

GREAT SOUTHERN BIKE TRAIL

**A STRONG PLAN
FOR REAL CHANGE.**



We're ready.

Over the last four years, we've been working hard developing our vision for the future of South Australia.

Not just policies, but a series of achievable milestones that have been crafted for the long-term benefit of our state.

Our focus will be

**MORE JOBS.
LOWER COSTS.
BETTER SERVICES.**

We've got a strong plan for real change.

A handwritten signature in white ink, appearing to read 'Shahid', is positioned in the lower right quadrant of the page. The signature is fluid and cursive, set against the teal background.



Great Southern

BIKE TRAIL



WHAT WE'LL DO

If elected in March 2018, a Marshall Liberal Government will invest in developing a world-class tourism cycling trail from Adelaide to Melbourne, working alongside the Federal and Victorian governments to have it link in with other existing bike trails all the way through to Melbourne.

The Great Southern Bike Trail will inject millions of dollars into our economy, linking with local businesses including restaurants, wineries and adventure tourism operators and creating jobs across both our metropolitan and regional areas.

While the exact route of the trail is subject to broad consultation, it is anticipated that the cycling route would begin in Adelaide and head south over the barrages of the Murray Mouth and down through the Limestone Coast of South Australia, eventually linking up with the Great Ocean Road and into Melbourne.

This would be one of the world's most iconic, diverse and scenic cycling trails, incorporating many unique Australian tourism attractions including wine regions, beaches, iconic regional communities, rainforests and the Great Ocean Road.

With the entire trail stretching approximately 1,000kms, it would be a mecca for serious cyclists looking for a challenging and safe route along which to experience Australia's southern coast.

The trail would also feature a series of tourism-focused loops around some of Australia's most beautiful regions to cater for all levels of cycling ability – the same concept as the Heysen Trail which totals 1,200 km but caters for both serious hikers doing the entire trail and those doing day walks along shorter sections.

This means the trail can be marketed by adventure tourism operators offering anything from a day trip to a two-week trip along the entirety of the route.

To make this vision a reality, we will work with local governments and relevant government departments to ascertain the possibility of utilising disused rail lines and roads as part of the proposed cycling trail.

We will also consult broadly with businesses to ensure accommodation providers, hospitality businesses and adventure tourism operators can maximise on this opportunity.

We will begin making this vision a reality by commissioning a study to assess existing cycling infrastructure near the proposed route, looking at what additional infrastructure would be required. We will also undertake detailed modelling of the proposed economic, regional and jobs benefits.

WHY WE'RE DOING IT

Australia has a rich cycling culture, and South Australia is home to one of the world's elite stage races in the Tour Down Under (TDU).

In 2017, this international event brought 43,000 interstate and overseas visitors to our state, and generated \$56.5 million for South Australia, providing the equivalent of 683 full-time jobs.

This highlights the economic benefits of cycling tourism which is worth \$2.4 billion to the national economy each year.

Cycling tourists typically staying longer, spend more money and travel during the off season to avoid the summer heat, spending \$447 per person per day compared with the average spend of an international tourist of \$101 per day.

There are opportunities for South Australia to build on the success of the TDU and capitalise on this niche high-yield tourism market year-round.

To do this requires more investment in cycling infrastructure – particularly throughout our regions, a dedicated effort to promote South Australia as a cycling destination, and support for small businesses and tourism operators to capitalise on this opportunity.

Given that, for every \$160,000 spent in tourism expenditure, another South Australian job is created, an investment of this nature will boost tourism and create thousands of jobs across our metropolitan and regional communities.





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