

The Mōtū Trails

A partnership project





Job Summit
The Prime Minister's Summit on Employment

Feb 09



Nga Haerenga
THE NEW ZEALAND CYCLE TRAIL

Mōtū Trails Timeline

- Feasibility Study Feb 2010
- Approved funding – June 2010 - \$2.1M project
- Construction starts August 2010
- Trail opens formally April 2012 (4th) \$3M project

Funding split

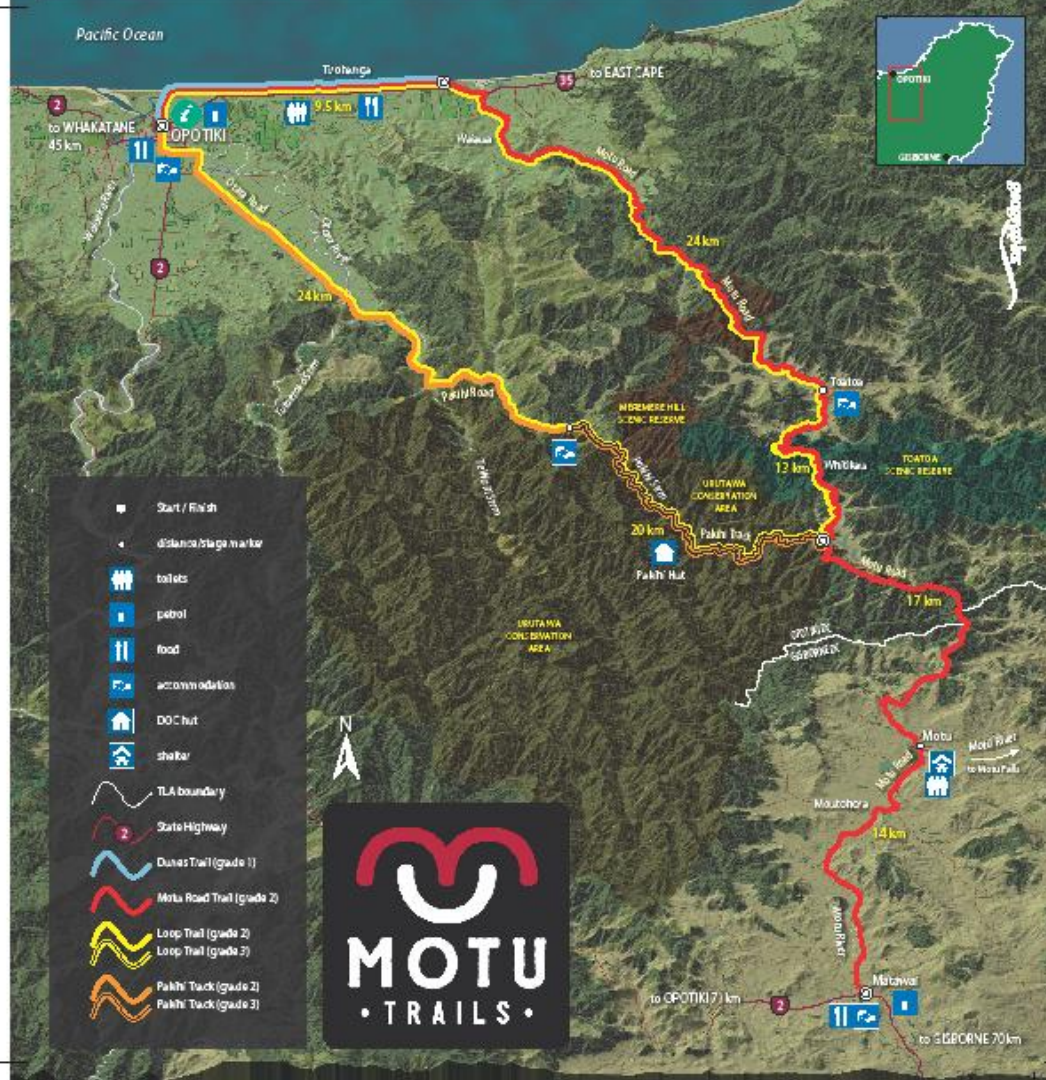
- \$1.95m Government
- \$377,000 DOC contribution
- \$489,000 ODC (unbudgeted) contribution
- \$200k? Staff – ODC, GDC, Whakatohea, DOC
- **\$3.0m total**

Dunes Trail 22km
(easy)

Mōtū Road 67 km
(Intermediate)

Pakihi 44 km
(Advanced)

Loop 91 km
(Advanced)



The Asset and ownership

- 5 km Dunes, \$1M bridge – Ōpōtiki DC
- 5 km Dunes – DOC
- 60 km Road – Ōpōtiki DC
- 30 km Road – Gisborne DC
- 20 km Bush trail, numerous structures - DOC





Project Structure

- Partnership was Opōtiki & Gisborne DC, DOC, Whakatōhea
- Construction:
 - Governance Group
 - Working Group
 - Contractors/ Work gangs
- Marketing: Mōtū Trails Charitable Trust

Spin-offs

- Brought 4 organisations together – different structures, different purposes but common goal
- Built trust has led to other outcomes
- Recording of History (hikoi) and recognition of culture
- Ecological restoration (Land swaps, Care Groups, Planting)

2013-2014 Useage Figures

19,105

Pakowhai ki Otutaopuku bridge (Start of Dune trail)

17,054

Hikuwai beach (mid point Dunes)

2931

Pakihi Trail

- First year exceeded feasibility expectations of 4000 on dunes



The Results

- New businesses appearing
- Growth of existing businesses
- Media and marketing successes
- Local Social and Health benefits
- Safe cycling to town

Opportunities

- Trail Extensions
- Linking with other tourism businesses
- Support businesses
 - Accommodation
 - Eating – café, restaurants etc
- Environmental
- Cultural – story telling

Challenges

- Organisational restructures
- Investor confidence in supporting infrastructure
- Cost
 - Maintenance
 - Marketing
- Fragmented agencies
- Conflicts of use on roads
- Tendency for media to report disproportionately adverse stories

www.themotutrails.co.nz

