



**Orange Bicycle
User Group**

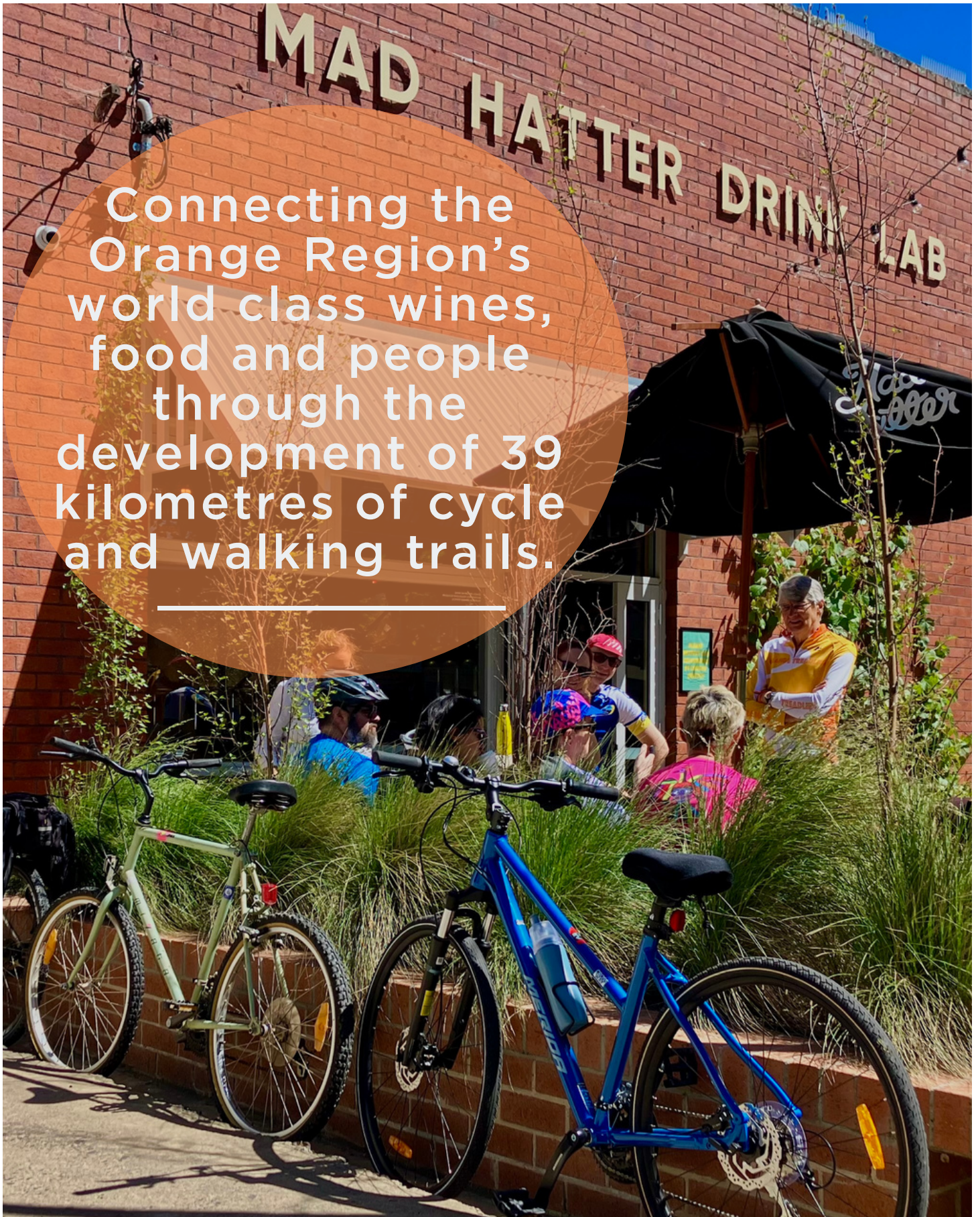
**ORANGE REGION
FOOD AND WINE
TRAIL**

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ORANGE REGION FOOD AND WINE TRAIL

Connecting the Orange Region's world class wines, food and people through the development of 39 kilometres of cycle and walking trails.



ORANGE REGION FOOD AND WINE TRAIL

THE CONCEPT

The Orange Region Food and Wine Trail (ORFWT) will be one of Australia's premier food and wine cycle and walking trails that showcase the world class cool climate wine region to visitors and allows the community better and safer access to the region.

The trail has been designed to be consumed by visitors in three distinct hubs - each with its own character and set of experiences, and each with a central node in which bikes can be hired, toilets and car parking is available, and provisions purchased.

Of course - it can be ridden or walked in a way that can also be self-curated for the more adventurous, the repeat visitor or the locals who know their own favourite spots to visit.

The trails are predominantly off road, although where that simply is not possible, or required (quiet laneways) a range of trail treatments is proposed to make the trail safer than it otherwise would be.

The proposed ORFWT will showcase the natural and cultural diversity and strengths to visitors and attract people to the region, and ideally create an experience that will keep people in the region longer - both adding to the economy. It will also provide social benefits through better and safer access for residents.

Accommodation providers including those in Orange and around the trail (Bed and Breakfasts and smaller boutique providers) will benefit as will the opportunity for growth in cycle and tourism related businesses.


This outstanding food and wine trail experience will be delivered through:

- Strong partnerships with the City of Orange and Cabonne local government areas, Orange 360 (the region's marketing body), Orange Region Vignerons Association (ORVA), and cycling groups such as Orange Bicycle Users Group (Orange BUG).
- Well designed and curated experiences along the trail including wine and food tastings, outstanding natural setting and fit for purpose infrastructure supporting the cyclists and walkers.
- Easy to understand wayfinding and information on the trail including digital material and in situ signs clearly showing the hub that users are on, and the distance to the next attractions.
- Well packaged tours and itineraries in partnership with the region's visitor economy sector making it easy to consume and enjoy, while being accessible for locals.

ORANGE REGION FOOD AND WINE TRAIL

DESIGN INTENT

The Orange Region Food and Wine Trail design intent is to provide an overall Orange Region providore (foraging) experience that reflects this beautiful relaxed rural setting. The ORFWT is 39kms and connected through three easy to access central hubs linked by a 26km route spine:

H 1: Town hub 



Town hub located at Orange Visitor Centre

H 2: Lake hub 



Lake hub located at Lake Canobolas Reserve Café

H 3: Harvest hub 



Harvest hub located at Hillside Harvest

The hubs provide the leisure cyclist with e-bike hire and convenience from which to ride from or to, and then connect to local food and wine providore experiences in each immediate area. The trail is specifically designed for the leisure cyclists, and food and wine enthusiast. It is also very suitable for family part and full day trip outings as it passes through lush, picturesque orchards, vineyards and bushland which is uniquely supported by a high altitude and nutrient rich volcanic landscape.

The trail suggests a network of new and existing on and off-road, easy gravel trails, that directly connect quiet traffic calmed roads. Fun and simple trail head information signage and wayfinding is to include a rural theme using painted timber or mild steel and blade signage with three colours to represent each hub area. The signage posts are brightly coloured, individually for each of the three hubs, with the arrow indicating the hub towards which you are heading. Suggested providores and distances are located on appropriate trail intersections. The trail is to be located alongside existing infrastructure, within road reserves including the widening of asphalt shoulders for dedicated cycleways, established cycle trails or along quiet traffic calmed roads. The trail is to make the most of roadside interpretation points to promote numerous stopovers, associated accommodation, food and drink attractions. Bike repair and charging stations are to be located at each hub.

The exact treatments along the trail are to be developed through a development and detailed design process including ongoing consultation with Councils (Orange City and Cabonne Shire), the Orange BUGS cycle group, Community, Business and associated stakeholders and landholders. Rural 'land art' and indigenous cultural opportunities already exist along the proposed route, however, can be strongly encouraged/commissioned within road reserves and private property areas to enhance the educational, environmental and cultural connections.

ORANGE REGION FOOD AND WINE TRAIL

BENEFITS AND COSTS

THE CREATION OF THE EXPERIENCE:

- Developing or renovating 39 km of trail in five different path types and across a central spine and three separate but linked hubs. Each with a node that contains food, bicycle hire, and comfort stops
- Creating 22.6km of trail in the Town Hub costing \$9.177m inclusive of fencing and wayfinding
- Creating 8km of trail in the Lake Hub costing \$4.198 million inclusive of fencing and wayfinding
- Creating 8.45km of trail costing \$3.927 million inclusive of fencing and wayfinding.
- The total development creates **39.07 km of trail costing \$17.302m.**

THE TRAIL WILL CREATE THE FOLLOWING DEMAND:

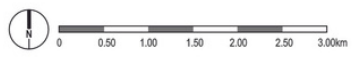
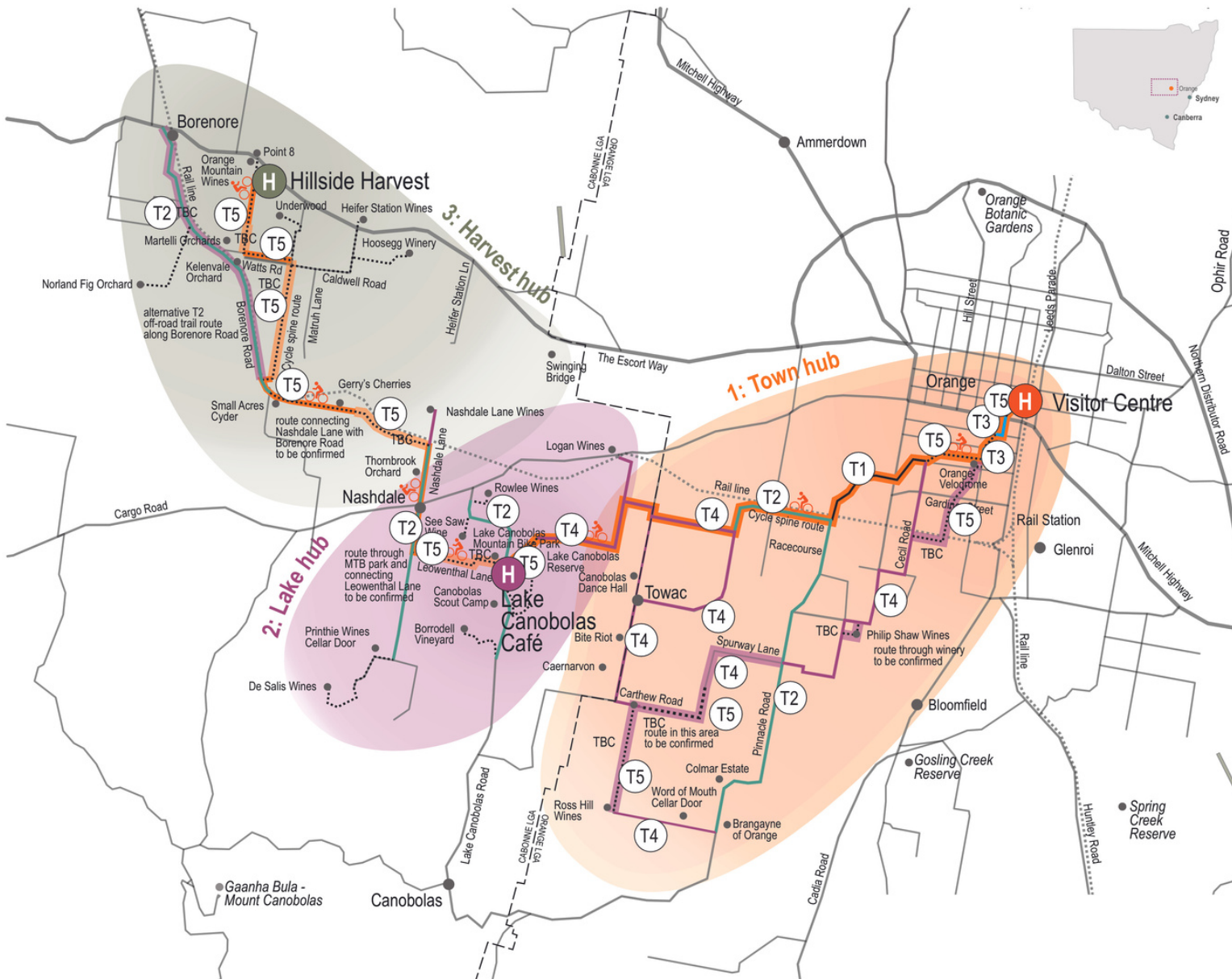
- **Attract 40,020 local and regional trail users in year 10** (from Orange and Cabonne LGAs) and residents in adjoining LGAs
- Attract **26,800 day and overnight visitors to the Region in year one** (assuming the trail is completed)* **rising to 45,300 in year 10.**
- Attract from 63,860 trail users in the early years of operation up to 85,325 trail users pa year 10.

THE TRAIL WILL BRING THE FOLLOWING ECONOMIC BENEFITS:

- During the construction phase of the trail's development, **52.8 Full Time Equivalent (FTE)** jobs would be generated (44.2 FTE direct and 8.6 FTE indirect) and **\$9.595 million in regional income** would be generated
- Once operational, the trail will generate from 34.7 FTE jobs in year one up to **54.6 FTE jobs ongoing** from year 10
- The trail will increase regional income by **\$4.191m** pa in year 10.

THE TRAIL'S COSTS AND BENEFITS ARE:

- The total costs of the trail over 10 years including maintenance are \$22.128m.
- The benefits of the trail comprise an increase in regional income, health benefits due to the reduction in health costs associated with exercise, the valuation of the trail experiences and the improvement in productivity for persons in employment associated with exercise on the trail- and they total **\$56.742m.**
- The cost benefit for the trail over a 10 year period is 1.8 using a 7% discount rate (as required under the NSW Government's benefit cost standard analysis). A higher benefit value would be generated over the longer asset life of a typical trail and higher visitation rate.



- Legend**
- H H H trail hubs
 - spine trail
 - T1 off-road asphalt (urban)
 - T2 off-road asphalt (rural)
 - T3 on-road asphalt (urban)
 - T4 on-road asphalt (rural)
 - T5 gravel road / single trail
 - TBC new trail route to be confirmed
 - LGA boundary

ORANGE REGION
food & wine trail
 Strategy



H 1: Town hub **H 2: Lake hub** **H 3: Harvest hub**



Town hub located at Orange Visitor Centre



Lake hub located at Lake Canobolas Reserve Café



Harvest hub located at Hillside Harvest

ORANGE REGION FOOD AND WINE TRAIL

WHY THIS PROJECT AND WHY NOW?



Aligns strongly with State and Regional plans, strategies and policies that currently exist



Provides an investment into the already successful agri-tourism businesses in the region and provides diversification in the economic base of the region



Existing and growing market of potential users



Provides for safer and sustainable cycling transport options for residents as well as visitor economy benefits



Builds on the demonstrated success of wine region cycling throughout Australia and the rest of the world



Community driven and provides local community benefits as an accessible and safe pathway for walking and cycling.



Capitalises on global trends in active and experience based tourism that have emerged since COVID



Planning pathways are available to deliver much of the trail without significant issues (some small parcels of land will need discussion with current managers and owners), and it could start relatively quickly



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**Orange Bicycle
User Group**

**This document and the
referenced Business Case has
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Orange Bicycle Users Group
and developed by TRC
Tourism.**

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**For more information go to:
www.orangebugs.org**

