

Question on Notice

No. 1084

Asked on 13 September 2023

MR A POWELL ASKED MINISTER FOR TRANSPORT AND MAIN ROADS AND MINISTER FOR DIGITAL SERVICES (HON M BAILEY)—

QUESTION:

Will the Minister advise (a) the cost (including internal department costs) to develop the Bike-friendly businesses guide and (b) the number of downloads to date of the guide?

ANSWER:

I thank the Member for Glass House for the question.

The Queensland Government is committed to growing Queensland's economy, including as outlined in the *Queensland Cycling Strategy 2017–2027*.

Through Actions 4.9 and 4.10 in the *Queensland Cycling Action Plan 2020–2022*, the Department of Transport and Main Roads (TMR) conducted primary research with bike riders and businesses across the state to inform the development of the practical guide, *Become a bike-friendly business*.

The guide is published on TMR's website and assists Queensland businesses to understand how they can take advantage of the \$1.95 billion national market for bike riding tourism experiences catering to the large number of Queenslanders and visitors who regularly ride bicycles.

Bike-friendly businesses enhance people's bike riding experiences, encouraging them to ride more often and, importantly, spend more in businesses across the State. For example, the Brisbane Valley Rail Trail (BVRT)—spanning the State electorates of Nanango, Lockyer and Ipswich West—has contributed to a significant increase in local business and employment opportunities.

Completion of the BVRT in June 2018 contributed to a significant reduction in the Somerset local government area unemployment rate from 9.2 per cent to 7.2 per cent between March 2018 and March 2019. Airbnb accommodation providers in the BVRT region have progressively grown in number—from four in 2020, up to 50 in 2022 and now over 60 in 2023. The number of major tour operators in the area also grew from six in 2022 to eight in 2023.

The BVRT has seen major investment from business owners in the region looking to capitalise on the success. For example, the Linville Hotel went through more than \$250,000 in renovations to fully restore the old building and further expand its accommodation options. The BVRT has also welcomed the Brisbane Valley Roasters, who built a brand-new coffee establishment directly adjoining the rail trail in Esk with a clear focus on catering to bike tourism in the area with purpose-built bike racks and charging stations for e-bikes.

- (a) The total identifiable cost of conducting the research and developing the guide was \$69,043, excluding GST.
- (b) As at 4 October 2023, less than six months since the *Become a bike-friendly business* guide became available online, the webpage has been viewed 2470 times and the PDF guide downloaded 263 times.