



# Mackay Active Towns Program

## Annual Report - Year 3 - 2014/15

Mackay was one of three cities to be selected by the Queensland Government to take part in its Active Towns Pilot program.

The \$6 million program over three years, is now completed. The program provided the delivery of new walking and cycling infrastructure and education programs to increase walking and cycling in the region.

Significant achievements were made in Year Three of the project with the construction of new and extended shared pathways, the opening of a secure bicycle parking facility, and plenty of fun and exciting bicycle activities and events.

## Evaluation and Feedback

### Behavioural and Attitudinal survey

The year three survey was undertaken by State Government in April 2015. The survey followed the same format as the previous year and was completed by 400 local residents in the form of a phone interview and assessed attitudes towards cycling, knowledge of Active Towns infrastructure and current participation rates for walking and cycling.

### Pedestrian and Cyclist quarterly counts

These counts continued in year three and once again showed a slight upward trend which is promising considering the population of Mackay has continued to decrease.

There are six count sites on pathway locations around Mackay and motion activated, infrared night vision cameras record date, time, direction of travel, pedestrian or cyclist, gender, age group (child, adolescent, adult) and weather.

### Feedback

On the 2<sup>nd</sup> of July, 2015 Mackay Regional Council (MRC) received the following compliment from a West Mackay resident:

*I would like to congratulate and thank MRC for their fantastic work on bike and pedestrian paths. I live in West Mackay and often cycle for fitness and walk my dog daily. Every week I see new projects being started or completed, and I have a great choice of walking and cycling routes in my area. Both my husband and I can cycle to our workplaces (Paget and CBD) on off-road paths, which is excellent. We have even gone down to a one-car household. Keep up the good work MRC.*



## Construction Update

### Cross City Link - \$767,000 (Stage 2) and \$314,500 (Stage 3)

The Cross City Link project involved the construction of the 2.5m shared pathway along the redundant rail corridor. Stage 2 - Bridge Road to Webberley Street and Stage 3 - Webberley Street to Archibald Street are now complete and connects Stage 1 (completed in year one) to Paget (a large industrial area).



### CBD Improvements - \$1,090,000

The CBD Improvements project involved the continuation of the construction of the 2.5m shared pathway along the redundant rail corridor from Sydney Street to Victoria Street and is now completed.

The Cross City Link and the CBD Improvements projects connect the Mackay City Centre to Paget and bisects the popular Bluewater Trail providing multiple options for safe, off-road active travel.



## Construction Update (continued)

### Gooseponds Missing Link - Stage 2 - \$1,352,000

The Gooseponds Missing Link project involved the construction of a 2.5m shared pathway that closed a gap between two sections of pathway along Goosepond Creek. Stage 2 went under the Bruce Highway and then east to Willets Road and north to Fairmeadow Drive and Greenfields retail precinct. This vital section of pathway provides only the third completely off-road crossing of the Bruce Highway in Mackay.



### Bluewater Trail Extension - \$479,000

The Bluewater Trail Extension project involved the construction of the 2.5m shared pathway along Bridge Road from the existing pathway at Irving Street through to Quota Park on Binnington Esplanade.

The 16.2km Bluewater Trail loop is an on-going project that is now approximately 88% complete.



### Sarina Infrastructure Link - \$297,000

Upgrades to the pathway between Railway Square, St Anne's Catholic Primary School and Sarina State High School are now completed. These upgrades included blocking off a laneway to through traffic, upgrading and widening pathways and installation of a ramp and safety fences at a railway crossing.



## Bicycle Education

### School Holiday Bicycle Education

'Learn to be a confident rider' courses facilitated by PCYC were offered the whole family during the September 2014, April 2015 and June 2015 school holidays. The free two hour course provided the opportunity to learn about bike safety, basic bike maintenance and road rules. The provision of a bike trailer in year one of Active Towns, allowed courses to run at a number of locations around the region including Marian, Sarina, Beaconsfield and Mackay. These courses have been popular with a number of the courses booking out and additional courses being added.



### Adult Cycling Confidence Building Course

The adult cycling confidence building course opened for expressions of interest in April 2015 and received enough interest to run in June 2015. All interested parties were female and aged 30-69. Also facilitated by PCYC, the four sessions were slow paced and concentrated on regaining the confidence to ride before heading out onto quiet streets.

One attendee's feedback was:

*Thank you Tegan [instructor], it was a pleasure to meet you and a great feeling to be able to ride a bike again!*

### Safety Circus

A partnership between the Queensland Police Service and the Central Queensland Conservatorium of Music has led to the development of 'Safety Circus' – an interactive musical theatre program promoting bicycle safety, bullying strategies and protective behaviour messages to grade 3 students.

Funding assistance from Active Towns allowed the 'Safety Circus' Tour to take place again in 2015. The tour ran from February 16 – March 3 and included 30 shows performed to grade 3 students from 43 local schools reaching 1970 students and 340 teachers and parents. Over the four years that Safety Circus has been run 6482 students have been reached with the messages that the show teaches.



## Events and Activities

### National Ride2Work Day 2014

National Ride2Work Day celebrates the benefits of riding to work and the community that supports it. On Wednesday October 15, 2014 a breakfast event was held in conjunction with the official opening of the CBD Bicycle Storage facility at the Bluewater Quay. A healthy breakfast was provided to those who rode to work on the day and a local radio station were broadcasting from the event, promoting the new cycling facility and the benefits of riding to work.



### Love to Ride—Mackay Cycle Challenge

The Love to Ride—Mackay Cycle Challenge was a three week, workplace based cycle challenge that took place from the 6th – 26th of October, 2014. Workplaces registered based on the size of the organisation and the aim of the challenge was to get the greatest percentage of the organisation to do at least one 10 minute ride over the challenge period. The idea of the challenge was to remind people how enjoyable and easy riding a bicycle can be. A total for 644 participants from 56 different workplaces took part. 53% of participants were non-cyclists and of the non-cyclists 76% were female. The top three organisations from each of the six size categories were presented with certificates in a presentation ceremony after the challenge.



## Events and Activities (continued)

### Ride2School Day 2015

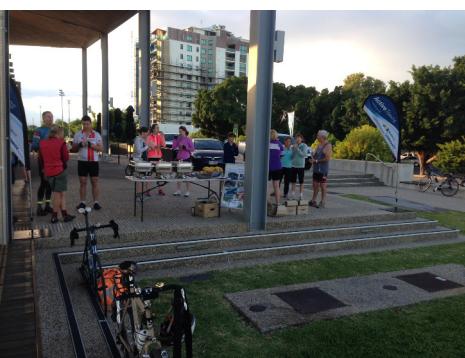
National Ride2School Day is a great initiative that promotes to school communities that riding to school is an easy and fun activity. In the lead up to Ride2School Day on Friday March 13, 2015 schools were invited to register for a Ride2School Day pack that included promotional material and boxes of fruit. Five schools registered and took part in the day.

Below are some photos of the students from St Mary's Catholic Primary School taking part in Ride2School Day.



### Bike Week 2015

Bike Week 2015 took place from April 25 - May 3, with the aim of pedalling the message of getting more people cycling more often. In Mackay a Bike Week program was designed to include free events that encourage people of all ages, sizes and cycling abilities to get on their bike. The 2015 program included cyclefest mackay, social rides, a ride to work breakfast, a bike mechanics workshop, a mums and bubs ride, a roller racing event and a superhero themed community ride with the Queensland Police on the last Sunday of Bike Week.



## Events and Activities (continued)

### Cross City Link Official Opening

On Saturday July 4 2015, residents were invited to take a ride with the Mayor as part of the opening of the Cross City Link. The pathway was opened by Mayor Deirdre Comerford and State Member for Mackay Julieanne Gilbert. The Cross City Link provides a significant off-road link between the Mackay City Centre and the Paget Industrial area and makes great use of the redundant rail corridor.



### Bubble Run

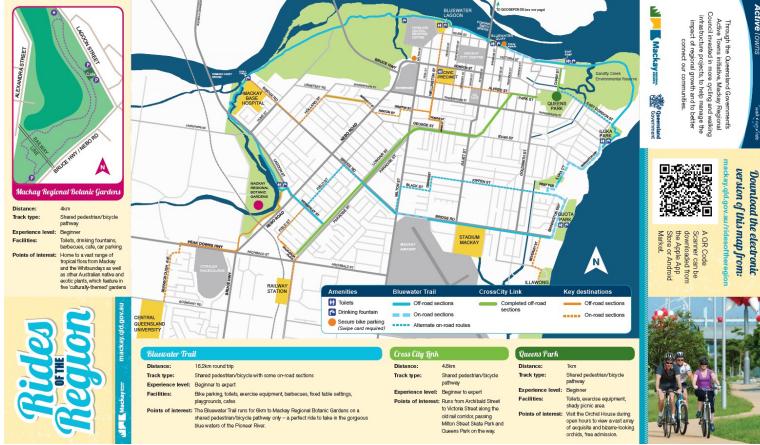
A bubble themed fun run was held on Sunday July 5 2015 as the official opening of the Gooseponds Missing Link and to recognise the completion of the Active Towns Program. There was a three and five kilometre course option for runners and walkers to choose from and a Bubble Zone at the start/finish area for everyone to enjoy after their run. It was a great celebration of what Active Towns has provided the Mackay region with, which will have great impacts on the health and wellbeing of local residents into the future. The pathway was opened by Mayor Deirdre Comerford and State Member for Mackay Julieanne Gilbert.



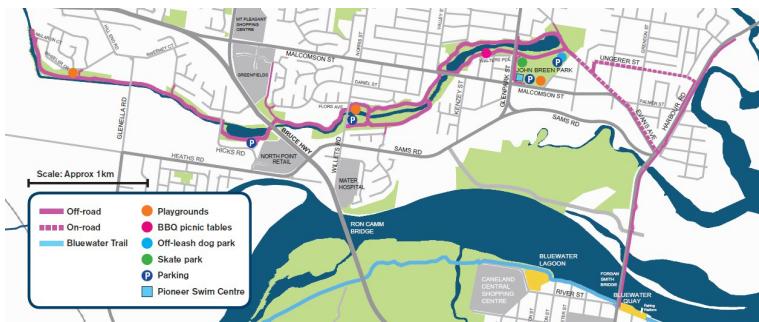
## Advertising and Marketing

### Printed Materials

Rides of the Region Brochure - [www.mackay.qld.gov.au/ridesoftherregion](http://www.mackay.qld.gov.au/ridesoftherregion)



Gooseponds Walk Brochure - [http://www.mackay.qld.gov.au/community/fitness\\_and\\_health/active\\_towns/useful\\_links/gooseponds](http://www.mackay.qld.gov.au/community/fitness_and_health/active_towns/useful_links/gooseponds)



### Gooseponds Walk

The Gooseponds Walk pathway in North Mackay starts behind Wheeler Drive, Glenella and stretches through to Evans Avenue.

The pathway passes under the Bruce Highway, offering a safe crossing option, and includes multiple access points and a few large loops along the way – totalling close to 8 kilometres of shared pathway.



### City connections

When exiting the Gooseponds Walk pathway from Evans Avenue, it is only a one kilometre on-road (or footpath) connection to join the shared pathway on the eastern side of Harbour Road.

This offers the perfect opportunity to cycle or walk to the City Centre and the Bluewater Trail from as far as Glenella, on off-road paths and quiet streets.

### Places of interest

- Playgrounds**  
Playgrounds are located at three points – at Wheeler Drive, Willets Road and at the corner of Evans Avenue and Malcomson and Willis streets.
- Picnic areas**  
Shared picnic spots and picnic tables are located along the Gooseponds pathway, including a picnic table with a barbecue just off Walters Parade.
- Exercise equipment**  
Equipment for a variety of exercises are dotted along pathway between Malcomson Street and Evans Avenue.
- Pioneer Swim Centre**  
The Pioneer Swim Centre is located on the corner of Malcomson and Evans Avenue. Visit the website - [www.tslesisure.com.au](http://www.tslesisure.com.au) for entry fees and open hours.
- North Mackay Dog Park**  
The North Mackay Dog Park is a fenced off-leash park including agility equipment and water bubblers, located opposite North Mackay State School on Willets Street.
- John Breen Skate Park**  
The John Breen Skate Park is located behind the Pioneer Swim Centre, near the corner of Malcomson and Glenpark streets.



More cycling, more often,  
on safe, direct  
and connected routes

## Advertising and Marketing (continued)

### Television Advertising

Advertisements for the Bubble Run aired on Channel 7.

### Newspaper Advertising

Advertisements were printed in the local newspaper, Daily Mercury, for Ride2Work Day, Bike Week and Bubble Run

### Pakmag Advertising

Advertisements were printed in a local magazine for parents and kids (pakmag), for Bubble Run, Bike Week, Ride2School, monthly community rides and School Holiday Bicycle Education Courses.

### Radio Advertising

Advertisements were aired on local radio stations for Ride2Work Day, cyclefest Mackay (Bike Week) and Bubble Run.

### Social Media

All Active Towns news items, events and activities have been promoted through council's Facebook page and Twitter account.

## Walking and Cycling Advisory Committee

Bi-monthly meetings of this committee continued throughout the third year of the Active Towns program with representation from Mackay Regional Council, Department of Transport and Main Roads, Department of National Parks, Recreation, Sport and Racing, Queensland Police, local cycling groups and local advocacy group Bicycle Mackay. The Committee continues to look for opportunities to improve conditions and promote active travel in the region.