rd).

### Community facilities

- Visitor Information Centre
- accessible Toilets (Shopping Precinct and McConnell Park - 27/7)
- Toogoolawah Showgrounds; on site manager, tents, caravans, toilets, showers, power, RV dump point
- Overnight Rest Area: Polly Crandell Park (south of town) and Gardner Street (opposite old Station); free camping–good for large groups.

## Esk

### Trail infrastructure

- trailhead signage, shelters, bench seating
- management/warning signs, directional signs
- access management infrastructure (gates, grids, chicanes, cavaletti)
- interpretive signage
- Cooragook Bridge; water tank, trough, hitching rail
- Nr Limberg Road; water tank, trough, hitching rail
- Hentrich Park; horse float parking.

### Community facilities

- Visitor Information Centre
- accessible toilets (Pipeliners Park and Esk Sport and Rec Reserve – 24/7)
- Esk Showgrounds; powered and unpowered camping sites, horse float parking, horse yards.

## Coominya

### Trail infrastructure

- trailhead signage, shelters, bench seating
- management/warning signs, directional signs
- access management infrastructure (gates, grids, chicanes, cavaletti)
- interpretive signage.

### Community Facilities

- toilets (standard/not accessible).

## Lowood

### Trail infrastructure

- trailhead signage, shelters, bench seating
- management/warning signs, directional signs
- access management infrastructure (gates, grids, chicanes, cavaletti)
- interpretive signage.

### Community facilities

- accessible toilets (Clock Park–daylight hours)
- Lowood Showgrounds; on site manager (fees apply), large groups, horse yards, stables, showers, toilets, powered and unpowered sites, RV dump point, overnight RV parking
- RV friendly Town; parking at Clock Park and along Main Street.

## Fernvale

### Trail infrastructure

- Fernvale Futures Centre; horse float parking, hitching rail
- trailhead signage, shelters, bench seating
- interpretive signage
- management/warning signs, directional signs
- access management infrastructure (gates, grids, chicanes, cavaletti).

### Community facilities

- Visitor information Centre: Fernvale Futures Centre (Open daytime, seven days)
- accessible toilets: Fernvale Memorial Park (24/7)
- Overnight Rest Area: George Fishers Bridge, Brisbane River; free camping
- RV Friendly Town: Fernvale Futures Complex; dedicated RV and caravan parking
- Clive Street; RV dump point.

## Borallon

### Trail infrastructure

- new car park at Borallon Station Road; security camera, horse hitching rails, shade, interpretive signage
- management/warning signs, directional signs
- access management infrastructure (gates, grids, chicanes, cavaletti).

## Wulkuraka

### Trail infrastructure

- trailhead signage

### Community facilities

- Drop off point at station (no car parking)
- Accessible toilets (nearest at Haig Street Quarry Bush Reserve approximately three kilometres from the station and 500 metres from BVRT alignment, Muirlea/Kholo Botanic Gardens approximately two kilometres from BVRT).

## Destinations / Unique Features

The following pages identify a range of destinations and unique features along the trail that would likely attract and promote visitation along the trail.







## BVRT destinations/unique features (on trail)

### A Yarraman

- historic station site, interpretive signage
- heritage and information centre
- local trails network
- historic township/heritage buildings
- cafes, restaurants.

#### 1 Former Pidna Railway Station

- historic station site, sign.

#### 2 Cooyar Creek Crossing

- remnants of historic bridge
- stepping stones.

#### 3 Former Gilla Railway Station

- historic station site, sign.

#### 4 Former Nukku Railway Station

- historic station site, sign
- old rail line and sleepers.

### B Blackbutt

- historic station building, interpretive signage
- Bicentennial National Trail (only location where two trails meet)
- historic township/heritage buildings
- art galleries.

### C Benarkin

- interpretive signage, old log carriage, enclosed shed, old rail line
- historic township/heritage buildings
- cafes, restaurant
- Benarkin State Forest trails network, camping and day use areas.

#### 5 Fettler's Rest

- interpretive signage.

#### 6 Blackbutt Range Railway Culvert

- interpretive signage.

#### 7 Macnamara's Camp

- 'hidden' rock pool (adjacent creek/gully).

#### 8 Fettler's Shed

- interpretive signage.

### D Linville

- historic station building, interpretive signage, old railway carriages, old station sign
- Macallum Yards (horse loading and stable yards)
- historic township/heritage building
- country markets.

### E Moore

- historic station site, interpretive signage
- historic township/heritage buildings
- cafés, restaurants, art galleries.

#### 9 Former Nurinda Railway Station

- historic station site, signs.

### F Harlin

- historic station site, sign
- remnants of Harlin Rail Bridge (not accessible from the trail).
- interpretive signage.

#### 10 Yimbun Tunnel

- heritage-listed railway tunnel
- interpretive signage.

#### 11 Former Yimbun Railway Station

- historic station site, sign.

#### 12 Skydive Ramblers/Watts Bridge Memorial Airfield

- skydive drop zone (immediately adjacent BVRT).

### G Toogoolawah

- historic station building (railway museum), interpretive signage
- Toogoolawah Condensery Art Gallery.

#### 13 Historic Railway Bridge

- five historic railway bridges—all currently closed/by-passed (on section between Toogoolawah and Esk).

#### 14 Former Ottaba Railway Station

- historic station site, interpretive signage.

### H Esk

- historic station building, platform, locomotive boiler display
- old Esk railway bridge, interpretive sign
- historic township/heritage buildings
- cafes, restaurant, art galleries
- country markets
- Lakeview Park lookout
- Pipeliner Park.

#### 15 Historic Railway Bridge

- Four historic railway bridges—all currently closed/by-passed (on section between Esk & Mount Hallen Station)

#### 16 Former Mount Hallen Railway Station

- historic station site, signs.

#### 17 Former Cooragook Railway Station

- historic station site, sign.

#### 18 Historic Railway Bridge

- Four historic railway bridges—all currently closed/by-passed (on section between Cooragook and Coominya Station)

### I Coominya

- Historic station building, station sign, railway crossing sign, interpretive signage, rail track switches, enclosed goods shed
- Cafes, restaurants, Bellevue Homestead

#### 19 Lockyer Creek Bridge

- heritage-listed bridge (rehabilitated in 2017/18 with new pedestrian/cyclist walkway).

#### 20 Former Clarendon Railway Station

- historic station site.

#### J Lowood

- historic station building, station sign, old rail track, interpretive signage
- cafes, restaurants, art galleries
- country markets
- Lowood Native Rail Trail Garden.

#### 21 Former Vernor Railway Station

- historic station site, sign.

#### K Fernvale

- historic station site, station sign, interpretive signage, station bench and former station yard
- cafes, restaurants
- country markets.

#### 22 Historic Railway Bridge

- foundation of old railway bridge (four kilometres south of Fernvale).

#### 23 Former Fairney View Railway Station

- historic station site, sign.

#### 24 Former Wanora Railway Station

- historic station site, sign.

#### 25 Former Borallon Railway Station

- historic station site, sign.

#### 26 Former Pine Mountain Railway Station

- historic station site, sign.

#### 27 Former Muirlea Railway Station

- historic station site, sign.

#### L Wulkuraka

- trailhead signage.

## Key trail/tourism infrastructure summary table

The table overleaf provides a summary of key trail infrastructure and trail attributes including:

- townships
- points of interest
- distances
- trail infrastructure
- trail tread condition (high level)
- accommodation options
- food and drink options
- other facilities
- support services.

	Distances		Trail Infrastructure									Trail Tread		
	Distance between townships (Km)	Cumulative Distances (Km)	Trailhead signage	Interpretive signage	Shade /shelter/ seats	Water tank / points	Bike racks	Water troughs	Horse yards / stables	Hitching post / railings	Closed gates barriers to flow	Sealed Surface / Tread	Relatively Compacted Surface / Tread	Uneven / Rougher Surface / Tread
Yarraman Township / Trailhead			X	X	X	X			X	X			X	X
Yarraman to Blackbutt	19	161		X	X						X		X	X
Historic Station: Pidna											X			
Cooyar Creek Crossing											X			
Historic Stations: Gilla, Nukku											X			
Blackbutt Township			X	X	X	X	X	X	X	X			X	
Blackbutt to Benarkin	5	142			X	X	X			X	X			
Benarkin Township			X	X	X	X	X	X	X	X			X	X
Benarkin to Linville	17	137		X	X		X				X			
Linville Township			X	X	X	X		X	X	X			X	X
Linville to Moore	7	120			X					X	X			
Moore Township			X	X	X	X	X	X	X	X			X	
Moore to Harlin	13	113			X								X	
Historic Station: Nurinda														
Harlin Township				X	X	X						X	X	
Harlin to Toogoolawah	14	100		X		X							X	
Harlin Rail Bridge														
Yimbun Tunnel														
Historic Station: Yimbun														
Toogoolawah Township			X	X	X	X		X	X	X			X	X
Toogoolawah to Esk	19	86		X	X	X		X		X			X	X
Historic Station: Ottaba														
Historic bridge: Ottaba														
Esk Township			X	X	X	X	X					X	X	
Esk to Coominya	24	67			X	X		X		X			X	X
Historic Stations: Mount Hallen, Cooragook														
Coominya Township			X	X	X			X	X	X	X			
Coominya to Lowood	12	43			X					X			X	X
Lockyer Creek Bridge														
Historic Station: Clarendon														
Lowood Township			X	X	X	X						X	X	
Lowood to Fernvale	8	31			X								X	
Historic Station: Vernor														
Fernvale Township			X	X	X	X				X			X	
Fernvale to Wulkuraka	23	23		X	X					X			X	X
Historic Stations: Fairneyview, Wanora, Borallon, Pine Mountain, Muirlea														
Wulkuraka		0	X				X					X		





## Appendix 4 Benchmarks

The following existing and successful rail trails are reviewed in this section:

- Otago Central Rail Trail, New Zealand
- Murray to Mountains Rail Trail, Victoria
- Great Victorian Rail Trail, Victoria
- O’Keefe Rail Trail, Bendigo, Victoria.

Key components that are considered for each of the rail trails include:

- key attributes (distance, trail tread/surface, gradient)
- brief history of the rail trail
- main characteristics/experiences/drawcards
- access points
- public transport options
- promoted itineraries/specific experiences
- support businesses/tour operators
- events
- marketing, promotion and information availability
- future development opportunities
- management/governance/partners.

### Otago Central Rail Trail

#### Overview

- 150 kilometres long recreational trail that follows the alignment of the former Otago Central railway line between Middlemarch and Clyde
- trail is a packed gravel surface three metres wide with a maximum incline of 1:50 making it ideal for recreational cyclists and walkers
- former railway line had a rich 85-year history, which is part of the trail’s attraction.

#### Brief history

- railway was constructed to open up the anticipated rich agricultural hinterland
- the line remained an essential transportation and freight service for the Central Otago farming sector and its communities
- the Department of Conservation took over administration of the rail corridor as recreational reserve in 1993
- The Otago Central Rail Trail Charitable Trust, which includes representatives from local businesses and the community, was formed by the Department of Conservation to raise additional funds for the enhancement of the rail trail
- six years of development followed, which included improving the trail’s surface and decking all 68 bridges
- The Otago Central Rail Trail was officially opened in February 2000.

#### Characteristics/experience/drawcards

- natural setting, unique ambience and physical attributes,

epitomised by wide open spaces; big skies; majestic mountain views; rocky tors; tussock grasslands; and dry, weather-beaten and weather-preserved landscapes (preserving the natural setting is identified as a priority)

- rich and unique heritage; Maori and Moa, gold, farming, the railway, hydro dam construction (the customs, skills and buildings)
- genuine, friendly New Zealand country hospitality and service
- Central Otago landscapes/scenery, remoteness, heritage–gold/rail, walkers too; people and customs e.g., curling.

#### Rail Trail Vision:

“Natural landscapes boasting a unique and visible heritage which is of gold and rail.

Where visitors enjoy a world class experience, stay and participate in community activities.

Where we work closely together – communities, businesses, organisations.”

#### Access points/public transport

Main access points onto the rail trail are provided at the trails main towns/stations:

- Clyde
- Alexandra
- Chatto Creek
- Omakau
- Lauder
- Oturehua
- Wedderburn
- Ranfurly
- Waipiata
- Kokonga
- Hyde
- Middlemarch.

The towns and a number of the stations are accessible by car, with the road network crossing the trail at various locations along its length.

Various public and private bus/shuttle services operate to/from the rail trail trailheads and also at various points along the trail route.

#### Promoted trail itineraries

Various three, four and five day itineraries are promoted for walkers and cyclists, dependent on ability, fitness and personal preference.

#### Sections:

- Clyde to Alexandra (8 kilometres)
- Alexandra to Chatto Creek (17 kilometres)
- Chatto Creek to Omakau (12 kilometres)
- Omakau to Lauder (7 kilometres)
- Lauder to Oturehua (23 kilometres)
- Oturehua to Wedderburn (12 kilometres)

- Wedderburn to Ranfurly (13 kilometres)
- Ranfurly to Waipiata (8 kilometres)
- Waipiata to Kokonga (10.5 kilometres)
- Kokonga to Hyde (14.5 kilometres)
- Hyde to Middelmarsh (27 kilometres).

## Trail support businesses and tour operators

There are a range of businesses that offer services to support users of the rail trail including itinerary planning, bike hire, transport/luggage transport and tour services.

## Events

There are different types of events associated with the trail including on-trail events (eg races) and community events associated with the trail (but not necessarily on it).

Recurring and recent events include:

- Otago Central Rail Trail two day Duathlon and Mountain Bike Race (Feb)
- National Tandem Bike Event (Oct/Nov)
- Otago Goldrush two day Multisport event (not currently running).

Other relevant/related community events that occur in the vicinity of the rail trail:

- Northburn 100 Ultra and Trail Runs
- Macpac Motatapu (6 cycling events)
- Cromwell Spring Challenge
- Central Otago A&P Show (equestrian eventing)
- River Range Music Festival (and other music events)
- Highlands Festival of Speed.

Careful consideration is given to the programming of these major events during low season/quieter months to ensure minimal adverse impact on other rail trail user groups.

## Marketing/promotion/information

Information relating to the rail trail is available on a significant number of websites, including official and unofficial websites, local and regional visitor information portals, and private business enterprises, such as:

- doc.govt.nz/parks-and-recreation (DOC website)
- otagocentrailtrail.co.nz (official website)
- otagorailtrail.co.nz
- newzealand.com.au
- railtrail.co.nz
- centralotagonz.com
- nzcycletrail.com.

Various free and paid for trail brochures and maps are available alongside official merchandise for sale.

Tourism New Zealand runs various marketing campaigns, most recently (2018) running a marketing campaign activity for cycling targeting the Australian market, and featuring New Zealand's best hero trails, including the Otago Rail Trail.

The primary target audience of the campaign is 'Active Explorers'; active couples who have the time and resources to travel the way they want at their own pace. Cycling is the primary holiday focus but they are also keen to experience other activities along the way such as food and wine, history, culture, exploring local villages and nature/landscapes.

Other points of note in relation to marketing and promotion:

- Reported that the most common way people first become aware of the rail trail is word of mouth – positive visitor experiences are a priority
- Off trail activities to be promoted and offered to visitors by rail trail tour operators
- The official website is an important tool in the delivery of full, current and relevant information for visitors. Acknowledgement that multiple websites including 'unofficial' websites can be confusing.

## Future development opportunities identified

- Suggestions for loop tracks (off and back to the trail, perhaps to nearby towns or sites of interest e.g., St Bathans, Naseby, Ophir);
- Continuing development of events program
- Strategic Plan currently under review.

## Management/governance/partners

### Department of Conservation (DOC)

The Department of Conservation (DOC) administers the Rail Trail as a recreation reserve under the Reserves Act, other policies and the Conservation Management Strategy.

The DOC maintains the Rail Trail for the enjoyment of New Zealanders and provides the Rail Trail's infrastructure, including fences, bridges, culverts, signs, barriers, toilets and drainage and it authorises any commercial activity by concession.

DOC provides administration and executive support to the Otago Central Rail Trail Trust including financial services, merchandising, and it manages any work on the trail funded by the Trust such as surface upgrades, gangers' sheds, toilets, interpretive panels and signage.

### Otago Central Rail Trail Trust

The Otago Central Rail Trail Trust was an initiative of DOC's formed in 1993 by with representatives from local businesses and communities to raise funds for the enhancement of the Rail Trail. Trustees receive no remuneration or reimbursement of their costs.

The Trust raises funds in many ways. These include applying for grants, accepting donations and bequests and generating income through merchandising and supportive advertisers. Merchandise



includes the very popular Otago Central Rail Trail Passport and clothing items from caps to vests.

The Trust actively promotes the trail through a range of activities. Advertisers financially support the Trust's Official Otago Central Rail Trail brochure, Official Otago Central Rail Trail website and use of social media.

The "official" website of the Trust is managed by both the Trust and a professional marketing company.

### Otago Central Rail Trail Operators' Group

The Otago Central Rail Trail Operators' Group is a registered society that was formed to provide a united voice for operators associated with the Rail Trail.

The role of the Operators' Group is to liaise and communicate any issues. It also aims to enhance and promote the Rail Trail experience in a professional manner and to raise quality standards

The Operator's group is governed by a board composed of eight members including a President and Vice President. The board is elected annually by the membership. Secretarial services are provided by the Otago Chamber of Commerce.

### Central Otago District Council (CODC) and Tourism Central Otago (TCO)

CODC provides planning, regulatory, economic development and marketing support for the Rail Trail and associated products and services. It facilitates a destination management approach to community planning.

The CODC Business Development Unit provides important research and business advice in regards to the Rail Trail and areas affected by the Rail Trail.

TCO is the Regional Tourism Organisation (RTO) for Central Otago. It works closely with Tourism New Zealand, local and national tourism organisations to coordinate and facilitate destination management including marketing of Central Otago as a visitor destination. TCO's primary role is to promote the whole Central Otago visitor experience.

### Dunedin City Council (DCC) and Tourism Dunedin (TD)

The Dunedin City Council's Economic Development Unit provides business development advice, and has a permanent part-time advisor in the role of tourism business development advisor.

Tourism Dunedin is one of 29 Regional Tourism Organisations in New Zealand. It receives an annual grant from the Dunedin City Council, and attracts additional investment from the local visitor economy for marketing activities.

Tourism Dunedin's key marketing activities are aimed at attracting visitors from the domestic, Australian, international (with emphasis on UK/Europe, North America, and China), cruise, and conference/conventions markets.

Source: Otago Central: New Zealand's Original Great Ride by Otago Central Rail Trail Charitable Trust © Otago Central Rail Trail Charitable Trust <http://www.otagocentrailtrail.co.nz/>

Source: Otago Central Rail Trail by The New Zealand Cycle Trail © New Zealand Cycle Trail 2019 <https://nzcycletrail.com/find-your-ride/22-great-rides/otago-central-rail-trail/>

# Murray to Mountains Rail Trail

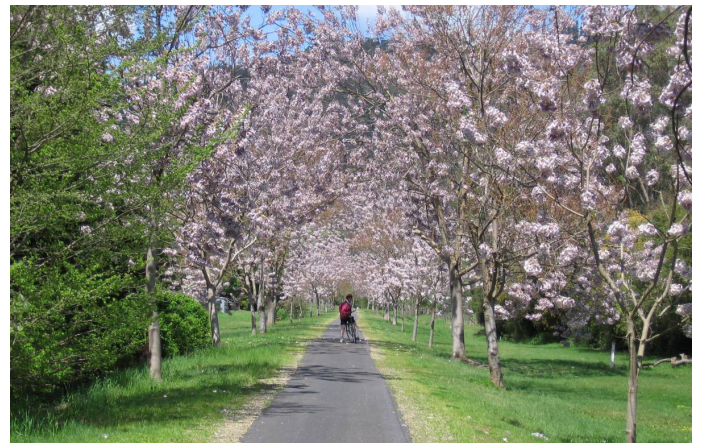
## Overview

- Three separate trails with a sealed surface extending to 116 kilometres in total length
- ‘Mountain sections’ run between Wangaratta and Bright, with an offshoot to Beechworth
- ‘Murray section’ runs between Rutherglen and Wahgunyah (nine kilometres) on generally flat terrain through the wine producing region
- ‘Heritage section’ connects Wangaratta to Oxley (nine kilometres) traversing relatively flat, farmland areas.



## Characteristics/experiences/drawcards

- Milawa gourmet region - gourmet cycling adventure
- Side trips from the main trail include: Eldorado, Milawa, Lake Buffalo, Mt Buffalo, Stanley and Wandiligong
- Rutherglen region wineries
- Diverse and ever-changing landscape (natural bush land to verdant farmland, hidden valleys and spectacular mountain ranges)
- Local cafes, restaurants, breweries and boutique shopping
- Family friendly rides
- Railway heritage
- Promoted for cyclists of any ability.



## Access points

### Wangaratta to Bright/Beechworth

- Wangaratta: Apex Park on the banks of the Ovens River.
- Bowser: off Wangaratta Rd
- Everton station site: at Everton Upper, off White Post Rd.
- Beechworth: old station on Albert Rd.
- Myrtleford: beside the Great Alpine Rd.
- Porepunkah: beside the Great Alpine Rd.
- Eurobin: beside the Great Alpine Rd.
- Bright: old station in Station St.



### Rutherglen to Wahgunyah

Rutherglen: old station on Douglas St

Wahgunyah: Mill St near the old bridge across the Murray to Corowa

### Wangaratta to Oxley

- Wangaratta: Targoora Park, Murdoch Road (Wangaratta to Whitfield Rd) South Wangaratta
- Oxley: At the intersection of the Wangaratta to Whitfield Rd and the Glenrowan to Myrtleford Rd (the Snow Road)

These access points are all accessible via private vehicle.



Source: Rail Trails Australia

## Public transport

The VLine train (Melbourne - Albury) service stops at Wangaratta station.

The VLine Bus - Services Wangaratta to Bright and Beechworth sections of the rail trail. The bus to Rutherglen is via the Albury Bendigo route (official policy currently is not to carry bicycles on buses).

## Promoted trail itineraries

Sections:

- Porepunkah to Bright - 6 kilometres
- Myrtleford to Bright - 30 kilometres
- Beechworth to Bright - 41 kilometres
- Wangaratta to Bright - 83 kilometres
- Bright to Wandiligong - 10 kilometres return
- Bright to Germantown - 5 kilometres
- Harrietville to Stony Creek - 5 kilometres.

‘Themes’:

- Rutherglen to Wahgunyah nine kilometres - ‘Pedal to Produce’ and ‘Rutherglen Wine Bottle’
- Beechworth to Everton Station 16 kilometres - ‘All Downhill’
- Myrtleford to Porepunkah 24 kilometres - ‘Historic Alpine Kilns’ and ‘Autumn Leaves Aglow’.

## Family friendly rides:

- Bright to Porepunkah (6 kilometres)
- Taylors Gap to Myrtleford (10.5 kilometres)
- Beechworth to Everton Station (16 kilometres)

Bright to Wandiligong (5.5 kilometres).

## Gourmet trails:

- Bright to Porepunkah (6 kilometres)
- Bright to Wandiligong (5.5 kilometres)
- Rutherglen to Wahgunyah (9 kilometres).

## Lakes and rivers

- Beechworth to Everton Station (16 kilometres)
- Wangaratta to Milawa via Oxley (18 kilometres).

## Longer rides

- Wangaratta to Everton Station (27 kilometres)
- Beechworth to Everton Station (16 kilometres)
- Everton Station to Myrtleford (27 kilometres)
- Myrtleford to Porepunkah (24 kilometres).

## Return trips

- Everton Station to Beechworth to Everton Station (32 kilometres).

## Wheelchair accessible options

- Bright to Porepunkah (6 kilometres).

## Trail support businesses and tour operators

There are a range of businesses that offer services to support users of the rail trail such as bicycle hire including electric bicycles, bicycle transport services, bicycle servicing and sales. A number of businesses also operate tours including self-guided, fully supported and small group guided tours.

## Events

- High Country Charity Ride
- Cook Cycle Feast Day Rides (Myrtleford Cycle Centre)
- Murray to Mountains Rail Trail Ride (Snowy River Cycling).

## Marketing/promotion/information

Information relating to the rail trail is available on a number of websites, including official and unofficial websites, local and regional visitor information portals, and private business enterprises, such as:

- [ridehighcountry.com.au](http://ridehighcountry.com.au) (official website)
- [visitvictoria.com.au](http://visitvictoria.com.au)
- [visitbright.com.au](http://visitbright.com.au)
- [explorerutherglen.com.au](http://explorerutherglen.com.au)
- [beechworth.com](http://beechworth.com)
- [victoriashighcountry.com.au](http://victoriashighcountry.com.au)
- [bikeexchange.com.au](http://bikeexchange.com.au)
- [trailhiking.com.au](http://trailhiking.com.au).



## Management/governance/partners

Previously the trail had a full time manager and a General Committee of Management, comprising two representatives from each of the relevant Local Governments, and representatives from subcommittees; one representative from a Technical Group and three representatives from an Advisory Group.

The General Committee of Management's roles and responsibilities previously included day to day management items, business planning, ongoing trail development, budgeting and delivery on the identified objectives for the trail.

They were also tasked with oversight of the Technical and Advisory Groups.

Duties of the Technical Group (comprised of Local Government reps, DSE and Vic Roads) included trail maintenance, weed control, vegetation management and bridge structure maintenance.

The role of the Advisory Group (comprised of community/user group reps, local landholders and reps from the CFA and Victorian Farmers Federation) was to represent community and user group interests and liaise on management and maintenance issues.

The trail is now directly managed by the Rural City of Wangaratta, Alpine Shire Council and Indigo Shire Council with marketing managed by Tourism North East. A 'Friends of Group' also support in a volunteer capacity, where possible.

Source: Murray to Mountains Rail Trail by Ride High Country © 2018 Tourism North East <https://www.ridehighcountry.com.au/rail-trails/murray-to-mountains/>

Source: Murray to Mountains Rail Trail by Rail Trails Australia © Rail Trails Australia <https://www.railtrails.org.au/trail-descriptions/victoria?view=trail&id=50>

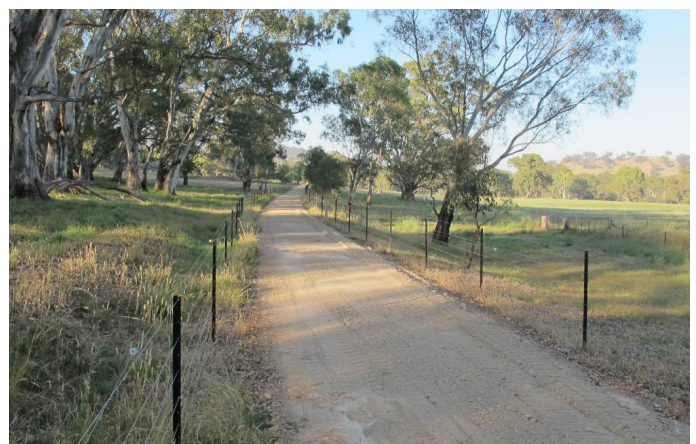
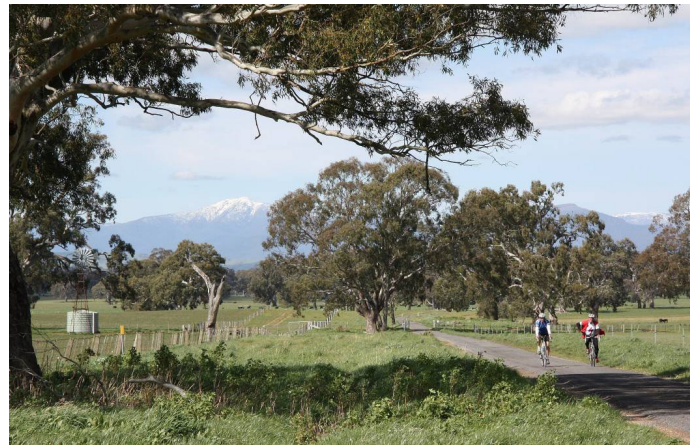
# Great Victorian Rail Trail

## Overview

- formerly known as the Goulburn River High Country Rail Trail, this is a high standard rail trail traversing undulating farmland
- features the only tunnel on a rail trail in Victoria and a long bridge across Lake Eildon
- almost all of the bridges have been made trafficable and the few low level crossings are easily graded
- the surface is either a bitumised granite, which is suitable for wheel chairs and prams, and compacted gravel. Where possible a separate bridle path is provided for horses
- suitable for users of all fitness levels.

## Brief history

- The first stage of the Tallarook to Mansfield railway line opened to Yea in November 1883 with stages opening to Merton in 1890 including the branch line to Koriella, Mansfield in 1891 and the final stage to Alexandra in 1909
- With the downturn in passengers and goods on the line the number of trains dwindled as did the maintenance on the line. Support for railway services were falling rapidly and the 1970s saw many regional lines closed including the Mansfield to Tallarook line in 1978
- The Mansfield to Tallarook rail trail began with the opening of the Bonnie Doon railway footbridge in May 1999. A three kilometres section of bike path was constructed from the Bonnie Doon township to the eastern side of the Brankeet Arm Bridge in 2001
- In July 2006 Mansfield Shire commenced construction of the pilot section from Mansfield heading west to Maindample, completing the 1.3 kilometres section that is now known as The Wetlands
- A Memorandum of Understanding was signed in November 2008 by the three shires to progress the development, implementation, ongoing maintenance and marketing of the Goulburn River High Country Rail Trail as a key regional project
- On 29 April 2009, the Federal Government announced that it would contribute A\$13.2 million from its community infrastructure program out of the estimated total cost of A\$14.2 million to complete the trail
- Officially opened in June 2012.



Source: Rail Trails Australia

## Characteristics/experiences/drawcards

- multi-use trail; walk, cycle, horse ride
- “A Trail for Everyone”
- historic railway infrastructure
- Victoria’s longest rail trail tunnel at Cheviot
- beautiful countryside/changing/seasonal landscape
- heritage classified Goulburn River at Tallarook
- Trawool Valley—classified by the National Trust for its scenic beauty
- Alexandra Station / Timber Tramway and Museum
- towns and villages—unique experiences and places to explore
- historic landmarks and buildings, art galleries, museums, food and wine, shopping and markets
- birdlife/wetlands
- railway history
- natural history
- Indigenous history.

## Access points

- Tallarook
- Trawool
- Homewood
- Yea
- Molesworth
- Cathkin
- Merton
- Bonnie Doon
- Mansfield
- Alexandra.

## Public transport

The VLine train (Melbourne - Seymour) service stops at Tallarook station

The VLine Bus - services Melbourne to the Yea to Mansfield section of the rail trail (official policy is not to carry bicycles)

The McKenzies Buses service direct between Melbourne and Alexandra

There is no public transport between Tallarook and Yea, nor between Cathkin and Alexandra.

## Promoted trail itineraries

Half day, full day and overnight walks, bike rides and horse rides promoted.

## Sections:

- Tallarook to Yea (38 kilometres)
- Yea to Cathkin (21 kilometres)
- Cathkin to Bonnie Doon (40 kilometres)

- Bonnie Doon to Mansfield (22 kilometres)
- Cathkin to Alexandra (13 kilometres).

## Wheelchair accessible options

- Many sections of the trail
- The Mansfield Mullum Wetlands (1.5 kilometres return).

## Short rides

- Mansfield loop (1.5 kilometres return)
- Yea - Cheviot Tunnel (9 kilometres)
- Tallarook - Trawool (11 kilometres)
- Cathkin - Alexandra (13 kilometres).

## Medium rides

- Yarck - Merton (19 kilometres)
- Bonie Doon - Mansfield (22 kilometres)
- Bonnie Doon - Merton (15 kilometres).

## Longer rides

- Yea - Alexandra (35 kilometres)
- Tallarook - Yea (37 kilometres)
- Kerrisdale - Molesworth (44 kilometres one way).

## Trail support businesses and tour operators

There are a range of businesses that offer services to support users of the rail trail such as bicycle hire and shuttle services. A number of businesses also offer different tour options/packages.



## Events

- Tour de Rails Victoria Charity Ride
- Cycle Dindi (family friendly cycle ride).

(Note: Official Community and Event Planning Toolkit).

## Marketing/promotion/information

Information relating to the rail trail is available on a number of websites, including official and unofficial websites, local and regional visitor information portals, and private business enterprises, such as:

- [greatvictorianrailtrail.com.au](http://greatvictorianrailtrail.com.au)
- [ridehighcountry.com.au/rail-trails/](http://ridehighcountry.com.au/rail-trails/)
- [visitmelbourne.com](http://visitmelbourne.com)
- [victoriashighcountry.com.au](http://victoriashighcountry.com.au)
- [heartofvictoria.com.au](http://heartofvictoria.com.au)
- [railtrails.org.au](http://railtrails.org.au)
- [greatvictorianrailtrails.com.au](http://greatvictorianrailtrails.com.au)
- [cycletraveller.com.au](http://cycletraveller.com.au)
- [mansfieldmtbuller.com.au](http://mansfieldmtbuller.com.au)
- [mitchellshire.vic.gov.au](http://mitchellshire.vic.gov.au)
- [mansfield.vic.gov.au](http://mansfield.vic.gov.au)
- [murrindindi.vic.gov.au](http://murrindindi.vic.gov.au)
- [trailhiking.com.au](http://trailhiking.com.au)
- [heartofvictoria.com.au](http://heartofvictoria.com.au)
- [marysvilletourism.com](http://marysvilletourism.com)
- [highcountryonline.com.au](http://highcountryonline.com.au).

## Management/governance/partners

The 2011 Management Plan outlined a management framework for the trail, addressing matters such as governance, asset management, emergency management, risks, environmental and cultural heritage, tourism and marketing.

An Advisory Committee was established to guide and inform decision making by the three Councils with respect to the management and maintenance of the Rail Trail and assist the three Councils to oversee the ongoing development and promotion of the trail.

The Advisory Committee comprised an independent chairperson, one Councillor from each Council, one community representative from each Council, one business representative from each Council and the Chief Executive Officer (or their delegate) as a non-voting member.

The roles and responsibilities of the Advisory Committee included:

- advise council on matters of trail management as they relate to the Management Plan
- promote a co-operative and coordinated approach to trail management
- promote community and business initiatives complementing the Rail Trail
- enter into sub agreements, subject to unanimous agreement of the parties, with other parties to further the aims and objectives of the Rail Trail
- seek feedback on the operation of the Rail Trail from users and the community for the information of, and recommendations to, Councils
- make recommendations in relation to the further development and refinement of the MOU as required.

A Technical Committee and Marketing Sub-committee were also established. The Technical Committee was formed to provide technical advice to the project team during the construction of the trail and continued post construction to provide advice on the ongoing management and enhancement of the trail. The Marketing Committee consisted of three senior representatives, one from each Shire, and met regularly to progress actions contained in the Great Victorian Rail Trail Marketing Strategic Plan.

The trail is now directly managed by the Mansfield Shire Council, Mitchell Shire Council and Murrindindi Shire Council, with the support of a recently formed 'Friends of' group that represents community interests.

Many of the functions previously the responsibility of the Advisory Committee are now performed by each of the Councils, a Technical Committee and a Marketing Committee. The Friends of the Great Victorian Rail Trail provide support through:

- provision of community feedback on the ongoing management and promotion
- provision of user and local business perspective on Rail Trail management issues for referral to the Technical Committee;
- provision of advice and assist in the marketing and promotion of the trail to the Marketing Committee;
- promotion of the GVRT in external forums, events.

Source: Great Victorian Rail Trail by Great Victorian Rail Trail © 2019 Great Victorian Rail Trail <https://www.greatvictorianrailtrail.com.au/>

Source: Great Victorian Rail Trail by Rail Trails Australia © Rail Trails Australia <https://www.railtrails.org.au/trail-descriptions/victoria?view=trail&id=90>

# O'Keefe Rail Trail, Bendigo

## Overview

- 49 kilometres one way, walking and cycling
- two to three days hike
- surface comprised of sandy gravel, small sections of asphalt with a number of bridges.

## Brief history

- Line was built in 1888 by Andrew O'Keefe to link Bendigo and Heathcote
- The Heathcote - Bendigo section of that line closed in 1958 with remaining sections closed by 1968
- The first section of a rail trail between Bendigo and Axedale was opened in 1993, and the second stage constructed and opened in 1999
- In 2009, the Friends of the Bendigo - Kilmore Rail Trail was formed by locals to lobby for the extension of the rail trail and advise the councils
- In 2010, the Bendigo Council and Victorian Government committed to a significant upgrade of the rail trail including installing bridges on the Axedale section, and extending it a further 26 kilometres to Heathcote. This work was completed in 2015.

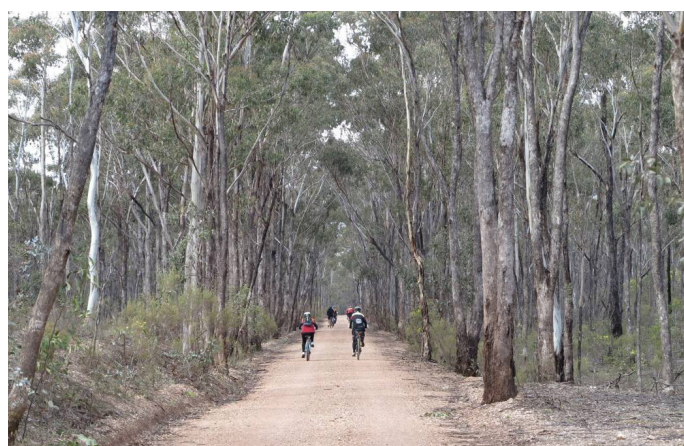
## Characteristics/experiences/drawcards

- large diversity of experiences available for the whole family (rail trail and surrounds)
- railway heritage
- spectacular natural bushland
- Box-ironbark and yellow gum woodland
- Farmland
- local townships
- wildflowers including orchids in bloom in spring.

## Access points

- Bendigo - Lake Weeroona
- East Bendigo - Pratts Park Rd
- Junortoun
- Longlea
- Axedale
- Knowsley Forest
- Knowsley
- Derrinal
- Heathcote.

These access points are all accessible via private vehicle.



Source: Rail Trails Australia

## Public transport

- VLine train (Melbourne - Bendigo) service stops at Bendigo
- VLine bus (Melbourne - Bendigo) service stops at Bendigo.

## Trail support businesses and tour operators

There are a range of businesses that offer services to support users of the rail trail such as bicycle hire including electric bicycles, bicycle transport services, bicycle servicing and sales. There are also businesses that offer bicycle tours.

## Events

- O'Keefe Rail Trail Marathon
- The O'Keefe Challenge - Light The Trail Night Ride
- Bein' Green Bendigo event - O'Keefe Rail Trail bike ride.

## Sections:

- North Bendigo to Axedale (23 kilometres)
- Axedale to Derrinal (17 kilometres)
- Derrinal to Heathcote (9 kilometres).

## Other local trail options:

- Wellsford Forest Regional Park/State Forest
- One Tree Hill Regional Park
- Bendigo Bushland Trail
- Whipstick State Park and Kamarooka State Park
- Mandurang State Forest and Sandhurst State Forest
- Bendigo Creek Trail
- Mulga Bill Bicycle Trail
- Goldfields Track
- Bendigo self guided walks
- Campaspe River Reserve, Axedale
- Mclvor Creek Trail, Heathcote.

## Future development potential

A feasibility study commenced in February 2016 that will assess:

- extension of the trail from Heathcote to Wallan
- Wallan and the Craigieburn Bypass Trail link and then to Melbourne's network of bicycle trails
- linking trail between Kilmore to Tallarook and the start of the Great Victorian Rail Trail
- linking trail from Heathcote to the developing Murchison-Rushworth (Waranga) Rail Trail.

## Marketing/promotion/information

Information relating to the rail trail is available on a number of websites, including official and unofficial websites, local and regional visitor information portals, and private business enterprises, such as:

- [bendigo.gov.vic.au](http://bendigo.gov.vic.au)
- [bendigokilmorerailtrail.com](http://bendigokilmorerailtrail.com)
- [bendigotourism.com](http://bendigotourism.com)
- [railtrails.org.au](http://railtrails.org.au)
- [heathcote.org.au](http://heathcote.org.au)
- [visitmelbourne.com](http://visitmelbourne.com).

## Management/governance/partners

The Friends group acts as a specialist trail advisory body to local council, assisting in a number of ways for the O'Keefe Rail Trail development, as well as:

- advocating for the creation of a Wallan to Heathcote rail trail
- upgrading of the Bendigo Bushland Trail
- creating a linked network of trails in regional Victoria,
- caring about community health and wellbeing
- encouraging more people to walk and cycle.

Through the Business Planning for Not-for-Profit Program (former Office for the Community Sector, in partnership with Small Business Victoria and the Small Business Mentoring Service), the Friends of Bendigo Kilmore Rail Trail restructured into the following action teams:

- Strategic Planning Team—manages the group's objectives and lobbies for funding
- Communications Team—manages marketing, website and social media
- Activities Team—organises activities such as rides and community market information stands
- Projects Team—is responsible for physical improvements to the trail
- History Research Team—is responsible for curating artefacts relating to the trail.

Source: O'Keefe Rail Trail by Rail Trails Australia © Rail Trails Australia <https://www.railtrails.org.au/trail-descriptions/victoria?view=trail&id=100>



# Appendix 5 Perspectives

## Stakeholder engagement

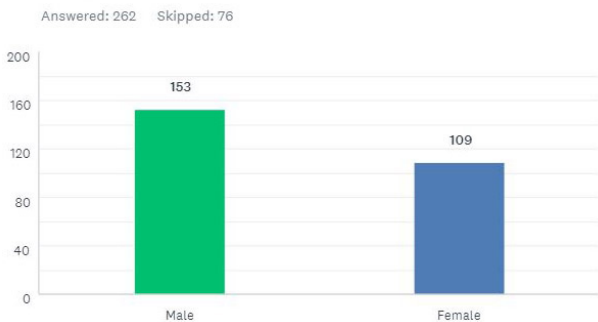
The following engagement and consultation mechanisms were utilised to capture a wide range of opinions and perspectives:

- online community survey
- key stakeholder workshop
- online user generated feedback content –Trip Advisor
- targeted telephone interviews.

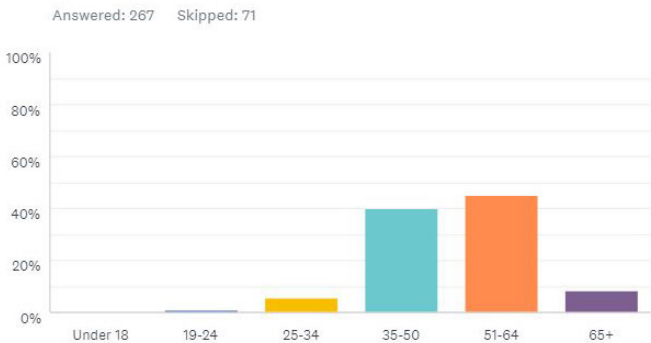
## Online community survey

Respondent profile:

### Gender

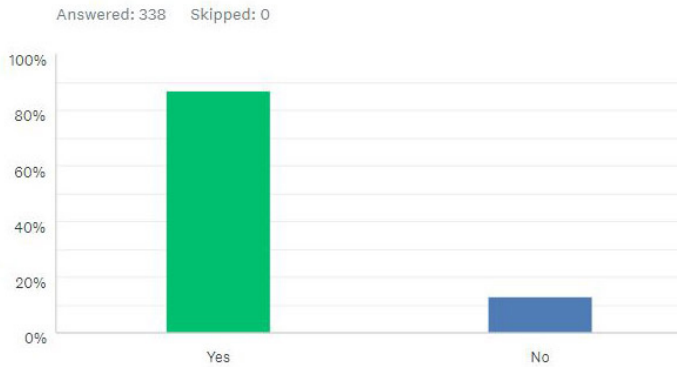


### Age

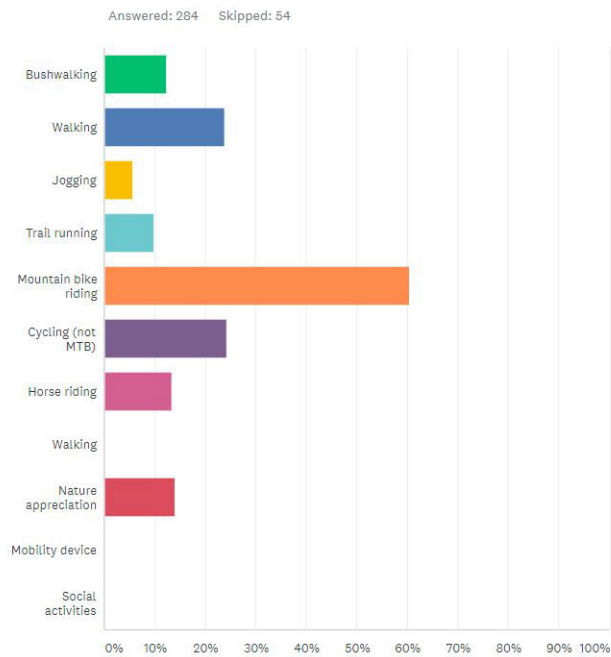


Key findings from the survey are presented below:

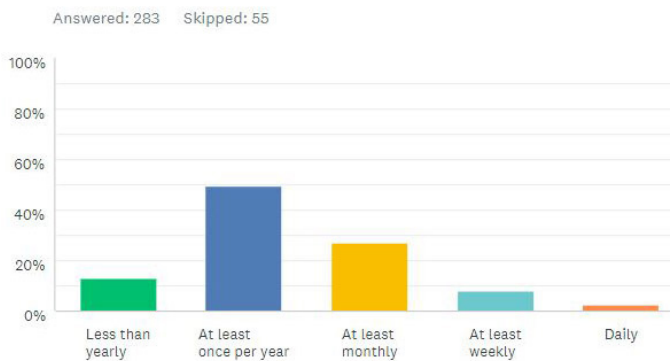
### Have you used the BVRT before?



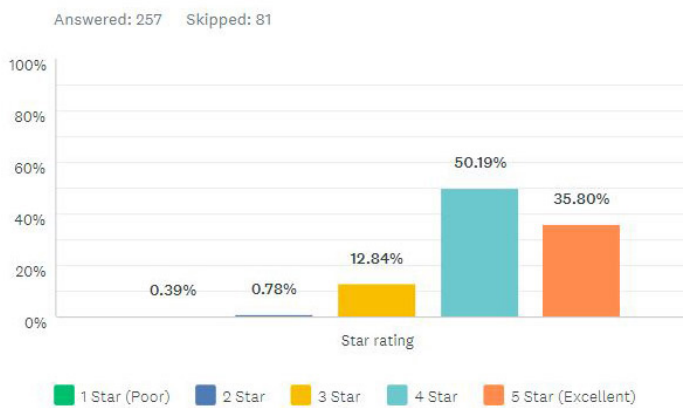
### For what purpose?



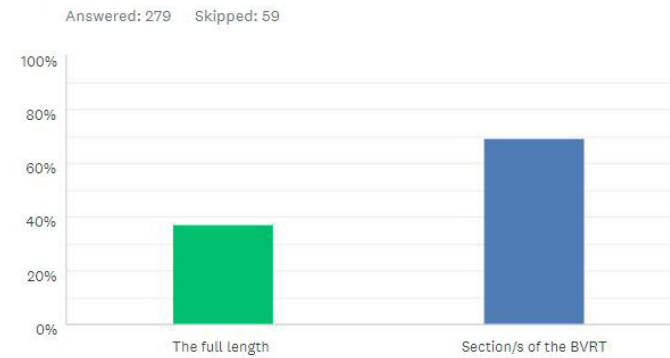
### How often?



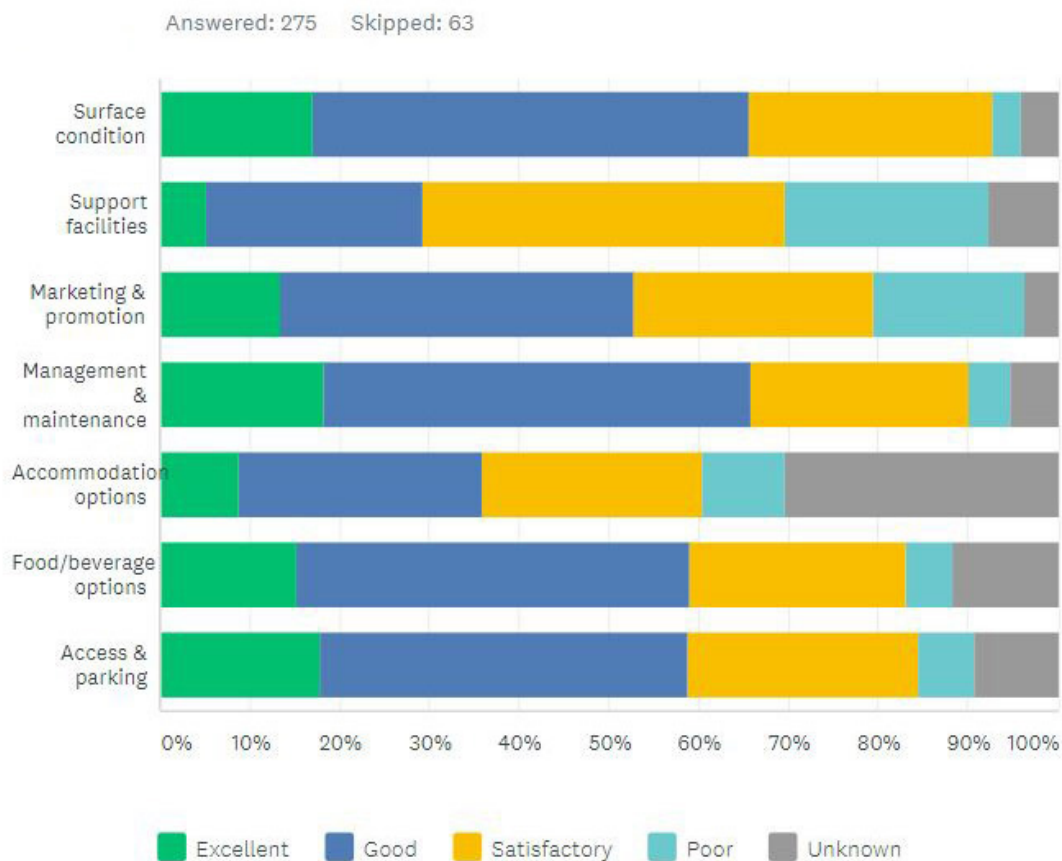
How was your experience?



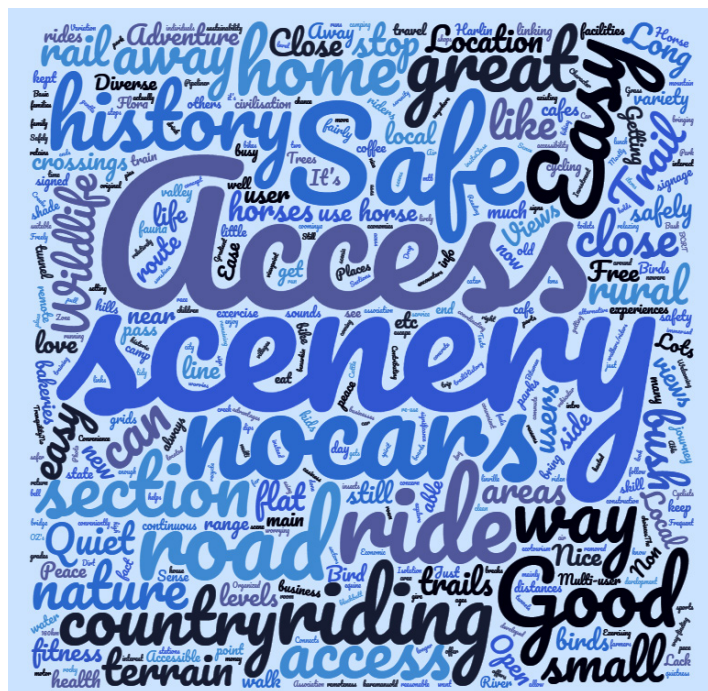
Did you travel the full length?



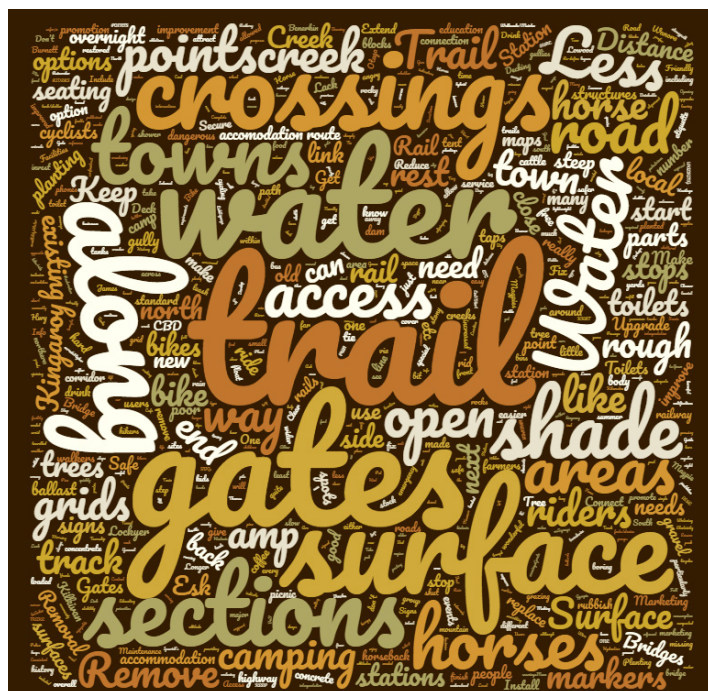
How do you rate these aspects of the trail?



- the countryside and its natural beauty
- off-road/no traffic
- access/accessibility.



- removing gates/grids/barriers
- water points
- surface improvements
- shade trees/rest areas
- watercourse crossings/bridges.



Big fans already:

“These trails are so popular and important world wide, **we are so lucky** to have this asset in our own back yard!”

“Great to see this rail easement and it’s history being promoted and reused for active transport by locals and attracting many visitors. There **need to be more opportunities like this for safe active transport** in Queensland and Australia”

“Love the various surfaces”

**"It is a great resource and will only attract even more people"**

"We love the BVRT as a trail we can **ride together as a family**"

“Great asset for the region”

“Love it! so lucky to have it in my backyard”

“It is a **magnificent resource** for the community to engage with and improve upon”

Fantastic trail...congratulations to everyone involved

"I love the trail, and the towns and people who live alongside it. **My heartfelt thanks go to the people who help manage and maintain it.** Your hard work is very much appreciated"

“It’s a **great tourism asset** that needs further development and investment to become even greater!”

**“signage at each town/centre** where you enter the trail showing general information such as a map of the trail, the section you are on, distances to next town or water”

“Opening up other trails close by so a network of trails could be formed”

**“better promotion** will increase usage which in turn will drive trail quality”

“more **short stay accommodation** most only want one night free camping spots”

Room for improvement:

“currently seven entities have responsibility for the management and maintenance of the BVRT. Needs to be reduced to one unified entity that represents the best interests of the BVRT communities”

“It’s been done to a bush trail standard but it needs to be more of all user standard”

“The green/blue/black rating signs do not conform to the IMBA ratings they originated from. It’s confusing”

“need more safety signs for crossing major roads”

“Secure parking or cameras at major towns like Blackbutt and Toogoolawah”



“need toilets at some stage along some sections”

“lack of shelters and a non-user friendly surface for horses and walkers”

“Security cameras would be an idea at Yimbun Tunnel... increasing paint graffiti fosters a sense of uneasiness in some Rail Trailers”

“More police .... patrolling sections of the Trail that are prone to heavy unauthorised use by unauthorised motorbikers/utes/4WD’s etc”

“more focus on the southern section of the Trail”

“needs to be planted out more with feed trees for native birds and animals”

“Water fountains at towns and in the middle of the longer sections would be a great idea”

“Would be great to see tourism operators connect the dots - bike hire, transport, accommodation and link to sky diving, kayaking etc”

“signage at each town/centre where you enter the trail showing general information such as a map of the trail, the section you are on, distances to next town or water”

“Opening up other trails close by so a network of trails could be formed”

“better promotion will increase usage which in turn will drive trail quality”

“more short stay accommodation most only want one night free camping spots”

## Alternative viewpoints/differing opinions:

### Trail surface

“Something needs to be done on the surface between Esk and Toogoolawah. ....the **surface is too rough** for no reason”

“A lot of good work is going towards this trail but I **don’t want to see it end up too easy and road like**, the **new sections are getting a bit too smooth for my liking**”

“Overall for me an enjoyable experience but I am a mountain biker however my wife is not used to off road and found it quite challenging due to **excessive areas of large/course gravel sections**”

“**No more concrete**, don’t make it a boring bike path”

“Esk to Toogoolawah **section is too rough** but I understand that this is part of the challenge”

“**Keep the surface rough**, min concrete etc. Maintain it as a trail, not as a path”

“**I like the fact that it is not sealed** like the other trail a bit further

north. I think that adds to the feeling of getting out of the city and back into nature”

“It’s awesome - but **don’t make it too polished** (like the new section) otherwise it’s just like a bike path rather than a rail trail”

“A **good unsealed surface is more than adequate** for rail trail users, suitable for most weather types”

### Representative groups

“current **community groups for the trail do wonderful promotion and event organisation**”

“current users associations/lobby **groups are an obstacle for good community engagement**”

“Too many groups claiming to represent the trail”

### Commercial opportunities

“It’s a great tourism asset that **needs further development and investment** to become even greater!”

“**Do not over develop it** with commercial activity”

### Water crossings/gullies

“The gully **crossings are unsafe and need to be bridged**”

“The water **crossings are great**”

“...have seen via social media the **concreting of some of the creek crossings....has caused a bigger hazard** than what was already there”

### Events/shared use of trail

“Horse riders often complain that the BVRT is being **used as a race track by cyclists...this is very dangerous**. The casual rider does not know when races and cycling events are taking place, which seems to be quite often”

“Have **always had positive experiences** with shared trail users including bikes and walkers”

“There **should be more restrictions** placed on the number of extreme bike races”

“**Too many events with people racing**. Danger for leisure riders. It’s not a race track”

“Too much **promotion of endurance riding could be a turnoff to those who ride for leisure**”

## Grids and grates (barriers to flow)

“**Remove the grids** - some of these, particularly the ones that are over deeper pits, are accidents waiting to happen”

“‘real horse riders’ have not been consulted about practical aspects of requirements, **gates and grids have been installed that are inappropriate and expensive** and their functionality is limited”

“Hopefully **more gates can be replaced with grates**”

## Strategic links/connections:

“Link **Ipswich Central Station, CBD, Railway Workshops Museum and BVRT**”

“Safe connection to **kingaroy**”

“The connection between **Ipswich and Wulkuraka Station** requires signage and line marking. Saddlers crossing rail bridge pedestrian crossing requires the installation of a bike overtaking bay to allow for pedestrian traffic in both directions”

“Could a monthly charter run from **Caboolture station to Yarraman** then the user’s could make their way back to Ipswich. Might open it up to those who live further North of Caboolture and provides a giant loop for people to get off and on as they need”

“make it the longest rail trail in the world , connect **Nanango and Murgon**”

“Possibly some **scenic routes around the towns** the rail trail passes through to keep people in each area a bit longer”

“join it up to the **Kilkivan and Boonah** trails to make a network of trail rides around SEQ and northern NSW”

“trail should be extended up to **kingaroy** to join up with the south Burnett trail”

“link up to **Kingaroy**”

“Needs to be linked with local walking trails and footpaths so users can safely and easily access **Brisbane River, Wivenhoe Dam** and other attractions”

“the Bremer River **rail crossing at Wulkuraka** could easily accommodate a safe cycle-friendly and pedestrian active travel facility on the south side”

“BVRT should also link up better with the **Brassall Bikeway**”

“dedicated trail linking the BVRT and the **Kingaroy Kilkivan** rail trail”

## Not all that impressed:

“I have ridden rail trails in the US, Canada and Melbourne and **most were in better condition than BVRT**”

“If the New Zealand cycle trails are the benchmark standard the **BVRT still has a long way to go** before it is achieved”

“All the gullies could have been crossed by swing bridges for the **ridiculous amount being wasted** refurbishing the Lockyer Creek bridge”

“Some local residents have, in the past, expressed their dissatisfaction with strangers ‘patrolling and snooping’ along their property boundaries. **Not happy with the influx of city dwellers**”

“The gate at the Yimbun tunnel and the log barriers are **pointless and mindless trail infrastructure**. The many gates are unnecessary and the log barriers render sections practically unusable for families with children in bike seats and/or trailers, and riders with disabilities. The **detour at Harlin is dangerous** and will result in more accidents”

“**Dangerous animals** should not be allowed to remain on the railway reserve, creating hazards and increased risks to users and children: horses threatening rail trail users at Coominya are one such example”

“Disappointed with the **lack of old Rail Infrastructure** left along the trail”

## Key stakeholder workshop

The key stakeholder workshop was attended by a total of 35 people, representing trail user groups, local businesses (that directly support the BVRT), local council staff and elected members, and state government departments, including various land managers.

The approach to the workshop included:

- brief introduction to the project, including scope and objectives
- overview of responses received via the online community survey
- large group discussions around identification of the top five challenges and the top five opportunities currently facing the BVRT
- small group discussions (six tables) around the challenges and opportunities facing specific sections/components of the BVRT
- strategic visioning exercise (where do you want to see the BVRT in 5, 10, 20 years time).

## Overview of findings

### Large group discussions:

#### Challenges

- ongoing maintenance/upkeep of trail
- Council Local Laws—implications for responsibilities, etc
- coordinated management—needs to be more inclusive
- better facilities required
- trail surface—variable
- funding strategy required—needs to be well resourced
- accessibility
- consistency of standards
- communication of information.

#### Opportunities

- additional infrastructure to support overnight visitation—more accommodation options
- marketing and promotion strategy

- promotion of Points of Interest
- improved 'flow' (in relation to closed gates) – particularly in northern sections
- better infrastructure generally.

#### Small group discussions:

- difficult to find trailhead at Yarraman
- emergency access to the trail
- additional planting
- involve community in maintenance
- no/limited facilities between Ipswich and Fernvale
- Borallon might be a suitable location to introduce new facilities
- improved connectivity/signposting
- extend through to Brisbane, Dinmore to Ipswich
- railway workshop car park might present opportunities
- community groups to take care of facilities
- vehicle access to properties can be a challenge
- addressing major weather events
- too many gates which affects flow (Yarraman to Moore)
- definition of trail through towns could be improved
- increased school usage of the trail – opportunity
- development of station areas.

#### Strategic and long-term goal visioning exercise:

##### Key words utilised:

- uniqueness/diverse
- international destination
- premier
- individual character
- integral education resource
- adventure.

Further details are provided within Appendix 6 Workshop Outcomes.

## Online user generated feedback content

### Trip Advisor

#### “Excellent” – 17 comments

“Great Ride” - This is an awesome ride, no particularly difficult bits but any day when you are doing 85 kilometres on dirt is a big day”

“Energetic Adventure” - trail varies in surfaces over the distance, Lots of small towns to stop in for accommodation and refreshments, old railway bridges have been maintained which adds character, enjoy the scenery, enjoyable challenge”

“Excellent way to travel and view rural life on your bike” - amazing way to feel the history and way of life in the small towns and forgotten areas of this interesting area, interesting and challenging 160 kilometres trip”

“Fantastic asset, So much to see and do along the way, visit the townships and local stores”

“Thoroughly enjoyed my ride from Wulkuraka to Esk, well looked after and there's plenty of signage in place”

“Great experience, comfortable ride, Lovely scenery, plenty of cycling through the forest”

“Great Adventure” - long cycling days ... but it was worth it for the scenery and history, recommend the trail to do in full or in parts”

“Hidden Gem” - great place to follow an old rail trail through some QLD scenery, bit isolated in places, so pack a good repair kit”

“Queensland's best kept secret” - Whether you walk, cycle or horse ride, there are lots to see and do. Some great country towns that welcome visitors”

“We underestimated how hard it is to get up to any decent speed on the rough terrain and how tiring it is on the body, signage was excellent, Apart from the nice scenery, placid farm animals and wild life; there were also lots of fun and challenging creek crossings for the teenagers to safely tackle, whole family really enjoyed the adventure and we highly recommended the BRVT as a school holiday destination for families with teenagers who are fit and love the outdoors (Yarraman to Fernvale)”

“Fantastic camping” -peace n quiet....beautiful (Benarkin)”

“fabulous historic areas, beautiful farmland, bushland and wildlife, super friendly locals”

“enjoyable and interesting to see where the trains once passed through the countryside”



“enjoyable and interesting to see where the trains once passed through the countryside”

“amazing day, enjoyed the various historical information plaques, Nature was all around us, thrill of downhill sections for creek crossings, we enjoyed the challenge thoroughly”

“Well signed, welcoming little country towns with great cafes and bakeries”

“fabulous ride and definitely highly recommended, lots of fabulous countryside, only rode a part of this rail trail would love to do more”

“truly memorable cycling adventure, surface is good and the track is well sign posted, great way to really enjoy our unique and beautiful country (Linville to Blackbutt)”

### “Very Good” – 22 comments

“Awesome Rail Trail” - Various councils have different ways of looking after the track. Surprisingly it made the Trail more interesting for me, wonderful ride through small towns

“Potentially Great” - the Trail surface varies greatly along the route and quite rough in sections, scenery along the Trail very picturesque as it winds around Hills and through farmland and native bush land, rail trail is really great but this section (Esk to Coominya) certainly needs some maintenance on the track”

“Great mix of history and nature especially the Bellbirds”

“Every visit just gets better” - no matter how far you walk on the different sections they provide such different experiences, able to access the trail from many points along its length, countryside is spectacular as it winds through small valleys, open flats, and through hills, birdlife is amazing, and the flora and fauna along the trail give the reminder of being in the Australian bush, well maintained and every time I venture on the trail there is more to experience, downside is the lack of toilets, seats and shelters”

“Peaceful safe off-road bike ride” - All sections are easy to ride with gentle grades, good signage and segments most people could manage including young children, great active and free weekend activity”

“Great track, could be brilliant” - rode to end at Wulkaraka. What a letdown, All up a great experience and would highly recommend. Would be brilliant if signposting was improved, you could source bike repairs if needed, and there were more options for accommodation”

“nice gentle walk along the old railway line , very relaxing”

“The trail is quite an experience, it’s certainly good fun”

“treated to some stunning vistas, a fairly tough ride, very frequent gates, Looking forward to riding the further reaches of the trail”

“enjoyed our ride a lot”

“Lots of things to see and plenty of stops for breaks”

“great views and Wallabies hopping about”

“Birds seen were Channel billed cuckoos (with crows chasing them), King parrots, Rainbow lorikeets, Bellbirds, Pardalotes, Black-faced cuckoo shrikes, Rainbow bee-eaters, and Fire-tailed finches. trail traverses several cattle properties separated by various gates that need to be opened and closed”

“Very little shade”

“All in all it is a nice trail travelling through varying types of country side”

“Great day out - good surface and fine views”

“track is well formed and easy to follow, plenty to see, main criticism is that there are not a lot of facilities for walkers along the route (Fernvale to Lowood return); two shelter sheds along the way, but no bins, no toilets and no access to water, trail seems to be more geared to cyclists or to horseriders, rather than walkers, transport options, the opening of more accommodation options along the route and more facilities for walkers would be needed before anybody could take the trail seriously as a multi-day walk”

“(Linville to blackbutt)well signed segment, with several stops along the way with picnic tables, some toilet facilities. Lots of information signs, (Blackbutt to Yarraman) could be better promoted, signage on this section is a bit lacking. There are several trails overlapping, some walking trails, horse riding trails, and at Nukku Road the signs lead us completely in the wrong direction”

“segments that are easily accessible and great to walk or jog along, rail buildings including the old station are beautifully maintained, enjoyed the historical aspects of the trail”

“ride is going to be a great tourist drawcard in a few years time. ... but is certainly an adventure”

### “Average” – three comments

“ok in winter, too hot in summer”

“maggies take away the enjoyment”

“Best tackled in winter”

## Appendix 6 Analysis

### Potential BVRT user types profiles

The following categories have been developed specifically for the BVRT to identify, profile and categorise current and potential future trail users:

#### BVRT walkers

- leisure
- recreational
- enthusiast
- long distance.

#### BVRT runners

- recreational
- enthusiast/endurance.

#### BVRT cyclists

- leisure
- recreational
- enthusiast
- endurance/racer/extreme challenge
- adaptive.

#### BVRT horse riders

- novice/beginner
- recreational/enthusiast
- long distance/endurance.

A high level profile for each of these user types is provided on the following pages.

#### BVRT walkers

##### Walker: leisure

- will walk to reach a specific destination/point of interest, or for exercise
- typically includes individuals, couples, families, of all ages and all abilities
- tend to undertake shorter walks with variable skills/fitness levels
- **Short walk/up to 5 kilometres/up to 1 hour.**

##### Walker: recreational

- Regular trail walker with variable skills/fitness levels
- typically includes individuals, couples, families, of all ages
- will walk close to home, and further afield on weekends and also whilst on holidays
- focus on general trail experiences (up to half-day), local points of interest, fitness/exercise
- **medium walk/5–10 kilometres/1–2 hours.**

##### Walker: enthusiast

- frequent walkers with good to excellent skills/fitness levels
- typically includes individuals, couples, families, organised groups, of all ages
- will walk close to home, and further afield on weekends and also whilst on holidays
- prepared to travel to specific destinations seeking walking experiences/challenges
- most likely will be well equipped, self sufficient
- focus on specific trail walking experiences (half-day/day-long/multi-day), local points of interest, fitness/exercise
- **long walk/10–30 kilometres/2–6 hours.**

##### Walker: long distance

- regular to frequent walker with good to excellent skills/fitness levels
- typically includes individuals, couples, organised groups, of all ages
- will be well equipped and self sufficient
- prepared to travel to specific destinations seeking specific technical experiences/challenges
- may be a club member
- focus on walking experiences (day-long/multi-day), challenge and fitness/exercise
- **very long walk/30 kilometres+ /6 hours+ (including multi-day).**

#### BVRT runners

##### Runner: recreational

- regular runners with good to excellent skills/fitness levels
- typically includes individuals, couples, organised groups
- will run close to home, and further afield on weekends and also whilst on holidays
- prepared to travel to specific destinations seeking fitness experiences/challenges
- most likely will be well equipped and self sufficient
- focus on specific fitness challenges/experiences
- **medium run 5–15 kilometres (1–4 hours).**

##### Runner: enthusiast/endurance

- frequent runners with excellent skills/fitness levels
- typically includes individuals, couples, organised groups
- will run close to home, and further afield on weekends and also whilst on holidays
- prepared to travel to specific destinations seeking fitness experiences/challenges

- will be well equipped and self sufficient
- tend to be a club member
- focus on competition, specific fitness challenges/experiences
- **long run 15 kilometres+ (4 hours+).**

## BVRT cyclists

### Cyclist: leisure

- infrequent cyclist with variable skills/fitness
- typically includes individuals, couples, families, of all ages
- prefer to ride close to home
- may not own a bicycle
- might occasionally hire a bicycle on holiday
- focus on general cycling experiences, novelty, local points of interest
- **short ride up to 5 kilometres (up to 1 hour).**

### Cyclist: recreational

- regular cyclists with variable skills/fitness
- typically includes individuals, couples, families, of all ages
- will ride close to home and further afield on weekends and also whilst on holidays
- will probably own and travel with bicycles
- will hire bicycles if required
- focus on general cycling experiences (up to half-day), local points of interest, fitness/exercise
- **medium ride up to 25 kilometres (up to two hours).**

### Cyclist: enthusiast

- regular to frequent cyclists with moderate skills/fitness levels
- typically includes individuals, couples, organised groups
- will ride close to home, and further afield on weekends and also whilst on holidays
- prepared to travel to specific destinations seeking cycling experiences/challenges
- most likely will own and travel with bicycles, be well equipped and self-sufficient
- focus on specific cycling/adventure, experiences (half-day/day-long/multi-day), local points of interest, fitness/exercise
- **long ride 25–100 kilometres (3–5 hours).**

### Cyclist: endurance/racer/extreme challenge

- frequent cyclists with good to excellent skills/fitness levels
- typically includes individuals, organised groups
- will own a bicycle(s), be well equipped and self-sufficient
- prepared to travel to specific destinations seeking specific technical experiences/challenges
- tend to be a club member
- focus on competitive, cycling experiences (day-long/multi-day), fitness/exercise
- **very long ride 100 kilometres+ (five hours plus).**

## Cyclist: adaptive

- regular to frequent cyclists with variable skills/fitness levels
- typically includes individuals, organised groups, of all ages
- will often own a modified vehicle (e.g. modified bike, tandem, hand cycle, tricycle), be well equipped and self-sufficient
- prepared to travel to specific destinations seeking specific experiences/challenges
- focus on specific cycling experiences, local points of interest, fitness/exercise
- **ride various distances.**

## BVRT horse riders

### Horse rider: novice/beginner

- new to horse riding/infrequently ridden a horse, with limited skills/variable fitness levels
- typically includes individuals, couples, families, of all ages
- might consider riding a horse (or experiencing a horse and cart ride) whilst visiting the area/on holiday
- focus on general horse riding experiences, novelty, local points of interest
- **short ride up to 5 kilometres (1 hour+).**

### Horse rider: recreational/enthusiast

- regular to frequent rider with moderate to excellent skills/fitness levels
- typically includes individuals, couples, families, organised groups, of all ages
- will ride close to home, and further afield on weekends and also whilst on holidays
- includes carriage driving disciplines
- prepared to travel to specific destinations seeking riding experiences/challenges
- may own and travel with horse(s), be well equipped and self-sufficient
- prepared to hire horses if required
- focus on diverse riding experiences (up to half-day/half-day/day-long), local points of interest, fitness/exercise
- **medium-long ride 5–30 kilometres (1–6 hours).**

### Horse rider: long distance/endurance

- Frequent riders with good to excellent skills/fitness levels
- Typically includes individuals, organised groups
- Most likely will own and travel with horse(s), be well equipped and self-sufficient
- Includes carriage driving disciplines
- Prepared to travel to specific destinations seeking specific technical experiences/challenges
- Tend to be a club member
- Focus on long-distance horse-riding experiences (day-long/multi-day), fitness/exercise/competition
- **very long ride 30 kilometres+ (six hours plus)**

The table on the following page considers each of these potential rail trail user types in terms of the trail experiences they are likely to be looking for, and cross referencing these experiences with current and potential future experiences available on the BVRT.



BVRT Potential Trail Experiences	Distance Km (return trip)	BVRT Potential Rail Trail User Type													
		Leisure	Recreational	Enthusiast	Long Distance	Recreational	Enthusiast/Endurance	Leisure	Recreational	Enthusiast	Adaptive	Endurance / Racer / Extreme Challenge	Novice/Beginner	Recreational / Enthusiast	Long distance / Endurance
		Walkers				Runners		Cyclists				Horse Riders			
Yarraman Township and local trails network	-														
Yarraman - Cooyer Creek Crossing	16														
Blackbutt - Cooyer Creek Crossing	23														
Blackbutt Township and local trails network	-														
Blackbutt - Benarkin	10														
Benarkin Township and local trails network	-														
Benarkin - Historic Culvert	8														
Linville Township and local trails network	-														
Linville - Moore	14														
Moore Township and local trails network	-														
Moore - Harlin	26														
Harlin Township and local trails network	-														
Harlin - Yimbun Tunnel	8														
Harlin to Toogoolawah	28														
Toogoolawah - Yimbun Tunnel	22														
Toogoolawah Township and local trails network	-														
Toogoolawah - Ottaba Bridge	24														
Esk Township and local trails network	-														
Esk - Ottaba Bridge	14														
Coominya Township and local trails network	-														
Coominya - Lockyer Creek Bridge	9														
Coominya - Lowood	24														
Lowood - Lockyer Creek Bridge	15														
Lowood Township and local trails network	-														
Lowood - Fernvale return	16														
Fernvale - Lockyer Creek Bridge	31														
Fernvale Township and local trails network	-														
Fernvale - Borallon	22														
Wulkuraka - Borallon	21														

BVRT Potential Trail Experiences	Distance Km (one way trip)	BVRT Potential Rail Trail User Type													
		Leisure	Recreational	Enthusiast	Long Distance	Recreational	Enthusiast/Endurance	Leisure	Recreational	Enthusiast	Adaptive	Endurance / Racer / Extreme Challenge	Novice/Beginner	Recreational / Enthusiast	Long distance / Endurance
		Walkers				Runners		Cyclists					Horse Riders		
Entire section: Yarraman to Blackbutt	19				X				X	X		X			X
Entire section: Blackbutt to Benarkin	5			X	X		X		X	X		X			X
Entire section: Benarkin to Linville	17				X				X	X		X			X
Entire section: Linville to Moore	7			X	X		X		X	X		X			X
Entire section: Moore to Harlin	13				X		X		X	X		X			X
Entire section: Harlin to Toogoolawah	14				X		X		X	X		X			X
Entire section: Toogoolawah to Esk	19				X				X	X		X			X
Entire section: Esk to Coominya	24				X					X		X			X
Entire section: Coominya to Lowood	12				X		X		X	X		X			X
Entire section: Lowood to Fernvale	8			X	X		X		X	X		X			X
Entire section: Fernvale to Wulkuraka	23				X					X		X			X
End to End 3 Day Experience (av.55km/day)	161														
End to End 4 Day Experience (av.40km/day)	161														
End to End 5 Day Experience (av.30km/day)	161														
End to End Race / Time Challenge	161														
End to End and Back Race / Time Challenge	322														
Other Potential Future Trail Development															
Multi-use loop trail encompassing BVRT and BNT	>90														
BVRT Pine Mountain - Kholo Gardens - Muirlea linkages & trails network	-				X										
BVRT - KKRT trail link via Nanango	-														

Most likely to be interested in this BVRT experience	
Possibly interested in this BVRT experience	
Most likely not interested in this BVRT experience	
Interested in this BVRT experience as part of a broader BVRT experience (i.e. combined with use of adjoining sections of the trail to create a longer/more challenging/varied experience)	X







## Opportunities/future directions

### 01 Kingaroy Kilkivan Rail Trail

- strategic link between BVRT and KKRT

### 02 Yarraman Local Trails Network

- redevelop existing trail network to offer short walk/cycle loops and in-town heritage trail
- review directional signage to improve legibility, particularly in relation to location of the BVRT trailhead, trail alignment, campground, town.

### 03 Cooyar Creek Crossing

- promote as a walk/cycle/horse ride destination, return trip from Yarraman and Blackbutt.

### 04 Blackbutt Local Trails Network

- opportunity to develop/upgrade an in-town heritage/discovery trail.

### 05 Benarkin Local Trails Network

- opportunity to develop/upgrade an in-town heritage/discovery trail, with links into the adjacent Benarkin State Forest trails network.

### 06 Linville Local Trails Network

- opportunity to develop/upgrade an in-town heritage/discovery trail.

### 07 Moore Local Trails Network

- opportunity to develop/upgrade an in-town heritage/discovery trail.

### 08 Bicentennial National Trail

- potential loop trail connecting Australia's longest rail trail (161 kilometres) with Australia's longest multi-use recreational trail (5330 kilometres).

### 09 Yimbun Tunnel

- promote as a walk/cycle/horse ride destination, return trip from Harlin, Toogoolawah, Moore.

### 10 Toogoolawah

- opportunity to develop/upgrade an in-town heritage/discovery trail.

### 11 Historic rail bridge (Coal Creek)

- consider restoration of the bridge to enable passage over it and enhance as a destination
- promote as a walk/cycle/horse ride destination, return trip along the BVRT from Toogoolawah, Esk.

### 12 Esk

- opportunity to develop/upgrade an in-town heritage/discovery trail
- potential to enhance links to Lake Wivenhoe.

### 13 Coominya

- opportunity to develop/upgrade an in-town heritage/discovery trail
- potential to develop links to Lake Wivenhoe and the Brisbane River.

### 14 Lockyer Creek Bridge

- promote as a major destination and feature of the BVRT, accessible directly by vehicle, bike, horse or on foot
- promote as a walk/cycle/horse ride destination, return trip from Coominya, Lowood, Fernvale.

### 15 Lowood

- opportunity to develop/upgrade an in-town heritage/discovery trail
- explore potential to enhance links to Lake Wivenhoe and the Brisbane River
- continue to promote and enhance this popular section of BVRT between Lowood and Fernvale.

### 16 Fernvale

- opportunity to develop/upgrade an in-town heritage/discovery trail
- explore potential to develop links to Lake Wivenhoe and the Brisbane River.

### 17 Borallon

- Investigate feasibility to deliver an accessible toilet facility along this section of the BVRT

### 18 Pine Mountain/Kholo

- seek to leverage off current proposals to develop 10 kilometres of trail in this area (City of Ipswich) and ensure that there a strategic links provided to connect with the BVRT.

### 19 Wulkuraka

- develop a trailhead facility at the southern terminus with consideration given to the Grace St site (car park, trailhead infrastructure).

### 20 City of Ipswich

- seek optimal integration of the BVRT into Council's plans to develop a walk/cycle strategy.

### 21 Brisbane

- longer term explore feasibility of off road trail link back to Brisbane.

### 22 BVRT trail experiences

- clearly define and promote the range of recreational trail experiences available along each unique section of the BVRT, whether on foot, bicycle or horse back (refer previous table).

## Appendix 7 Workshop outcomes

### Priority challenges and opportunities for the BVRT (by table)

Table 1	
Challenges	Opportunities
Accommodation	Certificate award for those that complete the whole trail
All weather usage	
Signage	Official BVRT website—one stop shop
Water availability	
Distance between towns	
Maintenance	
Limited toilet amenities	
Guidelines for commercial operations	
Commercial operators working together	
Horse holding yards/water access	
Cross promotion of events	
Train users	
Signage from Ipswich Central Station	
Infrastructure	
Names of roads identified at road crossings	
Locked gates/emergency access requirements	
Graffiti/unauthorised use of trail (e.g. trail bikes)/anti-social behaviour	
Accessing information about BVRT/internet	
Mobile reception/variable coverage	

Table 2	
Challenges	Opportunities
Consistent promotion of entire trail as a whole	Tourism—located in backyard of SE Queensland's population
Ongoing maintenance—provide a trail surface that suits a variety of user groups	Employment through associated opportunities to keep locals 'living local'
Better define purpose of BVRT—is it a recreation trail or an event trail	Training opportunities to upskill locals in technical skills, business skills
Coordinated management—reporting issues mechanisms, general organisation and promotion of the trail	BVRT presents a public health benefit and should be considered in that light
Financial sustainability—what funding model will work?	Gets/keeps people active and connected to their communities
Big picture thinking—clear information for all aspects of the trail—where can different user groups do what? What should users expect?	Business growth and employment
Emergency Management Plan	

Table 3	
Challenges	Opportunities
Seamless maintenance	Tourism (categories/market segments)
Marketing	Business development
Management style	Health benefits for users
Funding source	Highlighting the area's attractions (e.g. fauna, flora, European and Indigenous history)
Signage audit	
Other modes of transport	Variety of transport available
Biodiversity	Sporting opportunities (e.g. triathlon)
	Wildlife corridors

Table 4	
Challenges	Opportunities
Development of infrastructure	Develop events and coordinate
Shade	Family friendly experiences
Toilet facilities	Transport services for the public
Trees–shade and beautification	Develop/improve visibility of the trail in towns
Marketing–develop budget and plan	
Identification of off-trail activities	
Improve ‘rougher’ sections of trail e.g. Toogoolawah to Moore–standard needs to be upgraded and maintained	

Table 5	
Challenges	Opportunities
Too many gates–39 gates along 29km section–need to improve flow	Business opportunities Bird watching
Consistency of standards	Environmental opportunities
Signage–entrances, information about accommodation	Protecting history of communities
Coordination between land owners, local government, TMR	Stimulating growth of rural towns Educational opportunities
Marketing and promotion	Healthy active lifestyles
One ranger responsible for entire length of BVRT is insufficient	Tourism growth–international Lack of available recreation space
Facilities/accommodation to meet future demand	Bring in people from Brisbane
Transport/shuttle services	
Education/code of conduct/etiquette	
Events–booking system, conflict between events and other users	
Car parks/security	

Table 6	
Challenges	Opportunities
Application of council local laws on trails e.g. dogs, anti-social behaviour	Overnight visits–how to develop Convert day visitors to overnight/multi-day visitors
Centralised booking system for events–standards, insurance, listing local gov a party on public liability insurance	Insufficient supply of quality accommodation Alternative choices/routes/ low traffic roads
Maintenance–who to contact, one stop shop for complaints, signage	Inclusiveness of available pursuits unique to our ie canoes mountain bike trails, skydiving, walks/bikes/ horses, disabled persons
Development of infrastructure–improved crossings, improved surfaces –who will be responsible for delivering infrastructure improvements?	Cross promotion Wivenhoe Hill Trails–how to connect to BVRT
Promotion–dedicated visitor centre, no coordinated approach	Possible forestry trails Stock routes Indigenous heritage– interactive signage on the track



## Challenges and opportunities for the BVRT (by section)

Section - Yarraman to Moore	
Challenges	Opportunities
Keeping BVRT accessible to all	Camping
Keeping BVRT a trail and not turning it into a road	Expanding accommodation options
Slippery sections	Secure horse yards (for a rest stop at Harland Park) so horses don't escape onto the road
Links from little towns to BVRT	Drinking water supply
Road crossings warning signs, barriers, chicanes	Promotion and marketing
Distance markers (milestones)	Turn old trains and carriages into tourist attractions
Weather events like 2011 floods—no funding for major repairs	Business opportunities
More than one management body	Consolidate map knowledge from all users—links, old stock routes, road reserves
Funding model	Bring people from areas such as Brisbane/Gold Coast
Problems that new infrastructure brings (cleaning, vandalism, delinquency), such as toilets	Advertise health and active aspect
Fencing along trails to eliminate gates	Tree planting (shade for users)
Vehicle access of landowners to their property through the trail	Gate wide enough for a packed horse
Use of firearms nearby BVRT – complaints received	
Landowners along the BVRT	
Potential risk of over investment without a good approach	

Section - Yarraman to Moore	
Challenges	Opportunities
Yarraman to Blackbutt—clay section needs work to create all weather surface	Great bird watching section
Trailhead not clearly signed	Grass trees
No signage to show how far town centre is	Historical society—info centre is well resourced and well staffed (Yarraman and Blackbutt)

Section - Yarraman to Moore	
Challenges	Opportunities
Overcoming natural disasters	International marketing through sister cities
Gates	School usage
Tick line	Environmental awareness
International marketing	History awareness
Mapping etc	Appreciation of Brisbane River

Section - Yarraman to Moore	
Challenges	Opportunities
Yarraman to Blackbutt—trail surface and trail identification	Development of station areas
Gates	Development of spaced rest areas between towns
Connection of towns to trail (Blackbutt, Benarkin, Moore)	Tree planting for both shade and wildlife
Definition of trail through towns (signage)	Future support services (transport, repair shops, horse products)
Public facilities	

Section - Toogoolawah to Moore	
Challenges	Opportunities
Remove big gates	Ramblers drop zone
	Heavy horses
	Towns at both ends
	Properties with common boundaries
	Shade—plant some trees
	Rest stop facilities
	Develop stations—Esk, Toogoolawah

Section - Toogoolawah to Moore	
Challenges	Opportunities
Crosses highway in 100km zone	New surface and drains will rain in
Trail avoids Moore ad cafes are not passed on trail so businesses may be affected	New section open and people know about it
Lack of accommodation	Distances between towns for easy family rides and staying overnight
	Free camping
	Horse yards at Pony Club

Section - Toogoolawah to Esk	
Challenges	Opportunities
Coal Creek crossing is not all weather and dangerous when wet	Open train stations for different users and community groups
More bridges to limit water logging	

Section - Esk to Fernvale	
Challenges	Opportunities
No water at Coominya	Runs close to Brisbane river and has a lovely change of scenery
No free camping at Esk	
No accommodation at Coominya	Native garden at Lowood—tourist attraction
All food on opposite side of road	Distances between towns is rideable

Section - Esk to Fernvale	
Challenges	Opportunities
Surface—sections of trail are down to railway ballast so people are using unofficial side track for horse riding, mountain biking and walking—some people have stopped using trail	Plant shade trees in barren areas, particularly between Coominya and Lowood—involve community groups in maintenance eg military service groups
Facilities—toilets, water for horses and people, hitching posts	Shuttle services for all users—could have business that service users
Emergency access to trail	Business promotion eg 5km to XYZ café—see you soon!
Lack of shade	Horse overnight accommodation in Esk and Coominya—similar to Linville facilities
Litter/general maintenance	
Recovery from natural disasters	

Section - Fernvale to Wanora	
Challenges	Opportunities
Historical signage needed	New surface and drains will rain in
Highway crossing	New section open and people know about it
	Distances between towns for easy family rides and staying overnight
	Free camping
	Horse yards at Pony Club

Section - Fernvale to Wanora	
Challenges	Opportunities
Low lying areas get inundated e.g. Blacksnake Creek/Fairney Brook	Bridge Blacksnake Creek/Fairney Brook as concrete foundations still in place

Section - Brassall to Fernvale	
Challenges	Opportunities
Inadequate amenities	Amenities at Brassall Shopping Centre
Consideration of needs for different user groups – walkers, cyclists, horse riders	Make Borallon stop over/ rest point–central location between Fernvale and Brassall/Wulkuraka/Ipswich
Signage, distance markers, road names	Tourism (so close to Ipswich)
Unauthorised motorbike riders	Market to all groups–walkers, bike riders, horse riders
Security	More patrols on foot by local community groups, members
Lack of toilets at Wulkuraka Station	Encourage users to use amenities at Brassall Shopping Centre (via Workshops St)
Two accommodation options in this area, not close to Borallon–Wanora on the Brisbane holiday house, La Bella Vista B&B–neither close to the trail	Overnight camping at Borallon, similar to Yarraman Weir facilities
Lack of signage to Ipswich CBD–lost tourism opportunity	Encourage users to go right into Ipswich Central where there are plenty of hotels/ motels
	Install signage at Borallon advising of where amenities are ie Brassall Shopping Centre/Ipswich CBD

Section - Brassall to Wanora	
Challenges	Opportunities
Lack of signage from Ipswich Central Station to BVRT start at Wulkuraka	Close to highway Short drive from Brisbane
No toilets, water, parking at Wulkuraka	Easy ride for families
Crosses highway	

Section - Ipswich to Fernvale	
Challenges	Opportunities
Lack of facilities at Wulkuraka end	Parking, toilets, accommodation, catering
Secure parking at railway workshops museum	Lack of secure parking
Blacksnake Creek/Fairney Brook–flooding in low lying areas	Bridges on concrete foundations that are still in place
Linking with public transport nodes and other bike ways and trails	Signage and promotion is key Strategic placement
Lack of amenities, shade shelters, toilets	



## BVRT visioning exercise

### Submission 1

Trail connecting better to towns, highlighting local attractions.

Family Friendly with ease of access and safety

Maintain individual sections character

### Submission 2

Trail connectivity with towns

Shade and rest stops at regular intervals

Interpretive history along whole trail

Connecting the trail to attractions along the trail

Tree planting

### Submission 3

Community wellbeing, economic benefit through the historical, adventure, ecological elements of the BVRT

Linking leisure to history

Decked bridges

The BVRT will be the longest rail trail that will feature historical, ecological and leisure opportunities encompassing community wellbeing, economic benefit and adventure elements along its length

### Submission 4

International destination

Multi-use destination

Shady Koala habitation environment ie corridors linking habitats

Utilising technology to achieve reliable stats and data od usage

Provision of an APP

Implement changes to the planning scheme to achieve economic outcomes

### Submission 5

Clearly defined goals

Showcase the scenery of each section, historical and cultural significance

Promoting the uniqueness of each town and environment, highlighting local attractions

Unity amongst trail users and management

Integration (management wise)

Goals:

Provide an all weather track that allows users to choose the section that both suits their needs eg horse riders, adaptive mountain bikers, walkers, family groups

Increasing the economic benefit to local towns and communities

Promote the active lifestyle benefits that the BVRT brings

To create a cohesive working team that looks after the trail

### Submission 6

A well known and valued feature of the Queensland tourist experience

Accessible to all forms of transport including (wheels) for the disabled

Reciprocal arrangements (an audience) with international communities and the trail is an integral feature of Queensland education

### Submission 7

The Great South East Queensland Rail Trail will be a premier attraction for non-motorised trail activities, contributing to economy and community

The trail could ultimately link as far as Gympie and possible through Sunshine Coast hinterland back down through Moreton Bay region to Brisbane and Ipswich

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