

# Shiraz to Shore / Hunter Cycle Tourism

Our region needs to diversify it's economy away from coal and it's perfectly positioned to capitalise on tourism, however it needs an iconic hero tourism product to differentiate ourselves.

**\$89m**  
Cycle Trail

## Our Ask

To stimulate the tourism industry, an opportunity exists to build a cycle trail from Hunter Valley to Newcastle and Lake Macquarie.



Watch the video



**\$89m**  
Investment



a return of  
**\$1.40**  
for every dollar  
invested



An additional  
**\$207m**  
in economic  
benefit and  
**200**  
new jobs

## Outcome

- A sustainable, safe active transport link for over 230,000 users.
- Provide an iconic hero experience for Australia to attract high value cycle tourists who spend more and stay longer.
- Eight themed sections from 'Shiraz' to 'Shore' ranging from \$3m to \$31m to construct each section.
- Celebrate the Hunter Valley bi-centennial in 2028.



# Representing the communities of the Hunter Region

The Hunter Joint Organisation is the statutory collaborative body that brings together the **ten Councils in the Hunter Region, NSW** to provide a united and local voice for our communities

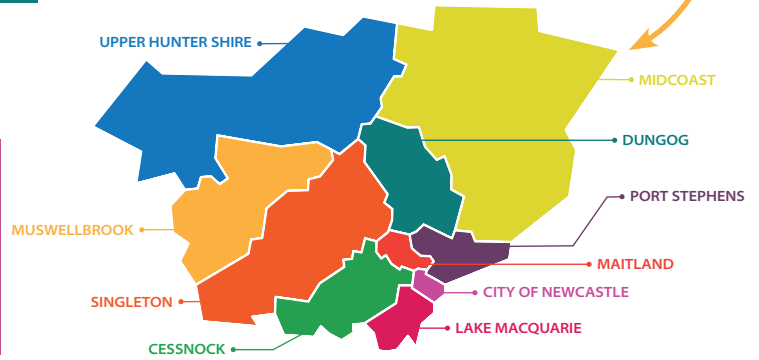


Has a rapidly growing population forecast to reach **1 million people by 2040**



Current Hunter Population **800,000**

**Gross Regional Product**  
**\$86.2b**



Our Statutory Mandate	Strategic Planning and Priority Setting
	Regional Leadership and Advocacy
	Intergovernmental Collaboration

## Our Member Council Mayors

**Cr Sue Moore**  
Mayor Singleton Council  
Chair Hunter JO

**Cr Leah Anderson**  
Mayor Port Stephens Council  
Deputy Chair Hunter JO

**Cr Daniel Watton**  
Mayor Cessnock City Council

**Cr Digby Rayward**  
Mayor Dungog Shire Council

**Cr Adam Shultz**  
Mayor Lake Macquarie City Council

**Cr Philip Penfold**  
Mayor Maitland City Council

**Cr Claire Pontin**  
Mayor MidCoast Council

**Cr Jeffrey Drayton**  
Mayor Muswellbrook Shire Council

**Cr Ross Kerridge**  
Lord Mayor City of Newcastle

**Cr Maurice Collison**  
Mayor Upper Hunter Shire Council