

.GREAT VICTORIAN. RAIL TRAIL

MARKETING TOOLKIT 2020–21

For businesses on or serving the GVRT



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.GREAT VICTORIAN. RAIL TRAIL

MARKETING YOUR GVRT BUSINESS CHECKLIST

1. Sign up to the Australian Tourism Data Warehouse and create a tourism business listing that includes copy and images of the Great Victorian Rail Trail in the description. *Refer page 9* ☐
2. Become RHCP certified if applicable and display your RHCP logo on your shop front window and on your website. *Refer page 16* ☐
3. Like and follow the GVRT and RHC Instagram and Facebook pages; and share appropriate social media content as relevant to your business and/or location. *Refer page 10* ☐
4. Add GVRT information to your business website, including the GVRT logo and information on the trail relevant to your business location (i.e. points of interest, location map). *Refer page 16* ☐
5. Be sure to refer to the GVRT by its full name 'Great Victorian Rail Trail' on your website to enhance your SEO. *Refer page 6* ☐
6. Consider partnering with other like minded businesses along the trail to offer a GVRT experience. For example, ride and dine, stay and play, ride – see – do (accommodation, food and attractions). *Refer page 12* ☐
7. Provide links on your website to the [GVRT website](#), [GVRT Guide](#) and [GVRT map](#). *Refer page 11* ☐
8. Sign up to the [Tourism North East Industry Newsletter](#) for industry news pertaining to your business. *Refer page 4* ☐
9. Sign up to the [TNE Private Industry Facebook Group](#) for industry specific information and discussion from like minded businesses. *Refer page 4* ☐
10. Book an industry development session with TNE to review your content and changes. *Refer page 4* ☐

INTRODUCTION

The Great Victorian Rail Trail (GVRT) Marketing Toolkit is designed to provide businesses with the tools to best leverage both the GVRT and Shire marketing efforts along with the regional Ride High Country (RHC) campaign and accompanying product offers. Understanding the regional tourism context, current marketing strategies and the cycle tourism market are key to delivering the recommendations in this document; summarised in the Marketing Checklist.

Victoria's High Country, the name used to represent our region across all tourism marketing and communication activities delivered by both Tourism North East and Visit Victoria, is recognised as having the strongest cycle tourism credentials in the state; with a leading rail trail, road cycling, gravel grinding and mountain bike offering. This offering is united under a regional master brand – Ride High Country – which looks to drive awareness of the destination in conjunction with cycling.

The High Country currently attracts more cycle tourists than any other regional destination and cycle tourism is growing at twice the level of general tourism, with cycle visitor numbers forecast to increase by 155% by 2025.

A key regional cycling asset is the GVRT, a 134km recreational trail that follows the old railway line from Tallarook to Mansfield with a spur line to Alexandra. The trail encompasses a wide geographic area crossing three different municipalities - Mansfield, Murrindindi and Mitchell shires. Launched in 2012, the GVRT is the longest rail trail in Victoria and one of the longest trails of its kind in Australia.

But it is not just the quality of the rail trail experience that needs to be conveyed. The complete destination offering, as it relates to the cycle tourism experience, is key in establishing the region as the leader in this space. The supporting regional tourism experiences are a strong factor in the perception of the region and as a driver for visitation. To that end, it is important for the GVRT to be seen as an all encompassing cycle experience, including history, attractions, food, drink and accommodation.



TOURISM NORTH EAST

Tourism North East (TNE) is one of eleven regional tourism boards established at the directive of Visit Victoria, the state tourism body. The regional tourism boards were created to act as the peak tourism organisations for their areas, working in partnership with Visit Victoria, industry and a range of government partners to support and develop regional tourism.

TNE is charged with developing the long-term and overarching strategic vision and direction for the High Country region, ensuring a platform for future tourism growth. Industry and product development are a key focus of TNE; working with businesses within the region to enhance their current tourism experience, and also diversify their offering to meet current and emerging product demand.

To that end, TNE has developed this toolkit for all tourism businesses from Mansfield, Murrindindi and Mitchell Shires servicing the GVRT, and will continue to work with these businesses to keep them abreast of current market trends, to assist them with evolving their operation to better meet customer demand, to review their business plans to identify efficiencies and optimise their strategic direction, and provide any other general guidance they may need to drive long term sustainability and success.



**TOURISM
NORTH
EAST**

GREAT VICTORIAN RAIL TRAIL BRAND

When the rail trail was first launched it was called the Goulburn River High Country Rail Trail but was later renamed the Great Victorian Rail Trail, accompanied by a new brand identity. This brand represents the GVRT infrastructure, product and experience within the regional cycling offering.

The font reflects the historical railway station nameboards, the double parallel lines represent the railway track, and the bike is linked to the major tourism experience associated with the trail.

The logo should be used in accordance with the 'Great Victorian Rail Trail – Brand Style Guide 2013' available from TNE or your respective shire tourism representative. With approval, the logo can be used when referencing the trail on both print and digital media and when associating it with your business. Be sure to refer to the trail by its full name 'Great Victorian Rail Trail' for differentiation and Search Engine Optimisation (SEO).



GREAT VICTORIAN RAIL TRAIL WEBSITE

The GVRT website – greatvictorianrailtrail.com.au – provides a mix of inspiration and information to entice users to visit and provide relevant information on townships, including user maps and history. The website is managed by TNE, with content added as per the direction of the relevant LGAs.

Providing a link to the official website on your business page will enhance your brand affiliation and assist your SEO which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

The GVRT website includes business and attraction listings for townships on the trail. To ensure your business is acknowledged as servicing the GVRT and to be listed on the official GVRT website, a business listing must be created via the Australian Tourism Data Warehouse (ATDW). An example of an ATDW listing on the GVRT website is shown below.

GVRT Website

The screenshot shows the homepage of the Great Victorian Rail Trail website. The header includes the logo and navigation links: THE TRAIL, TOWNS & VILLAGES, STAY - EAT - DO, and CONTACT. The main heading is "Rail Trail Experience" with a large image of people walking and cycling on the trail. Below this, a paragraph describes the trail as a multi-use path suitable for walking, cycling, or riding. A section titled "A TRAIL FOR EVERYONE" explains the trail's suitability for all fitness levels. To the right, a "RAIL TRAIL FACTS" box lists details: Length (134 km), Grade (Mostly flat), Start (Where you like), and Finish (Where you like). Below this is a map of the trail route. The "TRAIL SURFACE" section describes the surface as compacted gravel or granitic sand, suitable for various activities. A green box at the bottom encourages users to get back to nature.

RAIL TRAIL FACTS

Length: 134 km	Grade: Mostly flat
Track: Chert or granitic sand	Start: Where you like
	Finish: Where you like

TRAIL SURFACE

The trail surface varies along the 134 kilometres journey and is made up of either compacted gravel (chert) or granitic sand. The granitic sand is used in sections that are shared use between walkers, cyclists and horses. Signs mark the way for horses where a dedicated bridle path follows beside the gravel (chert) sections. The trail surface is best suited for mountain, hybrid or touring bikes.

Whether you're seeking adventure or looking to get back to nature, the Great Victorian Rail Trail is for you.

ATDW listing

The screenshot shows an ATDW listing for the Alexandra Hotel on the GVRT website. The header is identical to the homepage. The main heading is "Alexandra Hotel" with the address "64 Grant Street, Alexandra, Victoria, 3714" and a "MAP" button. Below this is a large image of a plate of food. To the right, contact information is provided: website (www.alexandrahotel.net.au), email (info@alexandrahotel.net.au), and phone (08 5772 1014). Social media icons for Facebook and Instagram are also present. A "Restaurant and Cafe" tag is shown. The listing text describes the hotel as an old-world charm venue, award-winning, and suitable for dining, accommodation, and events. It mentions the hotel's location in the center of town, close to the Great Victorian Rail Trail, and its suitability for various activities.

Alexandra Hotel

64 Grant Street, Alexandra, Victoria, 3714 **MAP**

www.alexandrahotel.net.au
info@alexandrahotel.net.au
08 5772 1014

Restaurant and Cafe

The Alexandra Hotel is an old-world charm infused with fresh style and grace. The award winning venue recently won gold at the Victorian Tourism awards in two categories - Tourism Restaurant and Standard Accommodation. Enjoy a delightful dining during the evenings in the bar or dining room, or more casual fare by day. Taste the region's best dining experience at Alexandra Hotel. Enjoy beautiful local wines, craft beers, great coffee and produce. There is a gorgeous outdoor space, bike storage and lovely accommodation upstairs. Open for dinner Thursday to Saturday, enjoy the four or five-course chef's menu or select from the local produce-driven a la carte menu. Alexandra Hotel is open for lunch Friday - Sunday and for breakfast on weekends from 8am - 11.30am. Situated in the centre of town, close to the Great Victorian Rail Trail, an easy drive from Lake Eldon, Mount Cathedral and Lake Mountain, even Mount Buller. The Alexandra Hotel is a cycle-friendly registered business with Tourism North East, having a workshop and lock up bike area. Unwind at the Alexandra Hotel, it really is the perfect escape.

RIDE HIGH COUNTRY CAMPAIGN OVERVIEW

The GVRT is supported by a regional cycling marketing campaign, managed by TNE. The Ride High Country (RHC) campaign features imagery and messaging across the four disciplines of cycling (including rail trails) that the High Country is renowned for.

The campaign's primary goal is to drive awareness of the High Country cycle offering which unlocks the latent demand for cycle tourism in the region. The campaign focuses on the Melbourne metropolitan and regional Victorian markets, where the majority of visitors to our region are from. It is important to recognise that support of the RHC campaign will strengthen your business and GVRT marketing collateral overall.

Understanding the depth and breadth of the RHC Campaign will provide you with the context of how the region is portrayed and provide a foundation to build your own marketing plan. Marketing, including specific GVRT imagery, has focussed on our positioning statement as 'Australia's premier cycling destination' (confirmed as 'accurate' by regulatory board Commercials Advice).

RHC marketing efforts to date have included:

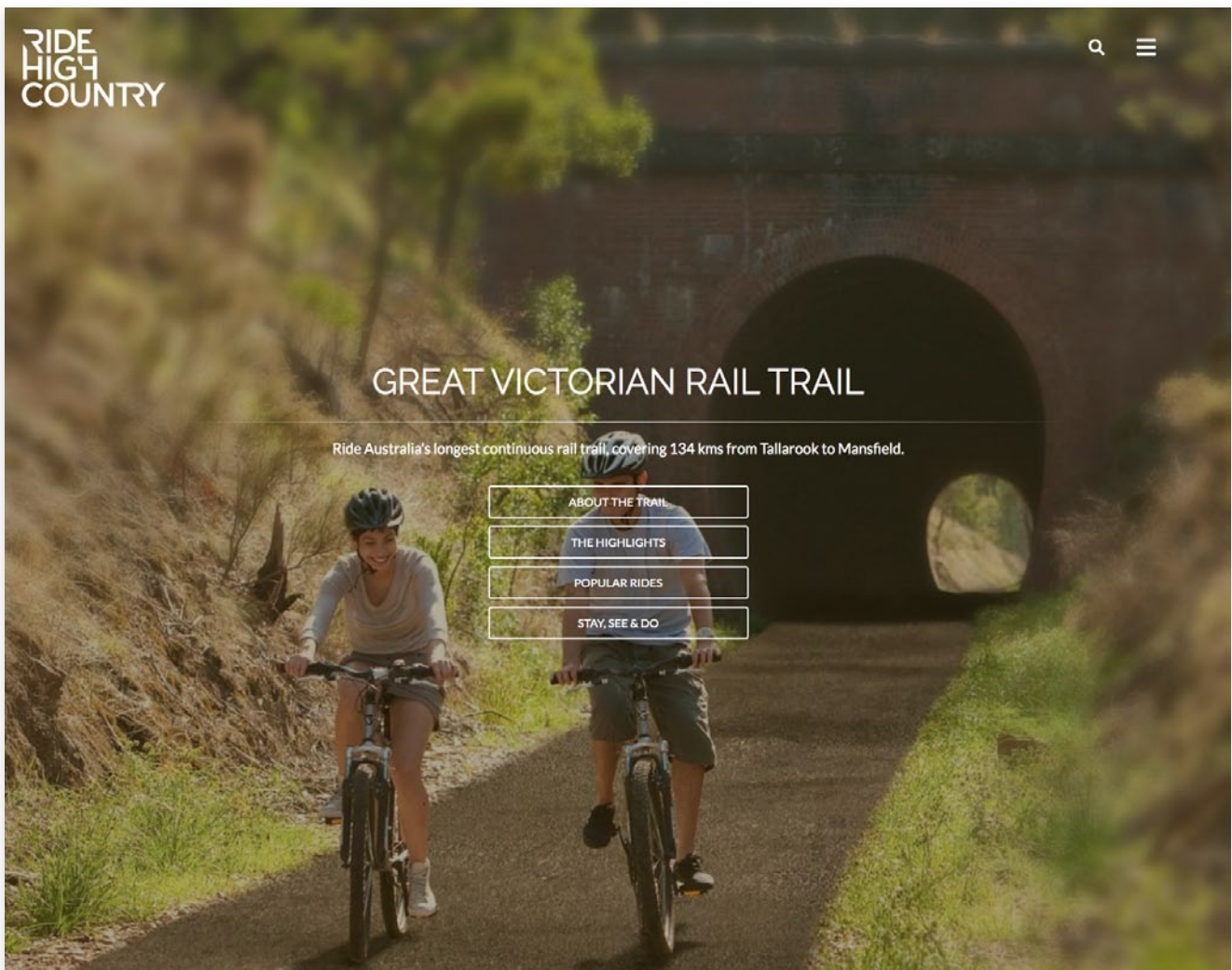
- **Outdoor/billboards:** 47 prominent locations across Melbourne.
- **Bus back advertising:** 10 bus placements reaching across Melbourne's northern and eastern suburbs.
- **RHC TV report:** 12 x editions produced to be aired weekly during The Project in Melbourne and throughout Victoria on Prime.
- **Content (editorial, photographic and video) sponsorships:** across Flow, CyclingTips, PinkBike and Treadlie.
- **Digital advertising and videos to highly targeted audiences:** across a range of publications including news.com.au, CyclingTips, Flow Mountain Bike, PinkBike and YouTube.
- **Social Media (both organic and paid):** across all platforms to both RHC owned audiences and new profiles.
- **Print advertising across niche cycling publications.**
- **Newsletters:** a minimum of 12 newsletters to the RHC database.
- **Strategic marketing alliances with MAAP** (premium Melbourne based cycle clothing company) and Specialized that see the High Country featured across their marketing material.
- **RHC Guide:** production and delivery of 55,000 copies.
- **Sponsorship of two high profile in region events:** Great Vic Bike Ride and Australian MTB Nationals.
- **Website:** upgraded pages including new Gravel section, content, management and maintenance.



RIDE HIGH COUNTRY WEBSITE

The RHC website – ridehighcountry.com.au – includes a dedicated GVRT page, where summarised information is available that mirrors that of the GVRT website.

Of most importance is the business listing information that is populated using the same ATDW listing as per the GVRT website. To ensure your business is visible and servicing GVRT users, an ATDW listing is a must.



THE AUSTRALIAN TOURISM DATA WAREHOUSE

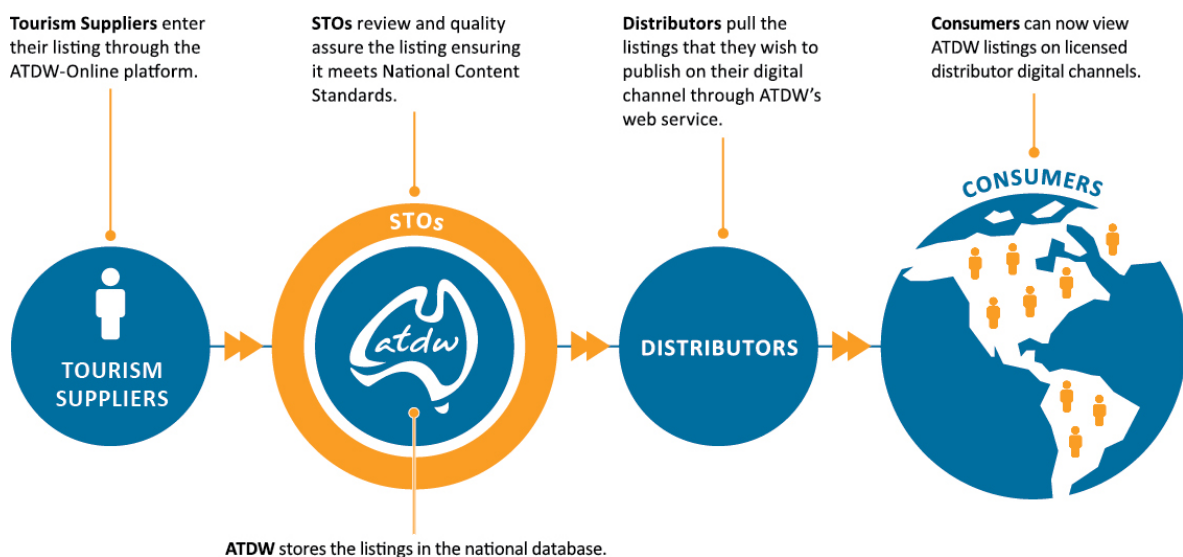
The ATDW – atdw-online.com.au – is Australia's national platform for digital tourism information.

Supported by Visit Victoria, Tourism Australia and all other state and territory tourism organisations, the ATDW collects, stores and distributes tourism product listings to key tourism and event websites including visitvictoria.com, australia.com and many more. It is used by TNE to promote businesses on all its web platforms, including RHC and GVRT.

The function of the ATDW is to support Australian tourism businesses and events with their digital marketing, by connecting them with the audiences of multiple tourism channels through a single, self-managed listing. A comprehensive list of benefits of the ATDW can be found here:

<https://corporate.visitvictoria.com/resources/marketing-opportunities/about-atdw>

Most importantly, this listing will be used for all business references in GVRT and RHC marketing collateral and online platforms.



SOCIAL MEDIA

The GVRT digital presence also includes GVRT Facebook and Instagram pages, which command a highly engaged audience. The GVRT accounts have a combined audience of over 10,000 followers, which grew at a rate of over 50% in 2019/20 (industry benchmarks for growth tend to be around 5%).

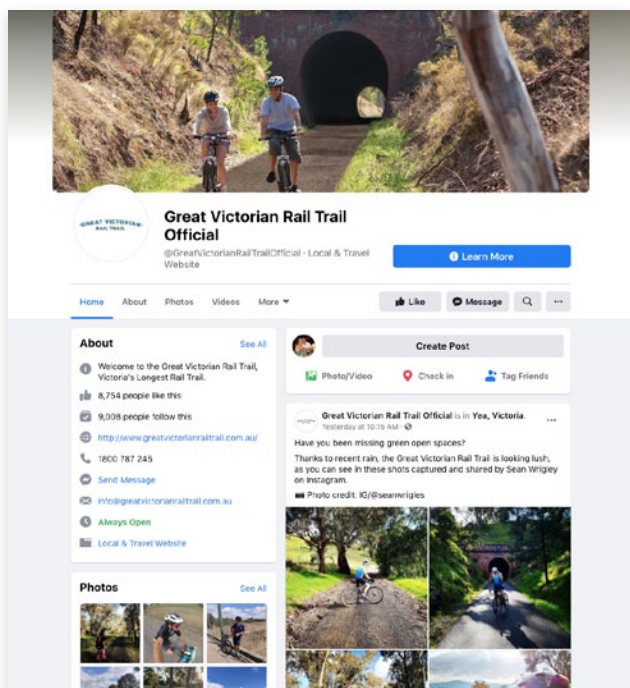
The accounts share updates, communication and inspiration managed by TNE, with a strong focus on User Generated Content. Imagery and posts are of the GVRT and complementary products and experiences aligned to the rail trail offer. GVRT content alone reached over 500,000 people in 2019/20 and in addition, the RHC Facebook and Instagram pages also share content relevant to the GVRT.

To make best use of these social media accounts, following, liking and sharing posts through your business social media pages will provide an association with the GVRT brand and offer, helping to grow your audience, reach and SEO.

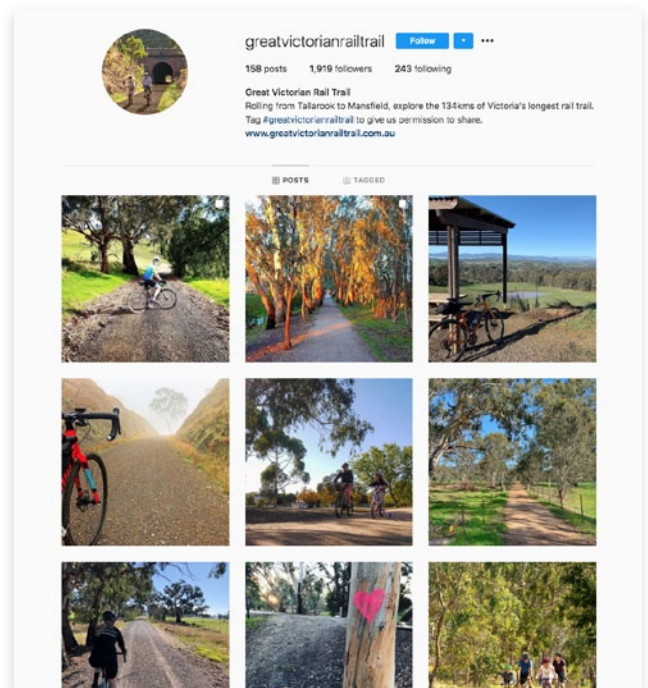
When posting images related to the GVRT on Instagram, be sure to tag both @greatvictorianrailtrail and @ridehidecountry and use the official hashtags #greatvictorianrailtrail and #ridehighcountry. Also tag the relevant LGA

- Mansfield Shire
@visitmansfieldmtbuller
#mansfieldmtbuller
- Murrindindi Shire
@discoverdindi
#discoverdindi
- Mitchell Shire
@discovermitchell
#discovermitchell

GVRT Facebook



GVRT Instagram



GVRT featured on Ride High Country social media



greatvictorianrailtrail.com.au
ridehighcountry.com.au



@greatvictorianrailtrail
@ridehighcountry



GreatVictorianRailTrailOfficial
RideHighCountry

GREAT VICTORIAN RAIL TRAIL AND YOUR BUSINESS

To further the connection between the GVRT and your business, your website and other marketing communications should include mention of the GVRT and complementary attractions nearby.

This information should include how to locate your business from the rail trail, your cycling facilities (such as bike racks), an overview of the trail and how to incorporate your business into a trip (i.e. perfect place to stop for lunch) and nearby features. This may be done through a GVRT tab on your business's home page or similar. Use of the GVRT logo is also encouraged to reinforce brand awareness. Use of imagery depicting cyclists at your business along with hero images of the rail trail will assist in this connection. This includes posting on your business social media platforms in addition to sharing relevant GVRT and RHC posts.

The following information can be used in full or as excerpts on your website and social media platforms where appropriate.

ABOUT THE TRAIL

The Great Victorian Rail Trail is Victoria's longest continuous rail trail, with Victoria's longest rail trail tunnel at Cheviot. The trail spans 134 kilometres from Tallarook, through Trawool, Yea to Molesworth and Yarck to Cathkin and Alexandra. Located less than one hour from Melbourne, the trail travels through beautiful countryside following the heritage classified Goulburn River at Tallarook and passes through the Trawool Valley, classified by the National Trust for its scenic beauty. You can take a ride through the historic 201 metre long Cheviot Tunnel and explore the old Alexandra Station with its Timber Tramway and Museum.

The rail trail meanders through farmland, crossing over Lake Eildon at the Brankeet Arm, on its way to the Victorian High Country. You could choose to begin or end your journey at the Information Centre in Mansfield. With plenty of Australian wildlife out and about it's your chance to get up close to echidnas, wallabies, kangaroos and native birds in their natural surroundings.

Towns and villages along the way offer unique experiences and places to explore, including historic landmarks and buildings, art galleries, museums, food and wine, shopping and markets.

GVRT FAST FACTS

- The Great Victorian Rail Trail is a shared pathway for cyclists, walkers and horse riders stretching 134km from Tallarook to Mansfield.
- It consists of compacted gravel (chert) and granitic sand best suited to gravel, hybrid or touring bikes.
- There are 12 toilets on the trail and several shelters with tables and seats. Public toilets are also available in the local towns.
- BBQs are available at Tallarook, Yea, Alexandra, Bonnie Doon and Mansfield.
- Natural attractions include: Lake Eildon, Goulburn River; Trawool Valley (National Trust classified for its scenic beauty); Yea Wetlands and Mullum Wetlands (Mansfield).
- Other attractions include: Historic Cheviot Tunnel (201 metres); Bonnie Doon Bridge, Alexandra Timber Tramway and Museum and Yea Railway Park; restored Yea Station building; and Yea Goods Shed (occupied by local artists).

GVRT AT A GLANCE

- **Tallarook to Yea** – this section of the trail is 38km in length and passes through the townships of Trawool, Granite, Kerrisdale and Homewood;
- **Yea to Cathkin** – 21km in length and passes through the townships of Cheviot and Molesworth. This section of the trail features numerous bridges and the 200m long Cheviot tunnel climb;
- **Cathkin to Bonnie Doon** – 40km in length, this section passes through the townships of Yarck, Kanumbra, Merton, Woodfield. This section of the trail includes the biggest climb up to the rail trail's highest point at Merton Gap.
- **Bonnie Doon to Mansfield** – This section of the trail is 22km in length and passes through the township of Maindample. This section includes the 385m long bridge over the Brankeet arm of Lake Eildon.
- **Cathkin to Alexandra** – 13km in length, this section of the trail passes through the township of Koriella and features a significant climb riding in both directions.

GVRT TOWNSHIPS

This information is available on the official GVRT website but consider using the appropriate copy on your website or in marketing communications.

Alexandra

Base yourself in Alexandra to explore nearby mountain ranges and waterways, but save time for discovering this quaint historic village. Alexandra is a neat country town located in the foothills of the Great Dividing Range, 130 kilometres north east of Melbourne. The town's history dates back to 1824, the same year Hume and Hovell crossed the Goulburn River.

The township of Alexandra began as a mining camp when gold was discovered in 1866 and 1867. Over time the emphasis changed to timber and agriculture and today tourism is a key contributor to the township's economy. Stroll along the wide tree-lined streets past the National Trust classified post office, national bank and law courts, and discover arts and crafts such as pottery and glassware in gift shops and galleries.

The former Alexandra Station is currently the home of the Alexandra Timber Tramway Museum and Historic Park. Revisit the past and discover artefact displays from the timber industry of the last century.

Bonnie Doon

Bonnie Doon is a small town situated on the edge of Lake Eildon and is the gateway to the High Country. Heading east the trail runs between Lake Eildon and the Maroondah Highway and passes through the small village of Bonnie Doon. It is most well known these days as a holiday and weekend destination for bushwalkers, trail bike riders, off-road 4WD enthusiasts and fishermen.

The town centre has a collection of motels, hotel, caravan park, service station and cafes, providing the perfect opportunity to stay, refuel or stock up on supplies. Having travelled through the township, the trail passes over the Bonnie Doon Bridge which is 385 metres long and provides a great vantage spot to stop and watch the activity on the lake.

Cathkin

The Cathkin platform still remains and the local Landcare group have created a charming reserve providing a peaceful rest spot for rail trail users.

Cathkin is the former junction station which linked the Mansfield Line with the Alexandra Line, and is home to the Railway Poet, James Dunn.

Cheviot

Cheviot Station & Tunnel

Located midway between Yea and Molesworth, the Cheviot Tunnel is the longest rail trail tunnel in Victoria and a key feature of the original Tallarook to Mansfield Railway Line. Cheviot Station opened with the rail line in 1889 and was an important station to serve the local logging industry. Between Cheviot Station and Cheviot Tunnel, the line runs through four large cuttings. These are testament to the natural obstacles posed by this landscape.

The 201 metre (660') long Cheviot Tunnel was constructed to pass trains across the Black Range at McLoughlin's Gap roughly halfway between Yea and Molesworth. Built under tender by Kenny Bros the work was delayed by accidents, floods and several industrial disputes. Some steel hooks, that held lanterns in emergencies, still exist near the four indented safety alcoves. These safety alcoves are located at regular intervals along the eastern wall of the tunnel.

Maindample

The 14 kilometre section from Maindample to Mansfield takes in the magnificent scenery of the High Country. Mt Buller, Mt Stirling and Mt Timbertop are all clearly in sight as you head towards Mansfield.

Mansfield

The Great Victorian Rail Trail begins or ends at the old Mansfield Railway Station and is a perfect High Country base to explore from. A 2.5 hour drive from Melbourne, Mansfield is situated in Victoria's breathtaking High Country.

The region developed quickly from the 1860s, based largely on gold, timber harvesting and farming. Today, tourism, agriculture, light industrial and forestry related activities are the shire's key industries, and the area is in high demand for recreation and lifestyle activities.

Home to Victoria's traditional cattlemen and as an adventure sports haven, Mansfield combines the best of both worlds and will reward your efforts with either a fine local wine or an all-season adrenalin kick. When departing from the station the first kilometre passes through the Mullum Wetlands, a habitat for local fauna and flora. This area includes raised walkways, a lookout and a bird hide.

Merton

Explore Merton, a small town and a good chance to stretch your legs. Wander through the area that is managed by Merton Landcare or continue along the trail to the historic Merton Cemetery.

Molesworth

Wind back the clock in Molesworth, a country village with a general store and town hall. Molesworth is located approximately 4.5 kilometres away from the Alexandra turnoff at Cathkin. It is also home to the Molesworth Wetlands. The local people played a key role in the construction of the Cheviot Tunnel, providing labour and housing the visiting workman.

Tallarook

Nestled at the foot of the magnificent Tallarook Ranges, the quiet township of Tallarook has its history linked with the expanding railway network. The town is on the northern slopes of the Great Dividing Range, on land that was once central to the territories of the Goulburn Aboriginal tribes, in whose language, Tallarook means 'call of the wattle birds'.

Today Tallarook supports abundant wildlife and farming properties. The local vineyards are gaining an international reputation and provide the perfect place to unwind and explore. The town is known in Australia for the colloquialism, "Things are crook in Tallarook", believed to date to the Great Depression and unemployed travellers seeking work.

Trawool

Originally named 'Traawool', the indigenous word for 'wild water', the district is dominated by agriculture and memorable scenery. First explored by Hume and Hovell in 1824; it was later settled as a large sheep station. Development of the area improved with the building of the Trawool Railway Line to Yea in 1883.

In 1983, the National Trust awarded the area a Scenic Classification, recognising its importance as a scenic, geological and cultural site, including the diversity of flora and fauna. Bushwalking, sight-seeing, hang-gliding and rafting are all popular outdoor activities.

Ever since the early 1900's Trawool has also been a destination for holiday makers from Melbourne enjoying its country charm and magnificent scenery. Nearby attractions include art galleries, wineries, national and state forests, historic buildings and restaurants.

Yea

Yea boasts historic buildings and a thriving main street with many pubs, restaurants and cafés. Take a stroll in Melbourne's closest classified wetlands and learn about the unique flora and fauna. North of the Great Divide, the township of Yea is nestled in a beautiful valley at the meeting of the Yea and Goulburn Rivers, just one and a half hour's drive from Melbourne.

The nearby Cheviot Tunnel, together with the heritage-listed Yea Railway Station, are timely reminders of the important role rail transport played in early settlement. The historic Railway Station built in 1889 is the most intact example of a small group of standard Gothic-styled railway station buildings. In the station precinct you will also find a playground, skate park, toilet facilities, picnic tables and BBQs.

Yarck

The trail runs behind the village of Yarck but it is worth riding the extra 100 metres to stop in the small village for a hot or cold beverage. Time your visit well and you could visit the monthly country market. Held on the 3rd Saturday of the month, the market provides an outlet for local produce, jams, craft, plants and wines, it also helps to fund maintenance of the town hall.

GVRT POPULAR SHORT RIDES

This information is available on the official GVRT website but consider using the appropriate copy on your website or in marketing communications.

Popular Short Rides

Whether you are planning a short trundle with the kids, or riding the trail end to end; take some inspiration from the popular rides below.

Short Rides

Mansfield Loop

- 1.5 kilometre return – beginners and families with small children
- Start in Mansfield for a peaceful trundle or walk through the wetlands and enjoy native birds, plants and animals. The trail begins right next to the Visitor Information Centre and seating is available along the route.

Yea to Cheviot Tunnel

- 9 kilometres – beginners and families (mainly uphill to the tunnel)
- In Yea you'll pass the Gothic-styled Yea Railway Station (1889), where you can make use of the playground, skate park, toilets, picnic tables and BBQs. From Yea, the trail passes directly through Cheviot Tunnel – the longest rail trail tunnel in Victoria. Made in 1889 from bricks handcrafted on site, the tunnel is accessible from a nearby carpark.

Tallarook to Trawool

- 11 kilometres – beginners and families
- The trail follows the heritage-classified Goulburn River at Tallarook and passes through the Trawool Valley. Classified by the National Trust for its scenic beauty, the region was once frequented by famous artists including Tom Roberts, Frederick McCubbin and Arthur Streeton.

Cathkin to Alexandra

- 13 kilometres – riders with some competency
- The Cathkin Station platform still stands and the Alexandra Timber Tramway and Museum operates at the old Alexandra Station. Coming out of Alexandra you'll head up to Eglinton Cutting, which can be a challenge. From the top enjoy the stunning view of Cathedral Range.

Medium Rides

Yarck to Merton

- 19 kilometres – riders with some competency (hilly)
- The trail runs behind Yarck township, but it's worth riding the 100 metres into town to stop for refreshments. From Yarck travel through scenic farms to Merton Gap – the trail's highest point at 397 metres. At Merton, wander through the area managed by Merton Landcare or stroll through the historic cemetery.

Bonnie Doon to Mansfield

- 22 kilometres – families and beginners (some uphill gradients)
- Heading east the trail crosses Lake Eildon over the 385 metre Bonnie Doon Bridge, passing through stunning farming country with a backdrop of magnificent high country vistas. Entering Mansfield the trail passes through the Mullum Wetlands before it ends (or begins) at the Mansfield Railway Station and Visitor Information Centre.

Longer Rides

Yea to Alexandra

- 35 kilometres – riders with advanced competency (hilly)
- There are steep hills about 10 kilometres out of Yea and 5 kilometres before arriving in Alexandra. Take in the stunning views of the Cathedral Ranges from the Eglinton Cutting near Koriella Station.

Tallarook to Yea

- 37 kilometres – riders with advanced competency (hilly)
- The trail winds along next to the heritage-classified Goulburn River at Tallarook and passes through the Trawool Valley. This section of the trail is quite up and down. The steep pass about 5 kilometres before arriving in Yea is the biggest climb.

RIDE HIGH COUNTRY PREFERRED BUSINESS PROGRAM

Any business wanting to fully engage and leverage the RHC marketing program needs to become a Ride High Country Preferred (RHCP) business. While your ATDW listing will ensure you are listed on the RHC website, a RHCP accreditation from TNE is the only way to be featured on RHC digital platforms, video, photography, PR opportunities and use the RHCP logo.

The Ride High Country Preferred Program has two main objectives.

1. Consumer facing:

To highlight businesses that welcome cyclists and provide a level of service to enhance a cyclists stay.

2. Industry facing:

To engage businesses with the RHC campaign, allowing them to leverage from the marketing efforts to attract cycle tourists to their business.

To become a Ride High Country Preferred Business (RHCP), your business must:

- Be listed with the Australian Tourism Data Warehouse (ATDW)
- Provide complimentary water – cyclists must be able to refill their water bottles free of charge
- Display local cycle information – maps, guides, brochures
- Have staff who are knowledgeable regarding the local cycle offering – where to ride, location of bike stores

You must also provide **three** services from this approved list or similar.

- Bicycle parking (accommodation providers must fulfil this criterion by providing a weatherproof, locked area or allow bicycles in rooms)
- Bicycle repair/cleaning station
- Bicycle floor pump
- Bicycle mechanic
- Bicycle rentals
- Bicycle shuttle service
- Tools/supplies
- Bicycle tours or product
- Bicycle merchandise for sale
- Complimentary bicycle locks
- Complimentary bicycle rentals
- Complimentary bicycle tools
- Complimentary transport of purchased products to local accommodation

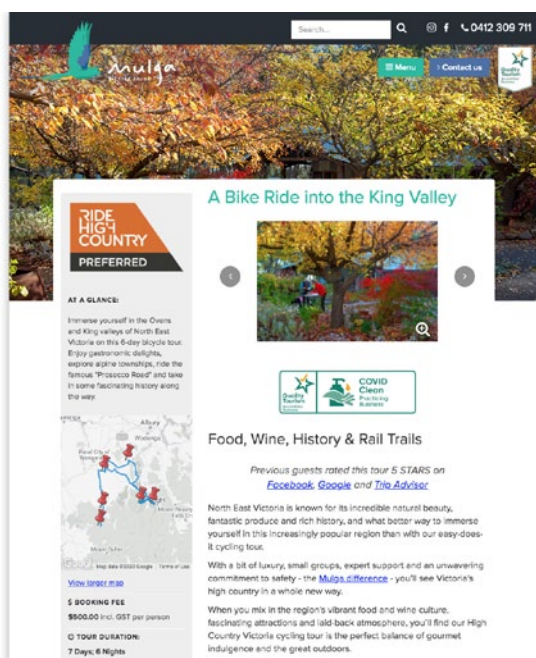
To become RHCP accredited, please contact:
Eddie Wilson, Industry and Product Development
Manager, eddie.wilson@tourismnortheast.com.au



RHCP window sticker



RHCP Logo used on tour operator website

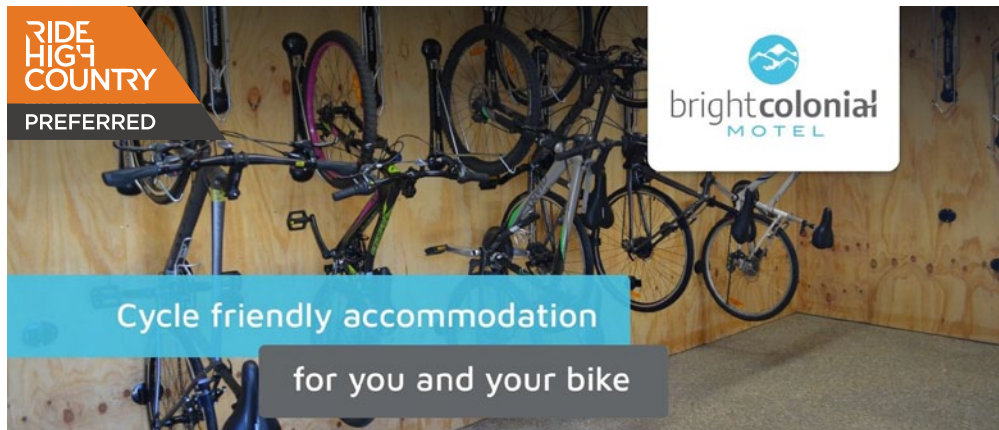


RHCP businesses are identified on ridehighcountry.com.au and greatvictorianrailtrail.com.au with a special logo, ensuring they are the first choice when planning a cycling visit. Businesses can also be easily identified through the RHCP digital tile and through the prominent RHCP window decal on businesses when in the region.

The RHCP business program has provided the region with a selection of businesses ready to take that extra step in welcoming our cycle visitors. These have included:

- The willingness of many operators to adjust their offering through the provision of bike pumps and tools, through to the building of bike stands, storage and wash areas has been a welcomed outcome of the RHCP program.
- Accommodation providers have seen the most benefit from the RHCP program aligning with our research that highlighted 'safe bike storage' as a highly desirable feature.
- Cafes have installed bike racks (through consultation with their LGA) providing a welcoming feature for cyclists pre and post-ride.
- Bike shops have adjusted their offer to include a wider range of cycling products (including hire bikes and shuttle services) to accommodate recreational and casual riders
- Wineries have provided mail and delivery of wine to visitors' accommodation if they have arrived by bicycle.
- Tour operators have embraced the RHCP logo and used it to promote their products, providing a 'tick of approval'.
- Operators have approached TNE in the planning stages of their renovations and builds to ensure cycle facilities are included.
- Discounted listing in the RHC Guide for RHCP businesses, encouraging brand loyalty and maximum exposure.

Cycle specific messaging and marketing



Bike friendly cafe targeting rail trail users



IMAGE LIBRARY

The images in this library are free to use on your digital platforms for promotional purposes.

Use these to create your own social media posts mentioning the GVRT and on your website when referencing the GVRT. Be sure to still take your own photos to ensure a varied mix of seasonal images.

GVRT Image Library:

<https://dal.tourismnortheast.com.au/pages/search.php?search=%21collection680&k=9a3246f7a5>

Image Library Examples



CONTACTS

The following links can be used in your business marketing communications, on your website or for reference.

Mansfield Shire
(03) 5775 8555
council@mansfield.vic.gov.au

Mitchell Shire
(03) 5734 6200
mitchell@mitchellshire.vic.gov.au

Murrindindi Shire
(03) 5772 0333
customer@murrindindi.vic.gov.au

Tourism North East
(03) 5728 2773
info@tourismnortheast.com.au
