

## R-CV 12: Recreation in Nature

Develop and implement a plan to improve access to natural areas for recreational purposes, by a diverse range of user groups (eg. disabled, older people, active tourists).

<b>This strategy delivers on these Regional Themes</b>	Biodiversity	Biosecurity	Coastal Systems	Sustainable Industries	Water
	✓			✓	
<b>This strategy delivers on these Strategic Outcomes</b>	Supportive, policies, plans and regulations	Collaborative, adaptive planning and action	Traditional Owner Benefits	Sustained and diverse resourcing	Community stewardship, values and action
	✓			✓	✓

<b>Outcome</b>	<p>Encouraging a diverse range of user groups to access local natural areas for recreational purposes will provide a range of benefits, including:</p> <ul style="list-style-type: none"> <li>▪ Increased appreciation and stewardship of natural areas.</li> <li>▪ A broader, more diverse group of people able to access natural areas, leading to a diversification of the tourism industry.</li> <li>▪ Improved tourism marketing opportunities for the region.</li> <li>▪ Opportunities to increase the length of time visitors spend in the region.</li> <li>▪ Opportunities for increasing activity and fitness levels for locals.</li> </ul>
<b>Justification</b>	<p>Increased access to natural areas can build attachment to places, increase appreciation and allow the community to build stewardship over their urban and natural assets. There are opportunities to improve access to natural areas for a whole range of user groups, which would also create opportunities for development of niche tourism markets. Providing appropriate infrastructure to facilitate access to natural areas by disabled or older people would create unique marketing and tourism opportunities for the region, while construction of more walking / cycling tracks would cater for increasing numbers of more active tourists.</p>
<b>Key steps</b>	<ol style="list-style-type: none"> <li>1) Conduct a review of existing market research to identify potential new user groups.</li> <li>2) Form collaborative stakeholder groups, with representatives covering a range of existing or potential tourist ventures, as well as relevant planning, business or NRM interests, to identify potential tourism opportunities which cater for more niche groups.</li> <li>3) Develop a strategy to improve access by user groups identified above eg. marketing, infrastructure requirements, availability and/or development of tours / operators. Important to focus on new user groups with relatively high potential for return on investment.</li> </ol>
<b>Feasibility considerations</b>	<ul style="list-style-type: none"> <li>✓ There are many astounding natural areas throughout the region which could be more easily accessed with careful planning and management.</li> <li>✓ There is already a strong tourism industry based largely around the area's natural and cultural assets.</li> <li>✗ The cost of installing appropriate infrastructure could be relatively high.</li> <li>✗ The market potential from smaller user groups may not give high financial returns.</li> </ul>

Local Landscape Projects	Local Landscape Project	Location
	NC18 Disabled Access	Mission Beach, Warrina Lakes
	ST1 Recreation in Nature	Atherton-Priors Ck-Mazlin Ck; Malanda-Johnsone R, Yungaburra-Peterson Ck