



NATURE-BASED RECREATION & TOURISM DISCOVERY REPORT

Overview

The Entrepreneurial Discovery Process is a series of workshops that will endeavour to define and obtain support for the initiatives for innovation and economic development, based on evidence.

The workshops are an opportunity for key business, government, community and research stakeholders to verify the evidence presented in the Regional Context Analysis about a particular local asset, and to confirm that there is at least one innovation opportunity which can develop from that asset. The workshop begins with discussion about the specific asset, and then engages in a process of imagining how the innovation opportunity based on this asset might develop over the subsequent 5-10 years. Depending on the outcomes of these conversations, the final part of the workshop moves to explore how this might be achieved, and identifies barriers to be addressed. Following the workshops an Innovation Working Group (IWG) may then be established to drive the defined project if it is deemed to be a viable opportunity.

Workshop Summary

Nature based recreation and tourism was identified due the overwhelming recognition of the beauty of the natural landscape and the plethora of recreational opportunities for the local community and visitors alike.

The workshop took two paths of discussion for this topic, one being tracks and trails, while the other were curated experiences, this was to ensure that all avenues of opportunity for this asset were explored.

The **TRAILS** opportunities identified enhancing existing trails while exploring additional opportunities, including:

- Extending trails such as Poets Walk to potentially create a river walk and loop
- Developing cycle tracks from Ensay to Omeo to link in with the development of the Omeo MTB
- Improving marketing and signage of the Nunniong walks network and drive loop
- Developing the Jirnkee Water Race into a multifaceted and multi-option trail to suit variable demographics and abilities
- Introducing mining walks and improving connections
- Utilizing Flagstaff for astronomy, photography, and walking
- Further developing horse trails with potential guided options
- Exploring the development of motorcross tracks

Maintenance, signage, and commercialisation efforts are crucial, along with employing maintenance teams and sustaining ongoing interest. Facilities to support various activities like horse riding, motorbiking, and camping are essential, as well as linking trails and creating more options for targeted groups such as twitching, photography, walking, landscape, and geological enthusiasts.

The ideas generated have numerous benefits including increased employment and business opportunities, improved marketing strategies, expanded accommodation and catering opportunities, and curated experiences such as catered walks, events, and weddings. Linking local produce with catering opportunities and fostering partnerships with commercial tour operators and guides are also vital.

CURATED EXPERIENCES included showcasing the Great Alpine Road and Art Gallery, hosting events regularly, promoting tourism, supporting local artists, and elevating business acumen. It also aims to enhance food venues, establish food and wine trails, and cater to various demographics and interests through partnership events and marketing support.

The opportunities could create awareness of community assets, enhance psycho-social health, instill pride, evaluate investment attractiveness, and facilitate knowledge transfer across generations. It promotes a better quality of life, attracts population growth, offers a peaceful alternative to tourist centers, ensures sustainability for existing businesses, and fosters collaboration and investment opportunities.

To bridge existing gaps consideration needs to be given to the mapping of existing trails and planning new trail opportunities, engaging land managers, understanding target audiences, and assessing the viability of camping sites. It also emphasises the need for community support amidst potential changes in town dynamics.

Conclusion

Potential growth for Nature-based recreation and tourism could be supported through small feasibility studies into trail diversification and data collection for evidenced based developments. The most desirable outcome identified is for more signage and development of the Jirnkee Water Race into a usable multi-level trail.