The Red Centre Ride: Opportunities for Visitors and Indigenous Communities

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The Origins

THE VISION

• The NT will be recognised worldwide as the place to be different and do the unexpected – to experience the heart of Australia on its world class mountain bike trails.

• Alice Springs will be a leading world class hub for mountain biking with a range of trails, experiences and events suited to local, national and international markets.
Vision and values

The Red Centre Adventure Ride is Australia’s best outback multi-day ride recognised for its rich and immersive experience of the magnificent Red Centre landscape and its Aranda culture, and for making a positive contribution to local communities and businesses.
The Concept

- 230km Easy Ride
- Aboriginal Land and Joint Managed Park
- Range of Environments
- Spectacular Landscape and Outlooks
- Deep Aboriginal Culture
Accommodation

- Luxe Camps – Trail integrated new camps
- Fully supported – regular camp
- Semi-supported
- Self-supported
Support Services

• people, equipment and luggage transport to and from trailheads and accommodation
• a range of guided and self-guided trail tours
• Interpretation and cultural experiences
• equipment and bike hire, repair and retail
• car rental services that facilitate carrying of equipment and bikes
• public transport shuttle services accommodating bike carriage
• long stay car parking at or near trailheads
• a range of trail-friendly accommodation that caters for riders in Alice Springs
Implementation / Governance Models

• **Traditional Owners** – experience delivery/story-telling, accommodation supply or operation, support services, trail construction/maintenance

• **Private enterprise** – accommodation supply or operations, support services, trail construction/maintenance

• **Government** – infrastructure development and some management.
A great experience is one where the planner puts the visitor in the middle

The infrastructure is the conduit to the experience
Ensuring you get the experience right

Demand assessment

Who is the market?
What are their needs?
How far will they walk or ride in a day?
What level of difficulty should it be?
Can we ensure same standard across the experience?
Can they do it by themselves unsupported?
What is the appropriate accommodation mix?
How many are likely to do it?
Engagement of trainees in trail planning

Why?

- "Unemployed and want to work on country and help my people"
- "Looking after my country while working and getting paid real money"
- "I love travelling and working on country and on remote communities"
- "very interested to work on my country"
- "camping and working on country"
- "Provides safe path for tourists, good for country too"
- "I am interested on working on my country and getting a job"
- "working on country - being busy and out of town"
- "Working on my country and having the opportunity to work"
- "camping and working on country"
- "having some paid work and working outside on the land"
- "get in touch with country. Get to help other see this beautiful country make sure things are done properly. I love to work with my hands and be outdoors at the same time"
- "working on country and getting payed real money"
Sharing knowledge
Sharing Skills
Sharing Skills
Outcomes and Opportunities for TOs

Skills transfer and capacity building in:
• Marking out tracks
• Understanding integral elements of track design
• Use of clinometer, radios, satellite phone
• track work techniques such as benching, dry stone walling, timber work and erosion control measures
• Administration and logistics

Tour guiding
Support services
Accommodation
Employment record
Self respect
Job opportunities in future
Opportunities for Visitors

- New bike riding opportunity
- The first arid country ride in Australia
- Range of product options
- Interaction with Traditional Owners
- Exceptional landscape and environment
Ride the Red Centre!!

Coming soon...