



# ROTORUA TRAILS TRUST



Strategy 2019-2024



## Our Vision: “Rotorua - a City of Trails”

### Te Whakakitenga: Rotorua Ara Kounga

Nearly thirty years ago, a group of Rotorua mountain biking and running enthusiasts banded together to develop approximately 10 kms of trails in the Whakarewarewa Forest. With that task done, they then formed the inaugural Rotorua Mountain Bike Club and got out there and amongst it with friends and family based on a shared interest and passion.

A good job, done – because today, on the back of their hard work and vision, Rotorua has over 160 kms of trails that deliver daily thrills, exercise, recreational activity, stunning views and a spectacular environment for locals and visitors alike.

But the bigger job is not yet done.

### Kāore anō kia oti

In 2019, there are literally hundreds of locals who are committed to collaboratively and purposefully working together to manage, enhance and develop a world-class network of multi-user trails right here in the district. Coming together under this Trust umbrella, we share one collective goal and that is to advocate and act together to ensure that Rotorua becomes the home of the most aspirational multi-use and connected recreational trail network in the world.

We are excited and welcome you on our strategic journey. The beneficiaries of our work will be two-fold. Firstly, all mountain bikers, walkers, trampers, runners, cyclists and horse riders will have an environment where they can achieve improved personal health and well-being outcomes. Secondly, we will deliver regional and national economic and tourist outcomes that will benefit the community as a whole.





Who are we and why do we exist?

Nō hea mātau, ā, he aha to mātau tikanga?

The aim of the Rotorua Trails Trust is to build on the achievements of the Rotorua Mountain Bike Club, to develop, manage and advocate for a network of the world's best trails across the Rotorua district.

As well as extending and enhancing the existing trails for mountain biking, the Trust will develop a network of great multi-user trails that are suitable for walkers, trappers, runners, cyclists and horse-riders. We want trails to provide thrills, recreation, exercise, scenic views; or just an interlude of tranquillity with nature.

Some of these trails will be multipurpose; others primarily targeted at a particular user group. Where feasible, the Trust will build better links with trails in the surrounding districts and with national networks. The Trust will not be involved in the direct promotion of recreational trails which will continue to remain a function of RLC and tourism organisations.





**Our Vision:** “Rotorua – a City of Trails.” We want to see Rotorua home to the world’s best (and most imitated) recreational trail network.

**Te Whakakitenga:** “Rotorua Ara Kounga.” Kei Rotorua ngā ara rēhia kounga rawa atu o te ao.

### Our Strategic Objectives are:

#### **A user experience second to none**

##### **He wheako whakaihuwaka**

- From concept to delivery, we will be clear about who our users are, and the kinds of experiences they want to have.
- We will deploy a combination of professional trail builders and managed volunteers to deliver on the concept to a professional standard.

#### **... reflecting our heritage, our culture, and our environment**

##### **... Toitū Te Arawa, Toitū te Taiao**

- Our trails are an opportunity to showcase and provide information about Te Arawa and the history of all people in the region.
- We will let users follow the paths of ancient journeys, linking marae and sites of cultural and historical importance.
- We will showcase and provide information about our natural environment – our land and our water, our flora and fauna.

#### **... through an integrated network**

##### **... He ara tūhono**

- Our trails will cater for all user-groups – on foot, bikes, and horseback – and for all their various needs, providing trails of varying lengths and difficulties.
- We will provide navigational information, both on-trail and through other channels, accessible beforehand, so users can enjoy the trail network confident that they will not get lost.
- Our trails will connect with each other and with the urban network.

#### **... delivering positive benefits**

##### **... He hua tiketike**

- Our trails will deliver social benefits, and enhance health and well-being across the whole Rotorua community.
- Our trails will create opportunities for Rotorua businesses, stimulating employment through the servicing of both trails and trail users.

#### **... with safety in mind**

##### **... He whakahaumarutanga**

- Our trails will be graded according to risk, relative to user skill.
- Safety signage will carry information, including the safety grading of trails.
- From the design phase of new trails to enhancing existing ones, safety will be engineered into trails through ongoing maintenance and review.





## How will we resource this strategy?

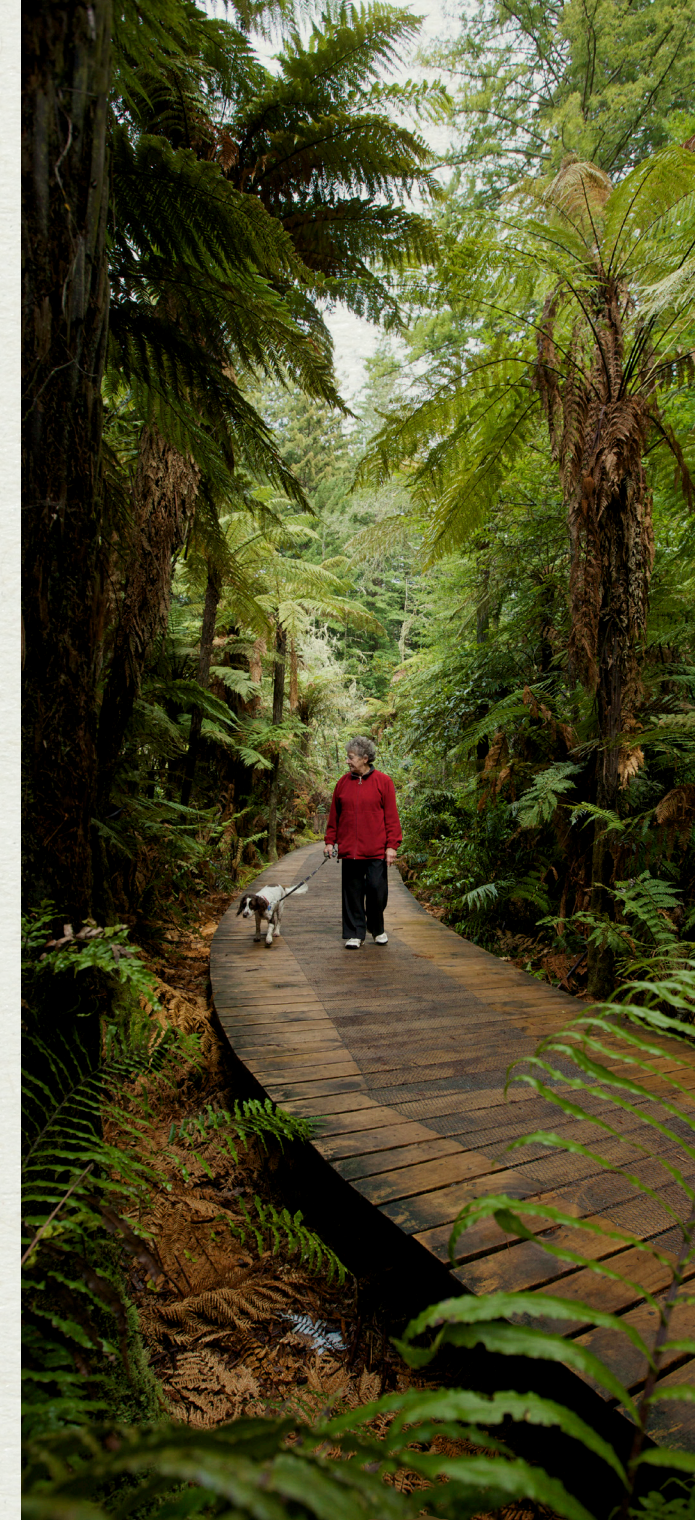
### Ka pēhea te whakatinanatanga?

The Trust runs on sponsorship, funding sources, donations and volunteer effort. We actively encourage interest and support – anyone can become a sponsor, join the trust, donate, or get involved with trail work.

## Who will we be working with?

### Mā wai e taunaki?

- Landowners, local and regional authorities, and central government who want to get on board with our strategy, and can offer access to land to help make our vision a reality.
- Sponsors, funders, event providers, volunteers and community groups who share our vision for the wider community and wish to be a part of it via financial contributions.
- Investors and businesses, giving them the confidence to go ahead with developing infrastructure, services and products tailored to meet new consumer demand arising from our developing trail network.
- Specific user groups, to champion the detailed design and development of the new trails.





What are our priorities?

He aha ngā mahinga tuatahi?

### **Maintain existing trails - Tiakina ngā ara**

Maintenance of the existing network of trails is our main priority. We will ensure that they are continually maintained to a standard that meet our strategic objectives.

**Whakarewarewa Forest Trail Network** – Continue improving, maintaining and enhancing the Whakarewarewa Trail Network so that it maintains its position as the top off-road biking network in the Southern Hemisphere.

### **Four new trails for development - Ngā ara hou e whā**

**Whakarewarewa Forest Loop** – Reinvention of Te Ara Ahi to a world-class, one or multi-day, grade two trail around the edge of Whakarewarewa forest, including Lakes Tikitapu and Rotokakahi.

**Tarawera Great Walk** – Assist in the creation of a new Great Walk for New Zealand that celebrates the unique landscape, culture and history of Tarawera.

**Te Ara Ahi City Loop** – Extend existing parts of Te Ara Ahi to create a genuinely world class loop that highlights the unique features and stories on offer around the city.

**New trail outside of the forest** – Consult with landowners to investigate the feasibility of creating a new world-class trail inside the caldera based around Lake Rotorua, linking marae, communities, parks and reserves and telling the stories of our culture and history.

