


Who are we?

The Twelve Apostles Trail Committee (under auspice of the Twelve Apostles Business and Tourism Association) is a group of like-minded community members that are determined to make the trail a reality. It is our role to seek funding in the non-government and corporate sector, co-ordinate community support and liaise across agencies to push the trail forward.

Contact:

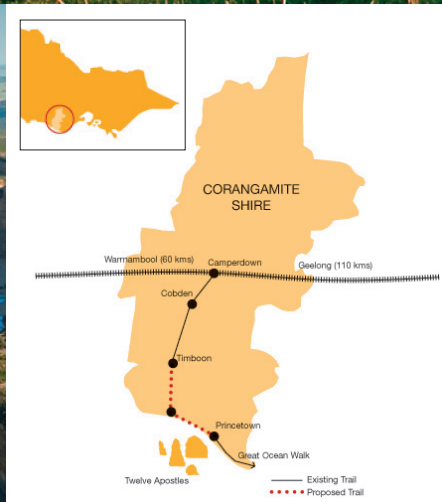
Lets Build the Twelve Apostles Trail, Port Campbell, 3269

email: twelveapostletrail@gmail.com

 [Twelve-Apostles-Trail](https://www.facebook.com/Twelve-Apostles-Trail)

Twelve Apostles Trail

...it just makes sense



The project

Why it makes sense

The Twelve Apostles Trail is a proposed 38km extension of the Camperdown to Timboon Rail Trail from Timboon to Port Campbell (stage 1) and from Port Campbell to Princetown (stage 2).

The project has been assessed and the trail route detailed as part of a 2007 Trail Assessment Study funded by BHP Billiton.

The Twelve Apostles Trail has the support of land managers and the relevant committees of management.

Our regional tourism growth is inhibited by a pattern of visitation that is vehicle dependent, short stay and concentrated on the coast.

The Twelve Apostles Trail can change this pattern by directly meeting 'an increasing demand for active, environmentally sustainable tourism experiences and modes of transport'* as well as contributing to the long term health of the community and viability of the tourism industry.

* Tourism Victoria – Victoria's Cycle Tourism Action Plan 2011 – 2015



How will it benefit local communities?

- Active travel and recreation opportunities contribute to community health and well being. It is estimated 10,000 Corangamite residents will live within 5km of the extended (completed) trail.
- A completed trail will stimulate investment in local economies and encourage business development, new businesses and services aligned with the trail and trail users.
- A trail from Camperdown to Princetown will connect five Corangamite Shire townships to 67km of safe walk and ride opportunities and assist to spread tourism benefit beyond the Twelve Apostles.
- A connective trail beyond the Great Ocean Walk into Port Campbell positions both Princetown and Port Campbell as overnight stops connected to a Great Ocean Walk experience.

Good sense makes dollars!

- Trail users will stay longer, spend more and travel more widely in the region. Bicycle visitors spend on average 53% more in regions they visit than traditional visitors¹
- The extended trail will enhance the experience at one of Australia's premier visitor destinations (Port Campbell National Park) contributing to more 'whole trail traffic' and an increase in overnight stays.
- The Trail Assessment Study estimates the completed trail will deliver an economic benefit of \$1–\$5 million dollars per annum based on comparable case studies.
- The estimated total expenditure of cycle tourists in Australia in 2010 was estimated at \$2.4 billion dollars²

¹ Bicycle Network Victoria – Bike Futures Report

² Tourism Victoria – Victoria's Cycle Tourism Action Plan

How can we make this happen?

Let's face it, squeaky wheels get the oil! Local communities and businesses need to strongly voice their support and work together with Corangamite Shire Council to convince State and Federal Government to fund the project.

Competition in state and federal funding pools is fierce* and without a strong demonstration of community support, it is difficult to convince the government to fund projects like this one.

* Much of the money that will be spent on the project will be sourced from specific government grants for tourism projects. The trail extension is not in competition with other community projects.



Three actions to make a difference!

- ✓ **Like** and keep yourself informed of trail progress on our Facebook page www.facebook.com/twelveapostletrail
- ✓ **Talk** to your friends and workmates about the benefits of the trail and spread the word through social media.
- ✓ **Write** a letter in support of the Twelve Apostles Trail and send it to us to distribute. (Address on back page). How will the trail make Corangamite a better place to live? How will the trail benefit your family and your community? How will the trail improve your business, employment and lifestyle opportunities?

COMPONENT	LIKELY FUNDING SOURCES	LEVEL OF INVESTMENT
Detailed environmental, cultural and works plans	Local Government and agency	\$80,000
Stage 1: Timboon – Port Campbell	Private Sector and Government	\$1,261,075
Stage 2: Port Campbell – Princetown	Relevant agency and Government	\$4,563,105
		\$5,904,180

Healthy Communities, Environmental Benefit, Longer Stays, Active Sustainable Tourism