

Northern Rivers Rail Trail Product & Experience Development Program

Do you need some advice on how to bring your Northern Rivers Rail Trail product or experience to life? Or are you keen to explore how your current business can take advantage of the opportunities the trail will bring to the North Coast?

Given its full steam ahead for the Tweed and Casino to Lismore sections of the Northern Rivers Rail Trail there is a need for North Coast tourism businesses to be 'Rail Trail ready' and in the best position to take advantage of new opportunities to create exceptional nature-based and recreation experiences.

The Northern Rivers Rail Trail will be a hero experience for the North Coast providing visitors with exceptional nature-based and recreational experiences. The trail has great potential to support local businesses, create jobs and boost the economy.

About the program

The Destination North Coast, Product and Experience Development Program is designed to address local business needs now, and down the track (pardon the pun), to ensure local operators understand the potential opportunities associated with the rail trail.

This program is **free of charge**, fully funded by The Australian Government and Destination North Coast. This program will be delivered by local tourism consultants and business mentors, Wray Sustainable Tourism Research and Planning. The program includes:

Northern Rivers Rail Trail: Product & Experience Development Workshops

Join us for a workshop to learn more about how your tourism business can become 'Rail Trail ready' and explore opportunities for product and experience development. In this 3-hour workshop we will cover:

- Rail trail product and experience gaps and opportunities identified through the project audit
- Case study findings and considerations from rail trails in Australia and New Zealand
- What makes a great visitor product and experience
- The opportunity to brainstorm ideas & network with other interested tourism businesses
- More information on and how to sign up to the one-on-one mentoring program to help advance your business development ideas

Workshop were delivered in the following regions:



CASINO – Wednesday 1 December 2021, 9am - 12pm, Windara, Casino.

LISMORE – Friday 3 December 2021, 9am - 12pm, Lismore Workers Club.

TWEED – Tuesday 7 December 2021, 9am - 12pm, Murwillumbah Services Club.

BYRON – Wednesday 2 February 2022, 9am – 12pm, Byron Community Centre.



Northern Rivers Rail Trail: Collaboration Workshop

This workshop will provide opportunities for interested businesses and local governments to explore how they can best work together to create products and experiences across the Northern Rivers Rail Trail.

The workshop will explore participant ideas to co-create a vision and directions to guide cooperation for activating the Rail Trail as a hero experience in the Northern Rivers.

This workshop was held on Tuesday 22 February 2022, from 2-5pm followed by networking at the Eltham Hotel.

Northern Rivers Rail Trail Product & Experience Development Mentoring Program

Tourism businesses in the Northern Rivers interested in gaining more support with developing a new or existing Rail Trail focused product or experience, will have the opportunity to apply for the mentoring program commencing from February 2022 to April 2022. Benefits include:

- Up to 3 hours of one-on-one mentoring support with a business and tourism mentor, face to face and/or via phone or Zoom call
- Guided learning and resources
- An online group session to encourage collaboration with other businesses
- Flexible hours for mentoring sessions to work around running your business.

Application closed for this program on Thursday 24th February 2022.

Need more information?

For more information check out our [program website](#).

Or contact Sarah Elphinstone Project Manager at Destination North Coast

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