



Mansfield Shire

Tracks and Trails Strategy 2026 - 2046

June 2026



TREOWELL

Acknowledgments

Mansfield Shire Council acknowledges the Taungurung people as the traditional custodians and we pay our respects to their Elders past and present. Council extends that respect to all members of our community.

The Tracks and Trails Strategy has been developed by the Mansfield Shire in partnership with the Victorian Government, Alpine Resorts Victoria and Tredwell Management.



**Mansfield
Shire**



**Alpine Resorts
Victoria**



The development of this Strategy involved input from many stakeholders and community members. Without their contributions, this document would not truly reflect the needs and aspirations of the region. Mansfield Shire Council sincerely acknowledges and thanks all those involved.

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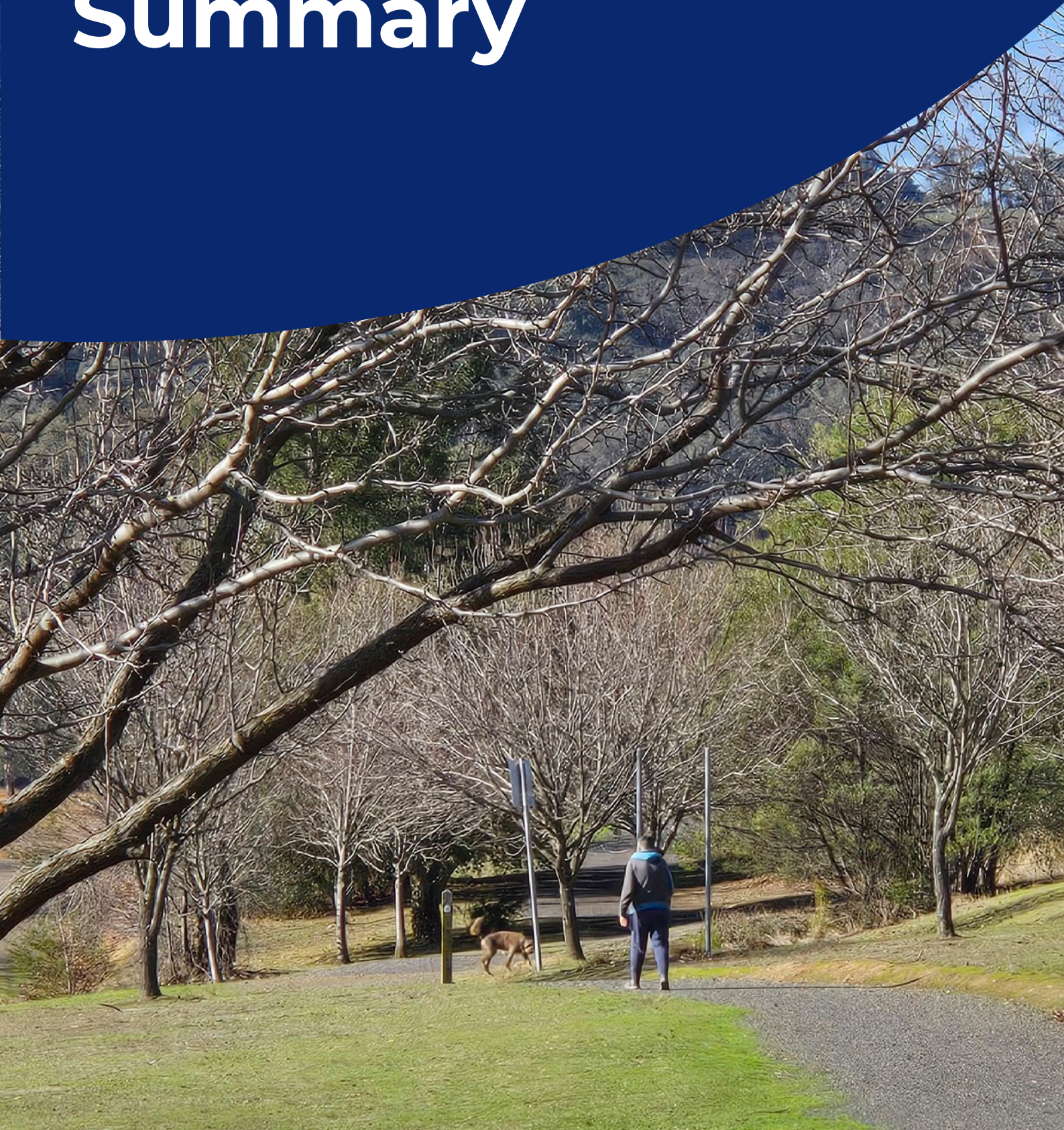
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Executive Summary



Executive Summary

The Mansfield Shire Tracks and Trails Strategy 2026–2046 provides a comprehensive 20-year framework to guide the planning, development, enhancement and management of the Shire’s extensive and highly valued tracks and trails network.

Mansfield Shire’s natural assets, including alpine peaks, rivers, lakes, national parks and signature trails such as the Great Victorian Rail Trail attract over 1.2 million visitors annually and support a strong visitor economy. Local participation in nature-based recreation continues to grow, reflecting community values, lifestyle expectations and increasing demand for high-quality outdoor experiences.

The Strategy identifies key issues such as resource constraints, inconsistent management frameworks, varied land tenures, gaps in connectivity, increasing standards and expectations and the impacts of natural disasters. Conversely, it recognises significant opportunities to elevate the region’s trail offer, improving promotion, strengthening partnerships, expanding trail experiences, encouraging active transport, embedding cultural interpretation and enhancing nature-based tourism.

The Implementation Plan outlines priority actions, including strategic feasibility studies, new shared-use connections between key destinations, township loop trails, mountain bike network upgrades, improved links to the Great Victorian Rail Trail and enhanced trailhead facilities.

Collectively, this Strategy provides a clear, evidence-based pathway for investment, delivering social, environmental and economic benefits while ensuring tracks and trails remain resilient, accessible, safe and inspiring for residents and visitors well into the future.

01

Introduction and Background



Project Overview

Project Background

The Mansfield Shire Tracks and Trails Strategy 2026–2046 (Strategy) assesses the current recreational tracks and trails network and identifies opportunities for future development across Mansfield Shire and nearby areas including Mt Buller and Mt Stirling.

The Strategy includes a situational analysis, identification of issues and opportunities, an economic assessment, and an implementation plan. It aims to enhance connectivity, accessibility and community benefit.

A strong focus on stakeholder engagement has guided the Strategy's development, ensuring alignment with local needs and aspirations through consultation led by Council and its consultants.

Project Scope

This project aims to create a 20 year strategic framework to guide the investment, improvement and sustainable management of Mansfield Shire's recreational tracks and trails.

It will support a wide range of users from local families to mountain bikers, hikers and horse riders with a focus on accessibility, inclusion and long-term use. The framework will enhance active recreation opportunities across the Shire, nearby communities and the Alpine Resorts.

Project Methodology/Approach

The approach to developing the Strategy is a five stage process.



Definitions

Tracks and Trails - For the purposes of the Strategy, in general, tracks refer to well-maintained all-weather surfaces designed specifically for walking/ running and cycling, while trails are generally less developed routes intended for hiking, mountain biking and horse riding, requiring lower levels of design and maintenance. Noting some existing tracks and trails names may not meet this criteria.

- Alpine Resorts Victoria – includes the Mount Buller and Mount Stirling Resorts
- Strategy - Mansfield Shire Tracks and Trails Strategy 2026–2046
- Shire - Mansfield Shire

Shire Profile

The Shire is located in North East Victoria, approximately two and a half hours' drive from Melbourne. Over 10,000 people call the Shire home, drawn to its scenic beauty, relaxed lifestyle and strong sense of community.

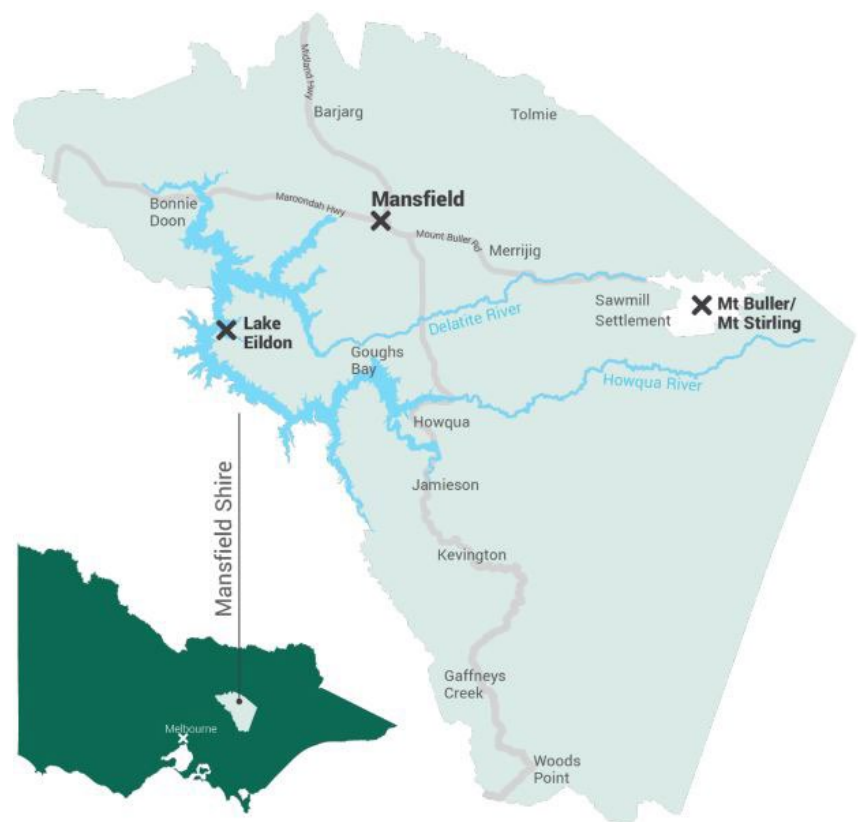
Set against a backdrop of alpine landscapes, rivers and lakes, the Shire presents a diverse nature-based environment. From snow-covered peaks in winter to vibrant bushland tracks and trails in summer, the region offers year round opportunities for outdoor recreation and relaxation.

The Shire is recognised for its strong outdoor lifestyle, offering accessible opportunities for activities such as walking, cycling, camping and horse riding. The extensive range of natural attractions and track and trail networks contributes to the Shire's appeal as a popular destination for both holidaymakers and individuals seeking a rural lifestyle change.

Mansfield township is the main centre, with a lively main street, strong visitor services and a welcoming country town atmosphere. Smaller communities such as Bonnie Doon, Merrijig, Goughs Bay and Jamieson offer peaceful getaways and are well-loved for their access to rivers, bushland and the mountains. The Shire covers a diverse landscape, with highlights including Lake Eildon, the Alpine National Park and access to Mount Buller and Mount Stirling. These natural assets support a wide range of activities from hiking and camping to skiing and mountain biking.

The Great Victorian Rail Trail (GVRT), which ends in Mansfield, is a key attraction for cyclists, walkers and horse riders. Mount Buller also offers a world-class mountain biking park, making the region a top destination for trail-based recreation. Picturesque rivers like the Delatite, Howqua and Jamieson meander through the Shire, offering popular spots for fishing, swimming and picnics. Wildlife such as platypus, fish and birdlife thrive in these natural habitats.

With over 1.2 million visitors annually (not including Mt Buller), the Shire plays a key role in Victoria's High Country tourism region. Its tracks, trails, parks and natural beauty not only drive the visitor economy, but also support an attractive lifestyle for residents.



Visitor Economy

Tracks and trails play a crucial role in driving the Visitor Economy, especially in the Shire, which is a well-known tourism destination in regional Victoria. For domestic overnight visitors to the Shire, sightseeing; bushwalking and exploring national and state parks were the second, third and fourth most popular activities people cited for visiting the Shire in 2023/24, all of which are closely linked to tracks and trails and related experiences. Expanding and improving existing tracks and trails, along with creating new ones, will further boost the local, regional and state visitor economy. The table below outlines the Shire's Visitor Profile and the key implications for tracks and trails provision and management within the Shire.

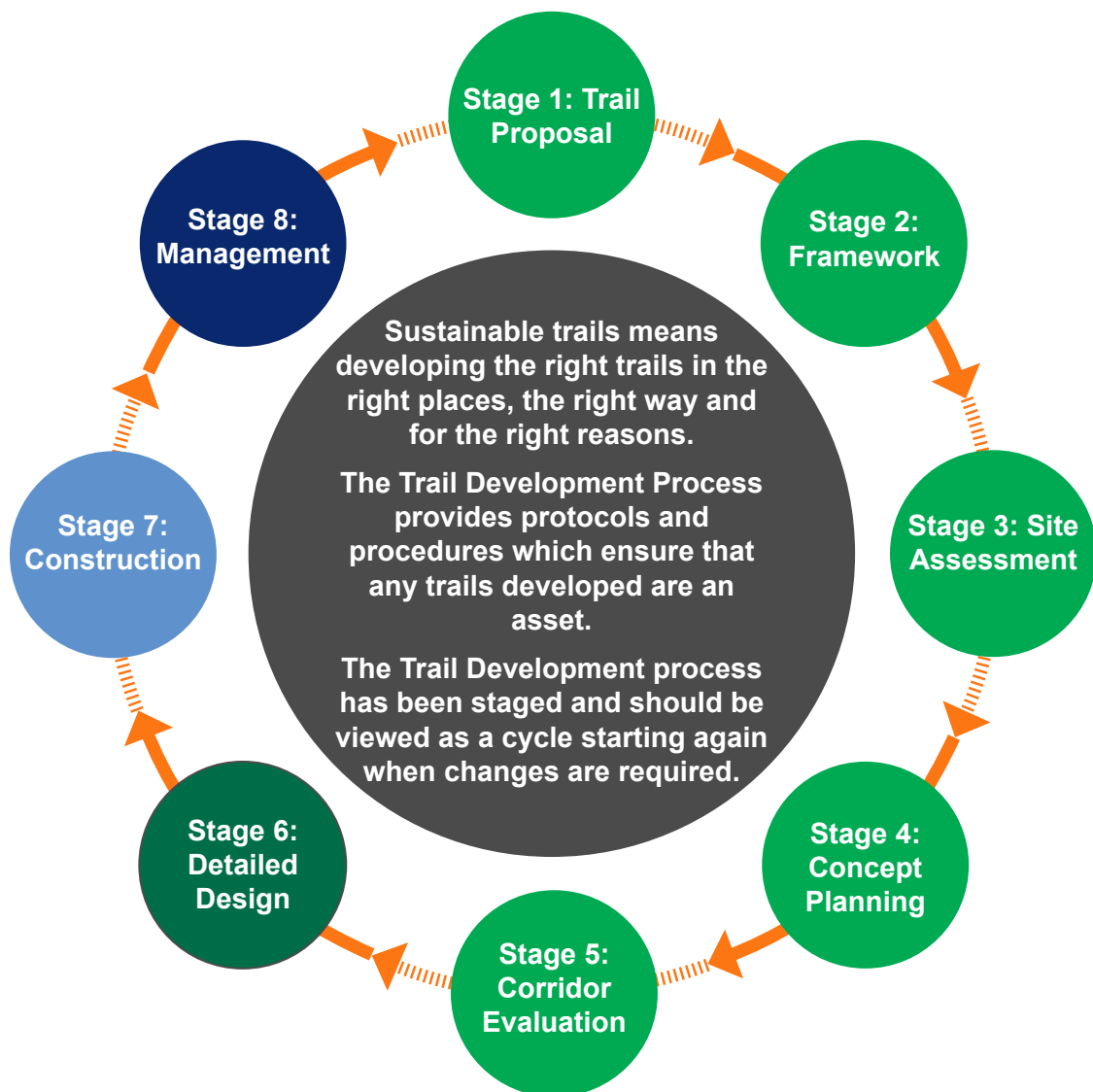
Indicator	The Shire Visitor Profile	Implications for Tracks and Trails
Domestic Visitors	250,328* – Domestic Day Trips 462,715* - Domestic Overnight Visitors (3.1% of regional Victoria) 1,359,379* – Domestic Visitor nights (3.4% of regional Victoria) 3.0 days* Average length of stay (3.1 for regional Victoria)	A significant portion of visitors are coming to the Shire to sight-see, bushwalk/walk and visit national/state parks. Indicating a high demand and need for the provision of high quality tracks and trails of various levels of difficulty and experiences. Linkages to natural and cultural attractions along with food and beverage offerings (cafes, restaurants, pubs etc.) will be important as these are also key activities that visitors are taking part in while visiting and staying in the Shire. Tourism is a major industry for the Shire employing nearly one fifth of the local workforce. Developing and growing the visitor economy through tracks and trails can occur through guided walks/rides, equipment sales and hire, accommodation bookings and food and beverage consumption.
International Visitors	23,392* – International Visitor Nights (1.7% of regional Victoria)	
Total Expenditure (2023/24)	Output/Sales \$190.74M (19.8% of Total Shire Industry) Value Added \$85.97M (20.2% of Total Shire Industry)	
Total Employment (2023/24)	Direct 515 jobs Indirect 363 jobs Total 878 jobs (18.6% of Total Shire Employment)	
Top Activities - (2023/24)	1 - Eat out, dine at a restaurant or cafe 2 - Sightseeing 3 - Bushwalking 4 - Visit National Parks or State Forest 5 – Fishing 6 – Water activities/sports 7 – Other outdoor activities	
Reasons for Visiting	79.1%* Holiday (53% in regional Victoria) 14.9%* Visiting friends and relatives (30.8% in regional Victoria) 6%* Other – e.g. business	

* 5 Year Average

Track and Trail Development

Tracks and trails are like any other asset or facility development and as such, are subject to a formal planning and approval process. A robust trail development process moves trail development away from a purely design and construction approach to a more considered and planned approach. Working within a standardised methodology is especially important for trails with numerous stakeholders and those in high conservation areas. Building rigour into the development process will ensure that project proposals are transformed into professionally built and sustainable assets.

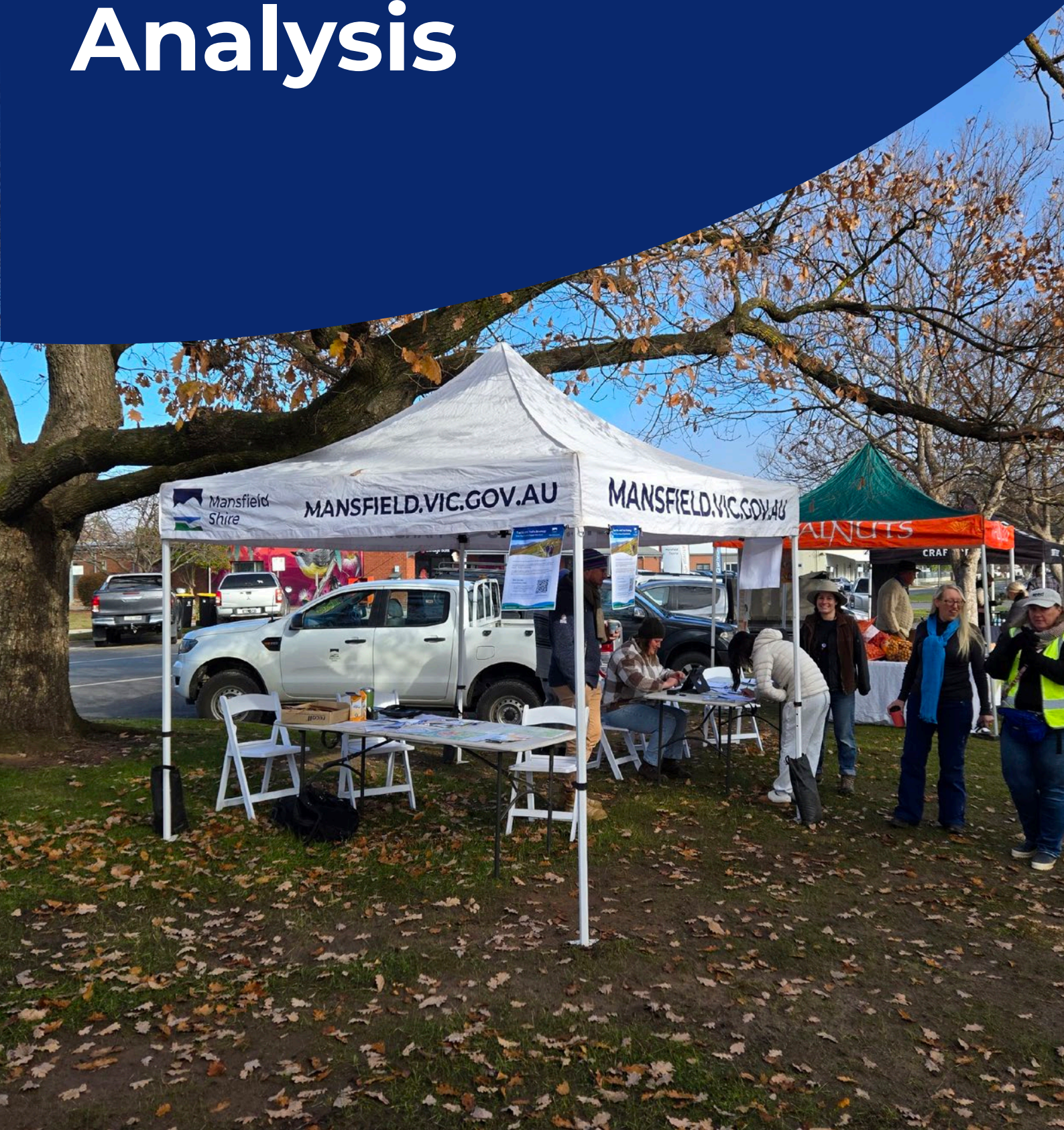
The Trail Development Process encompasses a constant evaluation, review and improvement process as trails are being developed, maintained, extended or renewed.



Source: *Trails Development Series* (WA Government, 2019)

02

Situational Analysis



Inventory of Existing Tracks & Trails

The audit classified the tracks and trails into three main categories walking/hiking; cycling and horse riding. It should be noted that many of the tracks and trails are suitable for a variety of disciplines and are shared-use in nature and as such the primary activity has been identified along with any secondary activities catered for. In addition the location of the trail head; management/land tenure; hierarchy and length is also detailed below.

The Shire owns, manages or maintains the following tracks or trails in many cases jointly with management committees/community associations:

Rail Trail

- Great Victorian Rail Trail (Merton to Mansfield portion)

Walk

- Jamieson Heritage Walk
- Jamieson Paw Prints Walk
- Jamieson Significant Trees Walk
- Mansfield Botanic Park Walk
- Mansfield Mullum Wetland Walk
- Goughs Bay Foreshore Walk
- The Island Walk (Jamieson)

Footpath & Shared Paths

- GB1 - General Store to Mountain Bay Dr (Maze)
- MF1 - Kidston Pde to Apollo St
- MF2 - Maroondah Hwy to Malcolm St
- MF8 - Link St to The Farmhouse
- MF18 - Kareen Ct to Maple Tree Blvd
- MF31 - Kidston Pde to Ultimo St
- MF38 - Highett St to Highton Ln

Cycling

- Mountain Gully Road Trail
- Mount Battery, Coombesberg and Long Lane
- The Barwite Loop

Existing Trails



70

Walking Trails



42

Cycling Trails



9

Horse Riding Trails



Issues

The key issues which have been identified in the Shire include:



Finite resources and competing priorities



Inconsistent track and trail assessment and management framework



Various land tenures/management



Varied community priorities and requests



Limited connectivity across parts of the Shire



Management of risks to track and trail users and the broader community



Increasing demand for tracks and trails



Increasing standards and expectations



Balancing conservation and recreation values



Impact of natural disasters on tracks and trails (e.g. bushfires, storms and flooding)



Strategic approach to track and trail provision and management



Opportunities

The key opportunities which have been identified in the Shire include:



Enhance promotion of existing high quality tracks and trails



Improve connectivity particularly within smaller townships and communities



Manage risk while maintaining the opportunity for users to undertake challenging experiences in nature



Provide track and trail experiences that offer opportunities accessible to a diverse range of people and abilities



Showcase the spectacular beauty of the Shire through nature-based-tourism



Promote sustainable ways to explore the Shire for residents and visitors alike



Encourage and recognise volunteers that dedicate their own time and resources to maintaining and enhancing the local track and trail network.



Work collaboratively with other track and trail landowners and managers (i.e. Parks Victoria).



Work in close consultation with the Taungurung Land and Waters Council to identify cultural, storytelling, sites of significance and songlines relating to local tracks and trails.

03

Strategy and Implementation



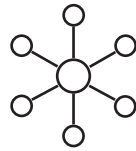
Trail Planning Principles

The following trail planning principles have been tailored to guide trail planning in the Shire. These principles have been outlined below and underpin the Strategy.

- 1** Ensure socially, economically and environmentally sustainable trail development and management.
- 2** Provide trails which are readily accessible, provide links between key destinations and promote active lifestyles.
- 3** Provide a diverse range of trail opportunities and encourage the broadest possible community participation.
- 4** Optimise use of existing trails where they are appropriately located and have the capacity to sustain additional use.
- 5** Manage trails professionally, effectively and equitably.
- 6** Provide safe trails through adherence to relevant legislative and activity safety requirements.
- 7** Ensure that universal design principles are embedded into trail design and development.
- 8** Maximise the opportunity to attract trail-related programs and events.
- 9** Encourage community involvement in the planning and design of trails.
- 10** Involve local First Nations people in the planning, design and interpretation of trails.
- 11** Support, promote and advocate for trail users in relation to relevant issues within the region.
- 12** Develop and maintain partnerships to provide trails and associated facilities.

Strategic Outcomes

The Strategy aims to achieve the following strategic outcomes:



Strategic Outcome A: Integrated Planning & Management

Underpinning a sustainable, integrated and accessible trails network is a strategic framework and coordinated approach with prioritised investment and appropriate allocation of resources.



Strategic Outcome B: Quality, Safe and Sustainable Network of Tracks and Trails

Tracks and trails are enhanced and developed to offer high-quality, safe and sustainable experiences for residents and visitors, catering to a variety of interests and abilities.



Strategic Outcome C: Information and Marketing

Well promoted, consistent and reliable information encourages residents of and visitors to the Mansfield Shire to safely and sustainably explore the region's natural assets and attractions.



Strategic Outcome D: Community, Tourism & Economic Development

Tracks and trails make a significant contribution to enhancing community life, strengthening the visitor experience and supporting the Mansfield Shire economy.

Prioritisation

To assess the priority of tracks and trail improvements and developments assessment criteria have been established. This criteria has been informed by the relevant strategic planning documents and have been identified due to their relevance to track and trail planning and development.

For each specific criteria the track and trail development initiative will receive 2 points if it fully meets the specific criteria, 1 point if it partially meets the criteria and 0 if it doesn't meet the criteria. There are 10 criteria categories which have been weighted where they have been deemed to be more significant. These are outlined in the table below.

Actions have been identified with indicative timeframes acknowledging that it is not feasible to deliver all of the identified actions at the same time.

The priority of high, medium or low is based on the Initiatives weighted points score as follows:

High priority= 80+ points

Medium priority = 70-79 points

Lower priority = <70 points

For strategies that do not relate to specific track and trail developments or improvements. The priority has been assessed based on need/demand, Shire wide benefit, strategic alignment, feasibility and community support.

It will be important to consult with local Indigenous Traditional Owners early in the planning process i.e. feasibility study and concept planning stage to seek guidance, input, support and approvals for any future tracks and trails development.

No	Category	Points (Max)	Weighting %	Weighted Points (Max)
1	Physical Activity, Participation and Healthy Lifestyles	8	20%	20
2	Visitor Economy	4	20%	20
3	Equity and Growth	4	15%	15
4	Natural Environment	4	10%	10
5	Implementation	4	10%	10
6	Economic Development	2	5%	5
7	Accessibility	2	5%	5
8	Risk Management	2	5%	5
9	Project Cost and Affordability	2	5%	5
10	Ease of Implementation	2	5%	5
		Total	100%	100

Key Deliverables

The high priority tracks and trail developments are listed below. These were subject to community consultation to determine the priority ranking deliverables for each action type.

Feasibility Study & Concept Plan Projects

Ranking	Map Ref No.	Action
1	2	A new off road shared track from Mansfield to Mirimbah/Mount Buller.
2	5	A loop trail linking Rifle Butts Reserve, Mansfield Ridge Walk, Delatite Bushland Reserve and Mansfield Zoo.
3	4	A shared use off-road track from Mansfield to Jamieson with an extension to Goughs Bay.
4	3	Completion of the missing link along Mansfield-Woods Point Rd (Western side) from Eildon Jamieson Rd to Duncans Rd and extension to the Jamieson Brewery & Grill (refer JS7 of Footpath & Shared Path Strategy).
5	6	Additional trails in the Jamieson, Kevington and surrounding area.
6	1	Howqua Inlet to Howqua River Bridge to Howqua Holiday Park Shared Use Track.

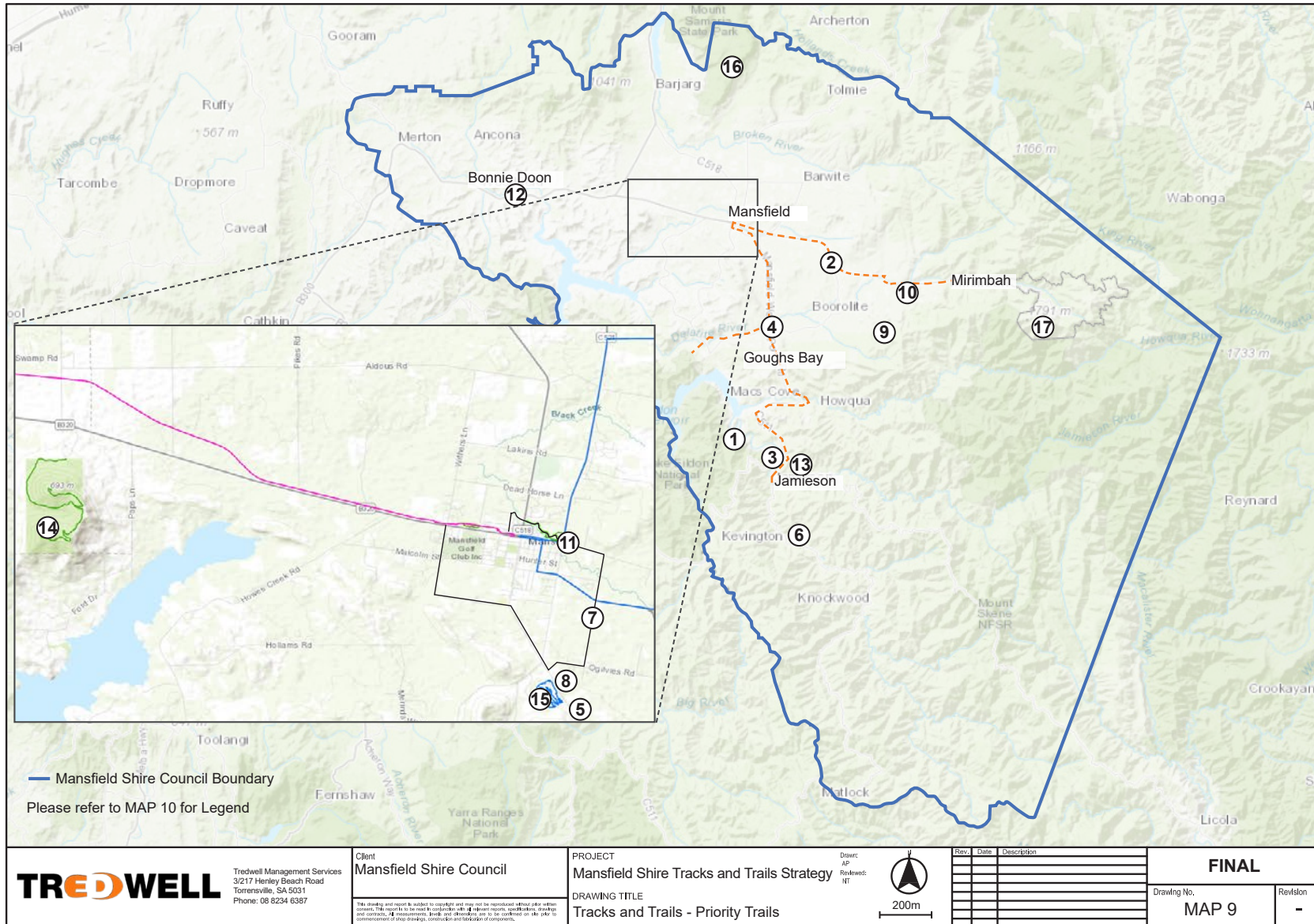
Design & Delivery Projects

Ranking	Map Ref No.	Action
1	7	Mansfield Town Loop track for recreational use by pedestrians, cyclists and horse riders.
2	8	Improve the trail along Rifle Butts Road south of Monkey Gully Road including the drainage and width for primarily use by cyclists.
2	9	Upgrade trailhead facilities across the Shire including toilets and water point for the Mt Timbertop Walk.
5	10	A town walk and public toilets at Merrijig.
4	11	A 5km Parkrun loop within the Botanic Park upgrade.
6	13	Track from Jamieson Recreation Reserve to Jamieson Cemetery (refer JS8 of Footpath & Shared Path Strategy).
7	12	Improved connection from the Great Victorian Rail Trail to Bonnie Doon.

Advocate & Support Projects

Ranking	Map Ref No.	Action
1	14	A walking trail loop at the Paps and improve access and signage/wayfinding to the site.
2	15	Upgrade and expansion of the trail network within Rifle Butts Reserve for mountain biking including provision of toilets and drinking water at the trail head.
3	16	Additional horse riding trails within Mount Samaria State Park.
4	17	Additional gravity mountain biking trails at Mt Buller.

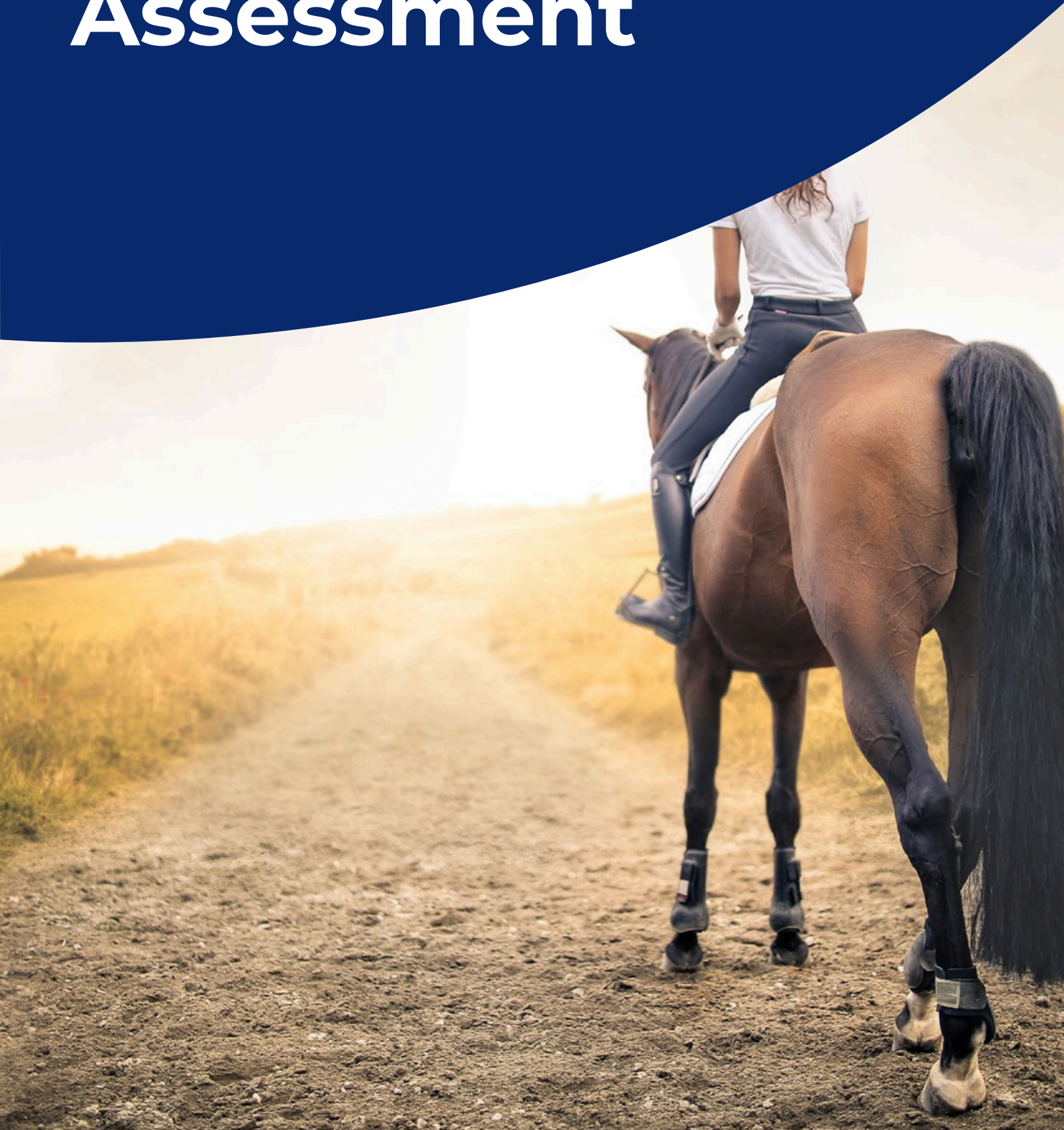
Map of High Priority Tracks and Trails



Map of High Priority Tracks and Trails

- ① Howqua Inlet to Howqua River Bridge to Howqua Holiday Park Shared Use Track.
- ② A new off road shared track from Mansfield to Mirimbah/Mount Buller.
- ③ Completion of the missing link along Mansfield-Woods Point Rd (Western side) from Eildon Jamieson Rd to Duncans Rd and extension to the Jamieson Brewery & Grill (refer JS7 of Footpath & Shared Path Strategy).
- ④ Shared use off-road track from Mansfield to Jamieson with an extension to Goughs Bay.
- ⑤ Loop trail linking Rifle Butts Reserve, Mansfield Ridge Walk, Delatite Bushland Reserve and Mansfield Zoo.
- ⑥ Additional trails in the Jamieson, Kevington and surrounding area.
- ⑦ Mansfield Town Loop track for recreational use by pedestrians, cyclists and horse riders.
- ⑧ Improve the trail along Rifle Butts Road south of Monkey Gully Road including the drainage and width for primarily use by cyclists.
- ⑨ Plan and upgrade trailhead facilities across the Shire including toilets and water point for the Mt Timbertop Walk.
- ⑩ Town walk and public toilets at Merrijig.
- ⑪ 5km Parkrun loop within the Botanic Park upgrade.
- ⑫ Improve connections from the GVRT to Bonnie Doon
- ⑬ Jamieson Recreation Reserve to Jamieson Cemetery (refer JS8 of Footpath & Shared Path Strategy).
- ⑭ Walking trail loop at the Paps and improve access and signage/wayfinding to the site.
- ⑮ Upgrade and expansion of the trail network within Rifle Butts Reserve for mountain biking including provision of toilets and drinking water at the trail head.
- ⑯ Creation of additional horse riding trails within Mount Samaria State Park.
- ⑰ Creation of additional gravity mountain biking trails at Mt Buller.

Appendix A - Economic Assessment



High Level Economic Assessment of Priority Tracks and Trails within Mansfield Shire

A high-level economic assessment is required to evaluate the nationally and regionally significant opportunities arising from the expansion of the tracks and trails network across the MSC. The assessment focuses on understanding the economic uplift associated with priority tracks and trails investments that have strong potential to attract visitation, stimulate private investment, support job creation and deliver sustained tourism growth.

The economic assessment examines the capacity of tracks and trails development to:

- Drive local and regional employment across construction, tourism, hospitality and land management sectors;
- Stimulate private sector investment, including accommodation, food and beverage, retail, guiding and bike/hire services;
- Support the attraction of local, regional and national events, including trail running, mountain biking, cycling and equestrian events;
- Strengthen the Shire's position within the nature-based and adventure tourism economy at a state and national level.

A key focus has been placed on tracks and trails projects that provide direct economic benefits to communities socio-economic disadvantage, as well as those affected by:

- Natural disasters (including bushfires, floods and drought);
- Rapid population growth and associated infrastructure pressure;
- Economic transition, including shifts away from traditional industries.

The assessment will prioritise tracks and trails investments that demonstrate:

- Strong visitor drawcard potential;
- High levels of year-round use;
- Clear linkages to existing tourism assets, town centres and accommodation nodes;
- Capacity to deliver long-term economic resilience for vulnerable communities.
- High levels of community support.

Findings from the assessment will provide Council with a framework to guide:

- Capital investment funding priorities;
- Grant and partnership attraction;
- Staged project delivery;
- Advocacy at State and Federal levels.

Economic Benefits of Major Trail Projects within Australia


The following national comparison table includes a “Projected Economic Benefit Range”. The ranges are indicative and based on publicly reported outcomes from tourism and trail investment studies across Australia.

Trail Project	Location	Primary Trail Type	Documented Economic Benefits	Projected Economic Benefit Range (Annual)	Relevance to Economic Assessment
Great Victorian Rail Trail	Victoria	Shared-use rail trail (cycling & walking)	Strong growth in regional visitation, accommodation bookings, hospitality and bike hire services	\$10M – \$20M+	Demonstrates strong economic return from long-distance, town-to-town shared paths
Munda Biddi Trail	Western Australia	Long-distance off-road cycling trail	Significant regional visitor spend across multiple towns; domestic and international cycling tourism; tour guiding	\$15M – \$25M+	Benchmark for economic value of multi-day trails linking rural communities
Bibbulmun Track	Western Australia	Long-distance walking trail	Sustained eco-tourism economy across small towns; accommodation, guided walks, retail and food services	\$8M – \$15M+	Demonstrates long-term economic resilience through hiking tourism
Thredbo Mountain Bike Park	NSW Alpine Region	Gravity & cross-country MTB	Major uplift in summer visitation; national events; private investment in lift infrastructure and accommodation	\$20M – \$35M+	Demonstrates seasonal economic diversification beyond snow
Blue Derby MTB Trails	Tasmania	Gravity and trail network	Transformed post-forestry economy; job creation; international MTB tourism brand and events	\$30M – \$50M+	National benchmark for trails driving regional economic transition
Kangaroo Island Wilderness Trail	South Australia	Multi-day walking trail	Tourism recovery following bushfires; overnight stays; guiding, transport and accommodation growth	\$4M – \$10M+	Shows trails as an effective economic recovery tool after natural disasters
You Yangs MTB Park	Victoria	Cross-country and gravity MTB	High day-trip visitation from metro markets; strong bike retail and café economy	\$5M – \$10M+	Demonstrates proximity-to-market trail economics and day-trip spend
Mount Lofty Summit Trails	South Australia	Walking & shared-use trails	High-volume visitation; cafes, retail, guiding and tour economy benefits	\$6M – \$12M+	Demonstrates value of iconic viewpoints and destination walking experiences

Economic Assessment Approach

The high-level economic projections included in the table below are based on benchmarking against comparable Australian trail destinations (such as those detailed above), including long-distance shared-use trails, town loops, gravity mountain bike networks, alpine access routes and adventure walking destinations. Benefit ranges reflect estimated direct and indirect annual local economic uplift once facilities are fully operational (typically within 3–5 years of delivery).

Economic benefits have been assessed across three scenarios:

- Low Scenario: Local and regional day-trip visitation with modest overnight spend
 - Medium Scenario: Strong regional visitation with consistent overnight stays and repeat visitation
 - High Scenario: State-level visitation, major event attraction and strong private sector investment
- 

High Priority Tracks and Trails within Mansfield Shire

The following table lists the 17 high priority tracks and trails projects identified in the Strategy and provides:

- Benchmark evidence of **economic uplift generated by tracks and trails investment within the MSC;**
- Indicative **annual benefit ranges** for use in cost–benefit modelling;
- Justification for **tourism funding, disaster recovery funding and regional development grants;**
- Strong alignment with **the Strategy objectives** around job creation, private investment, event attraction and community resilience.

Priority Project	Primary Use	LOW Scenario	MEDIUM Scenario	HIGH Scenario	Primary Economic Drivers
Howqua Inlet → Howqua Bridge → Howqua Holiday Park Shared Track	Walking, Cycling	\$350k – \$700k	\$900k – \$1.5M	\$2.0M+	Holiday park users, lake visitation, family cycling, accommodation and food
Mansfield → Mirimbah / Mt Buller Off-Road Shared Track	Cycling, Walking, E-bike, Horse Riding	\$750k – \$1.2M	\$1.8M – \$3.0M	\$4.5M+	Alpine access, summer tourism growth, bike hire, cafés, accommodation
Mansfield–Woods Point Rd Missing Link → Jamieson Brewery	Walking, Cycling Tourism	\$350k – \$600k	\$1.0M – \$1.8M	\$2.5M+	Cycle tourism, brewery visitation, overnight stays
Mansfield → Jamieson → Goughs Bay Shared Track	Walking, Touring Cycling, Horse Riding	\$1.2M – \$2.0M	\$3.0M – \$4.5M	\$6.0M+	Multi-day cycling, lake tourism, accommodation, hospitality.
Mansfield Ridge–Delatite–Zoo Loop	Walking, Family Cycling	\$300k – \$600k	\$900k – \$1.5M	\$2.2M+	Day-trip visitation, families, events, café trade
Jamieson & Kevington Additional Trail Network	Multi-use Trails	\$250k – \$450k	\$750k – \$1.2M	\$1.8M+	Emerging tourism, camping, nature-based stays
Mansfield Town Loop Track	Walking, Horse Riding, Cycling	\$450k – \$800k	\$1.2M – \$2.0M	\$3.0M+	Town traders, events, health walkers, festivals
Rifle Butts Rd Cycling Upgrade (Drainage + Width)	Cycling Safety	\$120k – \$250k	\$400k – \$700k	\$1.0M+	Safer cycling access, commuter + recreational spend

Priority Project	Primary Use	LOW Scenario	MEDIUM Scenario	HIGH Scenario	Primary Economic Drivers
Trailhead Facilities incl. Mt Timbertop (Toilets & Water)	All Users	\$180k – \$350k	\$600k – \$1.0M	\$1.5M+	Longer dwell time, guided walks, school camps
Merrijig Town Walk + Public Toilets	Walking, Tourism	\$150k – \$300k	\$500k – \$850k	\$1.3M+	Visitor amenity, coach tours, café spend
5km Parkrun – Botanic Park	Events, Health	\$90k – \$180k	\$250k – \$450k	\$800k+	Weekly visitation, café trade, event tourism
Great Victorian Rail Trail → Bonnie Doon Connection	Touring Cycling	\$750k – \$1.5M	\$2.5M – \$4.0M	\$6.0M+	Accommodation boom, bike hire, hospitality
Jamieson Recreation Reserve → Cemetery Track	Local Walking	\$60k – \$120k	\$180k – \$320k	\$550k+	Local tourism, heritage visitors
The Paps Walking Loop + Signage	Adventure Walking	\$120k – \$300k	\$500k – \$900k	\$1.6M+	Adventure tourism, photography, overnight stays
Rifle Butts MTB Network Upgrade + Amenities	MTB Tourism	\$650k – \$1.2M	\$2.0M – \$3.5M	\$5.5M+	Events, youth tourism, accommodation, bike retail
Mount Samaria Horse Riding Trails	Equestrian Tourism	\$250k – \$500k	\$750k – \$1.4M	\$2.2M+	Horse tourism, camping, feed stores, agistment
Mt Buller Gravity MTB Expansion	Gravity MTB	\$2.5M – \$4.0M	\$6.0M – \$10.0M	\$15M+ annually	National events, lift access, accommodation, retail

Summary of Projected Economic Benefits

Across the full program of priority trail projects, the combined projected economic uplift potential is significant. Lower-tier shared paths, town loops and amenity upgrades typically generate between \$100,000 and \$1.5 million per annum in localised economic activity. Larger shared-use touring corridors, rail trail connections and multi-day cycling routes demonstrate uplift in the order of \$2 million to \$6 million+ per annum. Major destination mountain biking assets, including gravity trail expansions at Mt Buller and network upgrades at Rifle Butts Reserve, demonstrate annual economic return potential exceeding \$10 million in high-growth scenarios.

Collectively, the economic impacts support job creation across construction, tourism, hospitality, guiding services, retail, accommodation and bike services, while also increasing opportunity for private sector reinvestment in regional towns and visitor precincts.

Social and Economic Resilience Outcomes

Tracks and trail investment also delivers strong socio-economic resilience outcomes for communities facing disadvantage, climate-related disruption and economic transition. Benefits include increased visitation for post-disaster recovery, diversification of tourism beyond winter visitation, improved health and wellbeing participation and increased youth engagement in outdoor recreation sectors.

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