

Tasmanian Cycle Tourism Fund



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As a key part of the Tasmanian Government's T21 Visitor Economy plans the Tasmanian Cycle Tourism Strategy (the Strategy) released in September 2017 is supported by funding of \$6 million through the Tasmanian Cycle Tourism Fund (the fund).

This fund will be utilised to support the elements and priority opportunities outlined in the Strategy and includes the \$1 million for the St Helens Mountain Bike Trail Network to create a unique 66 kilometre Stacked Loop Network, which is part of stage two of the expanded Derby - Blue Tiers project, along with the \$800 000 committed to the Blue Derby Mountain Bike Trails.

The Fund is available for applications from local government, key industry stakeholders and peak bodies to make application for projects, programs or relevant initiatives that support the priority opportunities outlined in the Strategy. The Fund will look to support projects that grow Tasmania as Australia's leading cycle tourism destination for the road, mountain biking, touring and cycle event markets.

Funding available is \$4.2 million.

The Strategy and the Fund application process can be accessed at www.stategrowth.tas.gov.au

Priority areas for funding

Three Priorities have been identified in the Strategy to realise our potential to become Australia's premier cycling tourism destination, these include:

- **Priority one**
Infrastructure that provides diverse, accessible and high quality visitor experiences: tracks, routes and trails.
- **Priority two**
Education and support that leads industry and community development, services and businesses: business support and education.
- **Priority three**
Experience development that positions Tasmania as Australia's best cycling destination: marketing and events.

Eligibility

To be supported through the fund you must:

- have an Australian Business Number (ABN)
- be a local government entity, key industry stakeholder or peak body in the Tasmanian Cycle Tourism industry
- have a project proposal that supports the one or more of the priority areas of the Tasmania Cycle Tourism Strategy and meets the stated criteria noted on page three of this document.

Priority one – infrastructure that provides diverse, accessible and high quality visitor experiences

Tracks, routes and trails

1. Continue to consolidate and strengthen cycle tourism in Tasmania through:
 - supporting and continuing to develop the North-East Tasmanian cycling hub
 - supporting and developing the emerging hub of Hobart and the Southern region
 - maturing and growing the West-North West offering to provide unique cycling experiences that complement those in the North and the South to become a hub for cycle tourism.
2. Coordinate between mountain bike and rail trail managers to implement high quality, consistent signage and wayfinding and consistent marking of trails (difficulty rating, ascents, distances which could be adopted Tasmania wide).
3. Identify and promote a range of road rides of different lengths and difficulty as the lead road rides. These might include the existing rides (such as The Fish Shop Ride, Scottsdale Loop, Poatina Ride) branded by local cyclists.

Priority two – education and support that leads industry and community development, services and businesses

Business support and education

1. Develop and implement an education campaign aimed at all road users to improve awareness of safety, including:
 - ensure cycle needs are considered in all state road upgrades
 - safe road riding practices by cyclists (implementation of the new 'a metre matters' regulation)
 - wide promotion of the campaign and its measures to local communities and visitors through sources such as local council information, local media, social media, and visitor information sources, cycle clubs, motoring organisations.
2. Continue to support initiatives like the Tourism Industry Councils 'Bike Friendly Business Program', which helps businesses understand the importance of Tasmania's growing cycle tourism industry.

Priority Three – experience development that positions Tasmania as Australia's best cycling destination

Marketing and events

3. Promote the unique experiences of Tasmanian cycle tourism as hubs focused on:
 - North-East Tasmania
 - Hobart and the Southern region
 - West Coast region (including North West).

The differentiating features and brand values of the three regions should be defined and used to guide marketing.

4. Support and grow calendar of cycling events in Tasmania, including touring, road racing, mountain bike, track and BMX and prepare and implement a cycle tourism marketing plan, including:
 - a comprehensive, go-to cycle tourism website as part of Tourism Tasmania's site, or an 'umbrella site' that directs visitors to up to date and high quality sites currently providing information
 - encourage industry to package experiences, and provide comprehensive maps and planning information.
 - link cycle experiences to accommodation / activities / food and wine develop itinerary options for multi-activity holidays.
 - Coordination of sector-wide development and marketing by a dedicated person or team.
5. Cross-promote experiences in other regions of Tasmania and establish a program of cycle-hub related social media, news and public relations activities as new trails and developments come online.

Criteria

- a) All grants provided under the Fund will be a minimum of \$50 000.
- b) All applications for hard infrastructure projects must be able to demonstrate dollar for dollar matching funding (no in-kind contribution).
- c) All successful grants of \$50 000 or more will be conditional on the recipient complying with the Treasurer's Instructions (issues in accordance with the Financial Management and Audit Act 1990) for established procurement principles, Government policy and mandatory procedures for procurement and contracting.
- d) Demonstrated consultation and support from relevant industry bodies and/or industry stakeholders.

The following activities are ineligible to receive funding:

- land purchases
- construction of tracks, routes or trails for motorised users such as 4WD, all-terrain vehicles (ATC) and motorbikes (with the exception of transport aides for people with a disability)

- the repayment of a loan or any other form of debt
- recurrent operational costs, including salaries for project officers, support staff or administration
- additional funds for a project already funded from the 'fund'
- fundraising activities (such as social activities, raffles) and events.

Application and evaluation process

Application can be made through online 'smartygrants' process accessed here:
<https://thsu.smartygrants.com.au/cycle20172018>

Indicative dates

28 September until 15 December 2017: Fund open for applications.

February 2018: Announcement of successful projects.

Applications will be accessed by a panel comprised of representatives from the Department of State Growth, Tourism Tasmania, other relevant Tasmanian Government Departments and industry representatives as required and dependant on the nature of the project proposal.

These dates are indicative and may be changed by the Department of State Growth if necessary.

The Department of State Growth reserves the right to make additional calls for applications.

Enquiries about the Fund application process can be submitted by email to THSU@stategrowth.tas.gov.au



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