



NSW National Parks and Wildlife Service

Gidjuum Gulganyi Walk

Tourism partnership opportunities



environment.nsw.gov.au



#NSWParks





Contents

Introduction	2
Project objectives	3
Commercial opportunities overview	4
Gidjuum Gulganyi Walk	5
The experiences	7
Gidjuum Gulganyi Walk	7
Sample itinerary for multi-day camping experience	9
Facilities and access	11
Market segmentation	12
Target markets	14
Selective licensing for commercial tourism opportunities	15
Evaluation criteria	16
Responding to commercial partnership opportunities	17

Acknowledgement of Country

We acknowledge the Widjabul Wia-bal and Minjungbal People of the Bundjalung Nation, the traditional owners and custodians of the lands. This track is within Widjabul Wia-bal and Minjungbal Country, the trail passes through the ancient traditional lands of the Bundjalung Nation, who have occupied this Country for many thousands of years. We acknowledge their continued connection to their land, waters, and culture. We pay our respects to their Elders past, present and future; and to their cultures, traditions and spiritual beliefs.



Activating exceptional nature-based and cultural experiences

NSW national parks are the destination of choice for nature-based experiences

NSW National Parks and Wildlife Service (NPWS) provides many opportunities for commercial activities that are compatible with the protection of our natural and cultural heritage.

NPWS is committed to providing activities, attractions, facilities and tours in parks and reserves for visitors to enjoy and learn from. These are often operated by NPWS, but sometimes they can be managed more effectively, efficiently or flexibly by the private sector. It is important that NPWS and the private sector work together to run professional operations and deliver these quality and innovative services to the public. We know that commercial operators who are fully invested in our parks will help us protect these valuable places for future generations to enjoy.

The purpose of this document is to introduce the commercial opportunities that will be available in the coming months through an Expression of Interest (EOI) process on the [NSW Supplier hub](#) to enhance nature-based visitor experiences on the Gidjoom Gulganyi Walk.

The National Parks and Wildlife Service Major Visitor Infrastructure Program

The NSW National Parks and Wildlife Service is delivering more than \$450 million of visitor infrastructure improvements across the state.

This is the largest investment in visitor infrastructure in national parks history. The Gidjoom Gulganyi Walk is one of several new multi-day walk projects.

All projects are being assessed to ensure any environmental impacts are avoided, mitigated, or managed. We recognise that public visitation and enjoyment must always be compatible with park conservation.

At the same time all projects involve early and ongoing engagement with local Aboriginal communities and organisations in recognition of their special connection to Country in NSW national parks.

We recognise that community and stakeholder input adds value to the work we do. NPWS is engaging with stakeholders and interested community members at key stages of every project. Project updates are available on the [Environment and Heritage website](#). You can also register your interest to receive project updates.

Project objectives



Create nature-based experiences which support the sustainable growth of the **regional economy**



Create nature-based experiences that encourage visitors to **value their national parks**



Provide new opportunities for **Aboriginal communities** to appropriately share their culture, and participate in and benefit from the regional tourism industry



Create **culturally sensitive and environmentally sustainable** nature-based experiences which deliver enhanced visitor management and environmental outcomes



Contribute to the **financial sustainability** of NPWS



Contribute to a **sustainable increase in regional visitor volumes** throughout the year



Create tourism-related products and **business opportunities** for NPWS and host communities



Create and enhance a range of walks to deliver experiences of **internationally competitive calibre.**

Commercial opportunities

With significant investment by the NSW Government in creating nature-based recreational facilities and experiences in NSW national parks, there are exciting opportunities for tourism businesses to reimagine the visitor experience, capitalise on, and create products that help visitors nurture and engage with these unique cultural landscapes.

We will be seeking innovative and unique tourism offerings to complement and enhance the Gidjuum Gulganyi Walk experience. These include (but are not limited to):

- creating and delivering iconic and world-class sustainable visitor experiences, including short and multi-day walks
- developing innovative nature-based tourism experiences that build high-quality, memorable connections with the natural environment and cultural landscapes
- delivering tourism experiences that enable Aboriginal people to deliver cultural interpretation to create a deeper appreciation of their culture and perspectives
- creating opportunities to partner and package with other tourism service providers to add value and enhance the overall visitor experience
- providing opportunities to explore plants, animals, geology and history.

Gidjuum Gulganyi Walk

National park:
Nightcap National Park
Mount Jerusalem
National Park
Whian Whian State
Conservation Area

Government investment:
\$7.35 million

**Register for project
updates** ▶



Up to walking grade 4



The Gidjuum Gulganyi Walk (meaning Old People’s Track) passes through the ancient traditional lands of the Widjabul Wia-bal and Minjungbal People of the Bundjalung Nation, who have inhabited the area for thousands of years. The powerful significance of the cultural landscape, its layers of meaning and spiritual connections are embedded within the Lore the Widjabul Wia-bal and Minjungbal People.

The walk is a 35.6-kilometre 3-night, 4-day walk between visitor nodes in Mount Jerusalem National Park and Nightcap National Park on the North Coast of New South Wales. The walk traverses the rim of an ancient volcano, passing through Gondwanan rainforest and providing walkers spectacular views of the landscape.

The immersive experience will draw people into the NSW North Coast hinterland and help foster advocacy for environmental conservation and sustainability. Local economies will benefit by providing much-needed tourism services, including opportunities for new tourism partnerships, and from the creation of opportunities to support the aspirations of Aboriginal custodians. These benefits will continue to grow as future track linkages to nearby villages and rail trails are completed by local partners.





Commercial partnership opportunities available

- The Walk will be able to be undertaken as self guided or guided with a commercial tour operator. A limited number of licences will be available for commercial operators to deliver:
 - a 3-night, 4-day fully inclusive guided walking package on the Gidjuum Gulganyi Walk utilising national park camping platforms, including transfers to and from the Walk. Note: the guided experiences camp is designed to accommodate 12 walkers (e.g., 10 guided walkers and two licensed guides).
 - a number of short walks and side tracks offer full day and half day opportunities. For example, Unicorn Falls Walk – a new 4.2 km return walk starting at Manns Road trail head. The walk starts on the multi-day walking track, then follows a new 1.3 km side track to the falls. Ideally these shorter guided walk options will include transfers to and from the accommodation or nearest township. Note a Widjabul Wia-bal cultural tour will be delivered from the Minyon Falls precinct by the Widjabul Wia-bal Gurrumbil Aboriginal Corporation RNTBC.
 - gourmet food hampers/camping equipment hire for self-guided walkers. Note: A mobile food vendor to service the many visitors to Minyon Falls precinct will be delivered by the Widjabul Wia-bal Gurrumbil Aboriginal Corporation RNTBC, to offer food and beverage services with local produce and picnic services.
 - transportation provider to service independent walkers from airports and nearby towns to the trail head and then pick them up at the end of the walk. A transport service will provide a seamless connection from key tourism locations and small communities.

Commercial providers should consider Aboriginal cultural heritage values, including how they will engage and collaborate with local Aboriginal people and/or Aboriginal people identifying as having Connection to Country, to provide these opportunities to appropriately share their culture and participate in delivering the experiences.

Commercial providers should demonstrate how they will provide opportunities that will support the well-being and self determination of Aboriginal people and culture, including employment opportunities, cultural programs and interpretive elements such as storytelling.

The experiences

Gidjuum Gulganyi Walk

The three-night, four-day Gidjuum Gulganyi Walk traverses 35.6 kilometres of (mostly) grade 4 tracks linking Mount Jerusalem National Park, Whian Whian State Conservation Area and Nightcap National Park. Grade 4 tracks are suited to self-reliant, experienced bushwalkers (or guided walkers) and only basic directional signage is provided along the way. There are an additional 12.2 kilometres of optional short walks and side tracks which add to the walking experience.

The plan is for people to walk in one direction, beginning at Manns Road trail head in the north and finishing at spectacular Minyon Falls in the south.

A maximum of 22 people per day is proposed for each of the three camps. Each camp has two separate areas:

- Independent walkers camp – designed to accommodate 10 independent walkers. Independent walkers will need to prebook and pay camping platform fees online.
- Guided experiences camp – designed to accommodate 12 walkers (e.g., 10 guided walkers and two licensed guides).

NPWS values the cultural, social and economic contribution of the First Nations people of NSW and supports Aboriginal employment opportunities and the sustainable growth of Aboriginal businesses.

An Aboriginal-owned business or an operator working in partnership with the Widjabul Wia-bal Gurrumbil Aboriginal Corporation RNTBC and its associated businesses.



Gidjuum Gulganyi Walk map

Key information

Duration: 3-night/4-day,

Distance: 36km

Accommodation: On-park campgrounds providing camp sites, including:

- Camp 1
- Camp 2
- Camp 3

A maximum of 22 people per day is proposed for each of the three camps. Each camp has two separate areas:

Independent walkers camp – designed to accommodate 10 walkers

Guided experiences camp – designed to accommodate 12 walkers





Sample itinerary for multi-day camping experience

The below sample itinerary is for a multi-day camping itinerary that may be undertaken on the Gidjuum Gulganyi Walk.



7.1km

Day 1 - Manns Road trail head to Camp 1

The multi-day walk begins in eucalypt forest dominated by ironbark, tallowwood, grey gum and white mahogany. Walkers can take the 2.6- kilometre return side walk to Unicorn Falls or continue along the ridge line before descending Whiskey Creek Trail to warm temperate rainforest fringing a stream.

After crossing the creek, walkers follow an old logging track, meandering through rainforest to the ridge top. The side track down Clay Pot Road to Rowlands Creek offers one of the walk's highlights – a beautiful creek lined with riparian rainforest featuring towering blue quandongs.

A little further on, the walk crosses Hell Hole Creek before gradually ascending to Camp 1 situated on a lower saddle of the ridge.



13.4km

Day 2 - Camp 1 to Camp 2

From Camp 1, walkers gradually climb to the western end of Koonyum Range, a 400 m ascent. At the top of the range, Lookout 1 offers a chance to rest, with stunning views to Wollumbin across Mount Jerusalem National Park.

Walkers skirt through warm temperate rainforest and emerge back into eucalypt forest. Lookout 2 reveals panoramic views across Commissioners Creek valley with the ever-present Wollumbin in the distance.

Walkers then leave Mount Jerusalem National Park, cross the Doon Doon saddle and arrive in Nightcap National Park. Two lookouts here offer views of the surrounding landscape.

After climbing up to the exposed, elevated, open rocky outcrops and tea-tree scrubs around Nightcap Bluff, walkers wind their way along the Historic Nightcap Track to Camp 2.



9.1km

Day 3 - Camp 2 to Camp 3

Walkers continue along the descending ridgeline of the Nightcap Range towards Peates Mountain. From here the walk heads east along a fire trail, dropping down to the top of the cliff line above Wanganui Gorge.

The new Lookout 4 presents uninterrupted views across Coopers Creek to Goonengery National Park.

A little further on from the lookout, on the edge of the Wanganui Gorge, is Camp 3.

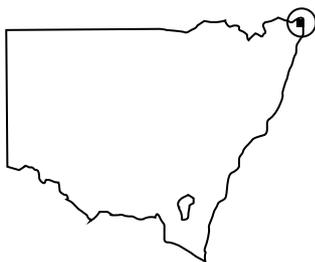


5.8km

Day 4 - Camp 3 to Minyon Falls

From Camp 3, walkers finish with an undulating stroll through eucalypt forest with several creek crossings before the final trek to Minyon Falls. The first section of Day 4 hugs the clifftop over Wanganui Gorge and Coopers Creek before looping around the head of Snows Gully Nature Reserve. From here walkers follow Boggy Creek Walk to Minyon Falls picnic area and on to the spectacular Minyon Falls Lookout, a fitting end to a fantastic four-day walk.

Note – The distances provided for each day are estimates only.



Location context

The walk traverses Mount Jerusalem and Nightcap national parks and Whian Whian State Conservation Area in the Tweed, Lismore and Byron local government areas.

The closest major centres are Murwillumbah, Mullumbimby, Byron Bay and Lismore. The start of the walk is about one hour's drive from both Ballina Byron Gateway and Gold Coast airports.

Facilities and access

Evidence from around the world shows that demand for experiences that connect people back to nature are increasing exponentially. The multi-day Gidjuum Gulganyi Walk will provide an outstanding and immersive nature experience.

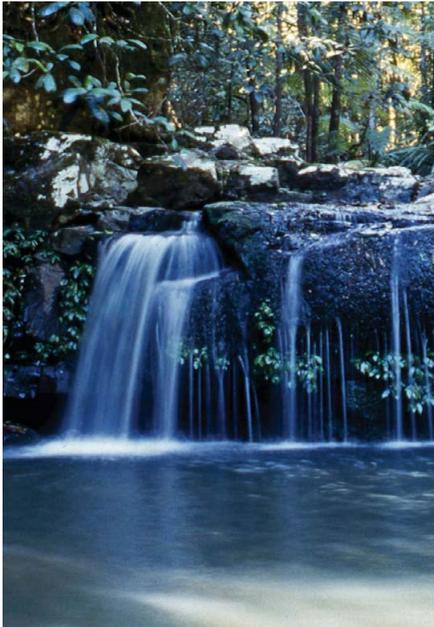
Market research indicates that 75% of people surveyed would consider undertaking an overnight walk in a national park. More than half of these people have never done an overnight walk before, about 25% have done an overnight walk before, and about 10% regularly do walks that involve an overnight stay.

	Camp 1	Camp 2	Camp 3
Overnight on-park camping	Yes	Yes	Yes
Amenities and facilities	<ul style="list-style-type: none"> • Camping platforms • Toilets • Skillion timber shelter with water tanks for drinking water and handwashing • Picnic tables and incidental bespoke furniture 	<ul style="list-style-type: none"> • Camping platforms • Toilets • Skillion timber shelter with water tanks for drinking water and handwashing • Picnic tables and incidental bespoke furniture 	<ul style="list-style-type: none"> • Camping platforms • Toilets • Skillion timber shelter with water tanks for drinking water and handwashing • Picnic tables and incidental bespoke furniture
Gear storage (for licensed commercial operator only).	Yes - lockable boxes may be provided under the camping platforms	Yes - lockable boxes may be provided under the camping platforms	Yes - lockable boxes may be provided under the camping platforms
Phone signal	No	Yes	No
4WD access (for licensed commercial operator only).	Commercial operator access will be possible. Frequency of use by commercial operators yet to be determined.	Commercial operator access will be possible. Frequency of use by commercial operators yet to be determined.	Commercial operator access will be possible. Frequency of use by commercial operators yet to be determined.



Market segmentation

Through factor and cluster analysis, NPWS identified 4 core segments (explorers, escapers, socialisers, adventurers) that drive the way people engage with NSW national parks in different ways. The 4 core market segments were further broken down into eight sub-segments based on those who are generally open to an overnight stay in a park and those who are not open to an overnight stay (day-trippers). The following table provides an overview of these 4 core market segments.



Explorers – a new place to explore

- Don't want to go to the same place twice
- Like to do the same activity in different places (fish, surf, etc.)
- They want special deals, events and word-of-mouth recommendations.

Visitors open to overnight stays

- Couples, singles and families with older children, well-educated and working full-time
- Keen desire to visit but need reasons to get parks in diary
- Want great accommodation options with associated discovery experiences.

Day trip preferers

- Retired, lower level of education
- Lower socio-economic group
- Lower interest and knowledge of national parks
- Wants a low cost discovery experiences that lasts a day or less and are easy to take part in.



Escapers – a park for peace and quiet

- Looking for nature to provide a venue to slow the pace down, to allow them to put life in context
- Where there is no pressure
- They want a venue to do arts and are not looking to walk.

Visitors open to overnight stays

- Seeking balance and wellness activities
- Passionate about national parks
- Wants nature based adventure/outdoor activities that can be done as couples and as young adult singles, leveraging varied accommodation.

Day trip preferers

- Older, with more entrenched views of parks based on infrequent and uninspiring visits over the years
- Want new balance and wellness style activities that are convenient and non-challenging.



Socialisers – a park to play in

- Where the park is a backdrop
- Where they want to take children to the natural world
- They want low cost venues
- Venues where they can exercise.

Visitors open to overnight stays

- Motivated by cultural and educational experiences
- Want family-friendly activities (especially for under 5 year-olds).

Day trip preferers

- Lack knowledge and awareness of national parks
- Want experiences for slightly older children (11–14 years) that really engage them and encourage parents to take them.



Adventurers – a place for me

- They are looking for parks to provide venues where they can do their own thing
- Be spontaneous and independent
- Where they can be with nature
- Walking is great.

Visitors open to overnight stays

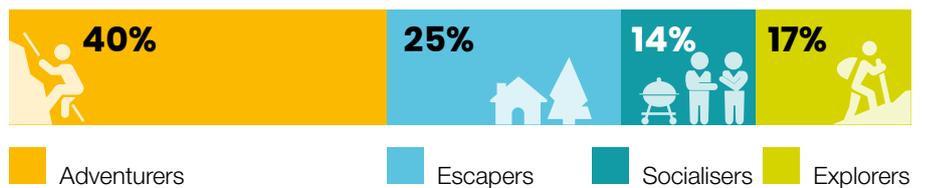
- Married/living with partner
- Working full-time
- Want overnight camping/bushwalks, adventures guided tours that open up adventure experiences.

Day trip preferers

- Past experiences have been uninspiring, and they visit national parks for 1-2 hours
- Take very short walks mainly socialising with family/friends
- Wants new soft adventure experiences that inspire.

North Coast market segments

The below graphic provides a percentage overview of the NPWS visitor market segments for NSW national parks North Coast.



Target markets

	Domestic		International	
	Primary	Secondary	Primary	Secondary
Hero experience – multi-day walk camping				
Age	35-54	35–54	18–34	35-54
Location	Sydney, Brisbane, SEW	Melbourne, ACT	Germany, France	China
Walk experience	N/A	N/A	N/A	N/A
Segment	Explorer	Adventurer, socialiser	Adventurer, explorer	Socialiser
Travel party	Single, partner	Partner, friend	Partner, family	Friend
Secondary experience – Minyon Falls walk – full day				
Age	18-34	35–54	18–34	55+
Location	Brisbane, SEQ	North/North East VIC, North Coast, Other, NSW, ACT	China	Germany, NZ
Walk experience	Regular	Occasional	Regular	Occasional
Segment	Explorer	Socialiser	Adventurer	Explorer, socialiser
Travel party	Single, partner	Friend	Single, partner	Friend
Secondary experience – Minyon Falls walk – half day				
Age	55+	18–34	55+	18–34
Location	Brisbane, SEQ, Other, NSW	ACT, North Coast, North/ North East VIC	Germany	France, NZ
Walk experience	Occasional	Secondary	Occasional	Regular
Segment	Adventurer	Socialiser	Escaper	Explorer
Travel party	Partner, family	Friend, tour	Partner	Family, friend, tour
Secondary experience – Minyon Falls guided tour* – 1 hour				
Age	35-54	55+	18-34	35-54, 55+
Location	SEQ	No	USA	France
Walk experience	Occasional	Regular	Occasional	Regular
Segment	Socialiser	Adventurer, escaper	Adventurer	N/A
Travel party	Partner, family	Friend, tour	Partner, family	Friend, tour

* A Widjabul Wia-bal cultural tour will be delivered from the Minyon Falls precinct, to be delivered by the Widjabul Wia-bal Gurrumbil Aboriginal Corporation RNTBC.



Selective licensing for commercial tourism opportunities

Parks Eco Pass is the NSW National Parks and Wildlife Service program for licensing operators who conduct commercial tours and recreational and educational activities in parks.

Under the Parks Eco Pass program, NPWS can allocate licences for commercial tourism opportunities on a competitive basis.

Additionally, NPWS can allocate licences for other commercial services such as transportation, dry hire of equipment, mobile food vendors and more. This applies when NPWS determines that the number of licences for an activity or location should be restricted for reasons of visitor safety, to ensure the on-going protection of the site's natural and cultural values, or to enhance the visitor experience.

NPWS views the allocation of these selective licences as a means of entering into a partnership arrangement with a private operator who meets the specified selection criteria in the EOIs, in keeping with the principles outlined in the Parks Eco Pass licensing program.

You can read more about the Parks Eco Pass program at environment.nsw.gov.au/parksecopass.

Fees and bookings

All selective licences include a licence fee as follows:

- \$1,200 (GST Inclusive) annual licence fee – paid annually
- 10% of total gross revenue from the operation of the business activity.

Revenue received from licence fees will contribute to park conservation, assisting NPWS to manage visitor impact, maintain visitor infrastructure and invest in the natural environment.

In addition to the licence fees, the successful guided multi-day walk operator/s will be required to book and pay for the campground accommodation.



Evaluation criteria

NPWS will release EOIs with an evaluation criteria. All responses received from the request for EOI will be assessed against the evaluation criteria and NPWS will identify the successful respondent(s). Evaluation criteria will include:

- detailed description of the visitor experience(s)
- current/previous tourism experience
- provide partnership opportunities with Aboriginal custodians to operate or participate in the operation
- environmental, conservation and sustainability
- a commitment to safe working practices
- commercial viability.

Timelines

EOI to market—August 2023

New Selective Licences to commence 31 March 2024
(subject to construction completion).

What benefits you receive under a selective licence

- The experience will be profiled on the [NSW National Parks website](#) and other NPWS owned digital channels where suitable
- An opportunity to provide inventory on the NPWS booking system (fees apply)
- Successful operators will be able to promote and deliver their experiences and services with less competition due to the limited number of licences that will be issued.

Responding to commercial partnership opportunities

NPWS will be seeking expressions of interest (EOI) for commercial opportunities across various infrastructure project locations.



Information searching

Read about the [NPWS Major Visitor Infrastructure Program](#) and in particular updates on the Tweed Byron Hinterland Trails Project – see link below.

Read this document to understand future commercial opportunities available for a specific location.

Review the [Tweed Byron Hinterland \(Gidjuum Gulganyi\) Walk draft master plan](#).



Register

Register with [NSW Supplier hub](#) to view EOI opportunities when they become available.

Log in or sign up at the [NSW Supplier hub](#).



Experience development

Start planning visitor products and experiences that align with the commercial opportunities outlined in this document. Each EOI will have set criteria that must be addressed. This criteria will be available when the EOI is released on [NSW Supplier hub](#).



Respond to EOI opportunities

As EOIs become available on [NSW Supplier hub](#) you will have approximately 6-8 weeks to respond to the EOI. NPWS will assess all applications received, in response to the EOI, in line with the set evaluation criteria.

A lush tropical forest with a stream flowing over mossy rocks. The scene is vibrant with green foliage, including palm trees and various ferns. The water in the stream is clear and flows over large, rounded rocks covered in bright green moss. The background is filled with dense vegetation, creating a sense of a deep, untouched natural environment.

Find out more about national parks infrastructure investment for new and improved visitor experiences.

© 2023 State of NSW and Department of Planning and Environment.

With the exception of photographs, the State of NSW and Department of Planning and Environment are pleased to allow this material to be reproduced in whole or in part for educational and non-commercial use, provided the meaning is unchanged and its source, publisher and authorship are acknowledged. Specific permission is required for the reproduction of photographs.

The Department of Planning and Environment (DPE) has compiled this report in good faith, exercising all due care and attention. No representation is made about the accuracy, completeness or suitability of the information in this publication for any particular purpose. DPE shall not be liable for any damage which may occur to any person or organisation taking action or not on the basis of this publication. Readers should seek appropriate advice when applying the information to their specific needs.

All content in this publication is owned by DPE and is protected by Crown Copyright, unless credited otherwise. It is licensed under the Creative Commons Attribution 4.0 International (CC BY 4.0), subject to the exemptions contained in the licence. The legal code for the licence is available at Creative Commons.

DPE asserts the right to be attributed as author of the original material in the following manner: © State of New South Wales and Department of Planning and Environment 2023.

Photo credits: Cover: Dean Trezise/DPE, Pages 1 & 2: John Spencer/DPE, Page 3: Dean Trezise/DPE, Page 4: John Spencer/DPE, Page 5: Brian McLachlan/DPE, Page 6: John Spencer/DPE, Page 7: Murray van der Veer/DPE, Page 8: DPE, Page 9: Dean Trezise/DPE, John Spencer/DPE, Page 10: Brian McLachlan/DPE, Page 11: John Spencer/DPE, Page 12: John Turbill/DPE, Murray van der Veer/DPE, Page 13: Dean Trezise/DPE, John Spencer/DPE, Page 15: John Spencer/DPE, Pages 16 & 17: Shari May/DPE, Page 18: John Spencer/DPE.

Published by:

NSW National Parks and Wildlife Service
Department of Planning and Environment
Locked Bag 5022, Parramatta NSW 2124
Phone: +61 2 9995 5000 (switchboard)
Phone: 1300 361 967 (Environment, Energy and Science enquiries)
TTY users: phone 133 677, then ask for 1300 361 967
Speak and listen users: phone 1300 555 727, then ask for 1300 361 967
Email: info@environment.nsw.gov.au
Website: www.environment.nsw.gov.au
Report pollution and environmental incidents
Environment Line: 131 555 (NSW only) or info@environment.nsw.gov.au
See also www.environment.nsw.gov.au

ISBN 978-1-922975-79-9 EHG2023/0091

June 2023