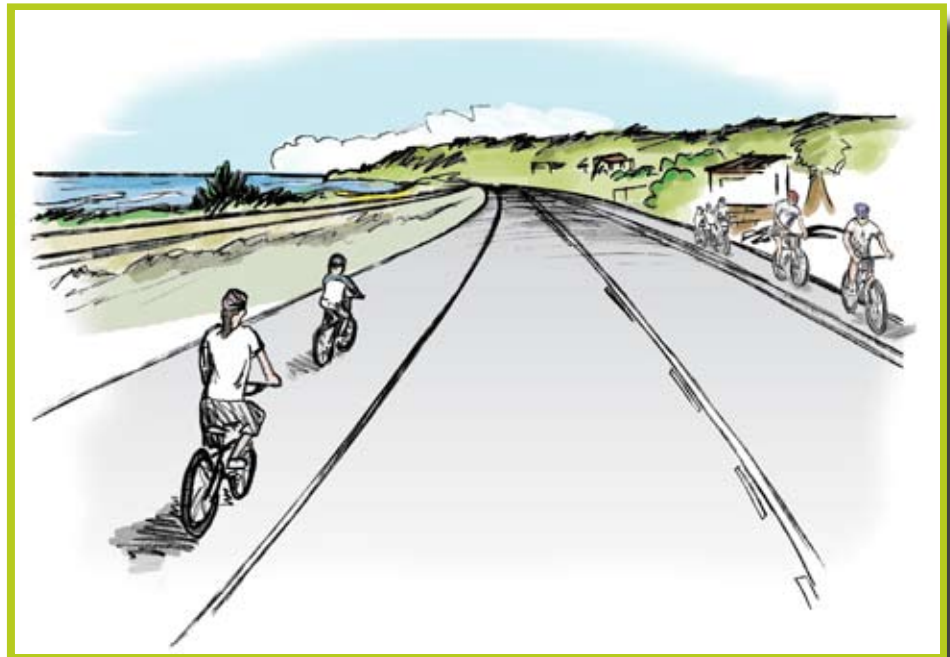




# North West Coastal Cycleway

## *A Vision For A Devonport to Smithton Cycleway*

A Tasmanian Greens' Election Commitment  
 Launched by Nick McKim MP  
 September 2009



*Image Courtesy of Damon Van Rooyen - © 2009*

**POLICY INITIATIVE  
 OF THE TASMANIAN GREENS MPs**

Tasmanian Greens MPs  
**POLICY INITIATIVE**

**North West Coastal Cycleway**  
*A Vision For A Devonport to Smithton Cycleway*

---

**Your **Greens** Representatives in Tasmania's State Parliament**



State Parliamentary Offices of the  
Tasmanian Greens  
Level 1, 162 Macquarie Street, Hobart,  
7000

**Postal Address:** Parliament House,  
Hobart, 7000

**Phone:** (03) 6233 8300

**Fax:** (03) 6223 1406

**E-mail:** [greens@parliament.tas.gov.au](mailto:greens@parliament.tas.gov.au)

**North West Coastal Cycleway - Devonport to Smithton**  
*An Election Commitment From the Tasmanian Greens MPs*

## CONTENTS

<b>Executive Summary</b>	<b>4</b>
<b>Introduction</b>	<b>5</b>
<b>The Greens' Proposed North West Coastal Cycleway</b>	<b>6</b>
<b>Why a Cycleway?</b>	<b>7</b>
<b>North West Coastal Cycleway Route:</b>	<b>8</b>
<i>Stage One</i>	8
<i>Stage Two</i>	10
<b>Regional Benefits for the North West Coast</b>	<b>11</b>
1. <i>Economy</i>	11
2. <i>Community</i>	14
3. <i>Environment</i>	15
<b>Cost - Investing in the north west region</b>	<b>16</b>
1. <i>Construction</i>	16
2. <i>Maintenance</i>	16
<b>Funding</b>	<b>17</b>
<b>Conclusion</b>	<b>17</b>
<b>CASE STUDIES:</b>	
<b>Case Study 1: Otago Central Rail Trail (New Zealand)</b>	<b>18</b>
<b>Case Study 2: Murray to the Mountains (Victoria)</b>	<b>19</b>



## EXECUTIVE SUMMARY

### The Greens' election commitment is to:

Construct a world-class North West Coastal Cycleway between Devonport and Smithton, as the first step towards the Greens' vision for Tasmania to become a premier cycle destination of international acclaim.

1. The North West Coastal Cycleway (NWCC) will be constructed in two stages:

**Stage One: Devonport to Wynyard** – approximately 75 kilometres (50-60 kilometres of new track linking municipal bike paths). A \$350,000 feasibility study will be conducted to identify the best route.

**Stage Two: Wynyard to Smithton** – The NWCC feasibility study will also identify the appropriate route to extend the cycleway from Wynyard to Smithton. This second stage will provide further opportunities to capitalise on the burgeoning bicycle tourism market.

2. Stage One: Devonport to Wynyard:
  - i. Estimated **\$15 million** construction costs;
  - ii. Create **75 new direct full time jobs** over the construction stage;
  - iii. Create **5 new maintenance jobs** - permanent full time;
  - iv. At least **\$2.5 million** will be injected annually into the local economy;
  - v. A range of flow on benefits, such as indirect jobs in accommodation, hospitality, and other areas will be created within local communities along the route.
3. Once both Stage One and Stage Two are completed the North West Coastal Cycleway will consist of an uninterrupted and world-class route of approximately 150 kilometres from Devonport to Smithton.
4. The North West Coastal Cycleway will provide opportunities for:
  - i. Residents to commute safely between major metropolitan areas of the north west coast;
  - ii. A range of recreational activities to be conducted in safety;
  - iii. Local communities and businesses to capitalise on the growing bicycle tourism market.
5. The North West Coastal Cycleway will provide an obvious starting point for bicycle tourists arriving in Devonport on the TT Line, encouraging them to explore the north-west rather than either head inland, or travel east towards Launceston.

***The Greens are committed to establishing Tasmania as a world leader in bicycle tourism.***

✓ *75 new direct full time jobs over the construction stage*

✓ *5 new permanent full time maintenance jobs*

✓ *\$15 million for construction costs*

✓ *\$2.5 million injected into the local economy annually*



## INTRODUCTION:

The Tasmanian Greens are committed to the construction of a world-class North West Coastal Cycleway (NWCC), which will provide a shared, uninterrupted link for cyclists and pedestrians between Devonport and Smithton.

The Greens' proposal consists of two stages. Stage One is a feasibility study into the construction of a shared cycleway from Devonport to Wynyard, providing one continuous corridor linking smaller municipal bike paths.

The initial feasibility study would focus predominantly on the logistics of constructing Stage One, but would also conduct a preliminary route investigation into identifying a later extension that would continue the cycleway from Wynyard to Smithton, which is the proposed Stage Two.

**Stage One** will involve the linking of existing pathways in Devonport, Ulverstone and Burnie, resulting in a continuous path of a consistent and safe standard along the coast, starting at Devonport through to Wynyard of approximately 75 kilometres in length.

**Stage Two** will involve the identification of a suitable route connecting Wynyard with Smithton and Stanley, providing a cycleway capable of attracting the rapidly growing market for bicycle tourism.

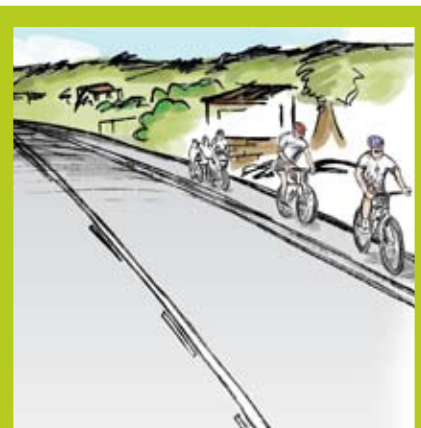
### The Greens' proposal will:

- ❑ Create jobs on the North West Coast;
- ❑ Attract money to the region through tapping into growing tourism markets;
- ❑ Encourage business investment in the North West Coast;
- ❑ Provide safe access between urban centres by foot and by bicycle;
- ❑ Contribute to an overall increase in the health of North West Coast communities;
- ❑ Encourage the community to engage in healthy recreational activities;
- ❑ Cut the volume of traffic on the road in the North West Coast;
- ❑ Showcase the unique features of the North West Coast.

***The 150 kilometre North West Coastal Cycleway will become a vital asset for the state, a boon to residents of the North West Coast and will establish the region as a cycling destination of national and international renown.***

*Stage One of the North West Coastal Cycleway will provide a continuous link between Devonport and Wynyard of approx 75 km.*

*Stage Two will extend the North West Coastal Cycleway from Wynyard to Smithton, another approx 75 km.*



## THE GREENS PROPOSED NORTH WEST COASTAL CYCLEWAY

### The Tasmanian Greens' state election commitment:

#### Conduct a \$350,000 feasibility study into the North West Coastal Cycleway (NWCC) to:

- ❑ Work with the Cradle Coast Authority, local government and stakeholders to establish and refine the best available route for Stage One of the continuous cycleway along the Old Coast Road corridor between Devonport and Wynyard, and to factor in the following:
  - ✓ A social and economic cost-benefit study to be conducted;
  - ✓ An anticipated construction cost of \$15 million for the approximate 75 kilometre corridor;
  - ✓ An audit of existing infrastructure in order to prevent doubling up, and to ensure available resources are fully utilised;
  - ✓ Impacts upon environmental and heritage features of the region, including specific assessments of Aboriginal cultural heritage and sensitive coastal ecosystems;
  - ✓ Requirements to ensure that the NWCC:
    - Sets a world class standard to ensure it taps into the growing bicycle tourism market
    - Provides safe recreational and commuting options for residents, and tourists
    - Provides training opportunities for professional and competition cyclists.
- ❑ Identify the best and most appropriate route for Stage 2 of the NWCC which is proposed to extend the cycleway to enable uninterrupted access between Wynyard and Smithton.

*\$350, 000 for a feasibility study into establishing the new cycleway along the Old Coast Road.*



## WHY A CYCLEWAY?

The Tasmanian Greens are committed to driving both sustainable transport and tourism. This proposal will establish the north west coast as a cycling destination of national and international renown, and will assist the region tap into the burgeoning cycle tourism market.

The population of the North West Coast is spread across several regional centres. This makes the region the ideal place to establish a long distance, uninterrupted passage for alternative transport.

While the NWCC will appeal to cyclists, it's pathway will be open to use by anyone looking for an alternative to travelling by car.

A North West Coastal cycleway represents a smart investment for Tasmania for a variety of reasons. Some of these regional benefits are discussed in greater detail below and include:

### □ Economic benefits

- ✓ Through job creation, tourism and local business opportunities;

### □ Community benefits

- ✓ Through contributing to the population's health and fitness, providing safe recreational and social interaction opportunities; and

### □ Environmental benefits

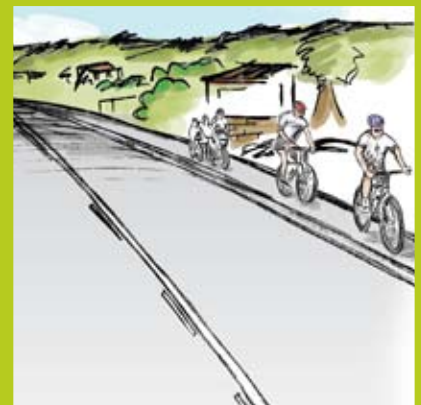
- ✓ Through encouraging commuting residents to leave their cars at home and providing a safe alternative route for travel between the regional centres.

***The Greens believe that investment in bicycle infrastructure will help build sustainability and resilience in Tasmanian communities.***

The NWCC is an intergenerational investment consistent with the triple bottom line principle, benefiting the economy, the community and the environment.

*The proposed North West Coastal Cycleway will establish the region as a key cycling destination of world renown.*

*Investment in bicycle infrastructure will help build sustainability and resilience in Tasmanian communities.*



## NORTH WEST COASTAL CYCLEWAY ROUTE:

### Stage One:

While the final details of the route will be determined by the NWCC feasibility study, the concept itself sees the proposed cycleway run along a mixture of existing sealed and unsealed roads, paths and alongside rail easements.

Sufficient infrastructure exists on the North West Coast to keep costs down, see the project completed speedily, and prevent a potential unnecessary doubling up of infrastructure.

The Greens' proposal will also ensure a consistent and safe standard along the entire route.

Once the route has been finalised, it is proposed that the NWCC will be constructed in two stages:

### Stage One – Devonport to Wynyard (approximately 75 kilometres):



Map courtesy of Whereis-copyright 2009

Stage One is the construction of an uninterrupted shared cycleway link proposed to follow predominantly the Old Coast Road corridor between Devonport and Wynyard, via Ulverstone, Penguin and Burnie.

The Devonport to Wynyard leg of the North West Coast Cycleway would require approximately 55-60 kilometres of existing infrastructure be expanded and developed.

While the proposed feasibility study will determine the final route, there is a clear capacity to link existing and future cycleways in the area. This would enable the cycleway to compliment existing infrastructure, ensure a world-class facility of a consistent standard, and prevent the potential for 'doubling-up'.

It is proposed that the feasibility study identify the available capacity along the rail corridor and assess its potential for utilisation by this project. Additionally, existing sealed and unsealed roads will be considered with the final route likely to be a combination of the two.

Stage One will establish a world-class link between Devonport and Wynyard, via Ulverstone, Penguin and Burnie.



## The proposed route would:

- ❑ Start on the western bank of Don River as a natural continuation of Devonport's existing 7.5 kilometre Main Cycle & Walking Pathway;
- ❑ *NEW:* Provide approximately 12 kilometres of new cycleways to meet the planned 3.6 kilometre Central Coast Council cycle pathway at Turners Beach (yet to be constructed);
- ❑ *NEW:* From the Ulverstone end of the Central Coast Council pathway, provide approximately 20 kilometres of new track through to Penguin;
- ❑ *NEW:* From Penguin, provide approximately 15 kilometres of new cycleway into Burnie, connecting with the Emu River end of the proposed 5 kilometre Burnie Coastal Cycle Pathway;
- ❑ *NEW:* From the end of the Cycle Pathway in Cooee, a further additional 15 kilometres will be provided into Wynyard via Somerset and Seabrook.

*The Greens' Plan will see between 55 - 60 kilometres of new cycleways linking Devonport to Wynyard.*

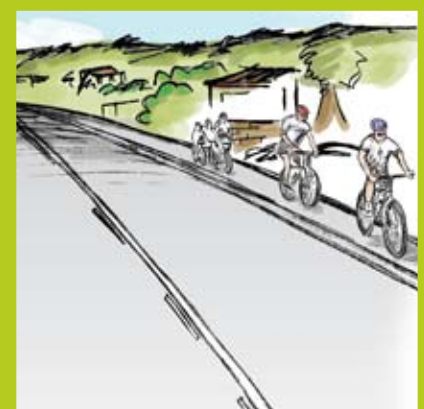
The completion of Stage One of the Greens' proposed NWCC would provide an approximate continuous 75 kilometre pathway of a consistent and international standard that links the major metropolitan areas of the North West Coast, and which enables people of all fitness levels safe access by bicycle or on foot.

As has occurred with several similar projects around Australia and the world, another feature of the NWCC itself would be a network of interpretive information points highlighting features and attractions of each area as well as providing historical information.

Provision will also be made for distance markers, signposts and other facilities such as toilets and access to food, accommodation and service providers.

In addition to the increased capacity for residents to commute by bicycle, this uninterrupted cycleway would provide an obvious starting point for bicycle tourists arriving in Devonport on the TT Line, ***encouraging them to explore the north-west rather than head either inland or towards Launceston.***

*The NWCC will encourage bicycle tourists arriving in Devonport to explore the north-west rather than go inland or head to Launceston.*



## Stage Two:

Upon completion of Stage One of the NWCC between Devonport and Wynyard, the Greens propose that Stage Two is investigated, comprising an approximate 75 km extension linking Wynyard and Smithton.

It is proposed that the NWCC feasibility study into Stage 1 also identifies the best and most appropriate route to extend the cycleway into Stage 2. This may involve a combination of part of the Burnie to Wiltshire rail corridor and other stretches of highway and both sealed and unsealed roads.

Stage Two of the NWCC will specifically target the growing bicycle tourism market, as it will provide the opportunity to showcase some of the unique natural features of the North West Coast in addition to providing bicycle access areas appealing to mountain bike orientated

### **Stage Two – Wynyard to Smithton (approximately 75 kilometres):**



Map courtesy of Whereis-copyright 2009

The NWCC will link major environmental and cultural features of the North West Coast, its towns and communities. It also has potential for further expansion via a series of branches into attractions along the West Coast and the Tarkine.

***Upon completion of both Stages of the NWCC, Tasmania will have a world class cycleway of approximately 150 kilometres in length.***



*Stage Two is to be investigated to extend the North West Coastal Cycleway to Smithton.*

## REGIONAL BENEFITS FOR THE NORTH WEST COAST:

Investment in the North West Coastal Cycleway will provide a variety of short, medium and long term benefits to the region.

The attraction of this investment is largely in its capacity to provide regional benefits encompassing all three pillars of the triple bottom line principle:

### 1. ECONOMY:

The economic benefits to the North West Coast extend to both the construction and usage aspects of the proposed cycleway. Some of these include:

#### □ Job creation:

The NWCC feasibility study will consider the best available route, estimated cost, timeframes and logistical requirements, and provide a reliable estimate of the number of long-term jobs likely to be created by the project along the North West Coast.

One of the attractive features of cycleways is that while construction, operating and maintenance costs are generally significantly lower than for other infrastructure investment, they are a labour intensive activity.

Consequently, the NWCC will create a large number of jobs across the construction phase. These jobs will provide employment opportunities for a large number of unskilled workers, in addition to providing opportunity for up-skilling and specialisation.

***Stage One of the NWCC will create an approximate 75 new full time jobs over the construction period.***

Upon completion of the NWCC, there will be a variety of jobs created through maintenance, operation and promotion.

In addition to these jobs directly created by the NWCC, there will be a number of indirect jobs created by the demands and requirements of cycleway users.

The economic success of international examples, such as the Otago Central Rail Trail, can be replicated by a similar project on Tasmania's North West Coast, especially since our international reputation as a destination showcasing a range of natural wonders would appeal to the same rapidly growing markets.

*Stage One of the NWCC will create approximately 75 new full time jobs over the construction period.*



## □ Tourism:

There is a growing domestic and international market for bicycle tourism.

As people are increasingly becoming environmentally aware, more and more tourists are conscious of the environmental impacts of their holiday. This has created rapid growth in the popularity of the ecotourism and bicycle tourism industries.

The Bicycle Federation of Australia notes that bicycle tourism has the potential to contribute to increasing the quality of life of residents in addition to providing an ecologically sustainable tourism experience appealing to other markets such as seniors, families and backpackers wanting to supplement their experience with a physical activity.<sup>1</sup>

Tasmania's increasing popularity as a destination for mountain bike tourism provides further evidence of the desire held by visitors to be immersed in our wonderful natural environment. However, mountain bikers represent a niche group within a greater market.

A 2007 report investigating the size and scope of bicycle tourism in Australia notes that there are different ways to categorise cycle tourism.<sup>2</sup> From the NWCC perspective, it is most useful to look at dividing the market into four broad groups, namely:

- i. Leisure and day cyclists;
- ii. Touring cyclists;
- iii. Mountain bikers; and
- iv. Event cyclists.

This report goes on to state that international research suggests the greatest market within the bicycle tourism industry is for people undertaking independent short breaks.<sup>3</sup> This market falls into the top two of the above four categories.

In order to best capitalise on this growing market there needs to be infrastructure in place to appeal to all of these groups, focussing on the needs of the more leisurely bicycle tourists.

While the NWCC will serve to provide an attractive destination along the North West Coast for those wanting a more relaxed bicycle touring experience, it will also assist in providing greater access to destinations in the region appealing to the niche mountain bike market.

This new capacity to tap into a growing tourism market will inevitably provide a greater boost to Tasmania's tourism industry than a disjointed push towards accommodating a small section within a broader group.

***The Greens are committed to establishing Tasmania as a world leader in bicycle tourism.***

*New Zealand's Otago Central Rail Trail is so successful the Government is investigating further cycleways.*

*The Greens are committed to establishing Tasmania as a world leader in bicycle tourism.*



1 <http://www.bfa.asn.au/tourism/?IntCatId=13>

2 P. Faulks, 'Cycle Tourism in Australia: an investigation into its size and scope'; pg 8.

3 P. Faulks, 'Cycle Tourism in Australia: an investigation into its size and scope'; pg 15.

## □ Stimulating local economies:

As discussed above, in addition to the direct jobs created by the construction, operation and maintenance of the NWCC itself, there is also great potential for job creation in the region driven by local business.

Based on demonstrated outcomes from the Otago Central Rail Trail in New Zealand and Victoria's Murray to the Mountains Trail, the Greens believe that approximately 10,000 people per annum will use the NWCC along its entire route.

***With an estimated spend of \$250 per person (again based on interstate data) the NWCC will inject at least \$2.5 million annually into the local economy.***

Research into the economic benefits of bicycle based tourism also show the capacity of this industry to support the growth of small businesses within rural and regional communities, as businesses grow and develop in accordance with the requirements of this expanding market.

In her study into the impacts of cycling on regional communities, Dr Sue Beeton demonstrated an economic contribution of \$483 per person per average two day trip amongst a sample of tourists utilising the Murray to the Mountains Rail Trail in northern Victoria.

The fact that a great proportion of bicycle tourists are independent travellers (as opposed to part of a group organised by a tour operator) means that the vast majority of money spent by bicycle tourists along the NWCC will stay on the North West Coast.

While this financial contribution is predominantly devoted to food and accommodation, there is also scope for the NWCC to link in with the great variety and diversity of local produce and industry showcased along the North West Coast.

*An estimated 10,000 visitors pa, spending \$250 per person will inject at least \$2.5 million into the local economy annually.*



## 2. COMMUNITY:

While this project will bring great economic benefits to the region's communities, this is not the be-all and end-all to the benefits generated by the NWCC.

The 2007 report into cycle tourism in Australia referred to above mentions some of the potential social benefits of bicycle tourism to a region. These include:

- Pride in the local community;
- Mental and physical well being;
- Educational benefits;
- Bringing new faces into small communities;
- Wider social interaction;
- Strengthening family bonds through shared interest in a healthy activity.

Cycling is an activity that can be enjoyed by people of any age and any fitness level.

The NWCC would service the needs of all users – ranging from competitive cyclists, commuters, tourists and families. It will serve to open communities to a wide range of visitors, allowing more people to gain a greater understanding of the special features of Tasmania's North West Coast.

*The NWCC will provide for the needs of competitive cyclists, families, and tourists.*



### 3. ENVIRONMENT:

The environmental benefits of cycling are well documented. As a personal lifestyle choice, many are prioritising riding a bike as the preferred mode of transport that helps the environment, and combats climate change through reducing individual's carbon footprint.

The Greens are committed to investing in cycling infrastructure to make it easier for people to leave their cars at home. Only through taking these proactive steps can we facilitate a ride to work, and ride to play, culture.

In addition to the NWCC itself, the Greens will also look to introduce measures such as retrofitting government-owned buildings with appropriately located shower and locker facilities and bicycle parking stations to compliment this push towards more sustainable transport options.

The growing awareness of our carbon footprint is another contributing factor towards the growth in popularity of bicycle tourism. This growth is providing greater opportunity for the economic viability of the industry. There is a wealth of research around the world highlighting this growth and which should encourage greater political support and investment in this type of infrastructure.

***Imagine growing Tasmania's tourism industry while cutting the overall carbon footprint left by visitors – the Greens see this as a realistic vision of Tasmania's future.***

The NWCC feasibility study will also ensure minimal impact on the local environment. The NWCC will largely follow existing road and rail corridors, minimising the potential impact on the land and requirement for materials.

*G r o w i n g  
awareness of our  
carbon footprint  
contributes to  
growth in cycle  
popularity.*



## **COST - Investing in the north west region:**

The feasibility study will provide detailed cost estimates for construction and maintenance of Stage One of the proposed NWCC. In the interim we can identify the likely range of those costs by examining other cycle and walkway infrastructure developments in the region, as well as nationally and internationally.

Of Stage One's proposed cycleway of approximately 75 kilometres in total, between 55-60 kilometres of that would be new under the Greens' proposal (the remainder consists of already established or planned municipal pathways).

Estimated costs are divided between those associated with construction and those associated with maintenance.

### **1. Construction:**

Due to the length of this proposed cycleway and the combined use of both existing sealed and unsealed roads, railway easements and unprepared coastal land, the cycleway will be made up of a variety of surfaces.

Based on other cycleway infrastructure around the country, construction costs per kilometre could be anywhere in the vicinity of \$35,000 to \$200,000.

The recently approved Central Coast Council bike path project between Turner's Beach and Ulverstone is estimated to cost \$1 million for 3.6 kilometers.

This provides a benchmark figure for the estimated cost for the NWCC, and it is proposed that the feasibility study into Stage One will detail a plan and route within an estimated budget of \$15 million.

***It is estimated that there will be an approximate 75 new full time jobs created over the construction period of Stage One.***

### **2. Maintenance:**

The proposed NWCC will be a comparatively low maintenance infrastructure asset, which will decrease the volume of traffic on the road and ultimately decrease the ensuing road maintenance costs.

Maintenance costs for cycle and walkways vary greatly around the world, but a general estimate as to annual maintenance costs is approximately \$10,000 per kilometre.

***At 75 kilometres, Stage One of the NWCC would generate an approximate five new permanent full time jobs.***

*The NWCC would inject an estimated \$15 million into the region over the construction phase of Stage One.*



## FUNDING:

The initial feasibility study and ultimate design and planning would be funded at the State level, but we anticipate that funding would come from a combination of Local, State and Federal Government contribution.

Proposed funding for the three broad areas of the NWCC project includes:

1. *NWCC Feasibility Study into Stage One;*  
This will be funded at the State level.
2. *Construction;*  
This is likely to be funded through joint contributions made at Federal, State and Local government levels. Funding is available at the Federal level through the National Stimulus community assistance packages which the Australian Greens' Senators helped secure.
3. *Ongoing maintenance;*  
This will likely be met through joint contributions from State and Local governments.

As this is a plan for infrastructure investment that will serve to provide economic, social and environmental benefits to the North West Coast and Tasmania generally, the Greens believe that this investment will be well and truly returned over the life of the NWCC.

## CONCLUSION:

This election commitment will create jobs, build local infrastructure, and help diversify the local economies of the north west coast communities.

The estimated \$15 million construction costs for Stage One from Devonport to Wynyard will be well invested into this project that will see smaller municipal pathways linked to provide initially a continuous 75 kilometre cycleway, with the capacity for extension for an additional 75 kilometres.

The proposed North West Coastal Cycleway presents immediate and ongoing economic, social and environmental opportunities for the north-west community, and is the first step in the Greens' vision to establish Tasmania as a global bicycle tourism destination.

*Nationally and internationally cycleways have provided job growth in communities along the route.*



## CASE STUDY 1:

### OTAGO CENTRAL RAIL TRAIL (NEW ZEALAND):

<http://otagocentralrailtrail.co.nz/>

The Otago Central Rail Trail is a 150 kilometre long track running between Clyde and Middlemarch in Central Otago on the south island of New Zealand and is rapidly becoming one of New Zealand's most popular tourist attractions.

It was officially opened in February 2000 and has proven to be a highly successful venture, breathing new life into the region and inspiring a move by the New Zealand Government to invest NZ\$50 million in a national New Zealand Cycleway project.

Conservative estimates of trail usage suggest that anywhere from 10,000 to 12,000 people complete the trail in its entirety annually, while approximately 80,000 utilise various sections of the trail (the latter group is largely made up of residents).

There is no charge to utilise the trail and the trip takes approximately four days to complete by bike or six days on foot.

The track itself was a disused rail corridor (giving the trail its name) and is owned by the New Zealand Department of Conservation. The conversion of the rail corridor took six years to complete and was a joint initiative of the Department and the Otago Central Rail Trail Trust.

The trail features a series of rural townships and natural features along the rail corridor, with a series of interpretive panels, toilets and directional signs enhancing the experience.

Reports conducted by the Otago Central Rail Trail Trust were completed in 2005 and 2008, investigating the economic impact and trends of the trail. Some of the key points from the most recent report are:

- ❑ Survey respondents report that a total of 552 people are employed by businesses operating in townships along the trail. The actual figure is reported to be in excess of 1,000;
- ❑ An estimated 30% of trail users were international visitors;
- ❑ The trail has positively impacted local communities.

*Otago Central Rail Trail employs between 550 and 1,000 people in local businesses along its route.*



## CASE STUDY 2:

### MURRAY TO THE MOUNTAINS (VICTORIA):

<http://www.murraytomountains.com.au/>

The Murray to the Mountains Rail Trail is a 95 kilometre long stretch of mostly sealed road running between Wangaratta and Bright in northern Victoria.

The trail was constructed through contributions made by both the State and Federal Governments in conjunction with the local shires of Alpine and Indigo and the Rural City of Wangaratta. Maintenance costs are met by the three local councils.

A report by Dr Sue Beeton from LaTrobe University into the impact of rail trails on regional communities is based upon the experience of this particular trail. Some of the key findings in this report include:

- ❑ In excess of 8,300 people utilised the trail in the three day period of Saturday to Monday over Easter 2006;
- ❑ The average estimated expenditure is \$258 per person;
- ❑ This suggests a total expenditure of over \$2.1 million in the region over the three day period;
- ❑ This expenditure alone is estimated to generate the equivalent of 21.6 full time jobs.

*Over a 3 day period, more than 8,300 people travelled the Victorian route, and spent \$258 per person.*

