

\$50k for Ride High Country cycle tourism signage strategy

Tourism North East has secured a \$50,000 grant from the Australian Government's Building Better Regions Fund towards the development of a regional cycle tourism signage strategy.

TNE will appoint a consultant to deliver the \$100,000 project, which will develop a strategy for delivering consistent cycle tourism signage throughout the region and across each of the High Country's key cycle tourism disciplines of rail trail, mountain biking and road cycling. This will ensure that cyclists engage with a common ride experience that is easy to navigate, no matter which High Country destination they are riding in.

The work will include an assessment of current cycle signage - including directional and informational - identification of signage gaps and development of a standardised cycle signage guide consistent with Ride High Country branding. The strategic plan will be delivered by April 2020.

Tourism North East CEO Amber Gardner said that the funding was further acknowledgement by the Federal Government of the High Country's strong cycle tourism credentials and reinforced the regional Masterplan's stated aim to be Australia's leading cycling tourism region by 2028.

The TNE cycle tourism signage grant was one of several major cycle tourism grants announced recently for Victoria's High Country via the Building Better Regions Fund. Others included:

- \$1.3 million to Alpine Shire Council to complete the Great Valley shared Trail from Bright to Harrietville
- \$1 million to Indigo Shire Council to develop the Beechworth to Yackandandah Epic MTB Trail
- \$91,000 to complete the Shelley to Tallangatta section of the High Country Rail Trail for Parklands Albury Wodonga

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