

# GERALDTON CYCLE PLAN 2020-2030

A Strategic Framework to create a Bike Friendly Geraldton







## Minister's Foreword

Most of us will remember bike riding as a staple of our upbringing – getting to school or a friend's place meant fresh air and bit of exercise.

According to the 2019 National Cycling Participation Survey, more than a third of Australians have ridden a bike in the past year. However, the number of regular biker riders is slowly declining. Not only are we clogging up the roads with more cars, but we are denying ourselves a good old fashioned workout.

To help pump the brakes on this trend, the Geraldton community is leading the pack in creating a pedestrian and cyclist-friendly city.

Funded by the State Government, the award-winning Beresford Foreshore is a fantastic example of walking and cycling best practice. A visit to the Foreshore after work or on the weekend shows how responsive the people of Geraldton are when the right infrastructure and programs are available.

Imagine if the rest of Geraldton was designed and built with walking and cycling at its core.

The McGowan Government is delivering on its commitment to support Geraldton's efforts to become a bike-friendly city. The Geraldton Cycle Plan will leverage the Geraldton 2050 Cycling Strategy (cycling infrastructure network plan), with programs and initiatives that improve bike safety, participation and linkages to key social amenity.

A massive shout-out to the Mid West Sports Federation, the project working group, and my Parliamentary colleague Darren West, for all their efforts.

Seize the opportunity to get on your bike and be part of Geraldton's cyclist-friendly future.



**Hon Alannah MacTiernan MLC**  
Minister for Regional Development

# Mid West Sports Federation Foreword

On behalf of the Mid West Sports Federation (MWSF), it's with great pleasure that I share this publication with you. This Geraldton Cycle Plan was developed by a working group with representation from community, business and local government agencies. It offers a shared vision for bike riding in Geraldton and a 'strategic framework for creating a bike friendly Geraldton 2020 – 2030'.

The MWSF particularly thanks the working group and Hon Darren West MLC, Member for the Agricultural Region – as sponsor for this plan. The energy and enthusiasm shown by the working group was outstanding and I thank the many individuals involved for their commitments and contributions.

This Geraldton Cycle Plan adds strong support to the City of Greater Geraldton's 2050 Cycling Strategy, Integrated Transport Strategy and CBD Revitalisation Plan. Focusing on the needs of pedestrians (cyclists and otherwise) in civic planning and design makes all community spaces more accessible, connected and enjoyable to be in.

Through bike riding we can create a healthier and more active Geraldton, but we know that getting more people to use their bikes routinely will not happen by chance. It also won't be achieved through one Club, Association or Government agency working alone. The Geraldton Cycle Plan is a framework for the coordinated future development of cycling, and a call to action for everyone to work together to grow bike riding in our city.

The Geraldton Cycle Plan recognises these immense benefits of cycling – economic, health, environmental, social and transport – and seeks to bring these rewards to Geraldton. With its climate, sporting culture and current strategic focus on CBD activation and integrated transport, Geraldton is ideally positioned to become a genuine cycle friendly community.

Our thanks also to the funding provided by the Mid West Development Commission and State Government's Local Projects Local Jobs (LPLJ) scheme. With these funds the MWSF will lead activation of this Plan and encourages everyone to work with us to make Geraldton a truly Bike Friendly City.



**Mike Bowley**  
Chairman, Mid West Sports Federation

A stylized illustration of a bicycle tire tread, showing a pattern of small, dark, irregular shapes on a lighter background, curving upwards.

**Each kilometre  
cycled delivers  
\$1.43 of  
economic benefit**

Source: Queensland Department of Transport and Main Roads





## What is a Bike Friendly City?

Copenhagen is often considered the most bike-friendly city in the world. Tourists are overwhelmed by the number of bicycles flying by, and children are taught to ride before they're even old enough to go to school.

Thanks to bicycle-friendly measures taken by the city, nearly half of all 'Copenhageners' commute to work by bike, and 35 percent of all people who work in Copenhagen — those who live in the suburbs included — commute on their bicycles.

Cyclists enjoy 390 kilometers of designated bike lanes, and Greater Copenhagen now has a "Cycle Super Highway", which connects the city to the town of Albertslund with plenty of amenities along the way, like air pumps, safer intersections and traffic lights timed to average cycling speed to minimise stopping.

As a State, Western Australia is leading a resurgence of a National desire to become a bike friendly country. In many regards, Western Australia is a benchmark State and currently has the highest participation rates of cycling of

any State in the country. We also lead all States in terms of per capita spend on transport cycling related infrastructure.

Geraldton is well placed to become a leader of regional cities within the State. The City of Greater Geraldton (CGG) is starting the review process of its Integrated Transport Strategy (ITS), which encompasses all modes of transport including cycling. The ITS addresses transport objectives identified in the Geraldton Strategic Community Plan 2013 – 2023, including the objective for CGG to become a walking and cycling friendly city.

While Geraldton is a very different place to Copenhagen the key ingredient will be the same... a desire to create a culture of cycling regardless of it being for transport, sport or recreation. As a Bike Friendly City, bike riding becomes a legitimate mode of transport which when supported by the strategies contained in this plan offers a genuine alternative for the community, which in turn will result in social, health, economic and environmental benefits.



# So, when looking at a Bike Friendly Geraldton, you will see...



- Lots more people riding bikes
- Bikes parked everywhere
- Kids riding to school, sport or their friend's house
- Families and groups riding
- Paths connecting to activity centres (schools, shops, sport and recreation centres etc) and key attractions
- Pump tracks, circuits and trails being utilised
- More bike amenities for storage and quick repairs
- Safe active streets
- People arriving at work on bikes
- Wider range/diversity of bike rider
- Public and high-profile figures riding bikes
- Healthier looking community





# The Process

The Mid West Sports Federation (MWSF) is the peak body for sport and active recreation in the Mid West region. MWSF was allocated funding through the State Government's Local Project Local Jobs (LPLJ) program to deliver a holistic "Cycle Plan" for Geraldton. The guiding principles of this funding allocation were to improve:

## CYCLING PARTICIPATION



## CYCLING LINKAGES



## SAFE CYCLING



The intent of the project was to develop a holistic Geraldton Cycle Plan that leveraged off the outcomes of the Geraldton 2050 Cycling Strategy, and complemented the efforts by the CGG to develop an integrated cycling network. The Plan was to include collaborative approaches that consider education, cycling culture, perceptions and respect, sustainability, safety, capacity building, marketing, community engagement, tourism / events, participation and coordination / implementation.

The MWSF engaged Colin Brown Consultancy to undertake the project. Colin was also instrumental in the establishment of WestCycle as the peak body for all cycling activity in WA.



A range of community groups and agencies were engaged, including the following:

- City of Greater Geraldton
- Department of Education
- WA Country Health Service, Midwest
- Department of Local Government
- Sport and Cultural Industries
- Geraldton PCYC
- ATLAS (Access to Leisure and Sport)
- SPOKES Cycle Club
- Geraldton Mountain Bike Club
- Geraldton Bike Shop
- Revolutions Bike Shop
- WestCycle
- Department of Transport

The process utilised:

- Individual stakeholder interviews;
- Facilitated planning session; and
- Feedback session on the draft plan.

Critical to the process was the linkage to 'Our Bike Path' (strategic framework for cycling in WA) and existing Regional Bike Strategies (particularly 'Cycle City Albany').





# The Vision

Geraldton is recognised as a bike friendly city - a place where bike riding is a legitimate mode of transport and an everyday way of life.





# Areas of focus and Key Strategies



## 1. INFRASTRUCTURE (The Cycle Network)

To create and maintain a safe, direct, comfortable and integrated network of cycling infrastructure which connects people to activity centres and key attractions and facilitates bike riding for transport, recreation and tourism purposes.

## 2. PARTICIPATION

To be a City where bike riding is as inviting and as easy as possible for people to get involved and then support them along the whole of the participation and performance pathway for as long as they want it to take them.

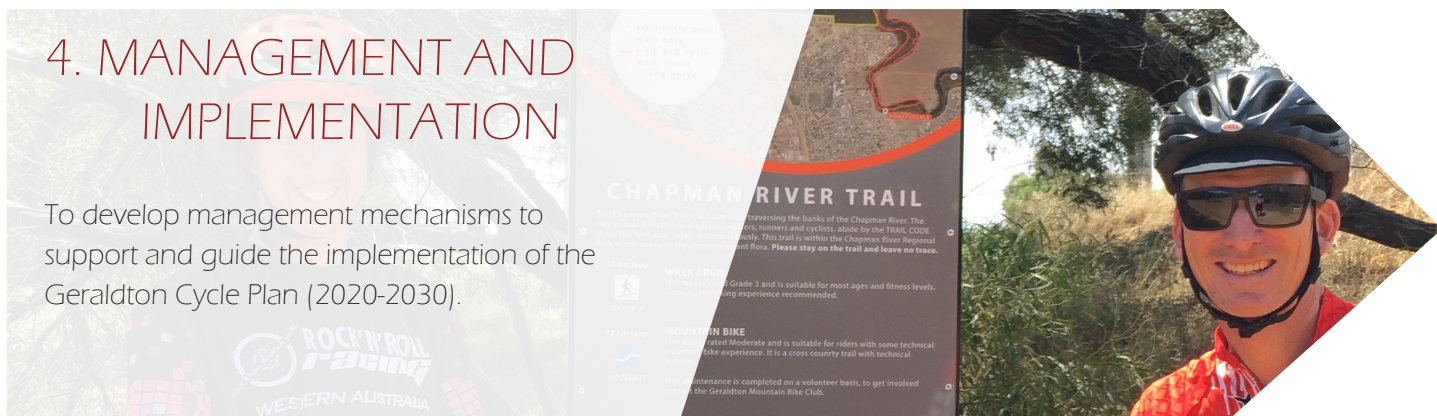


## 3. A BIKE CULTURE (Safety and Respect for All)

To develop Geraldton into a place where bike riding is widely supported, encouraged and celebrated; where bike riding is seen as a legitimate and normal use of the road, with mutual respect between all users.

## 4. MANAGEMENT AND IMPLEMENTATION

To develop management mechanisms to support and guide the implementation of the Geraldton Cycle Plan (2020-2030).







## 1. INFRASTRUCTURE (The Cycle Network)

To create and maintain a safe, direct comfortable and integrated network of cycling infrastructure, which connects people to activity centres and key attractions and facilitates bike riding for transport recreation and tourism purposes.

### Key Strategies:

- 1.1 Advocate for State and Federal support for the implementation of the Geraldton 2050 Cycling Strategy - a blueprint for connecting, enhancing and extending Geraldton's cycling network with interconnected off-road shared paths and trails, protected on-road bike lanes and low-stress residential streets and improved on-road safety for road users.
- 1.2 Work with CGG to review and align with the Integrated Transport Strategy and City Centre Revitalisation Plan, which sets out how Geraldton can become a walking and cycling friendly city.
- 1.3 Create more equitable networks for commuters and local bike routes that link the CBD to local community hubs such as schools and recreation / activity centres.

**Walking or cycling**  
(at least 150 min / week)  
**reduces**  
the risk of mortality  
**by 10%**

Source: Winter, Buehler, Götschi (2017)



## 2. PARTICIPATION

To be a city where bike riding is as inviting and as easy as possible for people to get involved and then support them along the whole of the participation and performance pathway for as long as they want it to take them.

### Key Strategies:

- 2.1 Develop, support and promote activities, education programs and projects to encourage bike riders of all types, ages, backgrounds and skill levels to get involved.
- 2.2 Increase the engagement with schools for bike education as well as involvement in other events (ride to school etc).
- 2.3 Establish a bike trailer (pool of bikes and helmets) available for use by schools and community groups.
- 2.4 Extend bike shed 'rebuild and repair' projects (eg PCYC) to include other groups (eg Men's Shed) and attach an educational outcome to the process (eg Certificate in Bike Mechanics).
- 2.5 Provide maps, signage and place details to encourage and make it easy for people to use local bike routes for commuting and short trips.
- 2.6 Create a closed environment for beginner riders eg outdoor track.
- 2.7 In consultation and with support from the community encourage a series of bike events to encourage bike riding for all levels of participants, from mass participation to club level and beyond NB This can also link to a bike tourism strategy.
- 2.8 Build the capacity of local clubs and organisations to assist them with offering programs and events to the community.
- 2.9 Embed bicycle tourism within other major tourism plans / initiatives.







### 3. A BIKE CULTURE (Safety and respect for all)

To develop Geraldton into a place where bike riding is widely supported, encouraged and celebrated; where bike riding is seen as a legitimate and normal use of the road, with mutual respect between all users.

#### Key Strategies:

- 3.1 Develop a Bicycle Awareness and Safety Campaign to educate all road users of appropriate safe behaviour and promote 'Sharing the Road'.
- 3.2 Develop an App that highlights safe bike routes across various categories of cyclists from children and beginners to those looking for more challenging rides.
- 3.3 Introduce an initiative which enables our high-profile politicians, businessmen, sportsmen and personalities to become bike ambassadors and assist with the promotion of cycling.
- 3.4 Work with local businesses to encourage bike use by their employees to and from work.
- 3.5 Initiate a research project to examine the economic impact of a successful Bike Friendly Geraldton at personal, community and city level.
- 3.6 Collect better bike riding related data and communicate this to the community to promote a better understanding of how often people are riding bikes and for what purpose.
- 3.7 Raise the profile and public awareness of cycling in all forms of traditional and modern media.



## 4. MANAGEMENT AND IMPLEMENTATION

To develop management mechanisms to support and guide the implementation of the Geraldton Cycle Plan (2020-2030).

### Key Strategies:

- 4.1 Establish a Bike Friendly Geraldton Advisory Group with the skills and knowledge to support and guide the implementation of the Geraldton Cycle Plan.
- 4.2 Approach relevant state and local agencies and organisations to secure funding to engage, resource and support a 'Bike Friendly Geraldton Coordinator', located within an appropriate agency (eg MWSF, DLGSC, MWDC, WestCycle), reporting to the Bike Friendly Geraldton Advisory Group and working with the City and the community to increase bicycle usage and coordinate all the strategies designed to achieve the Plan's objectives.
- 4.3 Develop an Annual Implementation Plan (priorities, budget and responsibilities) to ensure ongoing commitment and progress towards the Geraldton Cycle Plan.



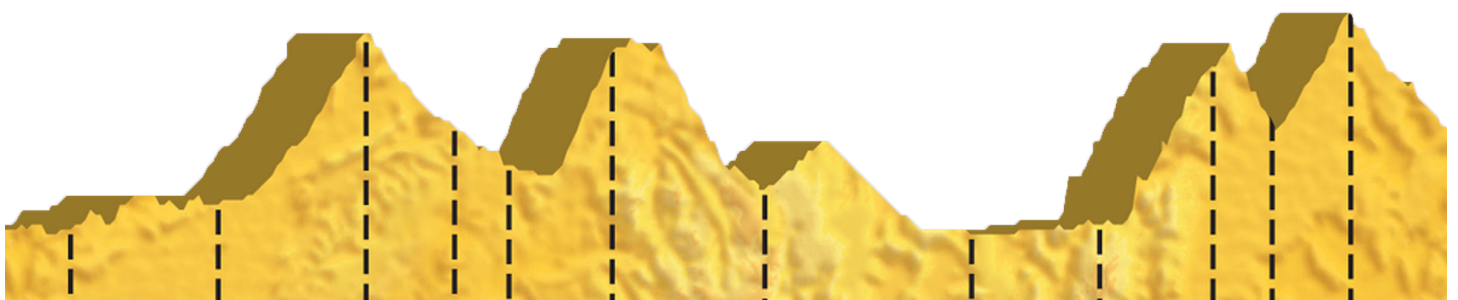
Cycling in  
28 European Union (EU)  
member States creates  
economic benefits of  
**€513 billion / annum** -  
more than  
**€1,000 per resident**



# Our Targets

There is very little baseline data available for Geraldton. For this reason, the first twelve months of the plan will include the development of the initial data which will form the base of any further targets.

1. To increase the number of people in Geraldton regularly riding by 2030.
2. For bike riding to achieve a transport mode share of 8% by 2030.
3. To increase the percentage of children and young people riding to school, with an aspiration to achieve the levels of the 1970's.
4. To arrest the disparity between men's and women's participation in bike riding.
5. To reduce the number of serious bicycle injuries every year.
6. To dramatically improve community perceptions of bike riding as a safe and enjoyable activity.
7. To increase the number of Geraldton cyclists competing at state, national and international competitions.
8. To increase the number and quality of cycling infrastructure facilities in Geraldton (includes bike paths, mountain bike trails and cycle sport facilities).











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