



Kickstart /ˈkɪkstɑːt/ (verb): to do something bold, or drastic, in order to begin or improve the performance of something.

What is Kickstart?

Kickstart, is a program managed by Tourism North East (TNE) designed to accelerate the delivery of new and exciting, tailored bookable experiences that hero Victoria's High Country. Specifically, in this round, new cycle products that meet the needs of the most engaged segments as determined by our [extensive cycle research](#).

Successful applicants to the program will be led and supported through a mandatory process of product development, testing and refinement that will include group and individual workshops. Each of these workshops must be attended to receive funding. Each successful product can apply for up to a \$3000 contribution matched 2:1 (representing a business buy-in of up to \$1500) to use toward branding, marketing services and equipment to develop appropriate assets for the product. Successful products will be integrated into the Ride High Country marketing campaign through all existing channels.

TNE is looking to continue leading the cycle tourism category with a strong and engaging offering that encompasses a range of varying cycle related products. Ranging from short family orientated cycle produce tours, through to multi day, 'stay-and-play' mountain bike adventures.

What new tourism products are we looking for?

Products in the following categories are sought for the program, with a few simple examples.

Please note: collaboration between businesses is encouraged and will be looked at favourably by the selection panel.

- Experiences featuring cycling connected to food and wine: a produce cycle tour, or cooking class.
- Guided tours or transport: shuttle and ride package, gravel tour with pub lunch/dining component.
- Bespoke accommodation and ride package: weekender with accommodation, meals and bike shuttle tickets.
- Arts or cultural heritage based ride experience: Indigenous art cycle tour or cycle and art class.
- Unique ride/nature experiences: alpine wildflower ride, gravel farm experience, hike 'n bike.
- Multi night and location cycle adventures; Buller to Hotham eBike adventure or similar.

Who is eligible to apply?

Any existing business/s with a proven track record planning to operate within the TNE LGA/RMB area is eligible to apply for RHC Kickstart funding and support.

- The business/s must have, or be willing to take out, an ATDW listing.
- Concepts must represent new tourism product or significant changes and improvements to existing product.
- Product must meet the demands of the identified Ride High Country market segments outlined in the research.
- Product must be of a quality that aligns with the Ride High Country brand as Australia's Premier Cycling Destination.
- Applications are not limited to businesses conducting cycling tours but include the broader tourism community - especially, accommodation, restaurants and transport who can partner with a cycle operator.



TNE Kickstart Case Study - Sunrises and Sombreros

Businesses involved: Bright Electric Bikes, Rail Trail Cafe and Ringer Reef Winery.

Sunrises and Sombreros was a collaboration that was borne from three businesses that wanted to showcase the fun and frivolity of a bike ride with friends and family. Bright Electric Bikes with its reputation for expert customer service and local knowledge wanted to package together a product that included other local favourites. Meanwhile the Rail Trail Cafe was already serving its famous breakfast burritos to the cycling masses and it made perfect sense to combine the two into an inclusive package. Ringer Reef was the perfect add on, that would extend the bike hire and encourage riders to pedal a little further to support another RHC Preferred Business.

Using the [Ride High Country Segmentation Research](#) and local knowledge, the three businesses developed a ride product that aligned with the Rail Trail user segment and was unique to the region. Visitors wanted to connect with the locals, have fun, eat great food and taste amazing wine. The half-day morning bike tour includes a Mexican-themed breakfast, wine tasting and bike hire. The product not only created great PR, the imagery was spectacular and was shared extensively on social media - making for a very successful collaborative product.



What is the process?

There will be a total of SIX successful applicants that will be invited to be part of the program. Applications will be assessed on merit. Successful applications will be taken through a mandatory intensive and facilitated product development process as per the following schedule (please see summary of key dates below for more information).

1. Interested businesses are invited to complete an [online EOI form](#)
2. Product concepts will be reviewed by the TNE Industry and Product Development team with successful applicants advised by email.
3. An MOU will be signed by all parties accepting applicants into the program.
4. Inception Workshop will be delivered in person by Tourism North East industry development team
5. Participants will be given time to further develop and refine product concepts based on research presented at Inception Workshop.
6. Participate in an online 'Shark Tank' style product pitch and testing session, with a panel comprising representatives of Tourism North East, Visit Victoria and independent cycle tourism product experts. Everyone at this stage will be successful, don't worry!
7. Individual mentoring will be provided throughout the process by a member of the Tourism North East Industry and Product Development Team.
8. Product brand identities will be developed by TNE, in consultation with the product owner.
9. Product photography will take place, styled and coordinated by TNE
10. Products will be uploaded onto online booking sites by operators.
11. Product launch will occur supported by LGAs and Tourism North East, including a final presentation and briefing to Visit Victoria and LGA/RMB staff.
12. New products will also benefit from media coverage generated by TNE's Public Relations Manager, as well as other exposure leveraged via Visit Victoria and any other available opportunities identified by TNE.

Summary of key dates*

EOI Closing date	27 August 2021
Applicants advised via email of outcome	3 September 2021
Inception Workshop (online)	22 September 2021
Shark Tank one hour session (online)	14 & 15 October 2021
One hour appointments with ride expert (online)	21 & 22 October 2021
Photo Shoot of product (mandatory)	1 October - 20 November 2021
Final presentation and launch at Wangaratta (in person) All Day	26 November 2021

**Dates may vary slightly based on unexpected or unavoidable circumstances.*

How will the budget work?

Each RHC Kickstart project will have an independent budget, to be owned and operated by the individual operator (in collaborative products, one business will assume responsibility and ownership). TNE will provide 1:2 matched funds up to \$3000.

For example:

- If your total project budget is \$1500, TNE will provide \$1000 and you will provide \$500.
- If your total project budget is \$4500, TNE will provide \$3000 and you will provide \$1500.
- If your total project budget is \$7000, TNE will provide \$3000 and you will provide \$4000.

Funding from TNE will be made available to the operator at the conclusion of the 'Shark Tank' product pitch once an itemised budget is provided.

Non negotiables

1. Participants must attend all in person and online workshops including the final presentation.
2. Businesses involved must have an active ATDW listing.
3. Professional photoshoots must take place.
4. All products must be online bookable and be live by December 2021

What if I am not sure?

Please contact the team at Tourism North East if you would like to further discuss your idea or the RHC Kickstart process.

Email info@tourismnortheast.com.au.

