

Shire of Pingelly

Mountain Bike & Cycling Strategy

2022-2026



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The Shire of Pingelly acknowledges the contribution and value of the Aboriginal People of Pingelly and respect and acknowledge them as the Traditional Custodians of the land. We pay our respects to Elders past, present and emerging.

Pingelly Local Stats



90 Minutes from Perth

(population of 2,180,000)



Pleasant Mediterranean Climate



Area of Natural Beauty

(flowering landscape - wildflowers & canola, rolling hills, rocky outcrops, dark sky etc.)



1,037

Country Town Atmosphere



1 in every 8 People are Aboriginal or Torres Strait Islander



23,239

Greater Regional Population



Extreme Economic Disadvantage

(lowest 7% of towns in Australia)



73.5%

Physically Inactive Population

(national average 66.1%)



Town of Historical Interest

(facilities include: restaurants, parks, accommodation, shops, facilities, visitor information, medical services etc.)

Overview

Trails (including paths) make an important contribution to the overall wellbeing of a region. Benefits range from additional activities for young people or de-stress activities after work to fitness activities for seniors. COVID-19 has demonstrated the value of outdoor recreation, particularly trails. During the past 2 years some trails and cycling networks have seen a 500% increase in use. It has introduced many people to trails as a recreational activity – one which they may continue to enjoy even as the restrictions are lifting.

The Shire of Pingelly has a responsibility to provide outdoor recreation to the community for the reasons outlined on the page 5 - 'Importance of Trails', as well as for the economic benefit that the development of mountain bike trails will accrue to the town and region.

The trails outlined in this plan are designed to accommodate the widest use possible and are targeted particularly to families, locals and beginners:

- As the topography lends itself to green/blue trails;
- To align with the Shire of Pingelly Tourism Strategy;
- To maximise community use; and
- As the accommodation currently available is suitable for families with other types of accommodation yet to be developed.

The trails planned will build on the natural beauty and DNA of the Pingelly region, showcasing it to visitors and reminding residents of the privilege of living in it.

While there is substantial merit in developing many types of trails such as walking, equestrian, driving and trail bike trails, the scope of this document is confined to mountain bike and cycling trails. This will ensure that the document is focused, concise and accessible for readers. Separate complementary strategies for these trail types may be developed at a later date.





Vision

Create a place where visitors & locals will choose to cycle

This vision is achieved through the adjacent Strategies.

Strategies

1. Build a Local Cycling Culture

2. Become the Trails Centre for the Southern Wheatbelt

These Strategies will be achieved through the delivery of Actions listed throughout this document.

Importance of Cycling

Achieving the vision of this strategy to *'create a place where visitors and locals will choose to cycle'* will have the following flow on physical, mental, social, cultural and economic effects:

- **Encourage outdoor physical activity** - leading to improved physical and mental wellbeing and a reduction in lifestyle diseases and associated medical costs
- **Improve lifestyle** - due to opportunities for outdoor recreation by individuals, groups, education and community organisations
- **Provide low cost of admission recreation** - to many different groups in the community
- **Increase awareness and appreciation of the natural environment** - and consequential support for its conservation and protection
- **Protect and showcase the natural, cultural and historic areas** - by providing for sustainable access routes
- **Improve the sustainability of the town** - by making it a more attractive place to live and increased property values near trail locations
- **Provide more opportunities for social interaction and community development** - through participation in trail activities, common interests, maintenance and conservation leading to improved mental wellbeing
- **Stimulate tourism growth** - with resulting economic stimulus of local economies and energy within the town
- **Create economic benefits** - trail development, management, maintenance, events and supporting products and services



State Strategic Context

WA Trails Strategic Blueprint 2022-2027

Strategic Actions:

- Increase gateway opportunities to engage new participants of all ages, cultures, and other demographic backgrounds.
- Expand the pathway opportunities for participants to develop independence, including outdoor education, clubs, and community groups.
- Support growth of the outdoor industry including pathways for development of guides, instructors and leaders.
- Advocate for equitable access to trails and trail experiences.
- Ensure pre-visit trail information, trailhead signage and wayfinding signage is accessible and consistent.
- Identify and support the creation of participative club, groups
- Work with regional tourism organisations to identify significant trail experiences and identify appropriate marketing/media channels
- Develop and support programs for community and user group involvement in trail development, maintenance and management.
- Develop an engagement strategy for targeting non-trail users and new trail users with a focus on inclusivity.
- Assist trail organisations and managers to identify appropriate partnerships for trail development, experiences, maintenance and management.
- Advocate for the reinstatement of a Western Australian Trails Grant Program.
- Expand upon and market the Trail Friendly Business program
- Identify local and regional trails that have potential to attract intrastate visitors.
- Identify trail related accessible tourism opportunities and support development and promotion of these opportunities.

State Strategic Context

WA Mountain Bike Strategy 2022-2032

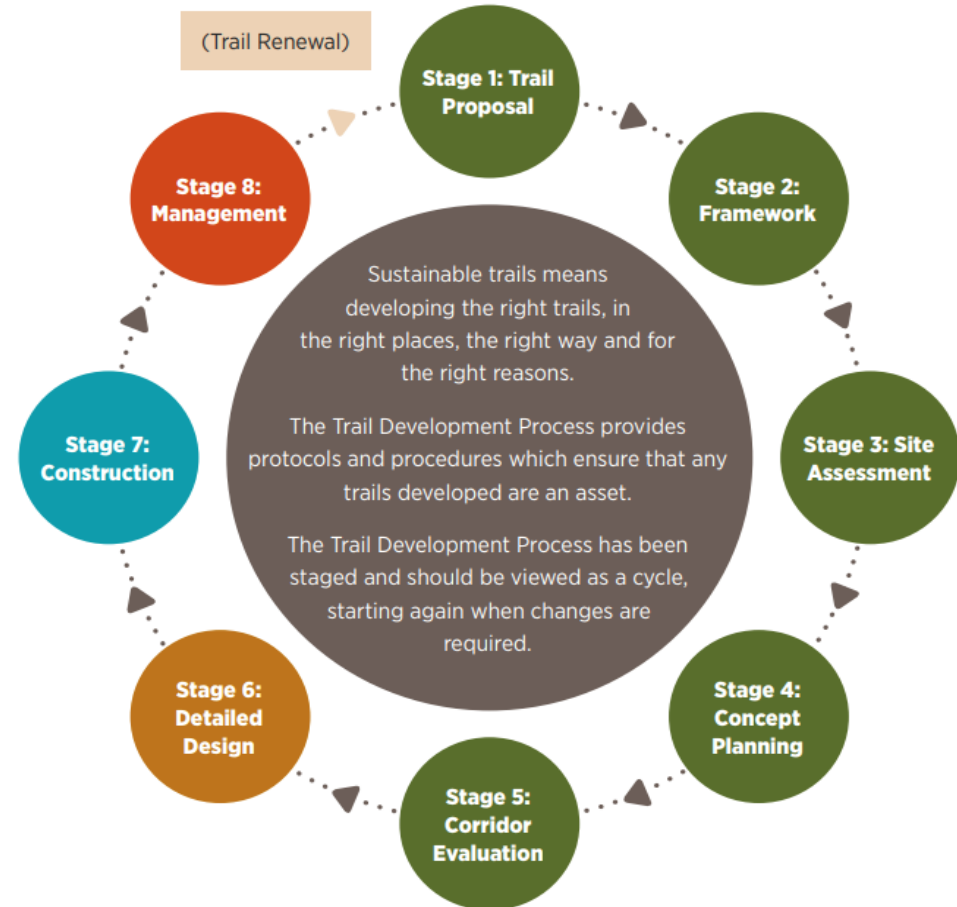
Vision - *'More West Australians and visitors can access and participate in mountain bike opportunities that are sustainable and provide long term health, economic, social, cultural and environmental benefits to the community'*

Recommendations:

- Use master planning to identify and prioritise locations for MTB trails as part of a state-wide network. Regions where there is a gap in master planning should be prioritised.
- Provide advice and support to assist Local Government Authorities in initiating and progressing the development of MTB trails where appropriate.
- Secure long term sustainable funding to support MTB trail planning, construction and maintenance including major upgrades.
- Advocate for increased support for the maintenance and improvement of all MTB trail assets.
- Foster and encourage community engagement and involvement, including with conservation groups at the commencement of planning for all MTB trail developments.
- Support initiatives that develop the MTB trail building industry
- Ensure way finding signage and trail maps are accurate, accessible and consistent.
- Actively support Local Government to overcome barriers to develop urban trails, pump tracks, bike and skills parks which improve accessibility to MTB experiences.
- Develop MTB trails and facilities including amenities that are accessible for participants using adaptive and handcycles.
- Encourage new MTB trail developments to accommodate a variety of user riding preferences with a particular emphasis on trails that cater for beginners and families
- Encourage regional towns and trail networks to collaborate and provide complementary experiences to improve the overall MTB tourism opportunity.
- Support and advocate for the Trail Friendly Business Program.

Trails Development Series

This series provides a framework for trail development process (below) and community consultation (aligning with the Shire of Pingelly Communication Plan).



State Strategic Context

WA Bicycle Network Plan 2014-2031

Vision – *To make Western Australia a place where cycling is safe, connected, convenient and a widely accepted form of transport.*

Target - *To achieve increased levels of cycling, improve cycling infrastructure and reduce serious cyclist injuries.*

Objectives:

- Encourage cycling to build active and healthy communities
- Provide a high-quality, interconnected bicycle network
- Improve the level of safety for people cycling

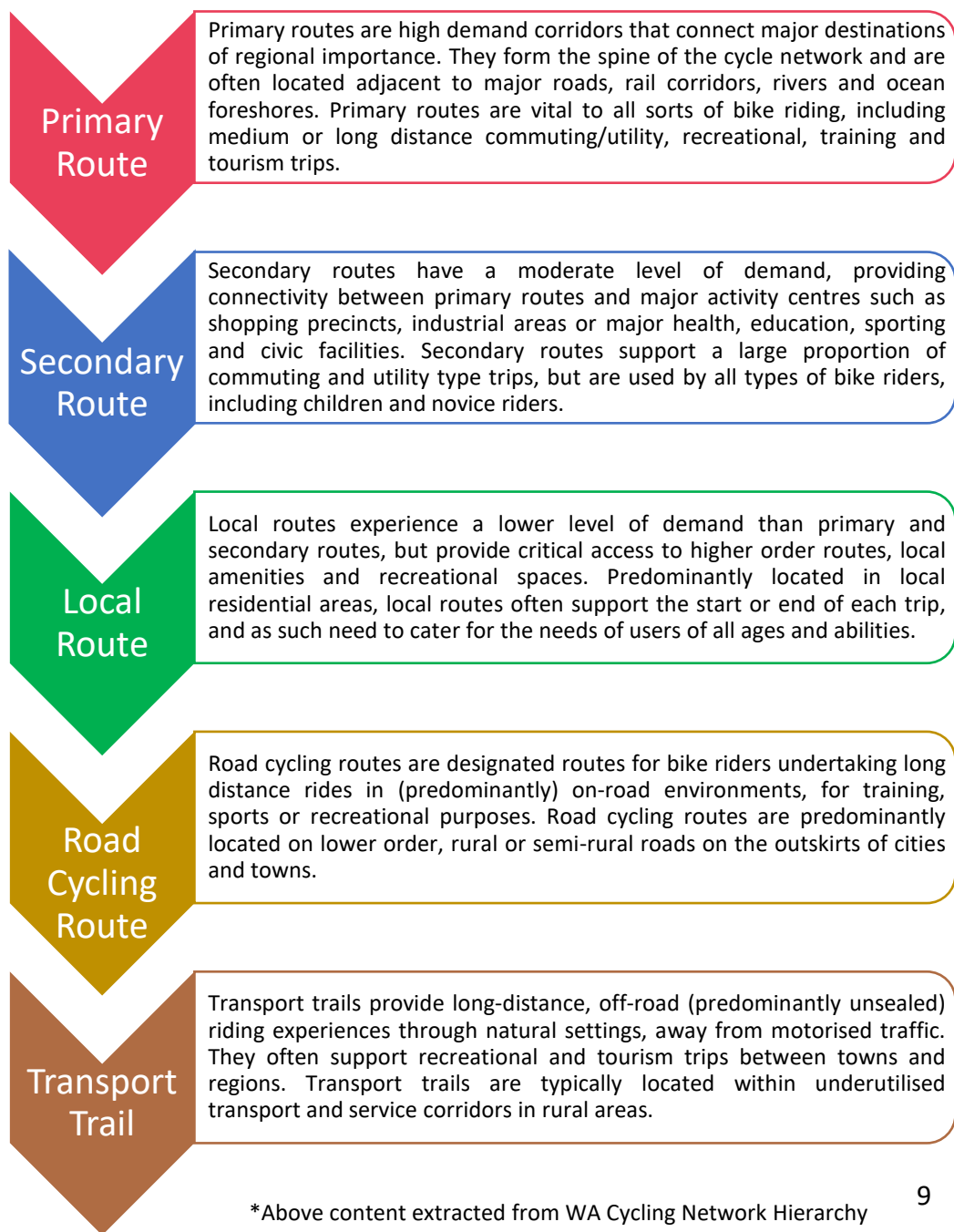
Local Government Responsibilities:

- Manage and maintain local cycling facilities to appropriate standards.
- Complete and maintain local bicycle plans and ensure that they integrate with the WABN Plan and neighbouring local government's plans.
- Ensure that the design of all roads, parks and other Council facilities include adequate consideration of cyclists
- Ensure land is set aside along river foreshores for completion of the Recreational Shared Path network.
- Incorporate the requirement to provide end of trip facilities in buildings within local government town planning schemes.

Green Transport Routes Initiative

Vision – *To blend path infrastructure with local surroundings to create a more pleasant walking and riding experience by increasing natural landscaping, shade, shelter and amenity.*

Combining natural planting and greenery when developing paths is one way the WABN Vision can be achieved.



State Strategic Context

More People More Active Outdoors 2019

This strategy develop the 5 pillars (right) supporting the benefits of outdoor recreation. These are achieved through the project partners implementing the following Fundamental Objectives through their activities. The strategy suggests strategies including the following:

VALUING = Realising benefits

- Develop promotional and advocacy programs to promote the benefits of participation in outdoor recreation for people of all ages and abilities
- Identify opportunities for local businesses, clubs and community organisations to support participation in outdoor recreation

ENCOURAGING = Promoting Participation

- Support the development and promotion of programs for outdoor literacy and skills progression from an early age
- Create entry level options and gateways to participation including programs to connect marginalised or disadvantaged people to the outdoors

ENABLING = Meeting Demand

- Advocate for investment in outdoor recreation infrastructure and maintenance by government, community organisations and the private sector
- Promote sustainable use of natural areas and address growth in demand
- Support programs that encourage environmental stewardship and volunteering

DEVELOPING = Creating Opportunities

- Support development of employment pathways and training programs to progress levels of outdoor leader skill and experience
- Engage with tourism agencies to explore opportunities to boost adventure and outdoor recreation visitation in local and regional areas



State Strategic Context

Australia's Golden Outback Strategic Plan 21-26

Vision - *By 2026, WA's Golden Outback region will be recognised as Australia's road trip capital, offering enhanced visitor experiences, which attracts new and repeat visitors and grows the visitor economy of its communities.*

Objective - *To increase overnight leisure visitors, average length of stay & visitor spend to the Golden Outback*

Strategic Priorities:

- Facilitate product and experience development
- Support Local Governments in the development and implementation of sustainable destination tourism strategies.
- Develop a Statewide network of sustainable trails, facilities and associated infrastructure
- Facilitate the development of new rooms and room upgrades in the region.
- Support and promote the development of world class attractions, experiences and events and the sustainability of existing tourism assets
- Develop and build co-operative destination marketing campaigns with LGA's, LTO's and operators to increase the effectiveness of stakeholder destination marketing efforts.

Growing Wheatbelt Tourism 2017-2020

Strategic Priorities:

- Recreational mountain bike trails identified and developed
- Mountain bike trail links Wheatbelt with Peel
- All Wheatbelt trails are identified, mapped and analysed
- Trails set out according to stopping needs of visitors

State Strategic Context

State Public Health Plan for WA 2019-2024

Vision - We want the people of WA to experience the best possible health, wellbeing and quality of life.

Mission - To protect, promote and improve the health and wellbeing of all Western Australian's and to reduce the incidence of preventable illness.

Public health Objective 1 - Empowering and enabling people to live healthy lives

Strategic Priorities:

- A more active WA
 1. Promote environments that support physical activity and reduced sedentary behaviour
 2. Reduce barriers and increase opportunities for physical activity across all populations
 3. Increase understanding of the benefits of physical activity and encourage increased activity at all stages of life
 4. Motivate lifestyle changes to reduce sedentary behaviour
- Curbing the rise in overweight and obesity
 1. Promote environments that support people to achieve and maintain a healthy weight
 2. Prevent and reverse childhood overweight and obesity
 3. Motivate behaviour to achieve and maintain a healthy weight among adults
- Optimise mental health and wellbeing
 3. Create and maintain supportive environments that increase social connectedness and inclusion, community participation and network

Important Quotes:

Regular physical activity helps prevent heart disease, stroke, diabetes, breast and colon cancer, hypertension, overweight and obesity. It can also improve mental health, quality of life and well-being. More active societies have other benefits like reduced use of fossil fuels, cleaner air and less congested, safer roads.

There are significant opportunities to improve the health and wellbeing of the WA population by improving the surrounding environment to create vibrant, liveable neighbourhoods that offer a sense of belonging, culture and spirit, and by facilitating behaviour change to support people to lead healthier lifestyles. Consideration can be given to designing neighbourhoods that make it easier for people to walk or cycle.

5th leading risk factor contributing to WA's disease burden is physical inactivity

7.3% more inactive people in Pingelly (as a % of population) than in Australia



1 person/day died of suicide in WA

20% WA's suicide rate higher than in Australia

No.1 cause of death in WA for people aged 15 – 44 is suicide

Suicide rates in regional & remote communities are significantly higher than average

Suicide rates in the Wheatbelt have been estimated to have risen significantly over the last 2 years

1.6X Aboriginal adults more likely to be obese

3X Aboriginal people in WA die of suicide

2.8X Aboriginal people in WA to die early or live with poor health

5X Aboriginal people in remote areas are more likely than others in remote areas to have diabetes



SOCIOECONOMIC DISADVANTAGE

Socioeconomic disadvantage is associated with poorer health & can start at conception

Social inequity continues throughout life impacting on infant mortality; developmental delays; & chronic disease

Pingelly is one of the most disadvantaged towns in Australia (bottom 7%)

Demand Analysis Summary

These statistics demonstrate that there is a demand for cycle trails of all types - for sport and recreation and commuting.

Local Demand

There are 1,146 people in the Shire of Pingelly (2016 census). If 23% of these people cycle on a weekly basis, this translates to 264 regular cyclists both for sport and recreation and commuting.

The Investment in Active Transport 2015 Survey from the Heart Foundation found that *'more than one in two people would cycle more often if infrastructure was improved.'* This accords with the percentage of people in regional areas which rode over the past year – 50.5%.

Therefore, opportunity exists to increase the local participation of people cycling weekly by 309 people to 573. These people have demonstrated that they have the ability and inclination to cycle as they currently cycle at least annually. This will decrease the percentage of physically inactive people from 73.5% in Pingelly, therefore increasing the health of overall population.

Regional Demand

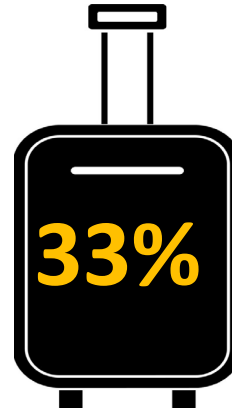
In the next 2 years, 33% of Western Australians intend to take a day trip involving cycling – the target market. This equates to 359,700 people per year in Western Australia intending to take a day trip involving cycling. If the Pingelly can position itself to take a 1% of these people (3,597 people) on an annual basis, the return on investment would substantially outweigh the cost of infrastructure outlined in this plan. The lifestyle and reputational benefits brought by trails will only add to the attraction of Pingelly as a destination and place to live.

Attracting 3,597 people to Pingelly (approximately 10 people per day) would add \$377,685 (at a day trip rate of \$105) to the local economy, substantially boosting local shops and business. This equates to an additional 10 FTE (both direct and indirect at existing rates for the Wheatbelt region).



\$105 Wheatbelt average spent per person per daytrip

\$139 Wheatbelt average spent per person per night on overnight trip



33% of WA population intend to take a day trip including cycling in the next 2 years



INCREASE OF 46%

Cycling participation grown by **46%** between 2013 - 2015¹



Western Australians have **1.5 bikes** per household - **8%** higher than the national average²



50%

50.5% Regional WA residents cycled in the last year (45.7% Perth, 40.1% Australia)



23%

23% of WA population riding on a weekly basis³



\$1.42 the amount the economy generates for every km ridden³



\$21 the amount the economy saves per person per commuting trip on a bike⁴



1500kg of greenhouse gas emissions - the amount saved per person per year that cycles 10km each way to work⁵



10 Minutes extra exercise a day reduces risk of death by 7%

20 Minutes extra exercise a day reduces risk of death by 13%

30 Minutes extra exercise a day reduces risk of death by 17%



Local Strategic Context

Pingelly Community Strategic Plan 2019-2023

Vision - *Growing, Inclusive & Resilient*

Mission - *To enhance the quality of life for the people of Pingelly through the provision of leadership, services and infrastructure*

Strategic Priorities:

- Growing Community
- Economic Development
- Short Term Accommodation
- Branding & Marketing

Pingelly Corporate Business Plan 2021-2025

Strategic Priorities:

- 1.1 The Shire experiences significant new business growth and employment and is known widely as an innovative and collaborative community which is attracting new population and investment
- 1.3 The right resources and infrastructure are in place to support business development, including an increase in visitors and visitor spend in the Shire
- 4.3 The Shire's valued natural areas and systems are protected and enhanced
- 5.2 The Shire is a successful advocate for resources and facilities which support the vision for the future

Local Strategic Context

Pingelly Tourism Strategy 2020-2024

Strategic Priorities:

- 1.5 Investigate opportunities for bike/walk/run/equestrian trails (the scope of this strategy only relates to bike/cycling trails)
- 2.2 Participate in opportunities with the Wheatbelt Development Commission to develop and promote regional tourism
- 3.5 Upgrade the Pingelly Caravan Park to include self-contained accommodation options and improve the overall level of service
- 4.1 Establish a modern brand template for new brochures and signage to promote iconic experiences

Pingelly Youth Strategy 2021-2025

Planning: Identify and respond to service and facility gaps and opportunities

Facility Provision: Provision of hard infrastructure, in accordance with policy standards and requirements and provide prevention and early intervention services to improve young people's health and wellbeing

Facilitation: Develop partnerships to respond to identified gaps and opportunities by others

Advocacy: Represent the needs and priority areas of concern that affect young people to all levels of government

Pingelly Community Health Plan 2023-2027

The Shire is required to develop a Community Health Plan over the next 2 years. This plan will have a significant focus on at risk groups including Aboriginal people; seniors; youth; and people with an economic disadvantage as Pingelly has a higher than national average representation these groups. The actions from the Mountain Bike & Cycling Strategy will be incorporated into this Plan.

Build A Local Cycling Culture

Pingelly is well placed to become a cycling centre due to its easy layout, wide streets, compact main street and the size of the town which means that any location is within 2-3km – an easy cycling distance. The advent of the e-bike has now made cycling accessible for most and not just the pastime of the more active people.

Building a culture where local people cycle short distances instead of using their private vehicles requires a combination of actions including cycle recreational and transport infrastructure and behaviour change programs.

Actions:

1. Construct 10km of recreational Mountain Bike Trail in the Town Centre
2. Provide directional and information trail signage; bike racks; a bike repair station; toilets; and locker facilities at strategic locations
3. Construct a Pump Track/Skills Park and Skate Park adjacent to Memorial Park to as part of the planned Youth Precinct
4. Construct a 'green transport route' cycle route along Review Street and Primary Routes along Rraglan and Rennet Streets
5. Construct 'mini pump/skills tracks' of one or two features in various locations connecting to the above cycle routes
6. Construct a transport trail along the rail and water pipe corridors north to Brookton; and south to Popanyinning; Cuballing; and Narrogin in conjunction with these Shires
7. Conduct promotional & education activities; bike repair & exchange kitchens (workshops); and trail riding workshops on a regular basis
8. Purchase several e-bikes to loan to local people and businesses to re-introduce them to cycling
9. Audit local roads to identify opportunities for protected cycle lanes and safe active streets
10. Audit existing routes to ensure connectivity, shade and greenery
11. Ensure trails and infrastructure in the townsite are suitable for all abilities including adaptive riders



Build A Local Cycling Culture

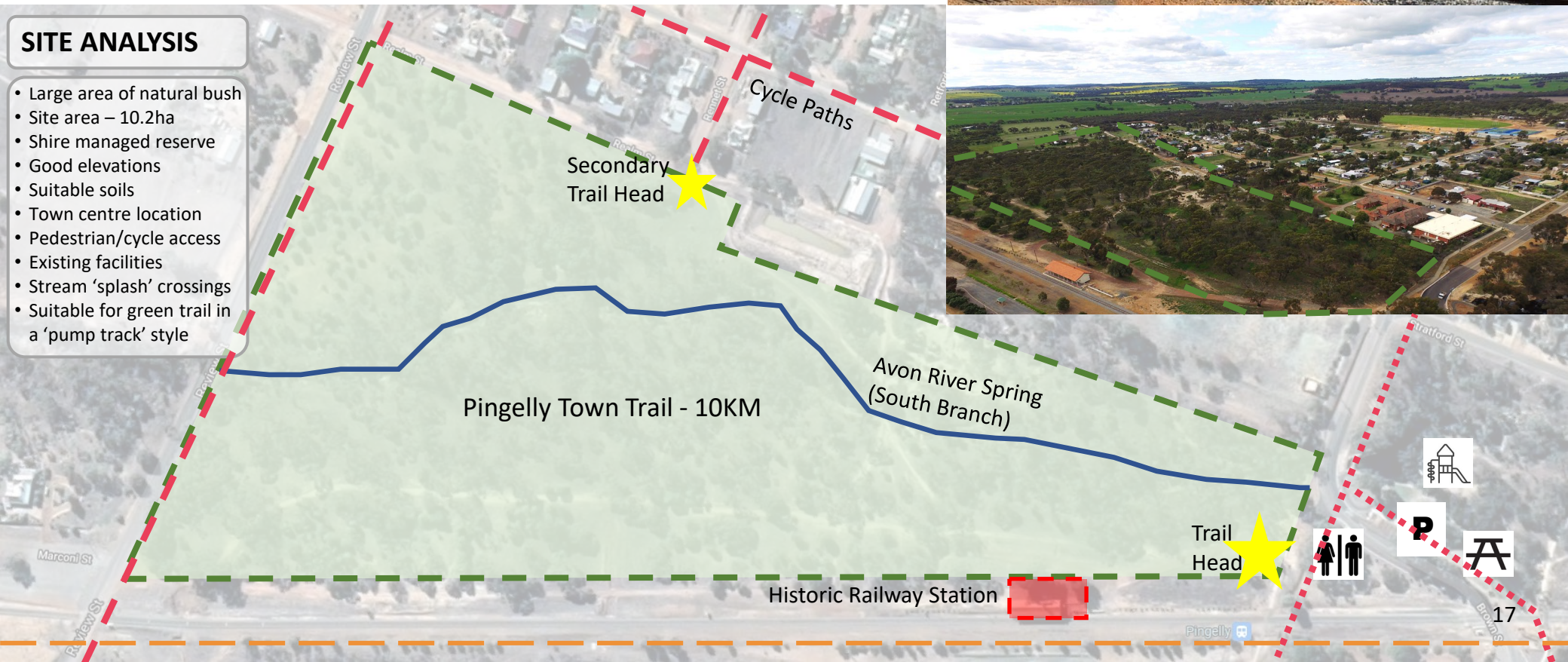
The inclusion of a recreational 'technical skills' mountain bike trail, pump track and skate park and other actions within the town centre, accessed from the dedicated cycle route network will promote cycling and encourage people to cycle as an alternative to private vehicular transport for short distances by:

1. Providing a gateway from recreation to cycling for transport
2. Normalising the sight of cyclists within the town
3. Demonstrating the accessibility of all locations within town
4. Promote an active lifestyle
5. Providing a catalyst for a change of behaviour



SITE ANALYSIS

- Large area of natural bush
- Site area – 10.2ha
- Shire managed reserve
- Good elevations
- Suitable soils
- Town centre location
- Pedestrian/cycle access
- Existing facilities
- Stream 'splash' crossings
- Suitable for green trail in a 'pump track' style



Build A Local Cycling Culture



PUMP TRACK

SKATE PARK



FEATURES LEGEND

- | | | | |
|--|---|---|--|
| 1 Beginner Pump Track | 6 All Access Ramp | 11 Existing Buildings Retained | 15 Connection to Existing Path Network |
| 2 Intermediate & Advanced Pump Track | 7 Secondary Pump Track Access | 12 Proposed Shelters with Furniture and Informative Signage | |
| 3 Street Plaza Skate | 8 Connecting Paths to Memorial Park | 13 Bike Racks & Water Fountain | |
| 4 Skate Bowl | 9 Avon Street - Pemberton Street Access | 14 Rubbish Bins | |
| 5 Central Gathering/Resting/Viewing Platform | 10 Pemberton Street Partially Closed | | |

***Indicative Plan Only.** A concept plan must be prepared in conjunction with the community and young people in particular.

Case Study - Bike Kitchens

Cycling [reduces greenhouse gas emissions](#), brings myriad [health benefits](#) and reduces traffic. But urban planners and policymakers often struggle to get more people on bikes.

To increase urban cycling, we need more than extra cycling infrastructure; we need a culture change. A worldwide movement of community workshops, known as bike kitchens, can help.

Bike kitchens offer tools, second hand parts and bikes, and convivial help with repairs. They are also hubs for community development. Since 2014 we have [visited over 50](#) bike kitchens around the world – in the US, Australia, NZ, UK, France, Germany, Austria, Switzerland, Portugal, Mexico and Belgium to research how they operate. We have also volunteered and led student projects at several workshops.

Building a culture of cycling

Dedicated bike lanes, road treatments and bike parking are relatively cheap to build and maintain compared to roads, car parks, and major public transport schemes. There is correlation between better bike infrastructure and more riders.

But better infrastructure alone does not solve the problem. In Paris, with its pro-bike mayor and traffic calming initiatives, a recent explosion in bike use has led to accidents and clashes, suggesting other factors like social acceptance and up-skilling need attention.

In lockdown this year, Sydney experienced a [78% increase in cycling injuries](#) when more people took to their bikes. Cycling in cities is a [social practice](#), and building a culture of cycling is essential – especially where bike use has traditionally been low.

It's essential to cycling culture that a critical mass of people have riding and bike maintenance skills, and the activity is more socially accepted. That's where bike kitchens come in.

Convivial places to build and repair a bike

Bike kitchen workshops are initiated and run by activists and socially-minded cyclists. Most teach hands-on self-repair and maintenance skills to people who want to learn. Others give away free bikes to those who need them.

Workshops extend the use life of bicycles and parts; most parts come from donated or scavenged bikes and are re-used creatively and cheaply with a DIY ethos, avoiding wastage.



Case Study - Bike Kitchens

How bike kitchens work

There are two main types of bike kitchens:

- 1) places where tools, parts and bike stands are offered for anybody to use, assisted by workshop volunteers and sometimes by paid mechanics. Most are social enterprises or non-profits, promoting the ability of a cyclist to maintain a bicycle and ride safely and with confidence.
- 2) those that fix bikes for others – often for the disadvantaged – such as WeCycle in Melbourne which offers bikes to refugees & asylum seekers.

Bike kitchens in Australia

Australia has had many community bike projects dating back over 30 years, with The Bike Shed in Melbourne being one of the first. Workshops come and go, but there are at least 18, with seven in Melbourne and four in Sydney.

Many smaller initiatives work in schools, churches, or at recycling centres. They are networked through BiCANZ.

WeCycle in Melbourne is a workshop focused on fixing bikes for others. Founders Gayle Potts and Craig Jackson have supplied refurbished bikes to asylum seekers, refugees and people in need since 2016.

A community approach to sustainable transport

Workshops need volunteers and secure premises with power and light, on or off-grid. Limited budgets make this a challenge.

While workshops can be co-housed, secure premises is the key area where support from government and bike-friendly donors is welcome. Tools, racks and spares are also needed.

Community bike workshops extend bicycle lifespans and promote a community approach to sustainable transport – all while promoting conviviality and making our cities more liveable.

Published in The Conversation as Bike kitchens: the community-run repair workshops that help build a culture of cycling on January 4, 2022



Become the Trails Centre for the Southern Wheatbelt

Complementary with the Actions to Build a Local Cycling Culture, are the Actions to position Pingelly as the Trails Centre for the region. The market segment for these trails are 'cruisers' – families on holidays which incorporate cycling as part of that holiday. Pingelly is easily accessible from Perth and showcases the attractions of regional Western Australia including flora and fauna, dark sky attractions, wildflowers and wide open spaces.

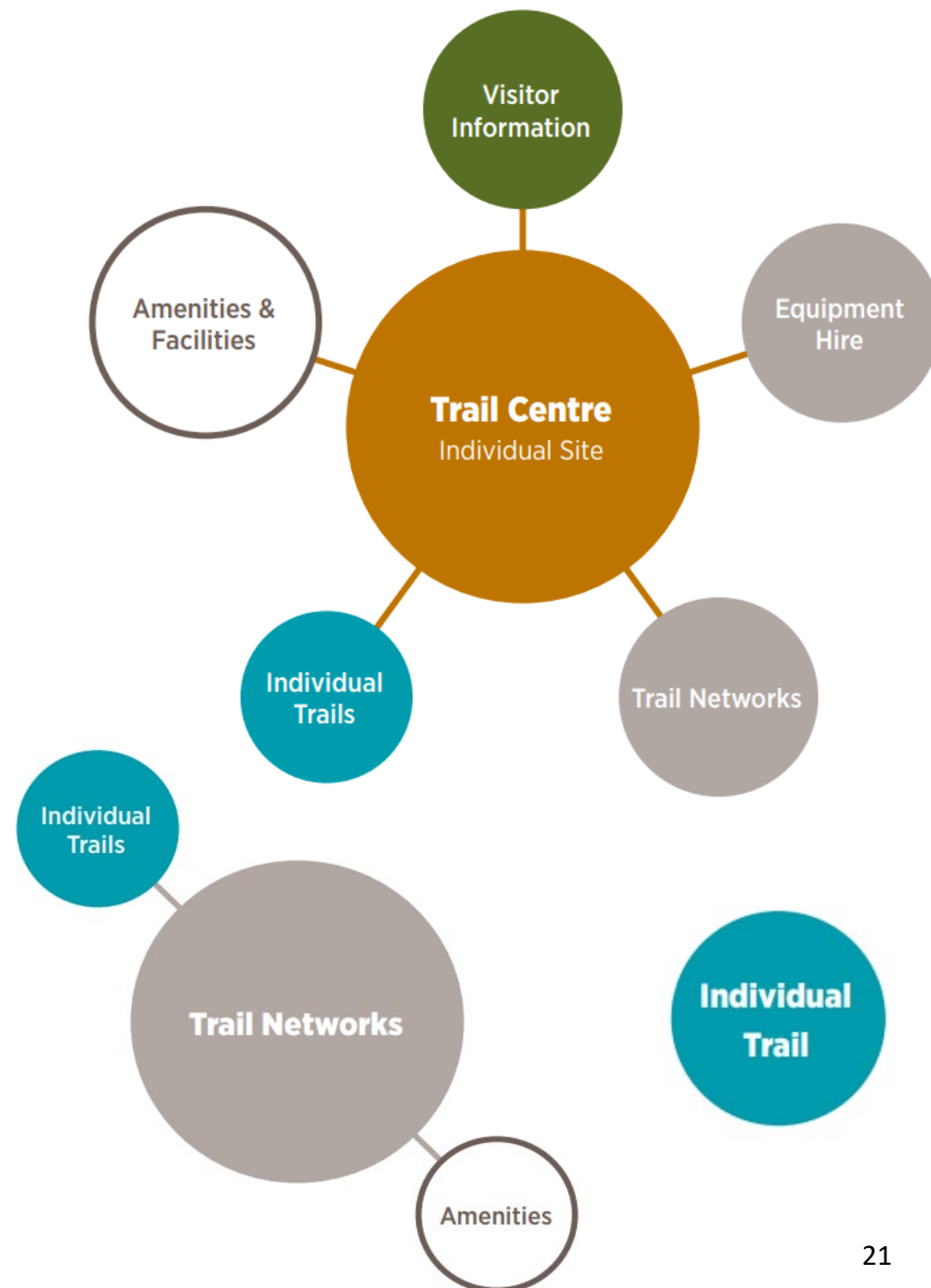
While the trails near the town centre are the priority in the short to medium term, outlying trails are essential for Pingelly to attract visitors. The overall strategy to attract visitors is to provide high quality trails triangulated around Pingelly within 20-30 minutes drive and provide suitable services, particularly hospitality within the town.

Target Market 'Cruisers' Profile:

- 9% of the Australian travelling population aged 18-75 (approximately 1,416,000 people).
- Typically families with school-age children, with a casual interest in cycling, who tend to take shorter holidays (less than a week) in familiar places. Three-quarters are 'Cyclists While on Holiday'.
- Motivations for cycling on holiday are relaxation and time with family. Cycling experiences should be easy, unchallenging, casual, low-risk, inclusive, covering short distances, and involve sightseeing.
- To target this segment, primarily focus on attracting them to WA by promoting aspects of the State that appeal to their holiday motivations (relaxation, family time, etc). Then promote cycling opportunities within WA that are easily accessible and are a value-add to other activities.

In addition to the 'Cruisers' all visitors will be welcomed, including people attending corporate events as a growing attraction in the town.

To ensure that visitors stay an additional night, it is important to offer services as indicated in the adjacent diagram including suitable accommodation and a second day of mountain bike riding in close proximity to Pingelly, showcasing the unique beauty of the locality. These are outlined in the following Actions.



Become the Trails Centre for the Southern Wheatbelt

There is currently two sanctioned mountain bike trail networks within 50km of Pingelly. The Yornaning Network is 20 minutes drive from Pingelly and is approximately 15km in length. The Narrogin Trail Network is 35 minutes drive and is also approximately 28km in length.

Actions:

1. Establish/strengthen a Visitor Information services within Pingelly Town Centre
2. Support development of short stay accommodation in Pingelly Town Centre for visitors
3. Form partnerships to develop Pingelly as the regional trails centre and construct at least an additional 40km of Mountain Bike Trail using the 8 Step Trail Development Process in accordance with the following opportunities:
 - Partner with the Shire of Cuballing and Wheatbelt Cycling Collective to expand the Yornaning Network to approximately 20km to make best use of the existing facilities & trail
 - Encourage development of mountain bike trails on private land (e.g. near Laze Away Caravan Park) including the opportunity for visitor accommodation and other attractions to be developed
 - Partner with DBCA at least 20km of mountain bike trails at Dryandra Woodland National Park
4. Work with local businesses to welcome trail users, to accommodate their needs & to cross-promote other local businesses & attractions
5. Investigate the willingness for regional cooperation across local government areas
6. Develop and implement a Destination Management Strategy in conjunction with the Pingelly Tourism Association & local businesses
7. Develop and implement a strategy to promote and brand the Pingelly Trails using the existing iconic symbol of the Numbat



Yornaning Dam



Dryandra Woodland

Case Study - George Town

The case study of George Town, Tasmania demonstrates that smaller destinations with reduced elevation, can be successful even with established world class destinations nearby if they find their niche e.g. family friendly trails near a large population centre.

The new gateway to Derby

When most people fly into Launceston, they load their bike bags into a rental car and set sail for Derby. Now there is a pretty darn good reason to point your car north, and make a pitstop in the coastal settlement of George Town on your way towards the east coast.

Like a lot of Tasmania, George Town is a municipality built on industry, and similar to so many others the local council is looking to boost and diversify its economic and tourist opportunities.

Where is George Town, and why build trails there?

"We're only 35 minutes north of Launceston, and we've got excellent beaches, as good as they get in Tassie for swimming and surfing. But George Town isn't really on anyone's radar as a place to visit on weekends or as a holiday destination," says Peter Rickards, Projects Manager at the George Town Council. "The mountain bike project is a way of slingshotting us back into the tourism limelight, as a destination people can visit on day trips up from Launceston, or tag onto longer trips as well."

The trail network at George Town, well actually, networks plural, will be located at Mount George near town and the Tippogoree Hills about five kilometres south.

The philosophy behind the project is to create heavily featured trails that cater to a diverse range of skill levels, with everything from green to black trails, offering the opportunity for skills progression. As this is happening, Trailscapes is nearly finished with a pump track in the George Town CBD — literally next to the main street running through town.



Case Study - George Town

How did we get here?

The project was initially championed by the George Town Chamber of Commerce, who saw the effect mountain biking destinations were having on boosting the local visitor economy. Dirt Art was engaged to conduct a feasibility study, preparing a design draft which was used to secure \$4.4 million in funding from the Australian Government, as part of its Community Development Grants Program. Dirt Art Managing Director Simon French points out that their design was only a starting point; he believes George Town has the potential to provide riding experiences that other destinations, like Derby and Maydena, are currently lacking.

The Mayor added, "I am expecting we'll see a lot of local traffic from Launceston and surrounding areas. I believe Launceston has a high number of MTB'ers, and our trail networks will be close enough to come up after work, or for a half or full-day with the family on the weekends."

Gaining support

With big community projects, like a trail network, gaining support from the wider community is paramount to its success. Despite the lack of a riding scene before the trails were built, the locals are on board with bringing mountain biking to George Town.

"We did a community meeting up there, and we had a packed hall of a little over 100 community members, most of whom weren't bike riders, and they were overwhelmingly supportive of the project. Some didn't understand what the project was, but by the end of the meeting, there was unanimous support from the community," says French.

Rickards continues, "Without the local business support and the local community support, then why are you doing it? It's there to benefit the community — it's an asset the community will own."

Published by Flow Mountain Bike magazine as 'Gravity trails on Mount George now open' on 28 January 2022





The Shire commits to the following actions and principles to deliver timely, meaningful and appropriate communication and engagement to ratepayers and stakeholders:

- Communicate in an open, timely & transparent way, using plain English
- Engage in a thorough, planned & tailored manner, mindful of the audience (youth, seniors, first peoples etc.)
- Communicate consistently through the Pingelly Times, website, digital signage & facebook
- Build positive relationships between the Shire & our community
- Communicate information quickly, even if the full impact of the decision or message is not yet clear
- Communicate to participants how their input supported a decision or outcome
- Recognise that those affected by a decision have the right to be involved in the decision making process
- Provide the information needed to participate in a meaningful way

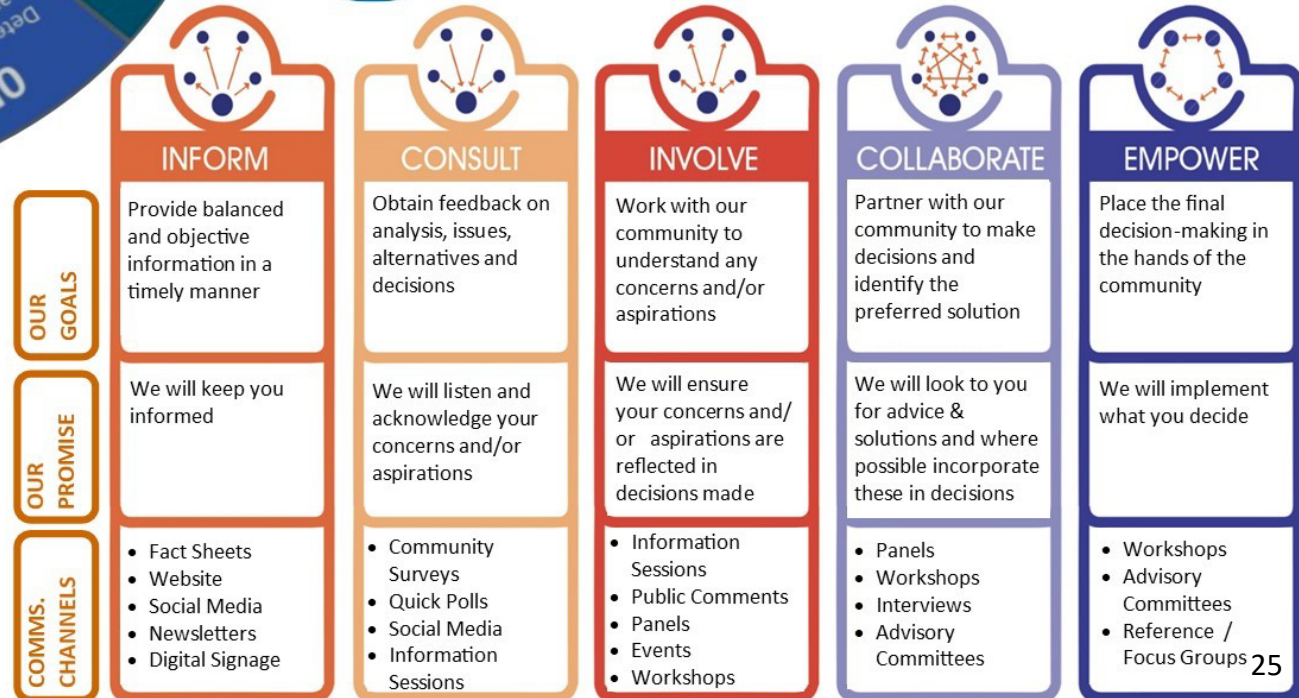


SHIRE OF PINGELLY COMMUNICATION PLAN

The Shire will use the below framework to guide the level of our communication and engagement with our community:

	Performance (out of 100)	Industry Average	Positive Rating
Social Media Presence	56	54	79%
Shire's Website	55	57	82%
Community Consultation	38	46	50%
Community Information	42	52	58%

Community Consultation Survey 2022



Mountain Bike & Cycling Strategy

Communication Plan 1/2



Project Scope	A strategy to guide the future development of Mountain Bike and Cycling Trails within Pingelly to build a local cycling culture and become a regional trails destination.					
Who - Audience	Pingelly Tourism Group	DBCA, DLGSC, DOT	WCC, Local Cyclists Outdoors WA, Trails WA, Westcycle	DOC, Holyoake, Heart Foundation	Wheatbelt Development Commission, Regional Development Australia	Shires of Narrogin, Cuballing & Brookton
Level of Impact	Very High	High	Very High	High	Moderate	Moderate
What - Message	Build on existing plans to increase tourism	Develop trails in conjunction with dept's plans	Create formal MTB Trails & cycling routes	Improve local health outcomes	Opportunity for economic growth & regional cooperation	Opportunity for regional cooperation to develop trails
Framework-Level	Collaborate	Collaborate	Collaborate	Involve	Involve	Consult
How - Actions	Email requesting feedback, interview	Email requesting feedback, interview	Email requesting feedback, interview	Email requesting feedback	Email requesting feedback	Information email
Feedback Methodology	Email providing feedback	Email providing feedback	Email providing feedback	Email providing feedback	Email providing feedback	Nil
When - Timeline	Initial draft stage	Concept & initial draft stage	Concept & initial draft stage	Consultation draft stage	Initial draft stage	Consultation draft stage
Owner - Source	CEO	CEO	CEO	CEO	CEO	CEO

Mountain Bike & Cycling Strategy

Communication Plan 2/2



Project Scope	A strategy to guide the future development of Mountain Bike and Cycling Trails within Pingelly to build a local cycling culture and become a regional trails destination.					
Who - Audience	Pingelly Community	South West Aboriginal Land & Sea Council	Australia's Golden Outback, Tourism WA	Pingelly High Street Businesses, CRC & Craft Shop	Moorditj Youth Foundation Aboriginal Corporation	Pingelly Youth Network
Level of Impact	Very High	Moderate	High	Very High	High	Very High
What - Message	Build a local cycling culture & become a regional trails destination	Aboriginal Heritage	Build on existing plans to increase tourism & regional cooperation	Build a local cycling culture & become a regional trails destination	Activities for young people	Activities for young people
Framework-Level	Involve	Collaborate	Collaborate	Involve	Collaborate	Collaborate
How - Actions	Public comments, information session (advertised on FB & Pingelly Times)	Email requesting feedback, interview if required	Email requesting feedback	Public comments, information session (Business BBQ)	Email requesting feedback, interview	Interview at committee meeting
Feedback Methodology	Publicised written response	Email providing feedback	Email providing feedback	Fact sheet, Business BBQ	Email providing feedback	Interview at committee meeting
When - Timeline	Consultation draft stage	Consultation draft stage	Initial draft stage	Consultation draft stage	Concept & consultation draft stage	Consultation draft stage
Owner - Source	CEO	CEO	CEO	CEO	CEO	CEO

Consultation Response

A thorough and extensive process of stakeholder consultation including with the local community has been completed. The feedback from all stakeholders has been taken on board and the Strategy modified accordingly.



51

People responded to the survey with over $\frac{3}{4}$ of respondents living within 1 hour drive. 55% of the respondents were female and 45% male.

86%

supported the development of high quality mountain bike and cycling trails/paths near Pingelly with most with an average rating of 'very supportive'.

63%

Would ride (either mountain bike or road cycling) more frequently if high quality mountain bike and cycling trails/paths.

90%

Supported the vision and strategies in this document (page 5)

Community Response

To 'Build A Local Cycling Culture' (page 16)

1. Construct 10km of recreational Mountain Bike Trail and a Trail Centre in the Town Centre

Priority 1



80%

2. Construct a Pump Track/Skills Park and Skate Park adjacent to Memorial Park to form a Youth Precinct.

Priority 2



74%

3. Provide directional and information trail signage; bike racks; a bike repair station; toilets; showers; and locker facilities at strategic locations in the Town Centre.

Priority 6



80%

4. Construct a 'green transport route' cycle path the Cemetery and the PRACC via Review Street, creating a loop to the town centre using the Paragon Street footpath and the recently constructed All Ages Path on Brown Street.

Priority 4



96%

5. Construct 'mini pump/skills tracks' of one or two features in various locations connecting to the above cycle paths.

Priority 8



75%

6. Investigate additional mountain bike trail opportunities within the townsite including near Mongebin Rocks, Golf Course and rail corridor riders.

Priority 5



84%

7. Conduct promotional & education activities; bike repair & exchange kitchens (bike repair workshops); and trail riding workshops on a regular basis.

Priority 10



79%

8. Purchase several e-bikes and e-scooters to loan to local people and businesses to re-introduce them to cycling. This action has been changed to reflect the feedback by removing reference to e-scooters.

Priority 9



54%

9. Audit local roads to identify opportunities for protected cycle lanes and existing paths to ensure connectivity, shade and greenery

Priority 3



94%

10. Ensure trails and infrastructure in the townsite are suitable for all abilities including adaptive riders.

Priority 7



86%

Community Response

To 'Become the Trails Centre for the Southern Wheatbelt' (page 21)

1. Establish a Visitor Information Centre at Pingelly Town Hall. This action has been changed to reflect the feedback.

Priority 7



2. Action 2. Construct self contained chalets and serviced sites at the caravan park suitable to accommodate families in accordance with the Pingelly Caravan Park Masterplan. This action has been changed to reflect the feedback.

Priority 3



3. Form partnerships to develop Pingelly as the regional trails centre and construct at least an additional 40km of Mountain Bike Trail using the 8 Step Trail Development Process in accordance with the following opportunities:

- Partner with the Shire of Cuballing and Wheatbelt Cycling Collective to expand the Yornaning Network to approximately 20km to make best use of the existing facilities & trail
- Encourage development of mountain bike trails on private land (e.g. near Laze Away Caravan Park) including the opportunity for visitor accommodation and other attractions to be developed
- Partner with DBCA at least 20km of mountain bike trails at Dryandra Woodland National Park

Priority 1



4. Work with local businesses to welcome trail users, to accommodate their needs & to cross-promote other local businesses & attractions

Priority 2



5. Investigate the willingness for regional cooperation across local government areas

Priority 4*



6. Develop and implement a Destination Management Strategy in conjunction with the Pingelly Tourism Association & local businesses

Priority 4*



7. Develop and implement a strategy to promote and brand the Pingelly Trails using the existing iconic symbol of the Numbat

Priority 4*



*joint level of priority

Community Response Summary

The community is overwhelmingly in support of this Strategy, however there were some areas of concern raised by a minority of the community. This feedback from the community and from all stakeholders has been heard and has resulted in relevant changes in the document.



Implementation

The 7 Principles of Leave No Trace are applicable for all trail users across all trail types. Following these Principles permits all users to enjoy the trails in peace and assists in the maintenance of these trails:

- 1. Plan ahead and prepare
- 2. Travel and camp on durable surfaces
- 3. Dispose of waste properly
- 4. Leave what you find
- 5. Minimise campfire impacts
- 6. Respect wildlife
- 7. Be considerate of other visitors

More substantive information on each of the principles is contained in the Leave No Trace Skills and Ethics Booklet and on the Leave No Trace Website.

The implementation of this strategy depends on the availability of funding. There are a number of possible funding partners including LotteryWest, State Government, Federal Government, landowner contributions including the Shire of Pingelly, volunteer contributions, private investment and grants/sponsorship from private companies.

The capital cost of the Stage 1 trails (i.e. those within Pingelly), excluding other components to be funded through this strategy are estimated by independent experts in early 2022 as follows:

Pingelly Town Trails – 10KM	\$425,000
E-bikes x 4	\$10,000
Trail head, signage, bike racks & repair station	\$25,000
Pump Track	\$418,919
Dual use cycle paths – approx. 2KM	\$260,000
Skate Park	\$577,419



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