



Shiraz
to Shore
CYCLE TRAIL

SHIRAZ TO SHORE CYCLE TRAIL

The Hunter is currently a major tourism destination in NSW and Australia. Over 10 million visitors come to see the great variety of Hunter experiences every year. Tourism already provides \$3 billion of GDP, and will need much more, as the region evolves from a resource economy.

Cycle tourism is widely known as a driver of visitor spend and overnight stays. The introduction of a premium cycle tourism experience in the Hunter Region can take advantage of its flat river valley and surrounding hills for a truly accessible cycle experience for all. Without a high level of fitness or skill, this experience will develop the tipping point to attract mainstream tourists to The Hunter for their next cycling adventure. In the same way people choose to 'do Mona' and in reality do all of the rest of Hobart, we believe that people will 'Do the Shiraz to Shore' and in reality 'do The Hunter' and all it has to offer.

There is already some great cycling experiences in the region. However, a unique opportunity exists to link existing and planned cycleway infrastructure, local businesses and points of interest" across all council areas; to create an integrated region wide network. The Shiraz to Shore Cycle Trail, connects the picturesque wine country to the spectacular coastal beaches and lakes.

Cycle tourism is demonstrated to significantly activate and contribute to local and regional economies. Examples include [Tumbarumba](#).

"Positioned correctly, the Shiraz to Shore cycling experience can have a 'MONA' or 'Halo' effect on the entire region".



PROJECT DESIGN OVERVIEW

The project is designed in a way that it could be built in stages as funding becomes available. Stages 1 and 2 are critical in achieving the full benefits of the Shiraz to Shore.

However, Stages 2.1-2.5 could be completed in any order and still achieve great outcomes in jobs, tourism and cycling transport.

All Councils will be co-contributors to the sections within their LGAs at varying levels of cash and in-kind contributions.

We invite the Federal and NSW Government to work with us to deliver this transformational infrastructure

SHIRAZ TO SHORE CYCLE TRAIL SUMMARY

STAGE 1 - Hunter Cycle Tourism	\$1m
STAGE 2 - Design and Build Program	\$71m
• Section 1 - Shiraz Section	\$17.5m
• Section 2 - Cessnock to Kurri Section	\$14m
• Section 3 - Richmond Vale Rail Trail	\$39.6m

TOTAL TRAIL
\$72m

Shiraz to SHORE CYCLE TRAIL



Project Benefits

960 JOBS CREATED



Immediate construction jobs and ongoing tourism and related service jobs.

\$200M INCREASE IN GDP



Becoming the 'Must Do' region, increasing overnight stays and creating new businesses.

NEW TRANSPORT SPINE



Providing facilities for new transport options in the region.

PROMOTING HEALTHY LIFESTYLES



Providing a connecting cycling trail will encourage healthy activity for locals as well as visitors.

IMPROVING ACCESS TO NATIONAL PARKS



Previously inaccessible national parks and wetlands accessible for public enjoyment.

IMPROVING ACCESS TO ABORIGINAL CULTURE



Providing unique access to aboriginal heritage items and opportunities for employment.

HIGHLIGHTING OUR INDUSTRIAL HERITAGE



Providing access to our unique industrial heritage with opportunities to revitalise heritage buildings.

STAGE 1

\$
INVESTMENT
\$1m

ELECTORATES
Hunter, Lyne,
Paterson, Shortland
and Newcastle

LGA
All Hunter
Councils

TIMEFRAME
18
Months

Hunter Cycle Tourism Amplifying the existing and creating the brand

One of the most exciting aspects of this project is that we're not starting from scratch. A Hunter Cycle Tourism product connects and amplifies a collection of already outstanding cycle experiences that span mountain, road and leisure riding across The Hunter. This stage will develop the Shiraz to Shore concept as the central spine for drawing in cycling tourists and collate all the existing cycling experiences in the Hunter and MidCoast region into one comprehensive website.

Project Elements – Hunter Cycle Tourism

Destination Masterplan	Includes overall project management, cycleways mapping, infrastructure planning, itineraries and existing Hunter and MidCoast tourism products	\$270,000
Website Development	Website development for the region that can be embedded or linked to existing tourism websites (e.g. Ride High Country)	\$200,000
Marketing Plan and Collateral	Develop the marketing plan and collateral for the Trail and associated cycling experiences in the region	\$180,000
Product Development and Industry Group Formation	Product strategy to engage and develop small to medium business opportunities along the trail. Industry group formation.	\$150,000
Famils and Social Influencing	Funding to support industry media and operator's engagement	\$100,000
Training and Support	Support for all tourism centres and operators; industry training	\$100,000
Project Management and Administration	Necessary project management and support staff for implementation	\$270,000



STAGE 2 - Section 1

'Shiraz' Section

Shiraz to Shore design and build program

The project is about creating one cycling super experience in which people can literally choose their own adventure

INVESTMENT
\$17.5m

ELECTORATES
Hunter

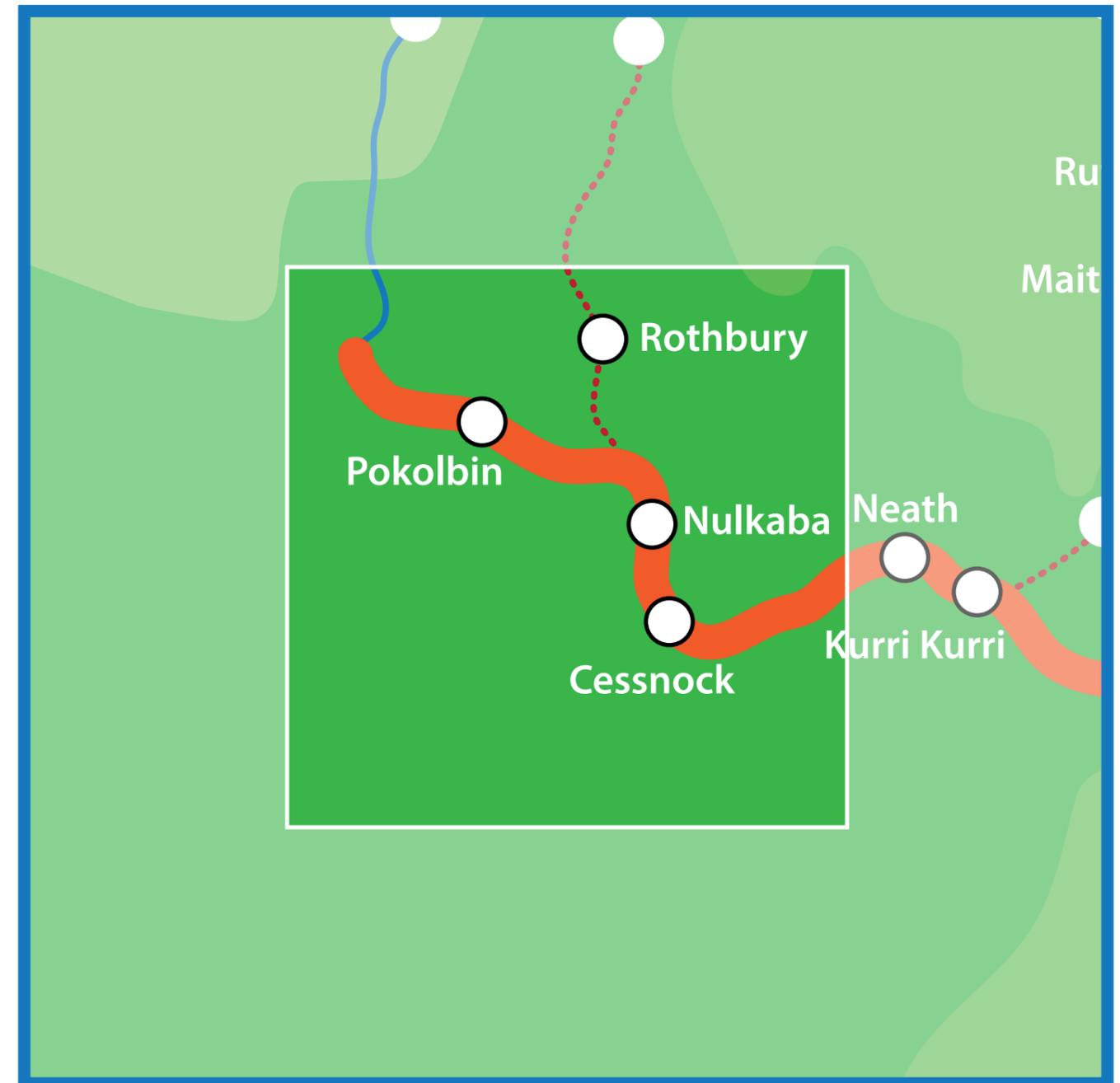
LGA
Cessnock

TIMEFRAME
2.5 Years

The Shiraz to Shore Cycle Trail is over 100km long and traverses a multitude of sections at various stages of construction. The Shiraz stage is all about enhancing the wine country experience. Cycling has become a popular activity in the vineyards area however the trails are old and unconnected.

Project Elements – 'Shiraz'

Wine Country Section	Upgrade the existing Pokolbin cycle trails to modern standards. Design and construct connecting trails to Hermitage road trail, Cessnock Airport and Wine Country Visitors Centre	\$12.5 Million
Cessnock Connection	Design and construct cycleways connecting the Wine Country Visitors Centre to Nulkaba on the edge of Cessnock CBD	\$5 Million



STAGE 2 - Section 2

INVESTMENT
\$14m

ELECTORATES
**Hunter
and Paterson**

LGA
Cessnock

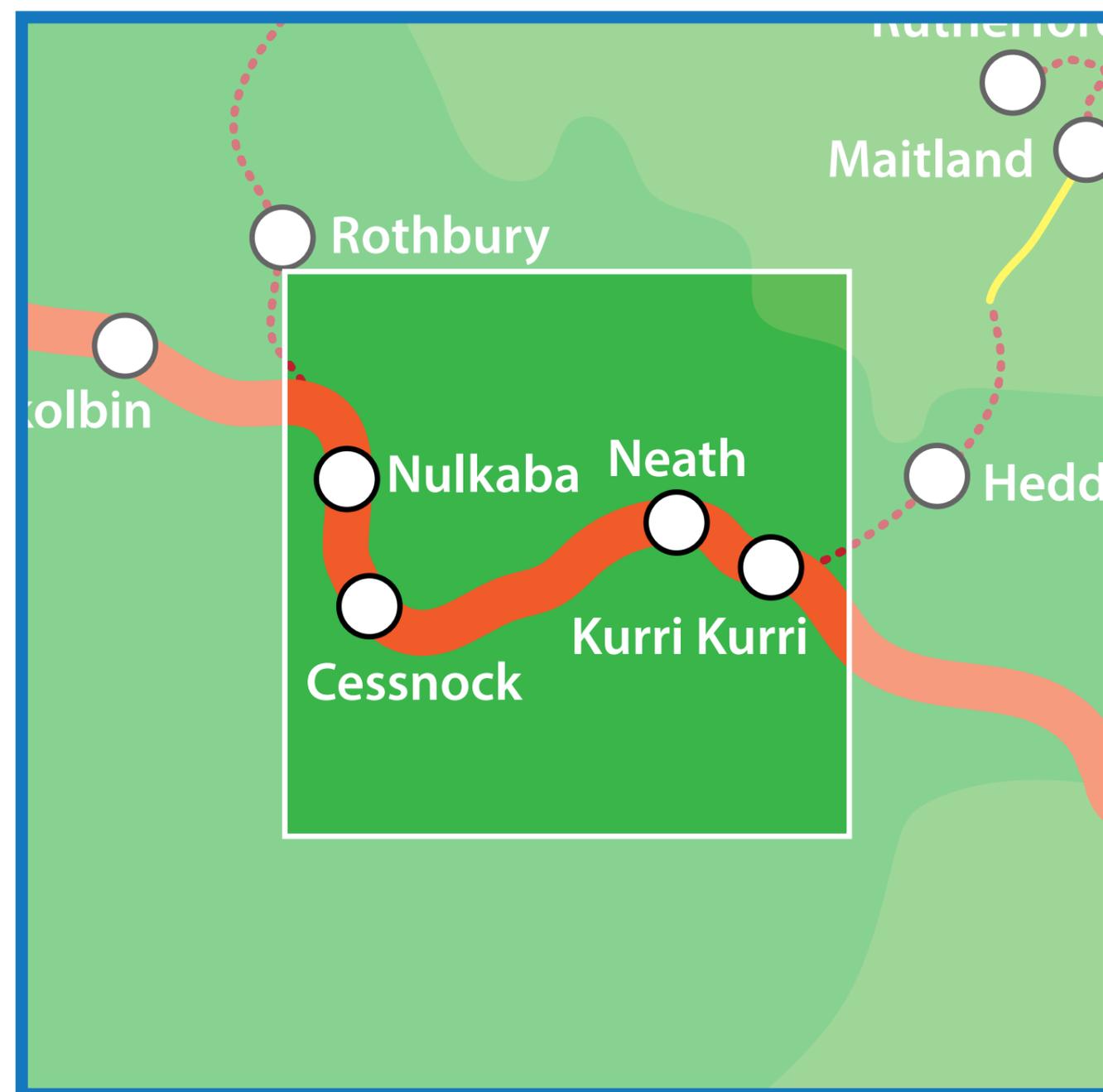
TIMEFRAME
2 to 3 Years

Cessnock to Kurri Section Shiraz to Shore design and build program

The Shiraz to Shore Cycle Trail is over 100km long and traverses a multitude of sections at various stages of construction. The Cessnock to Kurri Kurri stage is a critical connector between the Wine Country and Richmond Vale Rail Trail cycleways. Unlocking this section will deliver access to local businesses and local historic buildings as well as providing an important community transport link.

Project Elements – Cessnock to Kurri

Cessnock Town Centre	Design and construct off and on road cycleway through Cessnock from the Wine Country to Cessnock connection	\$2.7 Million
Cessnock to Neath Connection	Design and construct cycle trail connecting the Cessnock town centre to the famous Neath Hotel. Some sections will be an upgrade only	\$6.3 Million
Neath to Richmond Vale Rail Trailhead	Upgrade only for some sections. Design and construct cycle trail connecting the famous Neath Hotel to Kurri Kurri and the trailhead.	\$5 Million



STAGE 2 - Section 3

INVESTMENT
\$39.6m

ELECTORATES
**Hunter, Paterson
and Newcastle**

LGA
**Cessnock,
Lake Macquarie
and Newcastle**

TIMEFRAME
2 Years

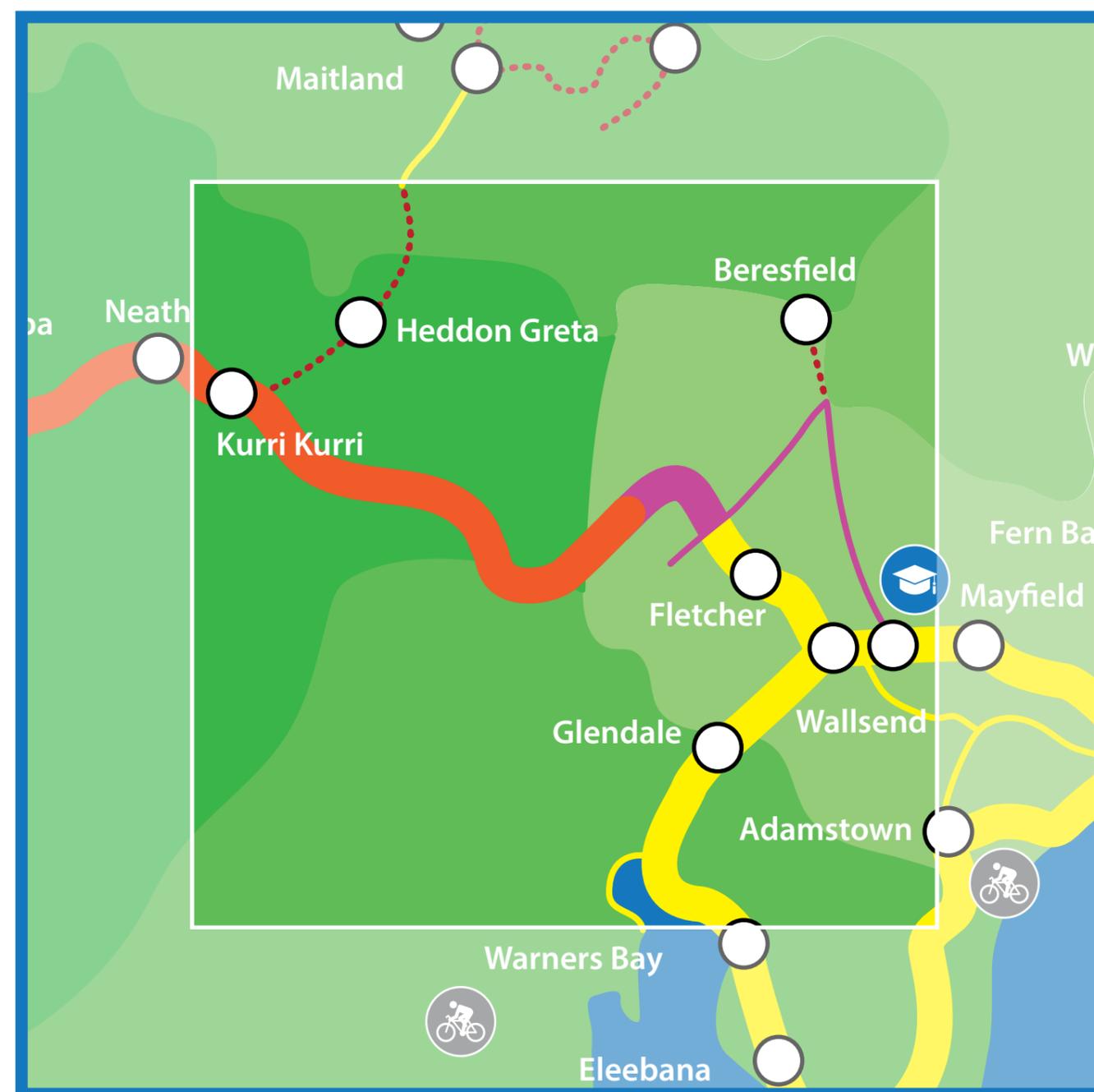
Richmond Vale Rail* Section Shiraz to Shore design and build program

The Shiraz to Shore Cycle Trail is over 100km long and traverses a multitude of sections at various stages of construction. The Richmond Vale Rail stage is about utilising the old coal rail line to provide a heritage and nature based cycling experience. Cycling rail trails has become a popular activity around the world and this strongly supported trail will be no different. With 19th century tunnels and bridges cutting through the Sugarloaf Range, this trail is a unique tourist experience giving cyclists access to national parks and Ramsar listed wetlands. A strong business case and approved development application make this section of Shiraz to Shore a strong prospect.

Project Elements

Richmond Vale Rail Trail - Section A	A design was completed by GHD for this section and is now ready for development approval and construction of the rail trail from Kurri Kurri trail head to the M1 motorway tunnel	\$16.9 Million
Richmond Vale Rail Trail - Section A1	As above but is a small but important connector trail from M1 motorway to Fletcher Cycleway. Separated as it is entirely in the Newcastle LGA	\$1.6 Million
Richmond Vale Rail Trail - Section B	This section is now designed with a development application approved. Construction would connect the M1 motorway tunnel to Minmi, Hunter Wetlands National Park and University of Newcastle	\$21 Million

* This section could be split into 2 stages – Section A and A1 and Section B.



FUTURE STAGES

Shiraz to Shore – additional rail trails, extensions and connection trails

Potential future rail trails, extensions and connections will allow the 'must do' Shiraz to Shore to realise even greater tourism and community outcomes. With the Shiraz to Shore Trail being the spine future stages and connections will allow new possibilities to be unlocked from the cycling spine. Existing rail trail proposals and the new cycleway designed and approved in Maitland are just some examples of what could be connected to and enhance the Shiraz to Shore experience.

Project Elements – Hunter Cycle Tourism

Upper Hunter Country Rail Trail	A rail trail between Merriwa and Sandy Hollow (with a possible 'on-road' extension to Denman) would offer locals, day-trippers and visitors a safe, relatively flat trail through farming land, over creeks and rivers, gently undulating countryside and spectacular rocky escarpments.	Muswellbrook and Upper Hunter LGAs in Hunter electorate
Kurri Kurri to Gillieston Heights and Walka Water Works to Morpeth Cycleway	This section would connect the Shiraz to Shore Cycleway to planned or constructed cycleways in the heritage city of Maitland. Also connecting the historic town and tourism hot spots of old Maitland Goal and Morpeth town centre	Cessnock and Maitland LGA in the Paterson and Lyne electorates
Stockton Cycleway to Newcastle Airport	Connect the existing Stockton Cycleway to Newcastle airport so that you could 'do' the Shiraz to Shore without ever leaving your bicycle.	Port Stephens LGA in the Paterson electorate
Pokolbin to Branxton Cycleway	Some sections are already completed and others in design. This cycleway would connect Shiraz to Shore trail to the growing areas of Branxton and Huntlee	Cessnock and Singleton LGA in the Paterson and Hunter electorates
MidCoast Experience	MidCoast has many cycling experiences including Kirrawak Mountain Bike Park, Taree. Known in the wider mountain biking community as one of the best trail networks on the east coast. According to Scott from Trailforks, "Kirrawak is home to over 40 kilometres of single trails, rated from beginner through to expert. It's suitable for families and experienced riders.	MidCoast LGA in the Lyne electorate
Dungog Common	Dungog Common is now one of the most popular mountain biking experiences in the Hunter, driving tourism and economic prosperity in the region.	Dungog LGA in the Lyne electorate

Potential future rail trails, extensions and connections will allow the 'must do' Shiraz to Shore to realise even greater tourism and community outcomes.



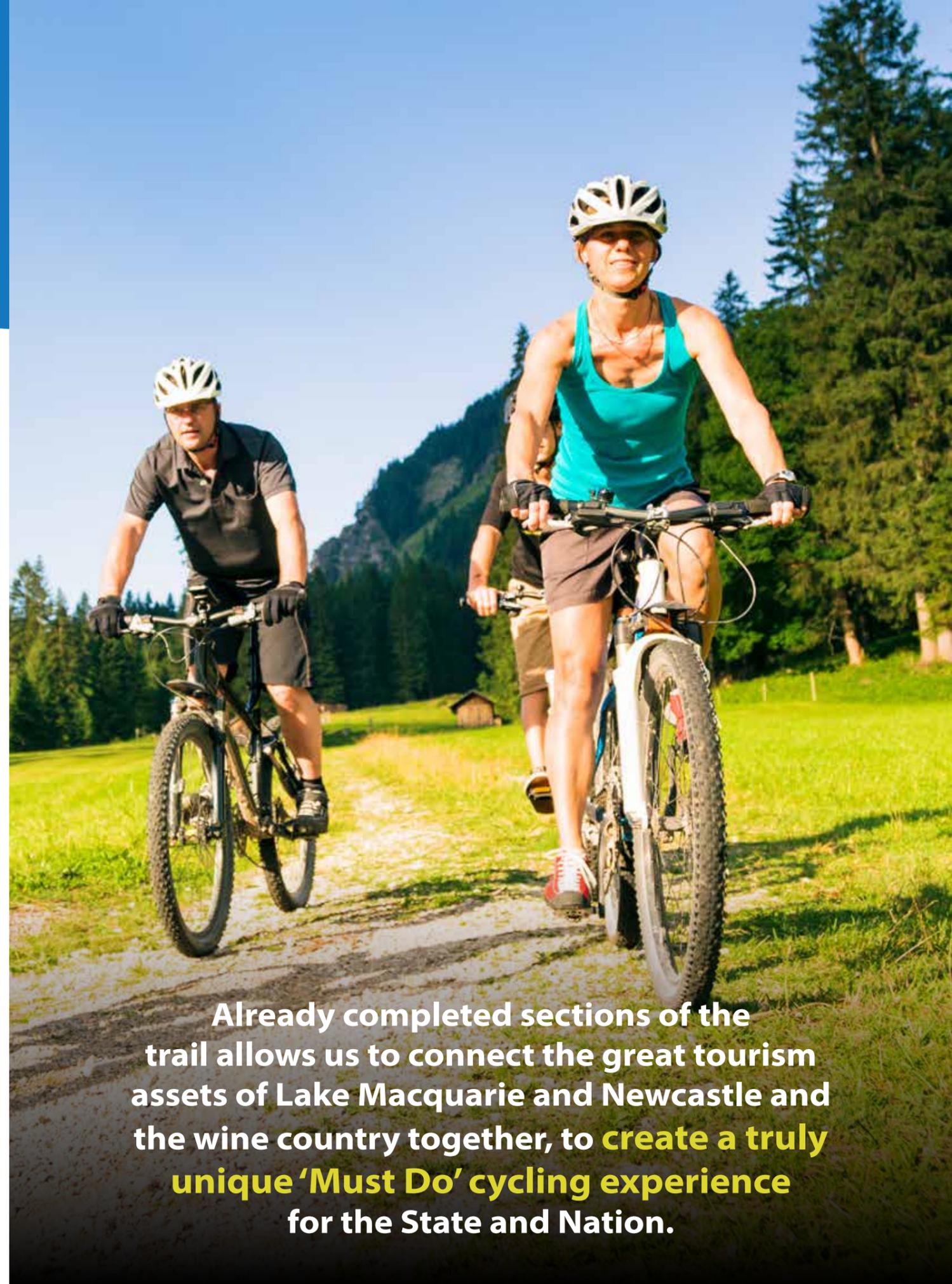
COMPLETED STAGES

Shiraz to Shore Cycle Trail

The Shiraz to Shore Cycle Trail is over 100km long and traverses a multitude of sections at various stages of construction. The Shiraz to Shore Trail brings together decades of work building cycling infrastructure in the region. The significant investment already made in the completed sections of the trail allows us to connect the great tourism assets of Lake Macquarie and Newcastle and the wine country together, to create a truly unique 'Must Do' cycling experience for the State and Nation.

Completed Sections

Fletcher to Wallsend Cycleway	A mixture of on and off road cycleway through Newcastle LGA to Wallsend town centre. From here you can connect to the lake or head into Newcastle CBD and beaches
Wallsend to Glendale Rail Trail	Off road cycleway following the old coal rail line from Wallsend to Glendale.
Glendale to Speers point and Lake Macquarie	Recently completed off road cycleway from Glendale Tafe to Speers point
Lakeside Cycleway – Glendale to Eleebana	Spectacular lake side ride on an offroad cycleway including over lake bridge experience
Wallsend to Newcastle CBD and Adamstown	A mixture of on and off road cycleways that connect cyclists to either Bathers Way in Newcastle CBD or the Fernleigh Track (rail trail) at Adamstown
Bathers Way	The Bathers Way links Newcastle's beaches from Merewether Ocean Baths to Nobbys Beach. The off road path commands sweeping views of the coastline and connects to the popular Newcastle Memorial Walk.
Fernleigh Track	The Fernleigh Track begins in the wetland environment of Belmont and moves, through cool, quiet forests into urban Newcastle. The spectacular journey was created along the route of a former rail corridor with numerous railway relics preserved along its length.
Fernleigh Awabakal Shared Track (FAST)	The Fernleigh Awabakal Shared Track (FAST) will be a shared pathway linking the end of the Fernleigh Track at Belmont with Blacksmiths Beach, creating a 27km active transport route from Murrays Beach to Adamstown.
Stockton Cycleway	The Stockton bike path is a flat 7km around a harbourside to seaside route.



Already completed sections of the trail allows us to connect the great tourism assets of Lake Macquarie and Newcastle and the wine country together, to create a truly unique 'Must Do' cycling experience for the State and Nation.



Who We Are

The Hunter Joint Organisation is a collaborative body that brings together the ten councils in the region to provide a united and local voice for our communities. As the hub for local intergovernmental collaboration, our statutory mandate includes identifying key regional strategic priorities, advocating for these priorities, and building collaborations around these priorities with other levels of government, industry and community.

The Member Councils of the Hunter JO comprise:

Cessnock City Council
Dungog Shire Council
Lake Macquarie City Council
Maitland City Council
MidCoast Council
Muswellbrook Shire Council
City of Newcastle
Port Stephens Council
Singleton Council
Upper Hunter Shire Council

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