

TRC

TOURISM



TRAILS **PROFILE**

2025

OUR SERVICES

RECREATIONAL TRAILS



We understand that trails are more than just paths—they are essential experiences that connect people to nature, culture, and community. Whether you're developing a mountain bike network, a multi-day walking track, or a regional cycleway, our expert team is here to guide you through every stage of your trail journey.

As trail-based activities continue to grow in popularity, destinations are increasingly recognising the importance of strategic trail planning and management. TRC Tourism offers a holistic approach to recreational trail development that goes beyond just the trail design. We ensure your trails are integrated into the broader vision of your destination –maximising economic, environmental, cultural and social benefits while enhancing the visitor experience.

Our Approach to Recreational Trail Planning

Creating successful trails takes careful planning and a deep understanding of the needs of both visitors and local communities. From initial scoping to long-term management, we provide the expertise and insights needed to ensure your trails not only meet market demand but also contribute to the sustainable growth of your destination.

We believe that well-planned trails are key to boosting local economies, creating jobs, and fostering community pride. Our approach incorporates best practice in sustainability, stakeholder engagement, and governance, ensuring that your trails thrive long after they are built.

Acknowledgement of Country

TRC Tourism acknowledges the First Nations people of the lands, waters and communities we work together with. We pay our respect to their cultures; and to their Elders – past, present and emerging.



WHAT WE OFFER

TRAIL NETWORK REVIEW & ANALYSIS

- **Comprehensive Audits:** We conduct thorough assessments of your existing trail network, including visitor needs and demand analysis, to identify opportunities for improvement.
- **Visitor Experience Mapping:** We evaluate current trail experiences and highlight areas where you can enhance accessibility, sustainability, interpretation and enjoyment for a wide range of users.

FEASIBILITY & BUSINESS CASE DEVELOPMENT

- **Economic Assessments:** We help you assess the feasibility and build a solid business case for new trail projects, providing detailed assessment of products, best trail mix, planning constraints as well as economic analyses that demonstrate the value of trail development to potential funders.
- **Strategic Investment Guidance:** From capital investment to ongoing maintenance, we provide advice on securing funding and creating sustainable, long-term financial models.

ONGOING MANAGEMENT & SUSTAINABILITY

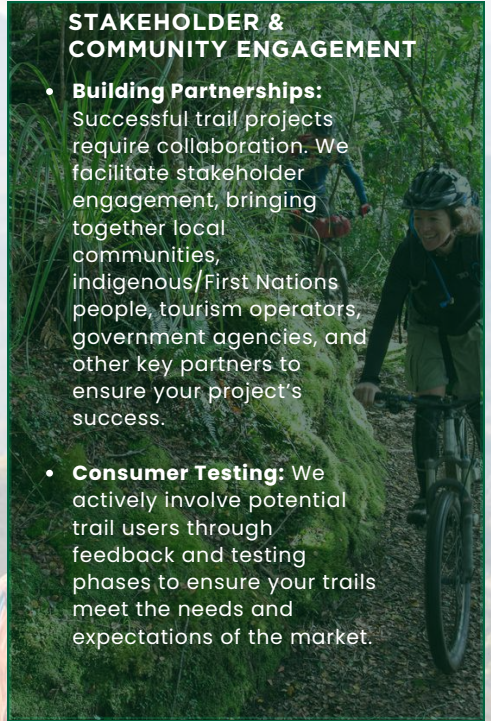
- **Governance Models:** We provide expert advice on trail governance and management structures, helping you create a model that ensures sustainability and effective long-term stewardship of your trail network.
- **Sustainable Maintenance:** Our team helps develop strategies plans for maintaining and upgrading trails, ensuring they stay relevant, safe, and enjoyable for locals and visitors year after year.

STAKEHOLDER & COMMUNITY ENGAGEMENT

- **Building Partnerships:** Successful trail projects require collaboration. We facilitate stakeholder engagement, bringing together local communities, indigenous/First Nations people, tourism operators, government agencies, and other key partners to ensure your project's success.
- **Consumer Testing:** We actively involve potential trail users through feedback and testing phases to ensure your trails meet the needs and expectations of the market.

STRATEGIC & MASTER PLANNING

- **Destination Integration:** We develop comprehensive, region-wide strategic plans that integrate your trail network with broader destination goals. This includes access to other tourism products and infrastructure to ensure your trails form part of a seamless visitor experience.
- **Master Planning:** Our team leads the process of creating detailed master plans for your trails, considering everything from site-specific features to regional connectivity and future growth opportunities.



MEET YOUR TRAILS SPECIALISTS

With experts located across the globe, our consultants, associates, and partners are ready to support you in bringing your trails to life.



Janet Mackay
Strategic Trail
Planning Specialist



Chris Halstead
Strategic Trail
Planning Specialist



Chris Ord
Strategic Trail
Planning Specialist



Chris Rose
Governance and Strategic
planning Specialist



**Kylie Ruwhiu-
Karawana**
Cultural Trails specialist,
New Zealand



Penny Spoelder
Strategy and
Planning Specialist



**Debby van der
Scheer**
Trail Planning
Specialist, New Zealand



Donna Graf
TRC Sustainable Trails
Conference organiser

HEAR FROM OUR TRAIL SPECIALISTS



CLICK HERE or scan QR code
to hear from Chris Halstead,
Strategic Trail Planning Specialist



CLICK HERE or scan QR code
to hear from Chris Ord,
Outdoor active Specialist



WHY CHOOSE TRC TOURISM?

At TRC, we don't just design trails—we create experiences that enhance destinations. Here's what sets us apart:

- ✔ **A Holistic Approach:** We look at trails as part of a larger destination development strategy, integrating economic, environmental, cultural and social considerations to maximise the benefits for local communities and visitors alike.
- ✔ **Wide geographic coverage:** we have worked on trail projects across Australia, New Zealand, the Pacific and in Europe, allowing us to stay up to date with global best practise.
- ✔ **All trail types:** we work across multi use, walking, hiking, biking, aquatic, driving, and equestrian trails.
- ✔ **Expertise in Governance & Funding:** Our extensive expertise in trail governance and securing sustainable funding is a key differentiator. We ensure your trails are not just successful at launch but can be maintained and expanded long into the future.
- ✔ **Comprehensive Support:** From feasibility studies to long-term management, we offer end-to-end support that covers every aspect of trail development.
- ✔ **Real-World Impact:** We pride ourselves on delivering actionable, evidence-based recommendations that drive real-world change, backed by extensive research, community engagement, and data-driven insights.
- ✔ **Walk the talk:** Not only do we have a team of planning experts, but our team are also mad keen trail runners, bikers, walkers, kayakers and equestrians!



TRC SUSTAINABLE TRAILS CONFERENCE

We host Australia and New Zealand's only Sustainable Trails Conference.

The TRC Sustainable Trails Conference, is without question Australia and New Zealand's premier event for professionals in the business of recreation and tourism trails.

Past conferences have proven a great opportunity for collaboration between local councils, State Government and trail organisations and businesses, cultivating a positive and close working relationship in the trails and tourism industry. The greatest minds in trails come together to brainstorm issues and opportunities to improve trail tourism offerings, trail maintenance regimes and trail funding opportunities and network with other like-minded people passionate about the future of trail-based recreation.

Over the past five conferences, the program has included keynote speakers as well as case studies and field trips to exchange ideas and information in informal sessions.



For more information and to stay up to date with the 2025 conference, head to our website.

Testimonials

"The Sustainable Trails Conference provided an excellent opportunity to share best practice across a variety of topics from trail building to governance. Each session was valuable in its own right. Great to see the collaboration between our two countries as we all strive to make the most of this growing community."

Diane Drummond | General Manager
Hauraki Rail Trail Charitable Trust

"The sustainable trails conference is a must do for all those involved in the planning, development and marketing of tracks and trails."

Anthony Burton | Principal
Anthony Burton & Associates

"The Sustainable Trails Conference provides a unique opportunity to appreciate the importance of trails to local economies and tourism, the amount of work going on in this space, and to share and learn from others working in the field."

Suky Thompson | Trust Manager Rod
Donald Banks Peninsula Trust

TRAIL PROJECTS

AUSTRALIA



Orange Region Food and Wine Trail

Orange Bicycle User Group

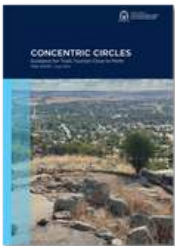
The Orange Region Food and Wine Trail (ORFWT) is a proposed trail in the naturally stunning Orange Region in Central Western NSW. The ORFWT will add 39 kilometres of off-road or cyclist/walker friendly trails to connect the City of Orange, the Orange and Cabonne Region wineries, and the region's world class food production through cellar door and providores.

The trail has been designed to be one of Australia's premier food and wine cycle and walking trails, consumed by visitors in three distinct hubs – each with its own character and set of experiences, and each with a central node in which bikes can be hired, toilets and car parking is available, and provisions purchases.

The proposed ORFWT will showcase the natural and cultural diversity and attract people to the region, and ideally an experience that will keep people in the region longer. It will also provide social benefits through better and safer access for residents.

TRC conducted a feasibility study and business case to determine the viability of developing a central 21 km spine trail that showcases the best of the Orange region, with each hub able to be experienced separately or joined together into a multi-day experience.

The project included background research, alignment to state and regional plans and strategies, consultation with a wide range of stakeholders and landowners, market analysis, an economic cost-benefit analysis and development of a funding prospectus.



Concentric Circles Trail Guidelines

Department of Local Government, Sport and Cultural Industries

Metropolitan Perth is the primary source market for outdoor active recreation in the adjacent Wheatbelt and Peel regions in Western Australia. Increasing demand for trail-based tourism is driving the development of trail projects and infrastructure in these regions, resulting in competing priorities for investment and funding. A study undertaken by TRC Tourism developed a Concentric Trails Study Methodology to help outline a strategic roadmap for better managing trail destinations and boosting domestic visitation while balancing and prioritising projects across the region. This approach focused on creating trails suitable for the right users, in optimal locations, at appropriate times with a focus on interregional coordination and cooperative planning. Findings included the market's differing trail destination preferences and expectations based on geographical location, the importance of trail quality and variety, and factors such as added attractions, accommodation, and accessibility all influencing visitors' decisions. The study advocates for a 'hub and spoke' model for trail development, emphasizes coordination between regions, and identifies key areas like Dwellingup, York, and Bindoon for targeted investment. Additionally, it points out the potential for developing Jarrahdale's walking trails, the necessity for ongoing development in Toodyay, Northam, and Boddington, and the opportunity for adventure riding. Notably, the study highlights a significant gap in incorporating Aboriginal cultural and heritage elements into trail experiences.

PROJECT HIGHLIGHT

Great Ocean Road

Regional Trail Management Strategy and Guidelines

Great Ocean Road Coast and Parks Authority (GORCPA)

The Great Ocean Road region- stretching from Torquay to Port Fairy, has long been revered for its awe-inspiring coastal scenery, ancient forests and powerful cultural landscapes. Now, with the release of the Great Ocean Road Regional Trails Strategy 2025–2035, this iconic region is embracing a bold, integrated approach to trail stewardship.

TRC worked with Great Ocean Road Coast and Parks Authority and its stakeholders to provide a long-term framework for the next ten years.

This Strategy moves beyond traditional infrastructure planning. It reframes trails as catalysts for sustainable tourism, health and wellbeing, cultural storytelling, and economic resilience. At its heart is a shared vision: to be a world-class trails destination defined by diversity, quality and connection to Country.

The trail network, comprising national icons such as the Great Ocean Walk, Twelve Apostles Trail, Surf Coast Walk and Forrest MTB trails to name a few - spans landscapes rich in biodiversity and deep in cultural significance. The Eastern Maar and Wadawurrung Peoples are central to the Strategy, partners in governance, planning and storytelling. Their Country Plans shape the Strategy's commitments to land care, co-design and cultural interpretation.

Underpinning the Strategy is a Destination Stewardship Framework that reflects the growing complexity of trail management. More than 14 public entities are involved, from local councils to Parks Victoria and community trail groups. The Great Ocean Road Coast and Parks Authority leads the Strategy's implementation, working collaboratively with Traditional Owners, government bodies, tourism operators and volunteers.



The six strategic goals align with global best practice:

- Integrated governance and planning ensures trail investment is cohesive, data-informed and community-driven.
- Sustainable funding models address the chronic under-resourcing of trail maintenance and call for diversified, long-term investment.
- Traditional Owner partnerships uphold self-determination and elevate cultural values through co-management and capacity building.
- High quality, sustainable trails commit to national standards, resilience to climate impacts, and protection of environmental and cultural values.
- Information and marketing aim to improve pre-trip planning and user confidence via a unified regional trail platform.
- Accessibility and inclusion ensures all users can enjoy and benefit from the region's trails.

Informed by extensive consultation and guided by tailored trail guidelines, the Strategy presents a living roadmap for the next decade. From local short walks to multi-day epic journeys, it promotes trails that connect landscapes, communities and cultures - transforming the Great Ocean Road Region into a model of inclusive, climate-resilient and regenerative trail tourism



Dungog Trail Audit and Masterplan

Dungog Common Reserve Land Manager Board

TRC Tourism completed a comprehensive project for the Dungog Common Reserve, focusing on the development of a Concept Trail Masterplan. This initiative was aimed at enhancing the area as a premier recreational asset, leveraging its natural beauty to benefit various user groups including mountain bikers, walkers, runners, and horse riders.

Our team was responsible for the audit, design, and strategic planning of approximately 29km of mountain biking trails, over 25km of walking trails, and significant additions for adaptive MTB trails and shared use paths. The project also included the planning of new facilities such as pump tracks, skills parks, and trailheads, all designed to improve safety, user experience, and environmental conservation. Our approach combined extensive community engagement, environmental and cultural considerations, and a detailed analysis of the existing trail network to propose a sustainable and inclusive development strategy, positioning Dungog Common as a key tourism asset in the region.



North Coast Trail Feasibility and Business Case

Destination North Coast NSW

The Great North Coast Trail (GNCT) project aimed at assessing the potential for a world-class long-distance walking trail, that may offer significant market potential. This feasibility study, conducted by TRC Tourism and MCA Economics for Destination North Coast NSW (DNC), assesses the trail, target markets, and proposes seven Signature Trails to enhance the region's appeal. The GNCT is designed to link existing trails and highlight the coastal landscapes of NSW's north coast. These Signature Trails, ranging from 2-5 days, cater to a higher-spending market seeking manageable walking experiences with accommodation and support. The trails cover varied scenic routes like Byron Bay to Ballina, Yuraygir Coastal Walk, and Tomaree Coastal Walk, each detailed in the study.

The economic impact of the GNCT is substantial: construction costs are estimated at \$32.231 million, generating significant jobs and regional income. Operationally, the trails are expected to attract increasing numbers of users, boosting regional income significantly. The economic impact analysis shows trail users supporting hundreds of jobs and contributing greatly to regional income. The benefit-cost analysis indicates a strong return on investment, with every dollar spent on the trail expected to yield benefits over 10 years. This project not only promises substantial economic benefits but also enhances the regional appeal with its focus on nature and cultural experiences.



NSW Central West Cycling Strategy

Destination Central West

TRC Tourism was engaged by Destination Central West to develop the Central West NSW Cycle Tourism Strategy. Led by Janet Mackay, TRC Tourism crafted a comprehensive plan to leverage the region's cycling potential.

Through stakeholder consultations and research, TRC Tourism gained valuable insights into the region's cycling market, identifying trends, challenges, and growth opportunities. The strategy outlined priority areas for cycling development by 2030, recommending infrastructure, marketing, and collaboration initiatives to enhance the visitor experience. Meaningful engagement with stakeholders ensured buy-in and fostered a shared vision for the region's cycling future.

PROJECT HIGHLIGHT

Kokoda Track Environmental, Social and Economic Sustainability at Work

Papua New Guinea is most famous for the legendary Kokoda Track. Known as one of the world's most spectacular and challenging treks, the Kokoda Track traverses the rugged Owen Stanley Ranges in Papua New Guinea.

With its exceptional biodiversity and natural landscape, in excess of 3,500 trekkers experience the physically challenging 96km walk every year making the iconic Kokoda Track PNG's most visited land-based tourism attraction and an important source of national and local income.

The trekking peaks in the lead up to ANZAC DAY where in 2019 an estimated 144 trekkers and up to 300 porters and guides stayed overnight for the dawn service at the Isurava Battlefield Site.



The Kokoda Track corridor provides livelihoods for the Koiari, Orokaiva and Biage people who are the traditional owners of the track. Local communities receive a revenue stream from the trekking companies whilst many of the village people provide porter services, guest house, camp site accommodation and other services for trekkers. The income generated provides a valuable and consistent economic return to villages. The return makes a significant contribution to community wellbeing and importantly to health and education. A track corridor framework focuses around three key pillars 'The Track, The People and The Environment' this framework underpins the Vision for what is referred to as the Kokoda Initiative. The traditional owners have been using the Track as a pathway between places well before WWII and they clearly recognise the benefits provided by allowing visitors to use their track. The people have access to alternatives such as extractive logging or mining however by their own choice the communities see the benefit that a trail brings to their people. The people of the track choose sustainable trail tourism over short term extractive industries; protecting their forests, their land and their future.

CLICK HERE or scan QR code
to watch case study video



"The TRC team mobilised rapidly to PNG to assess and repair Kokoda Track bridges severely damaged in the very heavy wet season of last year being choppered into the remote rugged terrain of the Track. Working in very well with The Kokoda Track Authority Rangers, Kokoda Initiative and local communities their efforts and skill contributed greatly to the Kokoda Track being ready for the 2019 trekking season. Remote communities also benefited from being reconnected across the often treacherous river crossings. TRC also helped build the capacities of The Kokoda Track Authority Rangers and local communities to explore ways for future sustainable bridge building and general track maintenance works. The resultant Track Operations Manual produced by TRC is expected to be a valuable guide for future Kokoda Track works."

Damien Mate | Senior Program Manager | Kokoda Initiative Partnership



Kyogle Multi-day Cycle Touring experience Business Case

Kyogle Council

TRC Tourism was approached by Kyogle Council and Tenterfield Shire Council to deliver a business case development for two 'Up for Adventure' projects: a multi-day cycle touring experience and an escarpment activation involving nature-based activities. The proposal involved refining project visions, planning future investments, and assessing market potential and community benefits. The business case sought to align with NSW's Adventure Cycling Strategy and aims to enhance tourism in the Kyogle region. The approach involved initial online meetings, field inspections, consultations, benefit assessments, and the development of a marketing plan, resulting in delivering a comprehensive business case.



Five Headlands Trail Audit and Business Case

Kempsey Shire Council

TRC was engaged to develop a trail audit and business case to support the development of the Five Headlands Trail.

This Trail will provide a multi-day nature experience along the Macleay Coastline, linking the five headlands as an integrated and unique coastal walking and nature experience. The trail would act as a conduit to connect coastal walking, hiking, kayaking, mountain biking and other nature-based experiences and attractions. The Trail extends from Grassy Head in the north following the coastline and walking trails to Point Plomer in the South, linking the communities and attractions of Crescent Head, Hat Head, South West Rocks, Stuarts Point and Grassy Head. The trail has the potential to activate each village and drive increased activity in accommodation, eateries, recreation activities and rest areas within a coastal reserve. In December 2022, Kempsey Shire Council was successfully awarded \$3.35M under the NSW Government's Regional Tourism Activation Fund for the 5 Headlands Trail.



Gippsland Odyssey Review

Destination Gippsland

The Gippsland 'Odyssey' Trail is a proposed 700km route which links existing rail trail corridors through the Gippsland region to showcase its diverse landscapes and activate local towns. The concept emerged from the Gippsland Tracks and Trails Feasibility Study undertaken by TRC Tourism in 2019 and is to be internationally recognised as a biking route with outstanding experiences and scenery. Destination Gippsland engaged TRC to update previously completed feasibility work and provide a series of prioritised works packages that could be used to understand the shared priorities across Gippsland for the trail, and to support grant applications. TRC analysed existing trails and consulted with land management stakeholders to provide concept alignment maps which proposed additions to trail sections. The report was able to provide criteria for determining the priority investments required over the coming decade.



Namadgi Walking Track Study

ACT Parks and Conservation

TRC undertook a study of walking tracks to feed into the future development of a strategy for a walking track system centred on Namadgi National Park. The study considered a broad range of walking experiences within the park, and was used to help inform future priority, effort and expenditure.

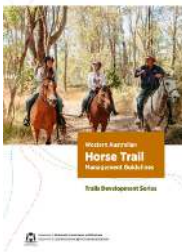
The study covered a review of existing trails, with consideration of the operational strategy and walking track guidelines relevant to the area, and involved consultation with community stakeholder groups and the Parks and Conservation service. The study aimed to identify gaps in the current experiences available for walkers, including people with disabilities, and provide recommendations for developing new trails, upgrading existing tracks, and linking trails to create new circular walking routes – potentially with links to historic or cultural features. It also considered how the proposed trail network would complement other visitor infrastructure, and outline the estimated costs of developing and maintaining the tracks within the operational constraints.



Powelltown Adventure Hub

Yarra Ranges Council

Yarra Ranges Council has a vision to create a world-class adventure destination in Yarra Valley. Complementary to the work currently underway to develop the Yarra Ranges Trail (a multi-use trail linking Lilydale, Yarra Glen and Healesville with the Lilydale to Warburton Rail Trail, and showcasing many of the Yarra Valley's finest wineries, food destinations and natural areas) and the Warburton MTB Destination (a world-class mountain bike destination centred on Warburton and including trails for all levels of rider) – TRC was asked to undertake an economic feasibility study on the development of a world-class adventure precinct at Powelltown. The planned adventure hub activates much of the existing infrastructure including gravel roads and existing trails. It also aims to aid the transition of Powelltown as the Victorian native-timber industry moves to plantation-based resources over the medium term will further the positioning of the valley and create enormous interest and market appeal from around Australia and the world.



WA Hiking and Horse Trail Management Guidelines

Department of Local Government, Sport and Cultural Industries (DLGSC) | Department of Biodiversity, Conservation and Attractions (DBCA)

In response to the WA Hiking Strategy 2020-2030 and the Trail Development Series user guides, the WA Hiking Strategy was developed by TRC together with a broad range of Government agencies, Trail managers, tour operators, Traditional Owners, clubs and organisations.

The guidelines combine best practice trail development and management from around the world, with local experience and knowledge to guide the sustainable development and management of hiking (hiking = bushwalking and trail running) and horse riding (including carriage driving) trails in Western Australia.

Separate sets of guidelines were produced (one for hiking and one for horse riding) to provide the Western Australian community with guiding principles to deliver consistent, sustainable planning, design, construction and maintenance techniques.

Through significant consultation, the guidelines were established to ensure that hiking and horse trails are developed to meet the needs of users, minimise environmental degradation and remain a sustainable, accessible and valuable asset for the Western Australian community.



Heysen Trail 5-Year Management Plan

Department for Environment and Water (SA)

The Heysen Trail is South Australia's premier long distance walking trail and covers a distance of 1200 kilometres, extending from Cape Jervis, in the Fleurieu Peninsula to the Parachilna Gorge in the Flinders Ranges. The trail traverses spectacular scenery, from coastal environments, wine regions, farmland, the Mount Lofty Ranges and the Flinders Ranges outback.

The trail passes through various land tenures including National and Conservation Parks, forestry reserves, council land and private properties. The trail is managed by the Department for Environment and Water in partnership with the Friends of Heysen Trail and with the assistance of landowners.

TRC is currently in the final stages of preparing a five year management plan for the Heysen Trail which considers route, character, standards and trail infrastructure. The plan identifies strategic management priorities and opportunities, and provides recommendations that that will inform future trail investment and the preparation of annual work plans.



West Coast Walks Strategy

West Coast Council

West Coast Council |TRC was engaged to develop a Walks Strategy that aimed at increasing participation in sport and recreation opportunities and increasing the West Coasts appeal as a tourism destination. The final strategy was ambitious, responded to current and forecasted conditions, provided flexibility and delivered the greatest potential to create benefits for the community and the regional visitor economy.



Break O'Day Recreational Trails Strategy

Break O'Day Council

The Break O'Day Regional Trails Strategy provides a cohesive framework for guiding decision-making and moving into the future.

The Strategy is a plan for a sustainable trails network that provides great opportunity and a return to the community. The Strategy ensures there is effective planning to make sure recreational trail experiences are developed in a sustainable and coordinated manner.



Paluma to Wallaman Falls Trail Technical Assessment

Department of State Development, Tourism and Innovation (QLD)

The Paluma to Wallaman Falls Trail is an ancient Indigenous trading line, a language line and a songline interconnecting three Traditional Owner groups.

Although the proposed 125km dual walking and mountain biking trail had been endorsed by the Queensland Government in late 2019, it could not proceed past concept stage based solely on the high-level concept work completed to date. TRC Tourism was therefore engaged to further refine the design, alignment, cultural heritage due diligence and assessment, and product determination/development. ADD MORE INFO ONCE FINAL REPORT DELIVERED.



Hepburn Trails Projects

Hepburn Shire Council (VIC)

As Hepburn Shire Council had made a commitment towards progressing the planning and construction phases for each of the Hepburn Trails Projects, TRC Tourism was engaged to deliver:

Hepburn Trails Audit: Tourism Development and Linkages
Daylesford to Hanging Rock Rail Trail (Daylesford to Tylden) Feasibility Project
Daylesford Spa Country Railway Feasibility Project

With an overlap of some processes and tasks required, there was an advantage in approaching these not as three independent projects, but as connected projects with related outcomes. TRC Tourism was able to share the research, field assessment outcomes and consultation findings. This allowed a cohesive approach with better consistency, flow and connectivity between the rail and trail experiences.



Wangetti Trail Product and Procurement Review

Queensland Government, Department of Innovation and Tourism Industry Development (QLD)

The Wangetti Trail is planned to be "one of Australia's leading adventure-based ecotourism experiences" and aims to attract visitors on a national and, potentially, international scale.

With the detailed alignment for the Trail having been released in early 2019, TRC was engaged to provide specialist trails and tourism advice on the: proposed use(s) for the trail, alternative options and/or combinations; proposed procurement process and market engagement and alternatives; and appetite for the Wangetti Trail in the Australasian adventure/ecotourism market.

Advice provided by TRC pertained specifically to balancing the needs of the intended market/s with those of the potential eco-accommodation and tour operators in order to elicit best response to a Registration Of Interest document which had been issued.



Rutherglen Wine, Walk, Cycle Trail Business Case

Indigo Shire Council (VIC)

TRC was engaged on this project to provide an assessment of the opportunity to further develop and expand walking and cycle tourism and recreation, and provide a link from the Murray to Mountains Rail Trail to selected wineries, food producers, cafes and restaurants of interest which were not currently accessible via the Murray to the Mountains Rail Trail.

Concept development was a significant part of the business case. Developing the concept to ensure that it was fit-for-purpose, showcased the region and was market driven led to an exciting series of 'nested loops'. Strong economic analysis provided a sound case for progressing with the concept.

Business opportunity and community liveability enhancement were both direct outcomes that could be achieved through this investment and that TRC believed would be a success, growing the overnight visitor markets to the Shire and the Rutherglen/Wahgunyah areas.



Wiradjuri Trail Masterplan

Wagga Wagga City Council (NSW)

TRC Tourism was engaged by Wagga Wagga City Council to prepare a masterplan for the 42km Wiradjuri Trail. TRC's plan set out prioritised actions including recommendations on designing or rebuilding re-alignments and infrastructure, experience design to meet user expectations, cultural and heritage values including a focus on Wiradjuri First Nation storytelling, environmental sustainability, marketing and promotion and governance, management and maintenance. The masterplan will guide the development of the trail for the next 10 years, providing a clear vision and recommendations for trail to ensure its ongoing conservation and relevance to both the community and visitors.



Feasibility Study for the 'Gippsland Trail' and 'Baw Baw Epic Adventure Ride'

Destination Gippsland (VIC)

This project was an extension of the recently completed Gippsland Tracks and Trails Feasibility Study, also undertaken by TRC.

Of the recommended trails for priority development, two were identified for more detailed feasibility assessment, route alignments, market analysis and economic assessment. These were the 'Gippsland Trail' and 'Baw Baw Epic Adventure Ride'. TRC found that the Gippsland Trail presented a strong economic case for ongoing development that could be staged over a period of years. The Baw Baw Epic Adventure Ride also had strong merit and would be highly sought after in the growing mountain biking market.

The outcome was a plan for each trail that provided decision-makers with the information they needed to be able to consider scheduling and funding further development.



Noosa Trail Masterplan

Tourism Noosa (QLD)

The Noosa Trail Masterplan was an initiative of Tourism Noosa in partnership with Noosa Council, Noosa & District Landcare and the Noosa Biosphere Reserve Foundation. TRC was engaged on this project to build on work already completed by Common Ground and make recommendations in the final strategy based on the work done by both Common Ground and TRC.

This process included: a background review; briefing and workshop to refine thinking, discuss changes to Common Ground report and providing inputs to recommendation development for the final strategy; ground-truthing and experience assessment by riding 100km of track by e-bike; and development of the final strategy as a joint Common Ground/TRC Report.



Great South Coast Walk Opportunity Analysis

Destination Sydney Surrounds South & Destination Southern NSW (NSW)

TRC was engaged to undertake an assessment of the concept of the 'Great South Coast Walk' and determine its potential as a high-quality experience and what needed to be done to establish it as one of NSW iconic experiences. The concept connects the many high-quality walking and nature-based experiences the region has to offer along 660km of walking track.

Following thorough investigation and analysis, TRC concluded that the 'Great South Coast Walk' presented a significant opportunity to leverage the investment currently being made by the NSW Government to stimulate regional dispersal and extend the benefit of this investment across the region to all local government areas and their communities.

TRC identified the next steps to establishing the walk to compete with other iconic experiences and provided recommendations of preferred courses of action. This work will support the development of a Business Case and Action Plan for future development of the walk.



Gippsland Lakes Aquatic Trail Pre-Feasibility Assessment

Destination Gippsland (VIC)

Destination Gippsland were seeking to expand the experiences on offer as drivers for tourism across the region as recommended in both their Destination Management Plan and the Gippsland Tracks and Trail Feasibility Study.

TRC Tourism were engaged to evaluate the potential and further develop the concept for an iconic Gippsland Lakes Aquatic Trail(s). Market demand research was conducted and case studies to identify critical success factors. TRC Tourism delivered a pre-feasibility report and implementation guide providing guiding principles and positioning of the trail, route itineraries and experience enhancement recommendations that connect the user to the best of nature and the culture of the Gunaikurnai traditional owners of the land.

As a follow on from this project, TRC Tourism are now undertaking the detailed assessments including market testing and investor readiness.



Gippsland Tracks and Trails Feasibility Study

South Gippsland Shire Council (VIC)

South Gippsland Shire Council aspired to capitalise on Gippsland's diverse geography and strong nature-based tourism assets. TRC was engaged on this project to assess the feasibility of enhancing, extending and developing tracks and trails in Gippsland and providing economic benefit to the communities of Gippsland through the trails' development and use.

The project was an initiative of the Gippsland Local Government Network, with several Gippsland Project Partners contributing to the Study including: Bass Coast Shire Council, Baw Baw Shire Council, East Gippsland Shire Council, Latrobe City Council, Wellington Shire Council, Destination Gippsland and Gippsland MTB Inc.



Wilyabrup Food and Wine Cycle Trail

Department of Transport (WA)

TRC was engaged to work with local Council's and State Government to help develop a concept, alignment and assess the feasibility for a wine and food cycle trail around the Wilyabrup sub-region of the Margaret River. A robust study of the potential costs, benefits and risks of a food and wine trail was required.

Stakeholder consultation was conducted to understand their views and trail options were visited for on-site inspections and alignment considerations. The project was conducted over several months, culminating in a feasibility study for the partners in the project being the Department of Transport, The Southwest Development Commission and Tourism WA. The final report will assist the Department of Transport in its strategic planning and decision-making in the future.

PROJECT HIGHLIGHT

Red Centre Adventure Ride, Planning and Design

The Northern Territory Mountain Bike Master Plan was completed by TRC Tourism in 2016, a visionary Territory-wide strategy and comprehensive approach for development of sustainable mountain biking for visitors and residents that brings recreational, social and economic benefits to the Territory.

It recommended development of Alice Springs as a premier destination for world class mountain biking; As a result of the Masterplan, TRC developed the Red Centre Adventure Ride concept plan for a new long distance backcountry mountain biking experience through the Tjoritja/ West MacDonnell National Park, west of Alice Springs.

TRC sought to develop a distinctive ride concept that stands out from competitor mountain biking destinations – immersive encounters with the Red Centre landscape and its Aboriginal culture.

- Market analysis was conducted to determine the best experience options for the region and its current and potential markets
- The trail concept and route were chosen through assessment of the area's values and constraints; environmental, sustainability and climatic factors; the aspirations of the area's Traditional Aboriginal Owners; and potential opportunities for partnerships for linked products, accommodation and services.
- A detailed assessment was conducted of the proposed trail alignment to develop a trail that was environmentally sustainable and blended into the landscape. Indicative trail construction costs were estimated.
- The feasibility of the proposed trail was further analysed through estimation of future visitor use and expenditure, a cost-benefit analysis and modelling of the economic impacts of construction and trail operation on the region.
- A prioritised works package was provided for constructions.

The Red Centre Adventure Ride concept is for a 200km trail between Alice Springs and Glen Helen, an established visitor destination near the western end of the MacDonnell Ranges. The trail will be able to be accessed at a number of points along the route from existing visitor nodes. The Ride is designed to be suitable to a range of visitor markets and cycling abilities including a 4-5 day ride on a core trail designed as an accessible, wide, easy single track or shorter rides on 2 loop trails or on different portions of the main trail.

It will be able to be cycled by fully independent riders and by riders on self-guided and guided tours through high end or standard packages and on-trail or off-trail accommodation. It is intended that the Ride will be supported by services and facilities provided by local operators, including by Aboriginal communities (for whom there is also potential for involvement in interpretation activities and trail construction and maintenance). Such services include people, equipment and luggage transport; equipment and bike hire, repair and retail; food and beverage supply; long stay parking at trailheads; and bike-friendly accommodation in Alice Springs.

In 2019 the Northern Territory Government allocated \$AUD12 million funding towards the trail and associated infrastructure construction. The next phase of the project involved detailed planning and documentation of the alignment of the trail. TRC undertook this work in partnership with Coffey, Destination Trails and Trick Tracks and working together with The Department of Tourism, Sport and Culture, Aboriginal Traditional Owners, Central Land Council and a group of local

Aboriginal trainees. The joint knowledge and skills of this collective team were critical to ensure the RCAR trail is world class.





Casterton to Branhholme Rail Trail Feasibility Study

Glenelg Shire Council (VIC)

TRC were engaged to investigate the feasibility of a shared user trail along the former rail corridor between the townships of Casterton and Branhholme.

The Study included the following components:

- options for constructing the trail along the entire 59 kilometres length of the rail corridor; and
- stand-alone section(s) within the corridor including a 5km section between the townships of Casterton and Sandford and a 20km section between Casterton, Sandford and Merino.

The Study involved stakeholder and community engagement, development of concept designs, quantity surveying and costings, feasibility report and progress reports and presentations to the Council.

TRC recommended that a well-planned and constructed trail between Casterton and Merino along the alignment of the redundant rail corridor would offer a great cycle tourism opportunity, and outlined the list of criteria which would need to be met to do so.



Glenelg Shire Tracks and Trails Strategy

Glenelg Shire Council (VIC)

TRC was engaged to deliver this long-term strategy which would capitalise on the region's diverse landscapes, strong nature based tourism assets and desire to connect people with places by clearly identifying a network of tracks and trails to be improved, developed and maintained throughout the Shire to support recreation, contribute to community wellbeing and to create opportunities to attract tourists.

Indicative costs were provided by TRC where applicable against the identified actions. The high-level indicative costs were developed utilising current applicable rates and based on infrastructure requirements to develop high quality signature, regional and local trails.

Outputs by TRC for this project included the Tracks and Trails Strategy, Background Report and Implementation Plan.



Growing Adventure Tourism in Barwon South West Region

Warrnambool City Council (VIC)

This was a complex project in which TRC led a multi-disciplinary team in developing a comprehensive approach to guide coordinated and collaborative development of the Barwon South West Region in Victoria as an adventure trails destination (which included walking trails, shared trails and mountain bike parks). The project involved extensive consultation with 9 local government councils, regional authorities and numerous other stakeholders to plan for an integrated and workable approach to deliver quality trail experiences. It included delivery of 5 key reports – a Business Case, a Marketing Strategy, a Cycle Tourism Strategy, an Action Plan and Guidelines for Trail Planning, Design and Management.

The Guidelines for Trail Planning, Design and Management won the 2015 Best Planning Ideas Large Project Award from the Victorian division of the Planning Institute of Australia Awards for Planning Excellence. In 2016 the Guidelines received a Commendation at the Planning Institute of Australia National Awards. The Guidelines also won an award in 2016 from Parks and Leisure Australia in the Leisure and/or Open Space award category.

TRAIL PROJECTS

NEW ZEALAND



Master Plan and Implementation Guide for the Five Towns Trail Network

Carterton District Council (NZ)

TRC Tourism was engaged to prepare a Master Plan and Implementation Guide for the Five Towns Trail (FTT) Network. Partnering with Xyst Ltd and Economic Solutions Ltd allowed TRC Tourism to provide a leading team of specialists in trail planning and development in New Zealand.

The FTT Network has the potential to become a key attraction for locals and visitors and provide the vehicle to stimulate economic development throughout parts of the region.

The project will: align key organisations and develop a shared vision; determine trail markets; ensure connectivity, consistency and sustainability; provide indicative route alignments; assess socio economic benefits; and determine priorities. The recommendations developed by TRC Tourism will be used by multiple agencies and organisations to help attract additional investment for trail provision in the Wairarapa.



Queenstown Trails Trust Strategic Plan

Queenstown Trails Trust (NZ)

TRC was engaged to develop a ten year strategic plan for the Queenstown Trails Trust. TRC's work in planning for this trail network is a benchmark in ongoing planning and adaptive management of a major trail network in New Zealand – having previously led teams related to the trails in 2004 and 2015, and now being engaged again to develop the next strategic plan. TRC also built on work that had already been done by the Trust to date, as well as our own recent consultations as part of work for Destination Queenstown.

TRC met with the CEO and the Board members to workshop their vision, resource needs and constraints, and plans for the future. TRC also discussed and investigated the Trust's aspirations, stakeholder views and ideas, new and improved trails opportunities, and connections within and beyond the region. The Plan reflected on trends and changes in the trails sector and markets, the impacts of the pandemic on the visitor economy as well as important considerations going forward and actions to be taken.



Glacier Country Trail Feasibility and Business case

Development West Coast (NZ)

TRC completed this assessment report as the foundation upon which South Westland Region along with the potential partners could evaluate the feasibility of a proposed Glacier Country Trail and agree on further actions. The report provided advice on visitor markets, trail vision and design, governance arrangements, economic impact and possible project risks.

TRC evaluated how the proposed walking trail could link the scenic and cultural features of the region with the potential to become an iconic experience, attracting visitors to the region, creating a visitor economy that is more resilient to environmental and visitation changes, and which has the potential to create new opportunities for the region.

PROJECT HIGHLIGHT

Wellington Regional Trails Strategic Framework

Various Government Authorities & Trails Partners of the Wellington region (NZ)

TRC worked with 7 local governments and regional government in Wellington to develop a regional trails strategy that would underpin the development and promotion of Wellington as a trails destination. The region wanted to achieve economic benefits from trail tourism and its associated revenue, employment and business opportunities, overall increasing the broader tourism offer.

The strategy adopted a classification of trails of national, regional and local significance to prioritise investment and ensure optimal funding for those experiences that would create the greatest benefits of growing visitors to the capital.

TRC also recommended the appointment of a Regional Trails Coordinator to deliver the strategic actions, which was implemented. Importantly, all partners also contributed to the governance arrangements, framework implementation and assisted with further implementation actions.



[CLICK HERE or scan QR code](#)
to watch case study video



TESTIMONIALS

Gippsland Odyssey Trail – Investment Strategy and Implementation Plan 2022

"The professional team at TRC Tourism understood exactly what was required by Destination Gippsland for the Gippsland Odyssey Trail – Investment Strategy and Implementation Plan. TRC Tourism worked closely with multiple land owners, managers, government authorities and statutory bodies to deliver a comprehensive and extremely well articulated document that will assist all stakeholders to make informed decisions, backed by research and evidence, regarding 'signature' trail investment and implementation priorities for the whole Gippsland region. Gippsland is now in a stronger collective position to deliver the Gippsland Odyssey Trail."

Alarna Timmins, Goulburn Region Tourism Partnership



Wellington Regional Trails Framework

Wellington Regional Trails Framework
In 2017 TRC worked with land managers and stakeholders from around the Wellington Region to develop the Wellington Regional Trails Framework. TRC's destination management expertise, experience and professional approach was critical to the success of this ambitious project, that has seen 11 different agencies align their approaches and come together to move Wellington from an 'under the radar' network of tracks to a world class trails destination for residents and visitors alike.

Sarah Murray | Community Partnerships Manager | Parks, Sport and Recreation | Wellington City Council



INVESTMENT SUCCESS

Five Headlands Coastal Experience (FHCE)

Kempsey Shire Council

Investment success: \$3.35 million

TRC had recently completed the trail experience assessment, audit and business case to support the development of the Five Headlands Coastal Experience (FHCE). Kempsey Shire Council has been successful in obtaining \$3.35M under the NSW Government's Regional Tourism Activation Fund.

Rutherglen Wine, Walk, Cycle Trail

Indigo Shire Council (VIC, Australia)

Investment success: \$5.1 million

A massive capital investment to boost Rutherglen's Covid and bushfire impacted economy has been announced with a \$5.1M grant from the Federal Government's Building Better Regions Fund. The funding announcement will enable the construction of the Rutherglen Wine, Walk, Cycle Trail, creating 48km of walking and cycle trails throughout the world renowned wine region.

Red Centre Adventure Ride Track Design

Department of Infrastructure, Planning and Logistics – Infrastructure, Investment and Contracts (NT, Australia)

Investment success: \$12 million

TRC received recognition for this work in the Planning Institute of Australia 2018 Awards for Planning Excellence (Northern Territory) – Award for Planning Excellence – Best Planning Ideas – Large Project. Significantly, within one month of delivery, the Red Centre Adventure Ride Concept Plan was fully funded with \$12 million from the NT Turbocharging Tourism Action Plan. TRC have since been engaged to work on the next phase of the project – planning and designing the track.

Royal Coast Track Strategic Management Framework

National Parks & Wildlife Service (NSW, Australia)

Investment success: \$2 million

Upgrading of the Royal Coast track commenced shortly after this project under \$2 million of funding provided by the NSW Government.

Omeo MTB Destination Business Case

East Gippsland Shire Council (VIC, Australia)

Investment success: \$1 million

Omeo MTB Hub was successful in receiving funds from State Government through Regional Development Victoria.

Recovery Plan for Cudlee Creek

Bike SA / Forestry SA (SA, Australia)

Investment success: \$2.5 million

\$2.5 million to rebuild existing trails and enhance facilities and infrastructure of the Fox Creek Bike Park at Cudlee Creek via the Local Economic Recovery Program.

Potential for Mountain Biking in North Eastern Tasmania: Market Demand and Economic Assessment

Northern Tasmania Development (TAS, Australia)

Investment success: \$12 million

The assessment resulted in successfully receiving funding of \$3.85 million from Regional Development Australia to develop trail infrastructure. The new trail developments are now operational, are attracting increasing use and events, and have resulted in new and expanded tourism business development in local communities and increases in local accommodation occupancy and generally increased local trade.

Wellington Regional Trails Framework

Wellington Shire Council (New Zealand)

Investment success: ongoing funding

Partners from local, regional, and National Government are contributing to ongoing funding for implementation.

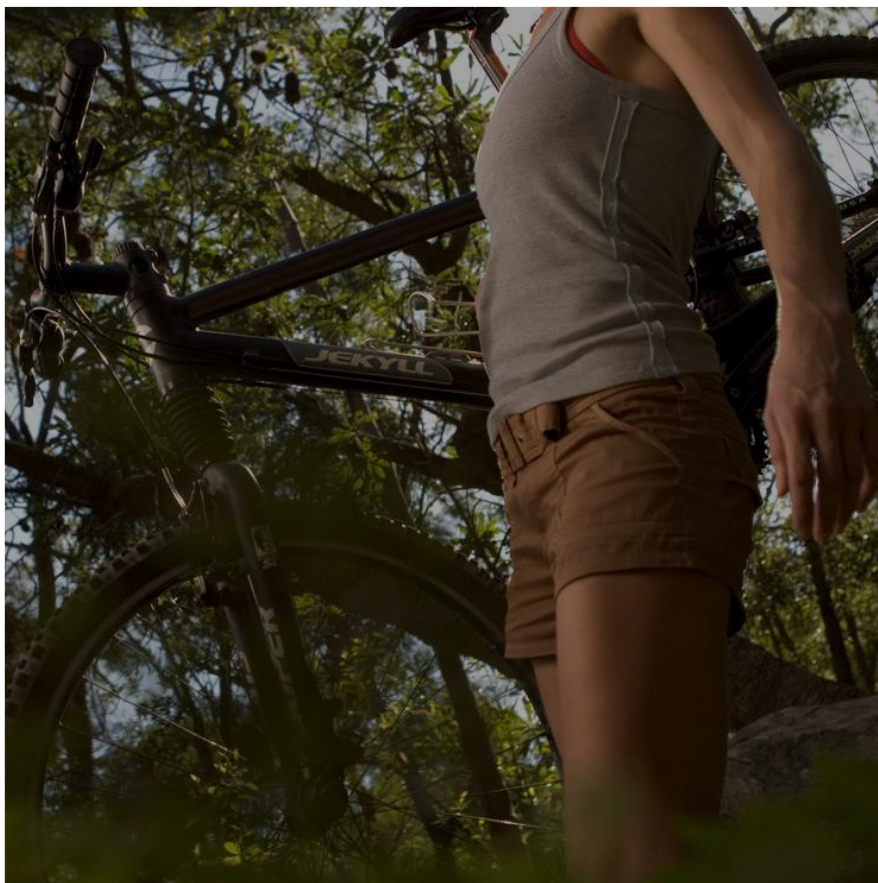
Mogo Adventure Trail Hub Strategy

Eurobodalla Shire Council (NSW, Australia)

Investment success: \$3 million

Mogo Adventure Trail Hub project was awarded \$3 million NSW Government funding through the Growing Local Economies Fund.

TRC



Australia

Suite 5,
3-4 Gippsland Street
PO Box 837, Jindabyne NSW 2627

Alice Springs
NT House, Office 4 (Ground Floor)
44 Bath Street
Alice Springs, NT 0870

PHONE: +61 2 64562722
EMAIL: ENQUIRIES@TRCTOURISM.COM

New Zealand

Dunedin, Marlborough, Raglan.

PHONE: +64 4 4723114
EMAIL: INFO@TRCTOURISM.COM