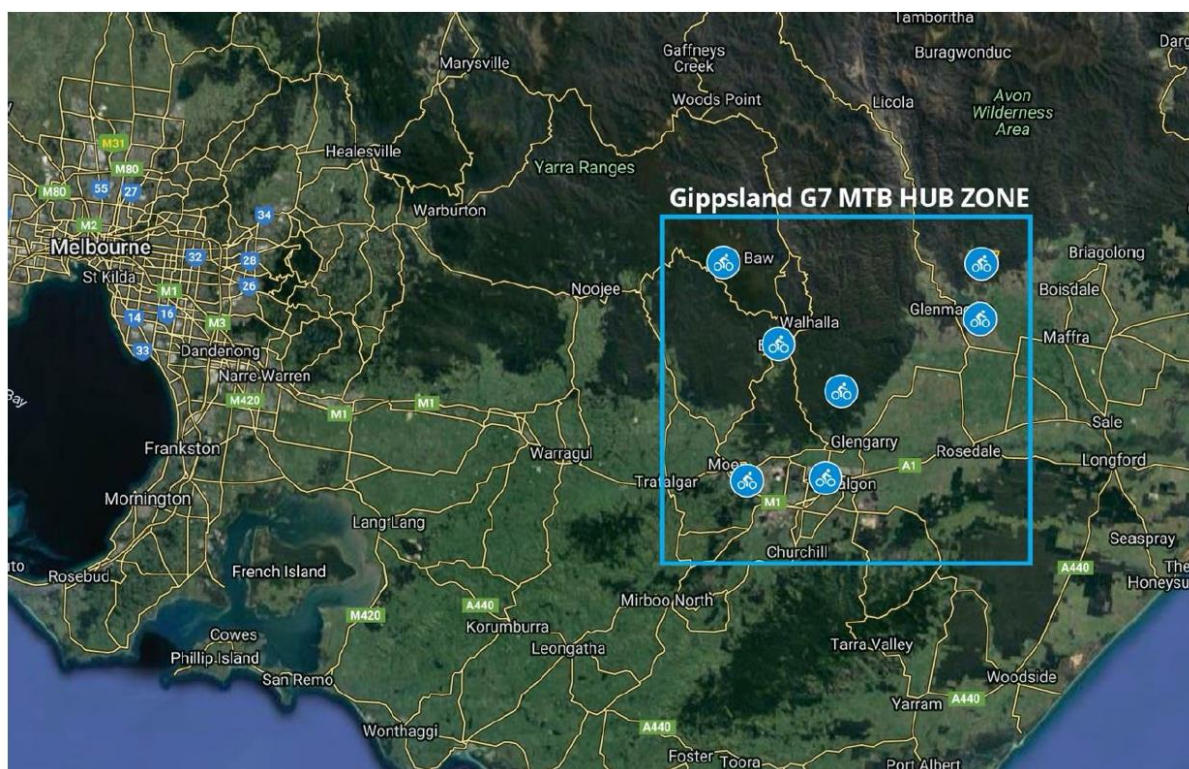


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THE CENTRAL GIPPSLAND 'G7' MOUNTAIN BIKE HUB

The Central Gippsland 'G7' Mountain Bike Hub is a collective of seven diverse mountain bike parks in Central Gippsland. From Mount Baw Baw to the Valley floor, all seven parks are within close proximity of the region's primary population centres. Identified in the Gippsland Tracks and Trails Feasibility Study (2019) as a signature mountain biking experience, the Central Gippsland 'G7' Mountain Bike Hub will offer riders diverse trails within incredible landscapes and will attract events and significant repeat visitation to the region.



Proposal:

The Central Gippsland 'G7' Mountain Bike Hub will collectively offer visitors and communities a range of mountain biking experiences that cater to all skill levels and deliver across competitive, health and fitness and recreational riding, positioning Gippsland as a nationally significant MTB destination.

The objective of the Central Gippsland 'G7' Mountain Bike Hub is to drive economic benefits via increased visitation and associated product and infrastructure development. Increased local use is likely to lead to health and wellbeing outcomes for regional communities.

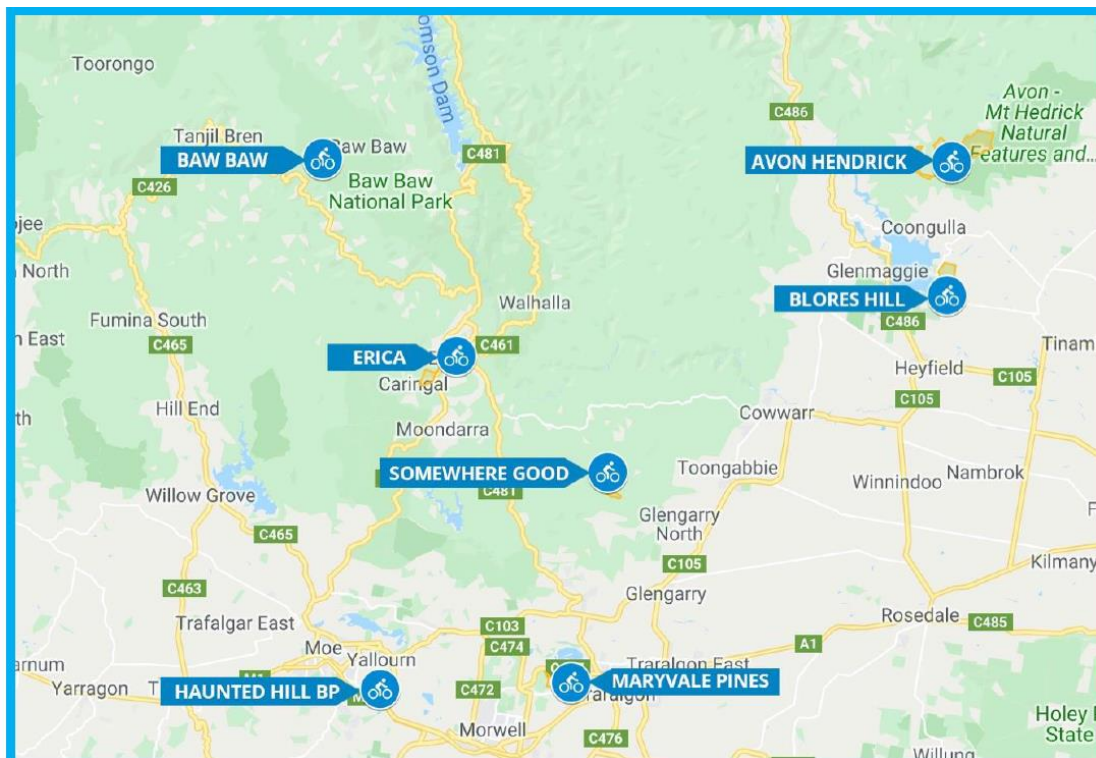
All bike parks contained within the Central Gippsland 'G7' Mountain Bike Hub will be developed to a set of design principles that ensure a quality-focused experience for all riders.

All bike parks within the Central Gippsland 'G7' Mountain Bike Hub will offer or contain:

- The highest quality experience with unique selling points and a defined 'ride character' that positions each bike park within the overall Hub according to ride style and trail offerings
- Collectively target all rider skill sets according to IMBA green, blue, and black descriptors
- Offer skills development pathways that elevate riders through beginner to intermediate and more difficult rides across the Hub
- A 'conveyor belt' strategy using variances in ride offering and landscape to deliver riders from one bike park to another
- Host various length-of-time experiences from half to multi-day across the bike parks

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- Substantial benefits to local community and businesses
- Environmental and cultural sustainability
- Effective management and coordination, including community involvement
- Visitor number growth into Gippsland
- Strong connection to community, with health and wellbeing targets.



Benefit/Cost Analysis:

- The project yields a positive BCR of 3.8 assuming a discount rate of 7%. The present value of total benefits (\$31.45M) generated by the investment are 3.8 times the total cost of the project (\$8.26M) over a 10-year period

Jobs created:

- 22.5 EFT jobs during the construction phase of the trail
- 24 EFT jobs in year 1 of the Operations Phase, increasing to 40 EFT over a 10-year period, mainly in accommodation, food and beverage and recreation service sectors

Capital Investment Required:

- \$6.65M estimated total cost (minus funded components)

A Unique Experience

The proposed Central Gippsland 'G7' Mountain Bike Hub presents an incredibly significant mountain bike experience and brand that would position Central Gippsland as an important national mountain biking region with a critical mass of high-quality riding propositions across the seven bike parks. The Hub would leverage the recognised growth in mountain biking and electric-MTB participation, encouraging more and longer visitation stays in the Central Gippsland region resulting in increased economic stimulus benefiting associated townships, businesses, and communities.

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Establishment of the Central Gippsland 'G7' Mountain Bike Hub, inclusive of improved quality of experience across all seven bike parks via new and upgraded trails, improved infrastructure, and better signage, would also better serve the local community via attractive and fit-for-purpose trail facilities feeding into sport, recreation, health and wellbeing outcomes.

Collaboration:

A steering group made up of stakeholders from across the region are collaborating to bring this project to fruition with representatives from Baw Baw Shire, Latrobe City Council, Wellington Shire Council, Destination Gippsland, Sport & Rec Victoria, DELWP, Parks and Gippsland MTB Club.

Governance and environmental issues are being worked on together. Governance of the bike parks and management of the land on which they sit is critical to the success of the Central Gippsland 'G7' Mountain Bike Hub concept and there is not one model currently that would seem to fit this trail development. Accordingly, an approach built on discussion and agreement with government is underway. This approach also sees an opportunity for Gippsland to work constructively with Government and a range of partners to develop the mechanism to allow the Hub to become a significant driver of positive outcomes for the Central Gippsland economy, community, and environment.

Related Projects

The Central Gippsland 'G7' Mountain Bike Hub Feasibility Study and Business Case (2020) is the result of recommendations made in the Gippsland Tracks and Trails Feasibility Study (2019) under the section 'Signature Mountain Biking Hubs and Trails'.

Signature Trails are defined in the report as '... a smaller number of trails that showcase the region and offer outstanding experiences attracting people to Gippsland and the region'. Other important trails are listed in the hierarchy of trails important to the visitor economy as Regionally Significant or Locally Significant.

To ensure the desired outcomes, any trail development should meet set criteria:

- Designed as the highest quality experience of nature and culture
- The best trail of its type
- Feature the highest-quality infrastructure fit for purpose
- Low impact on the environment
- Accessible to target markets for Gippsland and for ex-region trail visitors
- Be supported by high quality information – from pre-trip to post-trip follow up
- Be environmentally and culturally sustainable
- Be supported by effective management and good coordination within community
- Designed with good ongoing financial and fund-stream modelling
- Have a brand and reputation aligned to the target user and be well positioned in the market
- Able to deliver strong visitor number growth into Gippsland.

Supporting Strategies:

- Central Gippsland 'G7' Mountain Bike Hub Feasibility and Business Case (2020)
- Gippsland Destination Management Plan (2022)
- Gippsland Tracks and Trails Feasibility Study (2019)
- Baw Baw Epic Adventure Ride Feasibility and Business Case (2020)

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