

SEPTEMBER 2020

TRC



# RECREATIONAL TRAIL WEBINAR

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Presented by TRC Tourism



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TRAILS NETWORK ON LINKEDIN





# AGENDA



**JANET MACKAY**  
**TRC DIRECTOR**  
**TOURISM & TRAILS**  
**SPECIALIST**

- What makes a good / great trail experience?
- Why are trails important for destinations?
- Categorising trails - State, Regional and Community Trails
- COVID 19



**CHRIS ORD**  
**OUTDOOR ACTIVE**  
**SPECIALIST**

- Best practice planning and design
- The Red Centre Adventure Ride (AUS)



**CHRIS HALSTEAD**  
**TRAILS SPECIALIST**

- Best Practice Sustainable Trails
- Features of Sustainable Trails – Environment Social Economic
- Sustainable Trails – the reality - the Kokoda Track (PNG)



**CHRIS ROSE**  
**TOURISM &**  
**GOVERNANCE**  
**SPECIALIST**

- Best practice management model - importance of good governance
- Wellington Regional trails framework (NZ)

Please write any questions in the Q&A feature and we will address at the end of the webinar or in a follow up email



# WHAT MAKES A GOOD TRAIL EXPERIENCE?

- Environment
- Infrastructure
- Facilities
- Maintenance
- Management
- Services

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While a destination may have world class trails, it is the **combination of trails** and the **overall visitor experience** that creates a trail destination residents are proud of and visitors seek out.

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*Don't start to build until you know  
how to manage and maintain!!*





# WHY ARE TRAILS IMPORTANT FOR DESTINATIONS?



## COMMUNITY & SOCIAL BENEFITS

Providing opportunities for families and friends to enjoy time together and enhancing quality of life.



## ECONOMIC BENEFITS

Increased tourism revenues, greater business investment and enhanced property values.



## EDUCATIONAL BENEFITS

Providing an outdoor classroom for physical activity, sport, nature, culture and history.



## ENVIRONMENTAL BENEFITS

Understanding of our natural heritage and stewardship of the environment.



## HEALTH & FITNESS BENEFITS

Improved health and physical well-being for both individuals and communities, reduced health care costs and enhanced productivity.



## HERITAGE & CULTURAL BENEFITS

Recognition and respect for Aboriginal culture and historical values.



# CATEGORISING TRAILS



## NATIONAL (OR STATE)

A National (or state) trail is often nationally and in some instances internationally renowned but certainly recognised at a national level. Visitors undertake these experiences as a must-do when visiting a destination, or travel to that destination to undertake this specific experience.

- Sufficient scale/scope to warrant travel from outside the region
- Strong name/brand...likely well known at least in state
- High quality facility/infrastructure/experience
- Effective management

*Examples: Milford Track NZ, Timber Trail NZ, Great Ocean Walk AUS*



## REGIONAL TRAILS

A Regional trail will be an individual trail or network that is of sufficient scale and/or interest to attract people from further afield to come and use them. They can range in length from a short walk or ride of a high standard to potentially a multi-day trail. Markets are likely to be domestic visitors.

- Sufficient scale/scope to warrant travel across the region
- Regionally recognised name/brand
- High quality infrastructure/experience
- Effective management

*Examples: Maydena Bike Park AUS, Canberra Centenary Trail AUS*



## COMMUNITY TRAILS

A Community trail is generally one that offers opportunities for local communities to encourage recreation, healthy community lifestyles and enable commuting around townships such as bike and walking trails. They will generally be developed by local government and/or community groups.

- Generally used by local community
- Locally known and recognised
- Good infrastructure
- Generally managed by local government or community group





**WHAT  
WILL MAKE  
YOUR GREAT  
MULTI  
DAY TRAIL  
EXPERIENCE  
COMPETITIVE?**

**MOVING FROM  
GOOD TO  
GREAT....**



Clear point of difference



Existing high market profile  
for the destination



Complementary nature-based  
attractions, products and  
infrastructure



Ability to cater to both  
independent and guided  
walkers / riders



An experience that  
offers avoids high volume  
nodes or trails



A quality, seamless experience  
with ease of information,  
booking and accommodation



Walk / cycle distance that is  
geared to consumer  
preferences

**OVERLAND TRACK**

**NZ CYCLE TRAIL**

**LARAPINTA TRAIL**

**MILFORD TRACK**

**BLUE DERBY MTB**



COVID 19







# TRAIL PLANNING & DESIGN



CHRIS ORD



# A METHODOICAL PROCESS

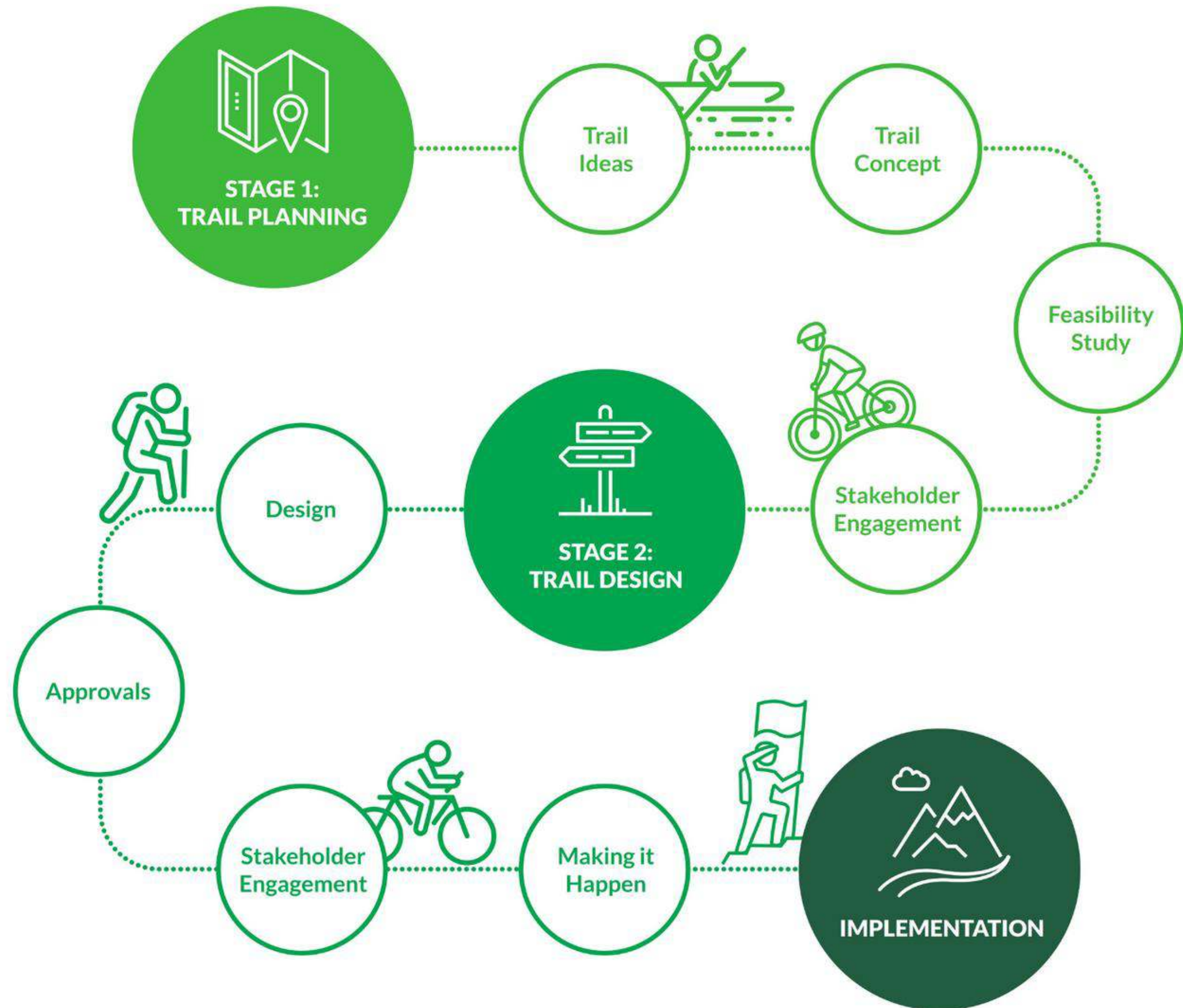
Requires comprehensive understanding of context and desired outcomes

Logical stepping-stone approach

Two distinct phases:

1. Planning
2. Design

Implementation = build and manage







# DEFINE YOUR CONTEXT - PLANNING

Ask pertinent questions, get relevant answers that guide design

1.  
What is the idea?  
What is the aim?

Why needed?

2.  
What kind of  
trails are you  
trying to create?

Who is user?

3.  
What do users  
want?

4.  
Understand the  
landscape – what's  
possible?

What's *appropriate*?

5.  
What is feasible?



# CRITICAL FACTORS - DESIGN



- Consult *throughout* process
- What will be impacts?  
environmental, social, cultural, economic
- Learn from previous projects
- Customise to context and purpose
- Engage experts
- Reflect relevant standards and guidelines
- Governance and sustainability  
including ongoing funding





## **CASE STUDY – RED CENTRE ADVENTURE RIDE**

- 200km+ ride trail through the rugged West MacDonnell Ranges
- Alice Springs to Mt Sonder, parallel to the Larapinta Trail (walk)
- Biggest potential investment in an MTB project in Australia (\$12 million)
- Essentially a 'new' experience product – very few similar examples worldwide.





# CONSIDERATIONS

- Route design – challenges of landscape
- User and activity engagement profile
- Remote Access – planning, build, use
- Traditional Owner engagement
- Encouraged sense of custodianship
  - Develop practical skills, employment (traineeship program), business
  - Sense of trail being a tool for empowerment and sharing of culture.







# BEST PRACTICE SUSTAINABLE TRAILS

WHAT ARE SUSTAINABLE TRAILS?



CHRIS HALSTEAD



Sustainable trails  
are ecologically  
sustainable and  
economically  
viable

They are valued  
and supported by  
the communities  
in which they are  
located

How do we get  
there?

- Trail design puts the trail user at the centre of the design process
- The economic sustainability of trails is reliant on effective trail design, construction, management and maintenance
- Trail planners, professional trail builders and trail communities
  - Place great focus on understanding the needs of the trail user
  - Put the trail in the right place and ensuring trails are fun, fit for purpose and sit within the very best sustainable trail corridor





## **SUSTAINABLE TRAILS – THE REALITY - THE KOKODA TRACK**



**SCAN QR CODE TO WATCH  
CASE STUDY VIDEO**





# THE KOKODA TRACK

Who lives out there on the Track?  
What environment does the Track traverse?  
Who are the users of the Track?  
Who benefits from the Track?  
What are the issues for the Track?  
What is the future?







# TRAIL MANAGEMENT



CHRIS ROSE



# TRAIL MANAGEMENT

- The governance or management model is important and needs thought prior to starting to build the trail
- Considerations include land tenure, legal, financial, collaboration and partnership, skills, business opportunities etc
- Every trail/destination is slightly different







# TYPE OF GOVERNANCE

- Legislation is important in the public land context
- Defines risk, purpose of the land and what mechanisms may be available
- Non legal opportunities may include partnerships, MOUs, etc
- Binding agreements may include leases, trusts, Associations etc





# WELLINGTON REGIONAL (NZ) TRAILS FRAMEWORK

## PROJECT PARTNERS



Absolutely Positively  
**Wellington City Council**  
Me Heke Ki Pōneke



porirua**city**



**WREDA**  
Wellington  
Regional Economic  
Development Agency



[www.wellingtonregionaltrails.com](http://www.wellingtonregionaltrails.com)

Regional CE's Forum

Regional  
Coordinating  
Committee

Community  
and Industry  
Engagement  
Forum

Regional Trails  
Framework Advisor

Project Teams





## COOPERATION AND GOVERNANCE BRINGS:

- A shared vision
- Scale for the destination
- Priority setting for scarce funds
- Stakeholder engagement and common understanding between land managers and users
- Common standards
- Understanding of the 'hero' or 'signature' products and support products
- Beneficiaries understood
- Better business opportunity



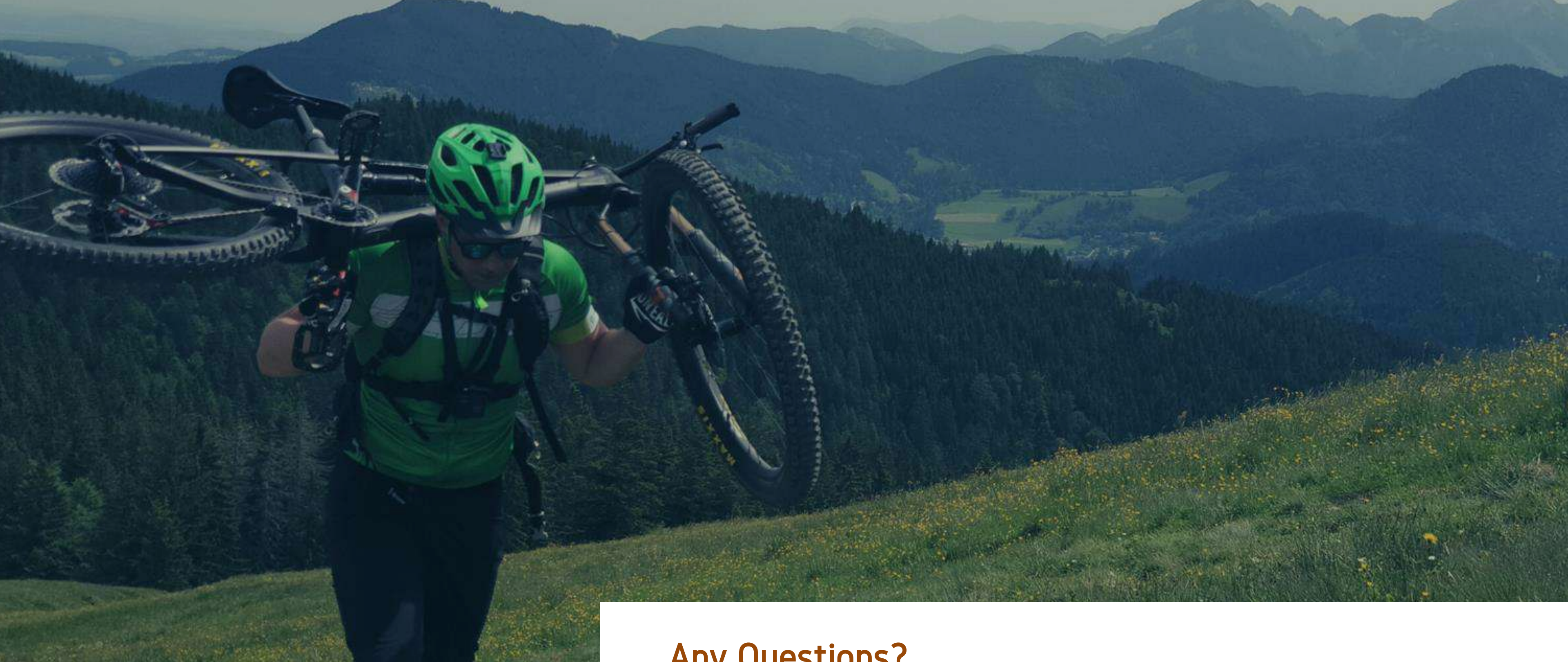


# General Issues for Consideration

- Leadership
- Risk including environment and cultural
- Management and maintenance
- Standards
- Benefit flows
- Stakeholders
- Finances







Any Questions?





# SUSTAINABLE TRAILS CONFERENCE 2021



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# RECREATIONAL TRAIL PLANNING, DESIGN AND MANAGEMENT GUIDELINES



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