

Cardinia Shire Council  
Pedestrian and Bicycle  
Strategy

Quality report card:

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Cardinia Shire location photography - Carley Wright, Tract Consultants, 2016/2017

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Cardinia Shire Council  
Pedestrian and Bicycle  
Strategy



Open House Session at Pakenham Library, March 2017



## 1. PURPOSE

The objectives of the March 2017 consultation process for the Cardinia Pedestrian and Bicycle Strategy were:

- To inform the community of the objectives of the Pedestrian and Bicycle Strategy,
- To confirm the Strategy, Vision and Guiding Principles have the support of the community,
- To gather and consider feedback from the Cardinia community on the Strategy and the proposed regional paths.

## 2. CONSULTATION EVENTS

The community were invited to comment on the Pedestrian and Bicycle Strategy by participating in an online survey or by attending an open house session.

The Open House Sessions were held on Saturday 18th March, over three locations:

1. Emerald Library (9-11am),
2. Pakenham Library (12 – 2pm),
3. Koo Wee Rup Community Centre (3-5pm).

At the Open House Sessions the Pedestrian and Bicycle Strategy Report was available to read and the large posters of the regional trail network were displayed. Cardinia Shire Staff and Tract Consultants were available to discuss the Strategy and answer any questions the community had.

An online survey was developed and accessed via the Cardinia Shire website. Participants were asked to provide feedback on the guiding principles of the Strategy, as well as each of the eleven proposed regional trails. In total, 539 surveys were completed.

### 3. **PROMOTION OF CONSULTATION OPPORTUNITIES**

Opportunities for the community to have input into the strategy through the Open Houses Sessions and the online survey were communicated through a range of methods including:

#### **MEDIA (LOCAL NEWSLETTERS/NEWSPAPERS)**

- Pakenham-Berwick Gazette
- Tynong Tabloid
- Goon News
- Bunyip News
- Koo Wee Rup Blackfish

#### **TARGETED COMMUNICATION**

- Beaconsfield Banner
- Email to Cardinia Shire Council Bicycle User Group [CSBUG] contact list (approximately 40 people)
- Emails to neighboring councils [Bass Coast, Baw Baw, Casey, South Gippsland, Yarra Ranges]
- Emails to Cardinia Casey Tourism Advisory Committee
- Emails to Cardinia Shire Council Environment/Landcare groups
- Emails to Kindergartens/playgroups
- Emails to resident associations/community groups
- Email to Sport and Recreation Victoria
- Emails to government authorities
- Targeted advertisements on Cardinia Shire Council Facebook page

#### **INDIRECT COMMUNICATION**

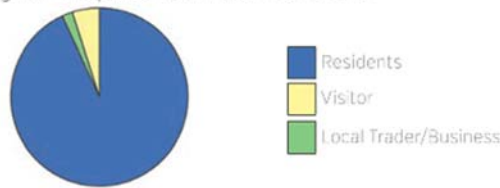
- Brochures at Cardinia Shire Council Customer Service
- Strategy and brochures at Pakenham Library and Emerald library
- Strategy and brochures at Spider Bikes Beaconsfield
- Strategy and brochures in Life of Bikes Pakenham [also promoted on their Facebook page]
- Notification on the main banner on Cardinia Shire Council's website

## 4. SURVEY RESULTS

### 4.1 WHO DID WE HEAR FROM?

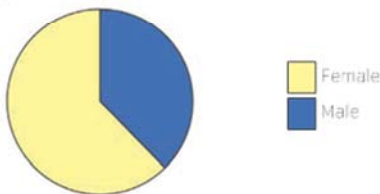
In addition to those who attended the Open Houses Sessions, we heard from 539 members of the community via the online survey. Five community user groups and agencies provided feedback; The Cardinia Shire Bicycle Users Group (CSBUG), the Tourism Advisory Committee (TAC), Upper Beaconsfield Riding Club, Parks Victoria (Parks Vic) and VicRoads.

Figure 1 - Respondents connection to Cardinia



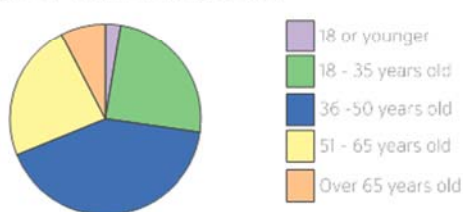
The overwhelming majority of respondents were residents.

Figure 2 - Respondents Gender



More females [62%] participated in the survey, than males [38%].

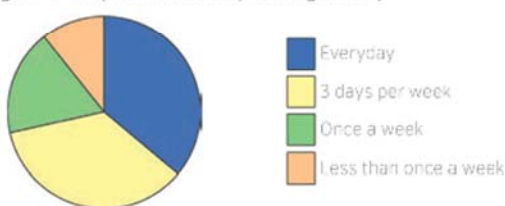
Figure 3 - Respondents Age Groups



Respondents varied in age:

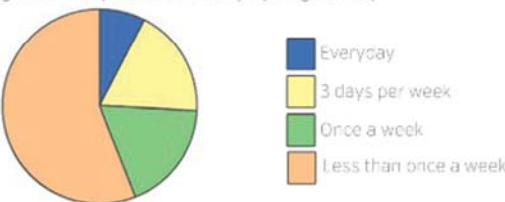
- 2.6% of respondents were under 18
- 24.7% of respondents were aged between 18-35
- 41.6% of respondents were aged between 36-50
- 23.6% of respondents were aged between 51-65
- 7.6% of respondents were aged over 65

Figure 4 - Respondents Weekly Walking Activity



More than half of the respondents [382] are regular walkers [36% walk every day, 35% walk 3 days per week]. Only 10% of respondents stated they walk less than once a week.

Figure 5 - Respondents Weekly Cycling Activity



Most of the respondents are not regular cyclists. Only 8% of respondent's cycle every day, with more than half of the respondents [295] stated they cycle less than once week.

- PRINCIPLE 1. THE CARDINIA EXPERIENCE
- PRINCIPLE 2. HEALTH & WELL BEING
- PRINCIPLE 3. ALL ABILITIES ACCESS
- PRINCIPLE 4. SAFETY & PERCEPTION
- PRINCIPLE 5. CONNECTING PEOPLE & PLACES
- PRINCIPLE 6. AWARENESS & EDUCATION

## 4.2 WHAT DID WE HEAR? THE GUIDING PRINCIPLES

Respondents were asked to:

- Provide comment on the Strategy,
- Provide feedback on the Regional Trails,
- Rate the implementation priority for the Regional Trails.

### DO YOU AGREE WITH THE GUIDING PRINCIPLES OF THE PEDESTRIAN AND BICYCLE STRATEGY?

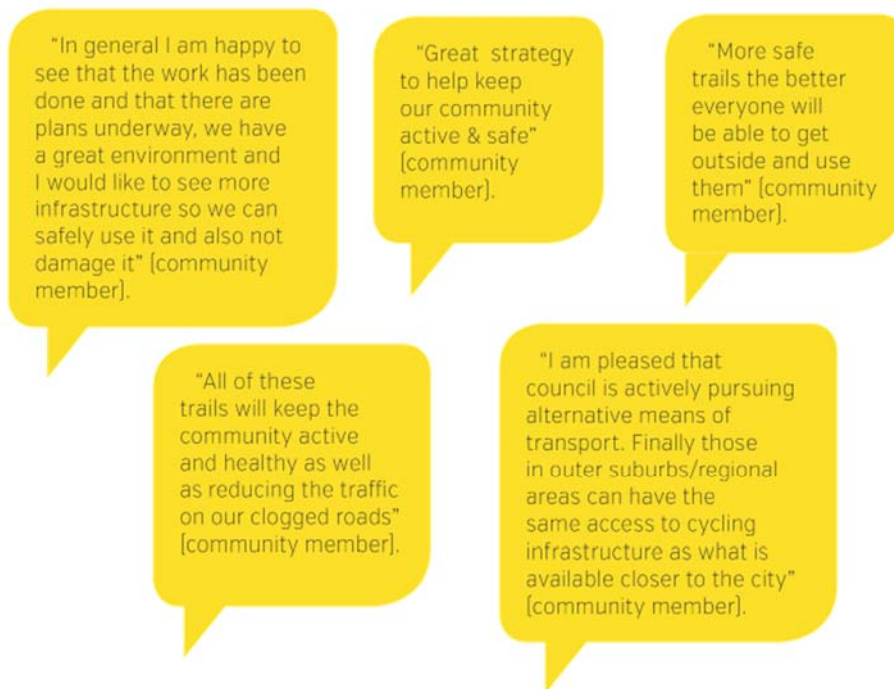
Respondents overwhelmingly agreed with the guiding principles of the Pedestrian and Bicycle Strategy [96%]. The most common themes to emerge from the community are concerns about safety, and connectivity. There were concerns around the connectivity between established and new residential areas in Cardinia, and connectivity to recreational paths in adjoining municipalities. Those who didn't support the principles were concerned about Council prioritising regional trails over footpaths. Others felt Cardinia Shire already has enough regional trails.

The Cardinia Shire Bicycle Users Group [CSBUG], Tourism Advisory Committee, Parks Vic , Upper Beaconsfield Riding Club provided feedback on the Strategy. These groups were generally in support of the guiding principles.

### ARE THERE ANY MISSING GUIDING PRINCIPLES?

The majority of respondents [83%] felt there weren't any principles missing. The strong message coming from respondents was for the need to preserve the natural environment.

Figure 9 - Guiding Principles from the Pedestrian and Bicycle Strategy



### 4.3 WHAT DID WE HEAR? THE REGIONAL TRAILS

Respondents were asked to rate the implementation priority of each of the Regional Trails as a high, medium or low priority. Respondents could provide further feedback on the trail if desired.

The Princes Highway and Princes Freeway Trails received high levels of support. 61% of respondents rated the Princes Highway Trail a high priority. 51% of respondents rated the Princes Freeway Trail as a high priority. The Main Drain Trail was the least supported with only 23% of respondents in support of its implementation. The Deep Creek Trail also had little community support. The table below lists the results in order of highest priority as rated by the respondents.

*There were a number of comments and suggestions in regards to specific trail alignments. As the Pedestrian and Bicycle Strategy is an overarching strategy, specific trail alignments and designs will not be resolved as part of the scope of this project. This feedback has been acknowledged as part of the engagement process and will be further considered in the detailed design phase for each trail.*

REGIONAL TRAIL	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY
Route 5 - Princes Highway Trail	61%	23%	16%
Route 6 - Princes Freeway Trail	51%	26%	24%
Route 7 - Railway Towns Trail	48%	36%	16%
Route 3 - Cardinia Aqueduct Loop Trail	42%	38%	20%
Route 9 - Cardinia Creek Trail	40%	39%	21%
Route 1 - Beaconsfield to Emerald Trail	33%	40%	29%
Route 2 - Emerald to Gembrook Trail	33%	39%	29%
Route 8 - Growth Corridor to South Trail	33%	41%	26%
Route 10 - Southern Rail Trail	33%	40%	27%
Route 11 - Main Drain Trail	23%	43%	34%
Route 4 - Deep Creek Trail	27%	45%	28%

Figure 10 - Regional Trail Support



### THE MOST SUPPORTED REGIONAL TRAIL, ROUTE 5 - THE PRINCES HIGHWAY TRAIL.

61% of respondent rated this trail as a high priority and 16% of respondents rated this it as a low priority. 292 [out of 539] respondents provided further comment on the trail.

Generally respondents felt this was the most important trail because it creates a safe east west linkage through the growth corridor. This could potentially be extended to connect to Berwick, which would result in a off road connection into the city. Some respondents described the trail as a valuable commuter trail. Other respondents supported the trail because it provides a safe connection between schools, shopping precincts and new residential areas.

"Needs more protection from vehicle traffic huge potential due to growing population density".  
[Community member]

"This should be number 1 - so many schools in Officer. School students have to walk along side of highway from Arena to Timbertop/Beaconsfield".  
[Community member]

"Linking Beaconsfield shopping precinct to Officer would improve safety and promote further use of bicycles and walking as residents could walk/ride to get groceries and a coffee while students could walk/ride to school".  
[Community member]

### HIGHLY SUPPORTED TRAIL, ROUTE 6 - THE PRINCES FREEWAY TRAIL.

51% of respondents considered this trail as a high priority. 23% of respondents rated this path as low priority. 84 respondents [out of 539] provided further comment.

Overwhelmingly respondents considered this as an important trail because of the east west connectivity it provides. Many respondents stated the trails' strategic importance as the missing link in the Pakenham walking and cycling network. There were some concerns about the alignment of the trail, specially its safety and amenity value being closely located to the freeway.

### THE LEAST SUPPORTED REGIONAL TRAIL, ROUTE 4 - THE MAIN DRAIN TRAIL.

Only 23% of respondent rated this trail a high priority. 45 respondents (out of 539) provided justification with their answer. Generally those who provided further comment felt this trail was good for cyclists because of its flat terrain and its length. Reasons given for not supporting this trail included its reliance on other trails to be built to make it a useful circuit, low population in the south of the Shire, as well as other trails being considered a higher priority. Even though community support was low, the CSBUG considered this trail as a priority because they suggested it would be relatively easy to implement.

"There are paths along parts of the levy banks already. After negotiations with interested parties, some levelling and application of toppings would make some of the levies available for use. Add a few sign posts, cautions and alike, and these paths could be up and going within months. This whole trail could be tackled in four or five stages of about five km each. Again, there is opportunity to get side-tracked and visit local land-owners/communities" [CSBUG]

"Unless the Southern Rail Trail AND Railway Towns Trail AND Growth Corridor to South Trail exist, this is fairly pointless" [Community member]

### TRAIL FEEDBACK SUMMARY ROUTE 1 - BEACONSFIELD TO EMERALD TRAIL

33% of respondents rated this trail as a high priority. 133 respondents (out of 539) provided justification with their answer. Generally those who considered this trail a high priority because of road safety concerns, particularly vehicle and cycling conflicts that occur on the steep and narrow roads in the Hills area. Other respondents commented on the need to provide a safe connection for pedestrians and cyclists between the townships. Respondents who felt the path was a low priority felt the topography was too challenging to successfully deliver the trail.

"Change the priority rating from 'low' to now" [CSBUG]

" Very attractive area with existing high bicycle traffic, currently dangerous due to narrow roads, vehicle density" [Community member]

" Lots of bike riders use this road which can get quite hairy around some of the bends." [Community member]

### ROUTE 2 - EMERALD TO GEMBROOK TRAIL

33% of respondents rated this trail a high priority. 109 (out of 539) respondents provided justification with their answer. Generally those who felt the path was a high priority noted the trail would provide a safe and attractive tourism route, and capitalise on Puffing Billy tourism. Those respondents who rated this path as a low priority generally felt there were already adequate paths in the area, and generally did not reside in the Hills area.

"There would be a lot of commuting on this route and it's a high traffic area, particularly on weekends with tourists so getting bikes off the road is important". [Community member]

Reinstate the pedestrian/ equestrian trail around Split Rock Rd Upper Beaconsfield. [Community member]

"Would also provide a huge tourist market - train & bike to Gembrook/ Emerald. Very picturesque ride". [Community member]

"Link Cockatoo to Avonsleigh by off road path along Emerald Gembrook Rd to connect to the Avonsleigh to Emerald walk cycle path" [CSBUG]

"Consider an extension of the Eastern Dandenong Ranges trail linking to the Emerald/Gembrook Trail". [Community member]

"Change the priority rating of this trail to commence work this year.". [CSBUG]



### ROUTE 3 - THE CARDINIA AQUEDUCT LOOP TRAIL

42% of respondents rated this trail a high priority. 106 (out of 539) respondents provided justification with their answer. Generally those who felt this path was a high priority felt so because of its proximity to Pakenham, because it would provide a loop experience and because it would be suitable for all abilities access. Other respondents felt it would be a pleasant recreational experience. Those who considered this path as a low priority were concerned the delivery of the path could impact on the natural environment.

"Extremely attractive area, loop will improve the experience".  
[Community member]

"Loop trails are important as they provide connectedness. Number of potential users higher than other locations due to population density in urban growth zone".  
[Community member]

"Will greatly increase the aesthetic value of living in this Municipality. Will attract visitors, will improve the health of the community, and will encourage people to try cycling for health and leisure." [Community member]

#### ROUTE 4 - THE DEEP CREEK TRAIL

27% of respondents rated this trail a high priority. 66 [out of 539] respondents provided justification with their answer. Generally those who considered this path as a high priority for safety reasons, as well as the trails potential to be an interesting journey through the natural landscape. Those who felt this trail was a low priority felt the trail wasn't necessary because it wont connect major destinations or towns.

When asked to provide further comments about the trail, 27 out of 539 respondents replied. Some of the recurring themes included concerns about the impact in the natural environment, and the need to preserve local fauna and flora along riparian corridors.

"There is a need for safe bike trails in this area".  
[Community member]

"The steadily growing population of this area will never have enough cycling paths. The health benefits out of encouraging people to get out exercising will far outweigh the costs of the infrastructure and maintenance".  
[Community member]

"Improvements and extension of the trail should include works to improve the indigenous riparian vegetation. Local community groups would love to assist with revegetation".  
[Community member]

"The power easement provides opportunities for "Drift Tricycles" to have a track. Also potentially good for single track cycling in the power easements [these are additions to a well graded path/ trail". [CSBUG]

"Native wildlife in the area needs to be considered. Kangaroo numbers are already a massive problem in this area." [Community member]

### ROUTE 7 - RAILWAY TOWNS TRAIL

48% of respondents rated this trail a high priority. 77 respondents (out of 539) provided justification with their answer. Overwhelming respondents who considered the path a high priority supported it due to the safe connectivity between townships it will provide. It was suggested the trail could be extended to Longwarry, Drouin and Warragul.

"A great way for people to commute safely between towns, will take traffic off the roads". [Community member]

Provides opportunity for improved social interactions between the railway towns". [Community member]

"This should be staged over several years, but start NOW. Nar Nar Goon will soon be another part of Pakenham. Let's get the design etc. completed NOW before plans are turned into concrete". [CSBUG]

### ROUTE 8 - GROWTH CORRIDOR TO SOUTH TRAIL

33% of respondents rated this trail a high priority. 54 respondents (out of 539) provided justification with their answer. This trail did not rate highly with the community but the CSBUG felt it was an important trail.

"This has the potential of being the most financially beneficial trail of all, attracting tourists and building community". [CSBUG]

"The trail should not follow the Koo Wee Rup Road. The road is too dangerous and an easement near the road would be a problem with access on to Koo Wee Rup Road." [CSBUG]

"Tremendous potential due to population growth" [Community member]

"Would be a great round trip connecting to trail 11" [Community member]



### ROUTE 9 - CARDINIA CREEK TRAIL

40% of respondents rated this trail a high priority. 48 respondents (out of 539) provided justification with their answer. Community feedback highlighted this trail's potential as an environmental nature trail, as well as the potential for connection to the Southern Rail Trail.

"Start the process for staging and planning this trail should commence immediately."  
[CSBUG]

"Works well with the linear park along Cardinia Creek".  
[Community member]

"Nice area to ride in good for recreation".  
[Community member]

### ROUTE 10 - SOUTHERN RAIL TRAIL

33% of respondents rated this trail a high priority. 43 respondents (out of 539) provided justification with their answer. Representative comments from the community and user groups suggested the potential to extend this trail to connect to other trails within and to trails outside of Cardinia Shire.

"I think it would be frequented by many and give a safer trail for those that want to commute by cycle". [Community member]

"This is probably not a priority just yet due to the fact the area isn't fully developed. However, making it the start of the South Gippsland rail trail is something worth consideration". [Community member]

"Consider the potential for a new airport near Koo Wee Rup. This may affect the strategies for pedestrians and cyclists with Koo Wee Rup being the hub of the Southern Rail Trail, the main Drain Trail and the Growth Corridor to South Trail". [CSBUG]

## 4.4 OTHER IDEAS FOR TRAILS

A number of additional trails were suggested by respondents including;

- Trails through the State Parks (Bunyip and Gembrook)
- A trail along the ridge, north of Officer and Pakenham
- Fixing of dead end trails e.g. along golf course
- Trail along the Pakenham train line trail
- Cardinia Creek Reserve



## 4.5 KEY COMMUNITY CONCERNS

When respondents were given the opportunity to provide further feedback in relation to the Strategy, 93 respondents (out of 539) provided comments. The key themes were:

- Preservation of the natural environment,
  - Implementation time frames,
  - Safety,
  - Connectivity,
  - Maintenance, infrastructure and path conditions,
  - Local footpaths (out of the scope of the strategy),
  - Shared paths,
- and
- Signage & Wayfinding Opportunities.

"To make the paths part of the natural beauty of the area, and be as natural as possible". [Community member]

"Environmental Impact e.g. Emerald Lake Park, Emerald and surrounding landscape protection". [Community member]

"Looks good but most of it is too far off. This needs to be a priority. More Action is required in a shorter timeframe all these oaths should be within 5 years. They are all going to benefit the residents more than many other council activities and bring tourists". [Community member]



### PRESERVATION OF THE NATURAL ENVIRONMENT

The community raised concerns about the need to preserve and protect Cardina's sensitive, natural environment.

"A principle regarding the environment".  
[Community member]

"Appreciation of our natural environment".  
[Community member]

"Courtesy and respect of the area, facilities and environments".  
[Community member]

### IMPLEMENTATION TIME FRAMES

The community raised concerns about implementation time-frames, specifically about delays in the delivery of footpaths and trails within the Shire in the past.

"I'm so glad to see some strategic planning for shared pathways, it's been a long time coming but I think the time frame is way too long for these paths to be finalized".  
[Community member]

"Looks good but most of it is too far off. This needs to be a priority. More Action is required in a shorter timeframe all these oaths should be within 5 years. They are all going to benefit the residents more than many other council activities and bring tourists". [Community member]

"It needs to be done. I have a Cardina Shire Bike Strategy plan from 1997. Its 20 years old and I haven't seen any of it implemented".  
[Community member]

### SAFETY

Respondents were overwhelmingly concerned with safety issues. The majority of comments focused on the need to improve safety on the roads by separating pedestrians and cyclists.

"Pedestrian and cyclist safety is a priority, especially in the growth corridor."  
[Community member]

"Bicycle riding is quite unsafe in this area so this needs to be expedited given the number of young families in this region and the reliance on vehicle travel."  
[Community member]

"Feels very unsafe.....also parts of it are very very close to the road ."  
[Community member]

### CONNECTIVITY

There was overwhelming support for the trails that connected townships to key destinations. Other comments included:

The strategy should consider connections to public transport [TAC]

"The current network of trails, shared paths and on-road lanes are disjointed and haphazard making travel to key destinations [schools, recreation reserves, public transport hubs] difficult and therefore unlikely to be seriously considered as an alternative to car travel."  
[Community member]

"Not enough emphasis placed on improving connectivity of older areas with new residential areas. Because of this, access from the new residential areas to the older established areas is inadequate". [Community member]

### MAINTENANCE, INFRASTRUCTURE AND PATH CONDITIONS

There were a range of comments from respondents identifying varying path design issues. Additionally some respondents identified the opportunity to produce maps outlining the Regional Trail Network and suggested this be part of the delivery of the network.

"Seating along for rest spots, for elderly, people with disability. Not ever body can walk these distances without a break. Seating also provides a point for people to socialize". [Community member].

"Improve the maintenance of the existing paths first. The Toomuc Valley walking / bike paths are in need of maintenance. Also viewing places along the paths are now over grown and can't be accessed" [Community member]

"Once decided on where it'll be the path and trail needs to consider the environment and encourage litter free, dog poop free, clean space. So include bins, drinking fountains, ensure it is well lit, doggy bag stations, etc." [Community member]

### LOCAL FOOTPATHS

A high percentage of comments received were regarding the need for more footpaths, particularly those which provide connections between schools and surrounding key destinations. There were also concerns about prioritising the implementation of the regional trail network, rather than focussing on maintenance and delivery of local footpaths.

"I think the strategy focuses too much on trails and does little to encourage day to day walking or cycling". [Community member]

"Pathways to schools need to be a priority". [Community member]

"Focus on putting in missing sections of footpaths in highly populated areas and well used areas. This would encourage more people to get out and walk or cycle. Families, people who cycle or older people are very put off by incomplete paths." [Community member]



### SHARED PATHS

Some respondents raised concerns about the safety of implementing shared paths, and suggested that a separated trail is a safer design option. Other respondents were concerned that the regional trails may not cater for their specific needs.

"These pathways should be multi-use and allow for horse riders as well".  
[Community member].

"None of the shared bike paths are designed safely. The assumption is that riders ride at around 15kmph, which isn't the case. The majority would ride at 25 - 35kmph which is a lot faster than is safe to ride in and around pedestrians."  
[Community member]

"Shared paths are an accident waiting to happen. Realistically cyclists ride at speeds dangerous to pedestrians. Pedestrians walk with dogs off leashes which is dangerous to cyclist."  
[Community member].

### SIGNAGE & WAYFINDING OPPORTUNITIES

Some respondents highlighted the need to widely communicate information about the regional trail network to the community and potential visitors once it is delivered. Suggestions included producing network maps and clear sign posting within the Shire.

"When you're riding it would be nice to come across a map of the trail, to get a feel for where you're at." [Community member]

"There needs to be a clear and well presented image that attracts residents and tourists."  
[Community member]

## 5. RECOMMENDATIONS

Based on feedback received from the community, the following changes to the Pedestrian and Bicycle Strategy are recommended:

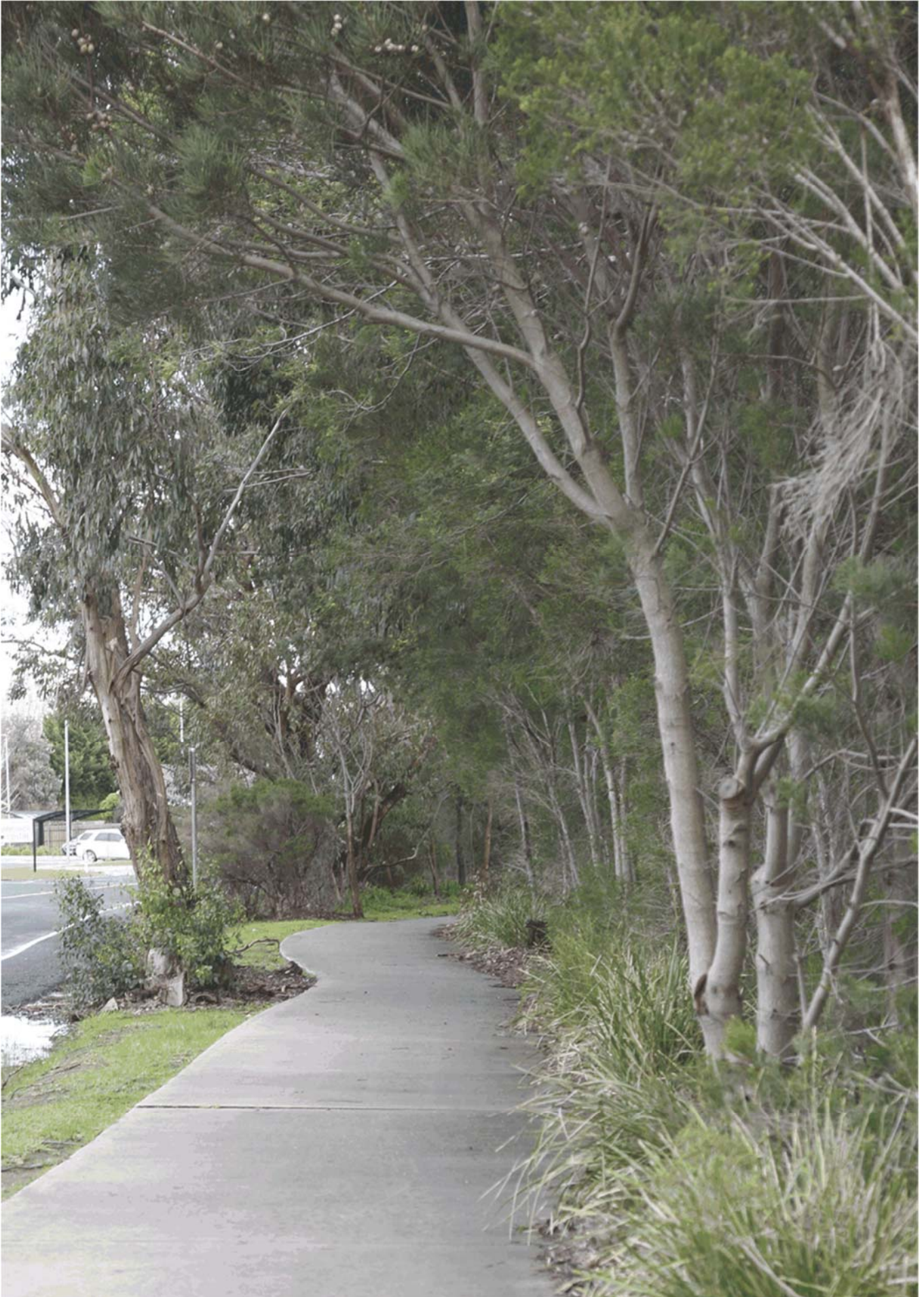
REPORT SECTION	RECOMMENDATION	REPORT PAGE NUMBER
Executive Summary	Ensure the scope of the strategy is clearly outlined in the Executive Summary.	Pages 6-7
Section 1.2 Benefits of Walking & Cycling	Acknowledge that behaviour change occurs as a result of increased pedestrian and cycling activity.	Page 11
Section 3.1 Understanding the Needs of Walkers & Cyclists	Add a notation in the introduction of Section 3.1 that outlines the degree of difficulty will vary for different trails and that this will be indicated to users through signage.	Page 32
Section 4.2 Guiding Principles	Identify that the Principles are not in order of priority, and they will be considered equally in the implementation of the proposed trail network.	Page 44
Section 4.2 Guiding Principle 1 'The Cardinia Experience'	Amend Guiding Principle 1 - The Cardinia Experience to acknowledge the communities concern for the preservation of the natural environment.	Page 44
Section 4.2 Guiding Principle 5 'Connecting People & Places'	Add further information in regards to the benefits the proposed trail infrastructure could have for tourism.	Page 45
Section 4.5 Regional Trails	Acknowledge a potential connection to Tooradin as part of the Southern Rail Trail.	Page 83
Section 4.5 Regional Trails	Acknowledge that a variety of users will be considered at the detailed design phase.	Pages 55-87
Section 4.5 Regional Trails	Change the delivery priority of the Deep Creek Trail from a medium to a low priority to reflect community feedback. Feedback suggests this trail does not connect towns, and that the Aqueduct connection is a higher priority. This trail will eventually be delivered as part of the Pakenham East PSP.	Pages 65 & 104
Section 4.5 Regional Trails	Change the delivery priority of the Pakenham to Railway Towns Trail from medium to high priority to reflect community feedback. There was significant support and comments received regarding this trail.	Pages 73, 98 & 106

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Cardinia Shire Council  
Pedestrian and Bicycle  
Strategy

REPORT SECTION	RECOMMENDATION	REPORT PAGE NUMBER
Section 4.5 Regional Trails	Change the delivery priority of the Beaconsfield to Emerald Trail from low to medium to reflect community feedback. Parts of the trail are currently very popular training routes for cyclists and some users feel they are unsafe.	Pages 55, 96 & 104
Section 4.5 Regional Trails	Change the delivery priority of the Princes Freeway Trail from medium to high to reflect community feedback. There was high levels of support for this trail.	Pages 69, 97 & 106
Section 5 Supporting Network Infrastructure & Implementation	Add a 'Next Steps' section into Chapter 5 – Supporting Network Infrastructure & Implementation to clearly outline how the Strategy will be used by Council.	Page 90
Section 5.4 Other Actions	Add an action to develop a marketing strategy to inform user groups and the community of the construction timelines, implementation progress and completion of the trails.	Page 95
Section 5.4 Other Actions	Add a notation to identify that the use of separated bikeways should be considered where there is a high chance of potential conflict between pedestrians and cyclists.	Page 94









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19 May 2017

## **13 DRAFT CASEY CARDINIA VISITATION STRATEGY 2017-2020**

FILE REFERENCE INT1754198

RESPONSIBLE GENERAL MANAGER Andrew Paxton

AUTHOR Frances Grigoriou

### **RECOMMENDATION**

That Council adopt the draft Casey Cardinia Visitation Strategy 2017-20.

### **Attachments**

1	Draft Casey Cardinia Visitation Strategy 2017-20	81 Pages
2	Cardinia Shire Tourism Policy	4 Pages
3	Draft Casey Cardinia Visitation Strategy submissions recieved	8 Pages

### **EXECUTIVE SUMMARY**

We are seeking Council's adoption of the final Draft Casey Cardinia Visitation Strategy 2017-2020.

The draft Casey Cardinia Visitation Strategy 2017-2020 was developed to provide strategic guidance in supporting the growth of the visitation and assist in the creation of new jobs.

Similar to other significant tourism destinations across Australia, the draft strategy outlines a detailed action plan that is to be led by industry in the form of an independent regional board. This board will be born from the current Casey Cardinia Tourism Advisory Committee. The industry and board will be supported by Council to implement the strategy.

At its meeting on 3 April 2017, Council endorsed the draft Casey Cardinia Visitation Strategy 2017-2020 for public exhibition. The strategy was exhibited from 10 April to 9 May 2017. Three submissions were received.

Further consultation with the Casey Cardinia Tourism Advisory Committee about the community feedback revealed strong support for the strategy and hence, it has been revised with only minor administrative updates.

Please refer to Attachment A to review the draft Casey Cardinia Visitation Strategy 2017-2020.

We also ask Council to endorse Chris Buckingham as a new member of the Casey Cardinia Tourism Advisory Committee.

### **BACKGROUND**

The Strategy empowers the local tourism industry to take a leadership role with Council support.

The strategy outlines:

- A staged succession plan for the current Casey Cardinia Tourism Advisory Committee to transition to an independent regional skill-based tourism organisation;
- A prioritised action plan which covers customer service, industry support, tourism assets,