



St Helens MTB Trail Network

Expression of Interest - EFTPOS Donation Machine



Break O'Day Council is a partner of the already established Blue Derby MTB Trail Network and is now constructing an additional 110km of high quality mountain bike trails on the doorstep of the Bay of Fires and the coastal town of St Helens. Whilst the additional trails are still under construction the trails have already attracted millions of dollars of investment to our area in infrastructure, business and employment opportunities. This reinforces the commercial interest in the trail project and a willingness to invest in the product. This project is a game changer for the north east region and may transform St Helens into the Mountain Bike Hub of Northern Tasmania.

Through investigations into generating financially sustainable trails, the idea of a 'tap and go' donation EFTPOS machine was raised. This is being used in New Zealand at a number of trail sites with great success.

We would like to make this EFTPOS machine available to any interested business so customers will be able to tap and go with their card providing a nominal donation towards the ongoing maintenance of the trail network.

As we have found in Break O'Day, particularly in relation to the free camping areas, tourists are more than willing and want to provide a donation to assist with the ongoing management and maintenance of these areas and facilities. We believe this sentiment of wanting to give back makes the idea not only viable but easily accessible and to use.

The opportunity of having an EFTPOS machine in your business would come at no cost to businesses wanting to participate and could be beneficial for businesses; if the users of the trails know that a business is participating in assisting with the management of the trails and are actively advertising this, the business will attract riders and families to their establishment.

Any funds collected by the EFTPOS machines would be deposited directly into the BOD Trail Collective maintenance/management operating account held with Bendigo Bank.

This method of fundraising/donations is beginning to be used widely across a number of organisations (including not-for-profit) both in Australia and overseas.

The machines can be set up for a specific amount eg \$5 tap and go.

What is Required to be a Custodian of a Machine

- Power
- Access to the 4G network or WIFI

EOI Criteria

Please provide responses to the criteria below (maximum of one (1) page).

1. Tell us about your business and what service you offer
2. Do you think that being a custodian of one of these machines would generate business for you into the future? If no, please explain
3. How would/could you promote this way of providing a donation through your business and get customers engaged in using this system as a mechanism for raising funds to support the ongoing maintenance/management of the trails?

Closing Date

There is no specific closing date for EOI's to become a custodian of an EFTPOS Machine for the St Helens MTB Trail Network this opportunity will be available all year round.

However, if you are interested in jumping on board from Day 1 to enable machines, etc to be in place by the Trail Opening your EOI would need to be received by COB Monday 21 October 2019.

Submissions should be clearly marked "St Helens MTB EFTPOS Machine Program" and can either delivered or posted to the Council Offices at 32-34 Georges Bay Esplanade, St Helens, Tas, 7216 or emailed to admin@bodc.tas.gov.au

Further Information

For further information please contact Angela Matthews, Executive Assistant via email angela.matthews@bodc.tas.gov.au alternatively you can call 6376 7900.

PLEASE NOTE:

Not all Expressions of Interest will not necessarily be successful as it would be ideal if the machines were to be scattered amongst businesses in the town and the usage on machines will be monitored and if required can be relocated and moved around at any time.