



Nelson Tasman Cycle Trails Trust AGM Chair Report to 30 June 2024

The Nelson Tasman Cycle Trails Trust's vision is to create great cycle trails for our communities. In the 2023/24 year our priorities have been:

- Continuing to connect up and extend Tasman's Great Taste Trail, with a focus on completing the off-road trail from Pokororo to Ngatimoti and continuing negotiations on route/access for Wai-iti Reserve to Hoult Valley
- Completing trail construction through the Nelson Golf Course to Parkers Rd to improve the connection (spoke trail) from Nelson airport to the Tahunanui beach trail
- Renewal of the Coppermine Trail from Coppermine Saddle into the Maitai
- Proactive maintenance and upgrading of sections of the Great Taste Trail
- Submissions to NCC and TDC LTPs and the RLTP. This included the concept of two "cycle highways" – Cycle Highway 6C connecting Picton-Nelson-Murchison and Cycle Highway 60C connecting Richmond and Golden Bay (Collingwood/Heaphy Track)
- Ongoing engagement with NRDA on promotional activities for trail riding in Nelson-Tasman

Trail construction & maintenance

Fortunately, after significant weather events in August 2022 and May 2023, we haven't had any major weather impacts on either of our trails this calendar year. There was some remaining recovery work to do early this financial year, particularly the section of Coppermine Trail between Four Corners and Third House that had been closed due to significant slips necessitating use of the Brook-Waimarama Sanctuary fence line track. These were repaired with bridging and gabion basket work, and the Coppermine Trail fully re-opened in August 2023.

Great Taste Trail.

Pokororo to Ngatimoti – Construction was completed on around 4km of off-road trail on the east bank of the Motueka valley with a trail opening in May. We were also delighted to have local iwi provide an information board at Pokororo providing cultural narrative on the Motueka awa and its significance to Maori.

Nelson Golf Course Trail - The spoke trail through the Nelson Golf Club to link off road trail from Nelson Airport through the golf course to the trail along the Tahunanui back beach was completed, and with the completion by NCC of work on the water infrastructure on Awatea Place and Parkers Road we were able to open this section of trail in November.

Wai-iti Reserve to Hoult Valley – Consultations continued with landowners on access for off-road trail along the Wai-iti River to replace the section of trail on the shoulder of SH6. We have a route established and agreement from most landowners. Funding for construction of this section of trail is

included in the TDC LTP. Matched funding from other sources will be required, and once we have access agreements in place we will initiate fund raising.

Whakatu Drive - A small section of the trail that forms part of the GTT along the Waimea Estuary beside Whakatu Drive, at Orphanage Creek, was upgraded by Waka Kotahi/NZTA this year. We continued to advocate with Waka Kotahi/NZTA and Nelson City Council on the need to upgrade more of this shared pathway. With investment in active transport low on current central government priorities, it is unlikely there will be any further work in the short term. We have been assured that Waka Kotahi intend to submit consent documentation to NCC and the application will sit in the system with no expiry date, ready to proceed if/and when policy and funding changes allow the project to go ahead.

Tasman View Rd – following from improvements to the section of trail from Harley Rd to the viewpoint last year, there has been resurfacing of the road on the Moutere side to improve rideability, and further plantings which will enhance the trail as they grow.

Waimea Estuary – Wooden posts and plantings have been added along the front of NPD and Higgins yards, with support from both businesses, and funding from MBIE & the Trust. We would like this to be the first of several Waimea Estuary trail enhancement projects, but finding funding for these will be a challenge.

Ongoing maintenance – With high use numbers, general weather impacts and some sections of the trail having been in place for more than 10 years, ongoing work is essential to maintaining the condition of the trail. Central government Great Rides Funds provide some maintenance funding, and while trail repair after significant weather events is generally fully funded, ongoing maintenance funding must be matched locally. With the majority of the GTT in Tasman, TDC provides the majority of the maintenance funds.

One of the key maintenance projects this year has been the rewidening and resurfacing of the trail along the Motueka foreshore through the Te Raumanuka Reserve. Our thanks to Wakatu Incorporation and the NRAIT Trust for agreeing to this work proceeding.

Coppermine Trail

With purchase and arrival of Judith the Rock Crusher and her helicopter ride onto the descent trail into the Maitai last year, the upgrade of this section of trail has been a major focus this year. This work is now near completion bringing the standard of the trail back to grade 3. The ultramafic geology of this area makes maintenance a particular challenge.

The trail through Codgers Mountain Bike Park, from the park entrance to the exit onto Tantragee Rd, has also been renewed.

Health & Safety

Following an NZCT audit process on both the GTT and Coppermine Trails last year, we carried out a comprehensive review of our Health and Safety Manual and processes. A significant step up has been the use of the “Airtable” platform that provides a project management system that also brings health and safety considerations into operational planning and activity.

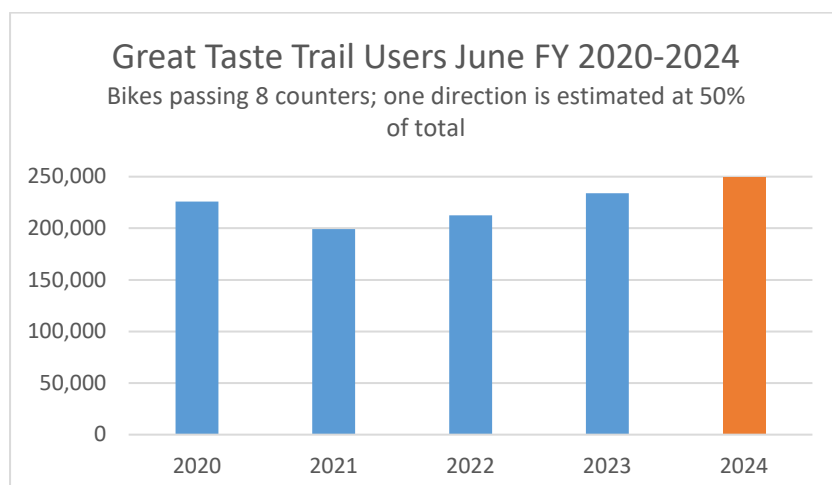
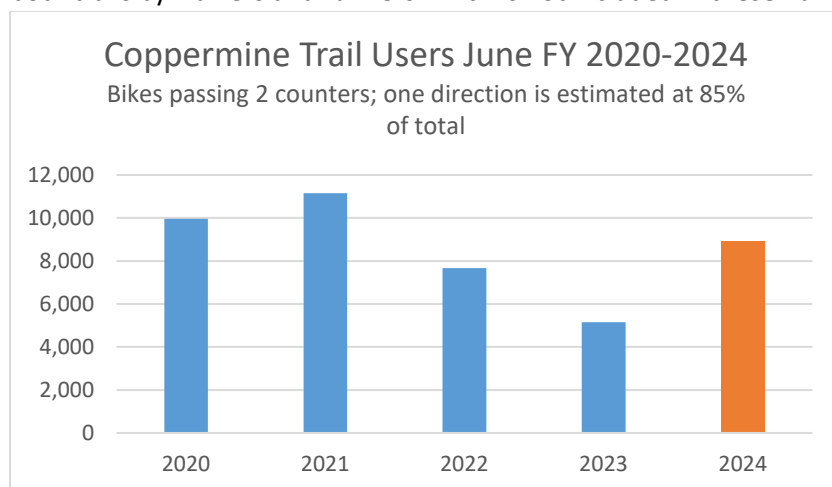
Construction funding

The support from Central Government and from both Tasman District and Nelson City Councils has been essential to the development and maintenance of the two Great Rides. The MBIE Great Rides funding fully funds extreme weather recovery work. The widespread nature of extreme weather impacts across the country has put significant pressure on the Great Rides funding and there are currently no funds available for new work. This will be a challenge for funding some of our proposed trail improvement plans, including Hoult Valley to Wai-iti off-road trail.

Support from a range of other individuals and organisations is also important, with a mix of donations, mate's rates and volunteer labour enabling central and local government funding to go further. It is estimated that over 1227 volunteer hours were contributed to the Trust, and in maintenance/construction work during 2023/24. After two years of free Official Partner membership while many of our member businesses were impacted by Covid 19, we reinstituted our membership fee this year. Around 70 businesses have retained their membership.

Trail usage and benefits

The GTT and Coppermine continue to be significant community and visitor assets. Coppermine numbers have picked up significantly from 2023 when the trail was closed for a long period for repair/upgrade work following the August 2022 and May 2023 floods. GTT numbers also increased significantly (Note these numbers are totals past all counters, so some riders will have been counted more than once, and some not at all - where there is no counter.) There is also significant use of both trails by walkers and runners which is not included in these numbers.



The Trust this year contracted Wellington-based consultancy Angus & Associates to carry out an analysis of the Great Taste Trail benefits. The analysis was based on 2022/23 trail counter numbers, intercept surveys carried out on several days in November 2023, the monthly NZCT surveys, and interviews with several trail-related businesses. The analysis estimated that the direct spend by visitors coming to the region specifically to bike the GTT was over \$34 million for the year ended June 2023. This economic benefit is with only 11% of users coming from outside the Nelson-Tasman region. With 89% of users from the Nelson-Tasman region, the trail is an important recreational facility for locals.

Trail promotion and visitor experience

The Trust's main promotion focus is on providing information through our web site (www.heartofbiking.org.nz), information boards on the trails, and trail brochures on the "tastes" of Nelson-Tasman accessible on and from the GTT, and the uniqueness of the Coppermine Trail. We also profile Official Partner Businesses and the services they provide, and the website has links to information on other cycling opportunities in the region.

We update the GTT brochure annually to reflect changes in Official Partners and facilities/attractions along the trail. We have this year installed signs to direct riders to the "tastes" accessible off the trail.

We continue to work with the Nelson Regional Development Agency (NRDA) on cycle trail related destination marketing.

Communications to the public and partners have included Official Partner updates, press releases and publicity in hard copy and social media.

Other activities

Council Long Term Plans & Regional Land Transport Plan

We provided submissions to the combined NCC/TDC Land Transport Committee and to the TDC and NCC Long Term Plans, including a concept plan for linked cycleways across Te Taihupo – Cycleways 6 and 60, to match the State Highways. This incorporates upgrading the Maungatapu, linkages in Golden Bay, trail on the old railway embankment from Glenhope to the Gowan River (the Tapawera to Murchison Heartland ride), and supporting the upgrade of the path alongside Whakatu Drive and the proposed shared Rocks Rd path. Our aim is to get the concept into Council & Waka Kotahi planning, while we acknowledge some may be long term projects.

New Zealand Cycle Trails Inc (NZCT) and Great Rides funding. - A stand-alone national agency for the 22 "NZ Great Rides" was established in 2013. TDC and NCC are NZCT members for the GTT and the Coppermine Trail, respectively. The Trust provides an additional contact for NZCT for both rides, and attends NZCT AGMs and the NZCT annual Forum. NZCT has been instrumental in continued central government funding for the Great Rides and for advocacy and promotion of the Great Ride network. Central government funding of \$8m per annum for the 23 Great Rides has this year shifted from MBIE baseline funding to coming from the International Visitor Levy

The impact of widespread extreme weather across the country has again put significant pressure on the Great Rides funds.

Trail surveys - There is a link to an NZCT survey on the website that we encourage trail users to complete.

235 people completed the on-line GTT survey over the 12 month period to 30 June 2024, with an average satisfaction score of 8.5/10. Of those who completed the survey, 61% were visitors who spent an average of 6.7 nights in the region, 82% were aged over 50, The Coppermine statistics were 86 surveys completed, satisfaction score 8.7, 7.3% visitors staying for an average of 11.7 nights and 58% aged over 50

The surveys show a significant increase in e-bikes on both trails over the last four years - from 21% in 2019/20 to 52% in 2022/23 for the GTT, and from 15% to 36% for the Coppermine.

Financials

The Trust is in a sound financial position, with cash reserves at 30 June 2023 of \$1,116,880 and net assets of \$1,010,636. This enables an operating buffer and is a key factor in being able to respond promptly to adverse weather trail damage. The balance of funds is raised for and committed to construction costs for the completion of the GTT, trail renewal and other priority cycle trail projects.

Trustees

At 30 June, we had 9 Trustees with a range of expertise across construction, marketing, finance, legal, consenting and operating on the trail. Thank you to all the Trustees who contribute volunteer time to developing a wonderful community and visitor resource for the Nelson-Tasman region.

Trail Manager

Belinda Crisp, previously the manager for the Nelson Mountain Bike Club, has been with us as Trail Manager since December 2022. We are very fortunate to have a very capable team of Belinda and Steve Johnston supported by Peter Bright overseeing maintenance by on the GTT. It is a mark of their dedication and expertise that we have managed to repair trails from extreme weather effects and progress a number of other projects on both the GTT and Coppermine over the past two years. We also have some great trail building and maintenance expertise in our contractors, in particular Wenham Construction, Easy Trail Services, Motueka Track and Trail and Contract Worx

Administration

Thank you to our Trust Administrator, Elizabeth Bean. Her support is essential to our effective operation as a volunteer Trust.

NCC & TDC

The Nelson Great Rides would not exist without the support – financial and operational from both the local Councils. A particular thank you to Mike van Enter and Jamie McPherson at TDC and Paul Harrington and Joel MacMillan at NCC.

Volunteers

As the trail is more and more adopted by the Nelson Tasman community, we are seeing increasing involvement from local community groups and businesses. Thank you to all of those who have helped with constructing shelters, plantings along the trail and trail maintenance.

Gillian Wratt

Chair, Nelson Tasman Cycle Trails Trust
6 October 2024

Ngā Haerenga New Zealand Cycle Trails

Briefing for Ministers and Councillors

IMAGE / Lake Dunstan, Central Otago, New Zealand. Credit: Tourism Central Otago Will Nelson.

GOVERNANCE

Trustees:

Alan Vane – Chair, Appointed by the Minister of Tourism and Hospitality

Board members, voted by members:

Diane Drummond, Sarah Bennett, Geoff Gabites, Pete Masters, Stuart Taylor

KEY PERSONNEL

Janet Purdey | General Manager

Angela Scott | Marketing Manager

Michelle Bates | Australia PR and Social Media

Deb Tapp | Content Creator

Philippa Shierlaw | Business Support

Shelley | Accountant

BIG IDEA

Ngā Haerenga New Zealand Cycle Trails was a big idea that came out of the 2009 Job Summit, which was an initiative of Sir John Key, in response to the Global Financial Crisis. The aim of was to create jobs in the construction of trails and the tourism businesses that would develop around the trails.

Due to New Zealand’s topography the original idea of a cycle trail the length of New Zealand d~summarises

OBJECTIVES

- 1. Create jobs through the construction of trails
- 2. Create a high quality tourism asset which would enhance New Zealand’s competitiveness as a tourism destination and provide ongoing employment and economic development opportunities for regional economies
- 3. Maximise the range of complementary benefits that the cycle network provides to a wide range of New Zealanders – wellbeing, health and recreation.

23 GREAT RIDES

Great Rides are NZCT’s premier rides. Predominantly multi-day, off-road trails showcasing the best of New Zealand’s landscapes, environment, culture and heritage.

Currently over 6,600 km of trails and growing (Great Rides = 2,782km, Heartland Rides = 3,851 km).

SERVICES

- Advocacy
- Capability Building
- Quality Assurance
- Research
- Marketing and Promotion

NZCT INC. ESTABLISHED

In 2013, Ngā Haerenga New Zealand Cycle Trails Inc. (NZCT) was established. NZCT is the overarching national governance entity for the 23 Great Rides, Heartland Rides, and Connector Rides, responsible for strategic direction of the network and providing governance and management at a national level.

NZCT MEMBERS

Ngā Haerenga New Zealand Cycle Trails Inc is a membership organisation.

Our members are the 23 Great Rides that are governed and managed at a local level.

They pay an annual membership fee of \$2,500 plus GST. Approximately 9% of NZCT’s income.

KEY DOCUMENTS

- NZCT Inc Constitution
- Certificate of Incorporation
- Funding agreements with MBIE: Core and Service Level agreements
- 2021 Evaluation of the Great Rides
- Cycle Tourism Insights: Domestic and Australian markets 2021
- Great Ride Personas 2023
- Annual Report 22/23

KEY STAKEHOLDERS

Ministry of Business, Innovation and Employment (MBIE) – Funder.

New Zealand Transport Agency Waka Kotahi – Responsible for Heartland and Connector Rides.

Department of Conservation – 18 Great Rides are on public conservation land (either the whole trail or some of the trail).

Tourism New Zealand – Trusted partnership.



STUNNING SUCCESS

\$1 billion per annum of economic benefits to regional New Zealand.

IMAGE / Around the Mountains, Southland, New Zealand. Credit: Chris McLennan.

STRATEGIC FOCUS

VISION

Home of the world’s greatest cycling experiences.

PURPOSE

Benefiting New Zealand communities through outstanding cycling journeys.

THE BRAND

Ngā Haerenga means “the Journeys” both in a physical and spiritual sense; an experience the Trails offer.

THE OPPORTUNITY

Size of the market:

- 1.8 million – NZ Cycle Tourism market (0.73 million prospective market)
- 6.9 million – AU Cycle Tourism market (2.6 million prospective market)

FINANCIALS

INVESTMENT TO DATE

Government investment - \$120 million to date, \$80 million from local bodies and private investment, totalling \$200 million to date.

CURRENT INVESTMENT

\$8 million annually from the international visitor levy.

Extreme Events	\$1,000,000
Trail Managers OPEX	\$1,035,000
Maintenance Funding	\$1,360,000
Resilience Funding	\$1,000,000
NZCT Inc.	\$600,000
MBIE Fund administration	\$560,000
Foward contract commitments	\$2,345,000
Miscellaneous	\$100,000
Total	\$8,000,000

CURRENT ROI

\$1 billion annually of visitor expenditure into regional New Zealand.

ROI GOAL OVER NEXT 10 YEARS

From \$1 billion to \$2 billion annually into regional New Zealand.

INVESTMENT REQUIRED OVER THE NEXT 10 YEARS

\$16 million per annum, totalling \$160 million over the next 10 years.

OPPORTUNITIES FOR INVESTMENT

Public Private Partnerships to address infrastructure gaps such as Accommodation on key parts of trails.

IMPACT OF THE GREAT RIDES

USER NUMBERS

- 2.19 million trips per annum (cyclists and pedestrians)
- Over 1 million visitors to the regions
- 18% internationals on Great Rides – more than pre Covid and increasing
- Australian market growing now borders are open

ECONOMICS

- Almost 1,600 businesses service the Great Rides
- Average expenditure per person (main reason for visit) \$900
- Almost \$1 billion direct economic benefit annually to regional New Zealand

TOURISM

- NZCT’s role: responsible for driving the desire to choose a cycling holiday – in particular a Great Ride Holiday
- Regenerative tourism experience - leader in NZ’s tourism sector
- Positive social license in regional communities
- Destinalional driver: Almost 50% of users visited regions with a Great Ride because of their Great Ride
- More than 3.6 million visitor nights

HEALTH

- \$11 million (cycle use)
- 56% of Trail users say their sense of wellbeing/mental health has improved
- 47% of Trail users say their physical fitness has improved

SOCIAL CAPITAL

- Great Rides are significant community assets used by locals
- Over 800 volunteers across the network
- Over ½ million value contribution

NATURAL CAPITAL

- 51% of Trail users say they appreciate the natural environment more
- 29% of Trail users say they appreciate the local culture and heritage more
- In 2021 alone: 24,870 native trees/shrubs planted by Trail Managers
- 128 kilometres of Waterways have been fenced by Trail Managers

CURRENT ISSUES/CHALLENGES

FUNDING

- **Sufficient funding** to maximise Great Rides’ potential and value for regional New Zealand
- **Co-funding** – future challenge for some regions to find their share of trail construction costs and ongoing maintenance costs
- **Alternative Funding Options**
Challenge to find alternative funding, in particular private funds

CLIMATE CHANGE

Significant impact on Great Rides. Current Extreme Events Fund will not be sufficient to address future damage to trails due to extreme weather events as a result of climate change.

CONSERVATION MANAGEMENT STRATEGIES (CMS)

Barriers created by current CMS need to be removed to unlock the potential of Great Rides on public conservation land.

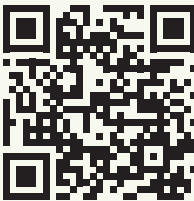
NEW TRAILS

Success of the Great Rides has generated trail development projects throughout New Zealand. IVL funding for Great Rides to be prioritised for current Great Rides to ensure they deliver on the Great Ride promise. If any new Trails are added, this would require additional investment.

KEY CONTACTS

ALAN VANE | CHAIR
P 027 290 7791
E avane@lepine.co.nz

JANET PURDEY | GENERAL MANAGER
P 029 306 7290
E janet@nzcycletrail.com



Plan your Great Ride at www.nzcycletrail.com
Or scan the QR code.

