

KING VALLEY

INFRASTRUCTURE PROJECT

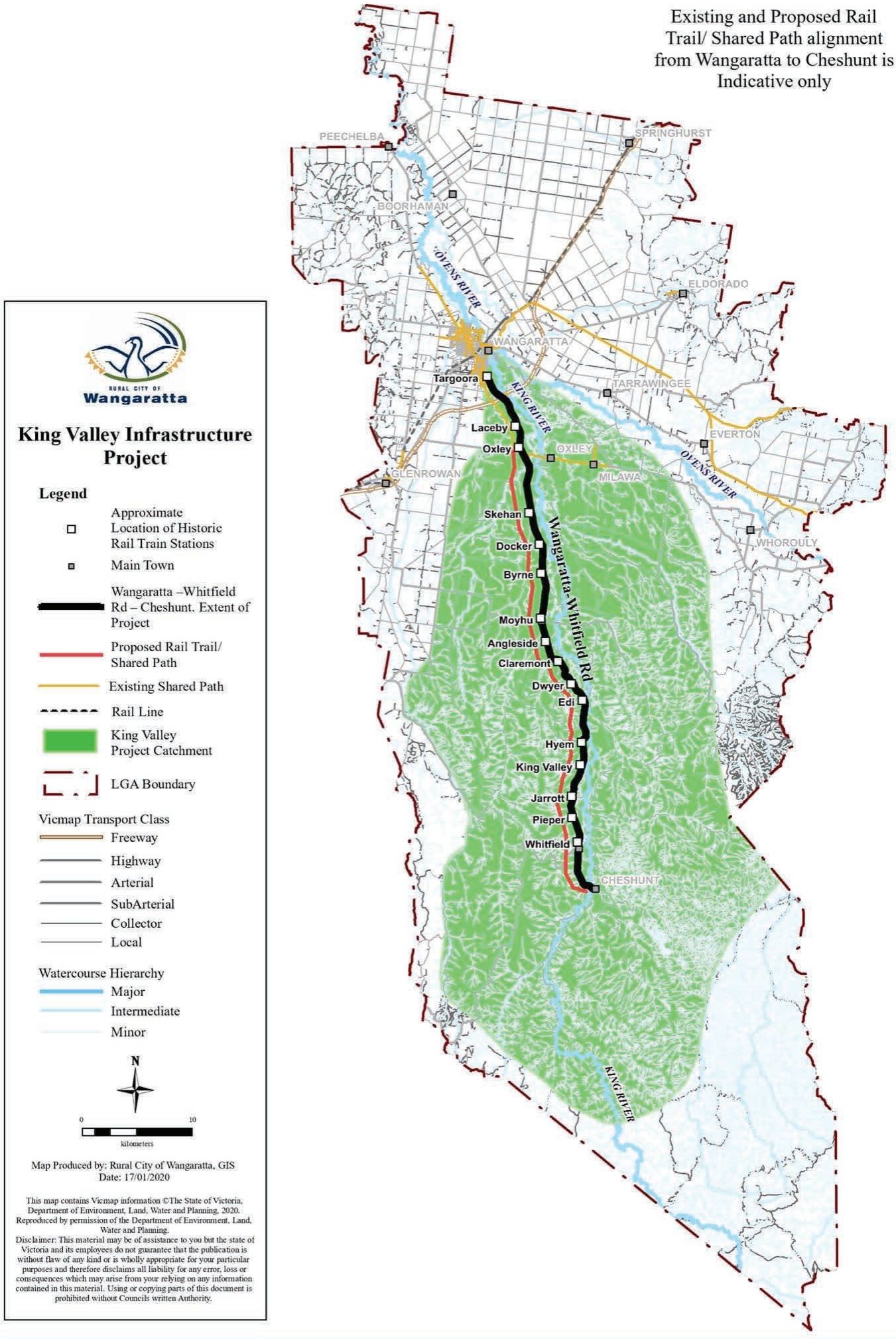
So, what’s this project all about?

It has long been acknowledged that the Wangaratta Whitfield Road is below the required standard that we would expect of a major arterial road that services approximately half of the Rural City of Wangaratta and more importantly the major tourism attraction of the Rural city of Wangaratta, this
being the King Valley.

Upgrading this major arterial road to be fit for purpose is necessary, given the vast increase of heavy and light vehicles used to access vital markets, loyal customers and necessary processors throughout Australia. The short comings of this arterial road were again highlighted with the recent increase of trafficking heavy machinery during the recent N.E. Victorian fires. In addition, there is increasing need for supplies and services to maintain businesses productivity and offerings; along with the increase in tourist numbers visiting the King Valley.

While Covid19 has shut down tourism and most hospitality businesses when life returns to normal visitation to the King Valley will flow again.

According to Tourism Northeast in 2017, the King Valley attracted 150,000 visitors, and they anticipate that this will increase to over 230,000 visitors by 2022. In 2019, the anticipated increase of 230,000 by 2022, has already been exceeded. According to Tourism Research Australia’s National Visitation Survey undertaken March 2018 - March 2019, the King Valley was the fastest growing wine tourism destination in Australia, increasing by 141%.


Existing and Proposed Rail Trail/ Shared Path alignment from Wangaratta to Cheshunt is Indicative only
RURAL CITY OF Wangaratta
King Valley Infrastructure Project
Legend
Approximate Location of Historic Rail Train Stations
Main Town
Wangaratta –Whitfield Rd – Cheshunt. Extent of Project
Proposed Rail Trail/ Shared Path
Existing Shared Path
Rail Line
King Valley Project Catchment
LGA Boundary
Vicmap Transport Class
Freeway
Highway
Arterial
SubArterial
Collector
Local
Watercourse Hierarchy
Major
Intermediate
Minor
N
0
10
kilometers
Map Produced by: Rural City of Wangaratta, GIS
Date: 17/01/2020
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PEECHELBA
SPRINGHURST
BOORHAMAN
OVENS RIVER
ELDORADO
WANGARATTA
Targoora
KING RIVER
TARRAWINGEE
Laceby
Oxley
OXLEY
EVERTON
GLENROWAN
MILAWA
OVENS RIVER
Skehan
Docker
Byrne
Wangaratta-Whitfield Rd
WHOROULY
Moyhu
Angleside
Claremont
Dwyer
Edi
Hyem
King Valley
Jarrott
Pieper
Whitfield
CHESHUNT
KING RIVER

We needed to act!!

A small group of King Valley residents with the support of business owners, have embarked upon a mission to develop a submission to seek government funding for a significant infrastructure project that will set the King Valley up for growth and private investment for the next 50 years.

The project has five connected elements:
1. Upgrade the Wangaratta-Whitfield Road, including the 5 km extension to Cheshunt to be fit for purpose for all users.

2. Change the name of the Wangaratta-Whitfield Road to the “King Valley Road” which is more inclusive and smart marketing.

3. Complete the construction of stage 3 of the Murray to Mountains Rail Trail from Oxley to Whitfield plus the 5 km extension to Cheshunt.

4. Name the bike path, the “Prosecco Trail”. This marketing strategy is already being used for competitive bike riding events and hiring E-BIKES therefore, it would be prudent branding.

5. Commission 14 large art installations to be permanently erected to reflect the heritage along the bike path at each of the old Railway Station sites along the bike path.

To give this proposal the best chance of success – the plan is to:

- Implement our detailed action plan which outlines the steps, processes, tools and methods required to engage with communities, gather relevant data, evidence and support to drive the development of this infrastructure funding submission.
- Consult and engage with all households and businesses throughout the King Valley.
- Involve other Wangaratta–Whitfield Road users (workers, businesses and visiting tourists) from outside the King Valley to canvas their support.

So, what’s happened?

Prior to the Covid19 shut down we were sailing with a tail wind. Presentations and conversations resulted in so much enthusiasm:

1. The Rural City of Wangaratta councillors and senior staff have supported the project and are being most helpful.

2. The King Valley Tourism and Wines of the King Valley pledged their support.

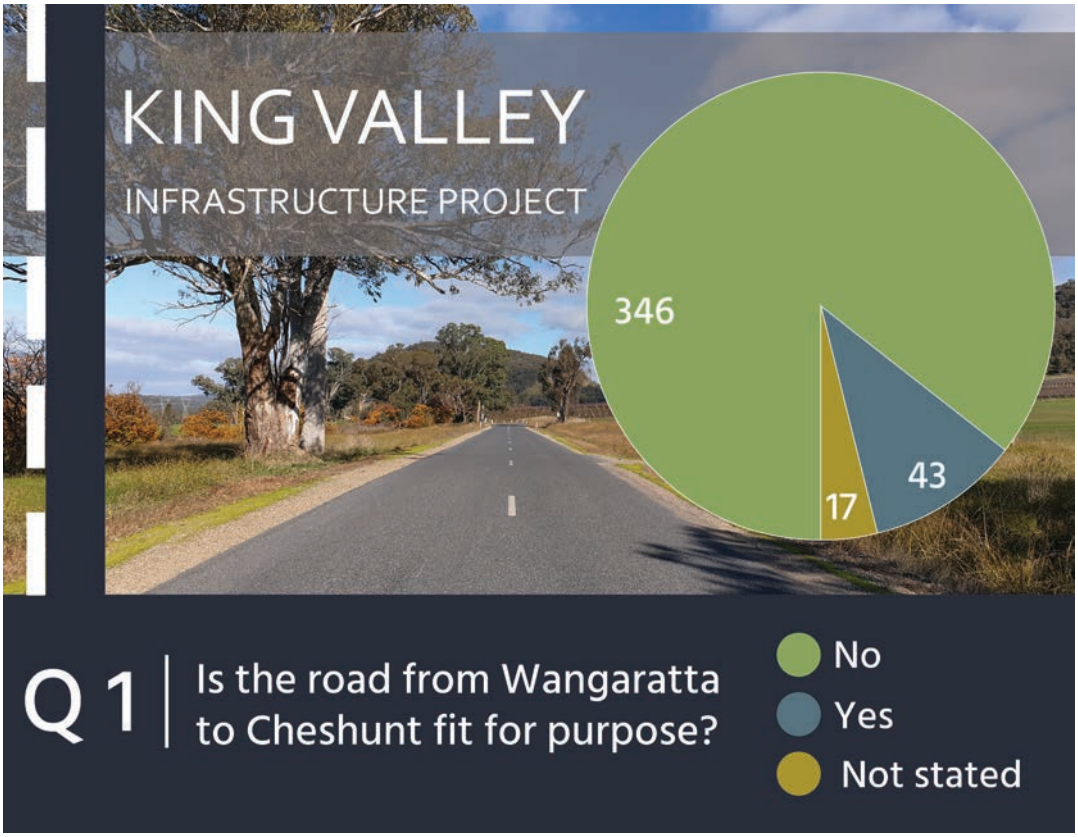
3. The Wangaratta Chronicle gave us huge coverage on 14 February 2020 and had a plan to do so much more.

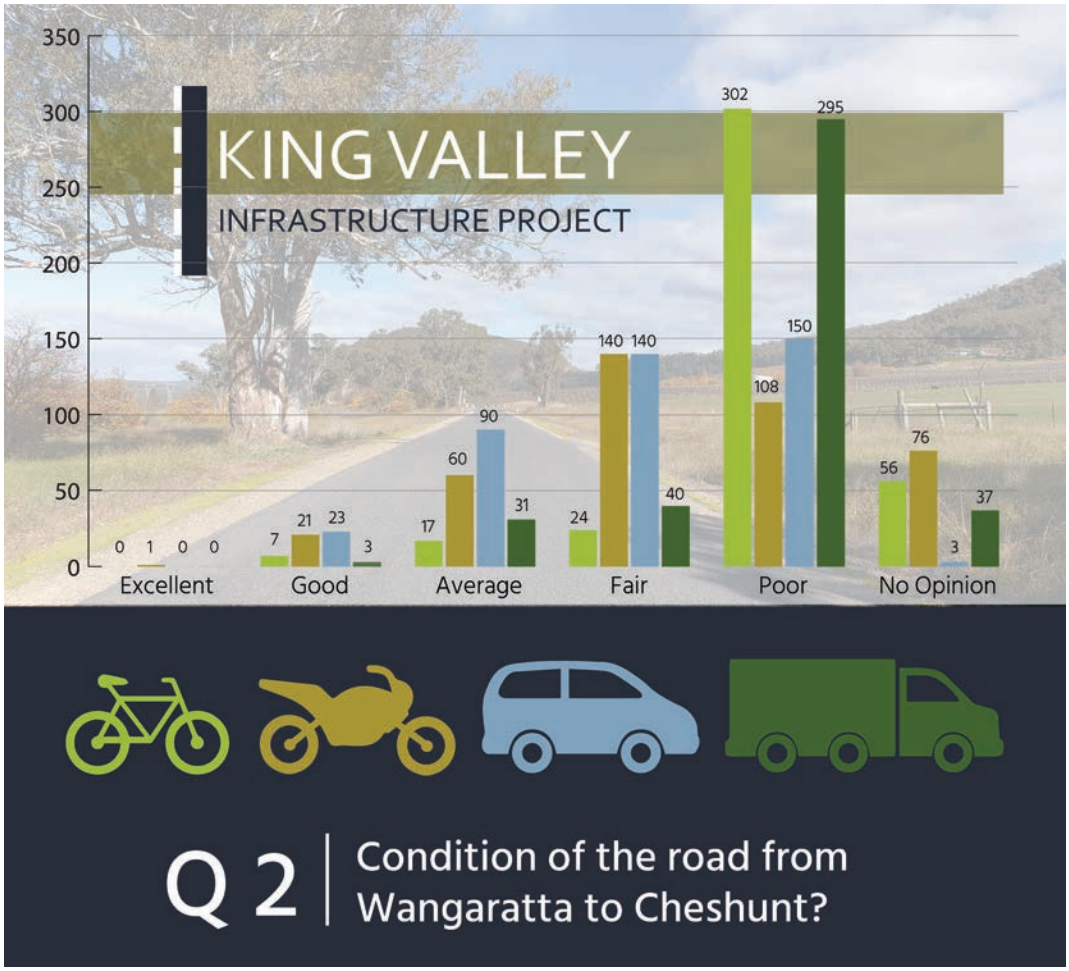
4. Each of the four (4) local newsletters helped to spread the word.

5. Petition kits were delivered to 24 businesses throughout the King Valley early March, in time for the long weekend.

6. King Valley residents were surveyed and 406 responded.

Survey Results - 406 Respondents





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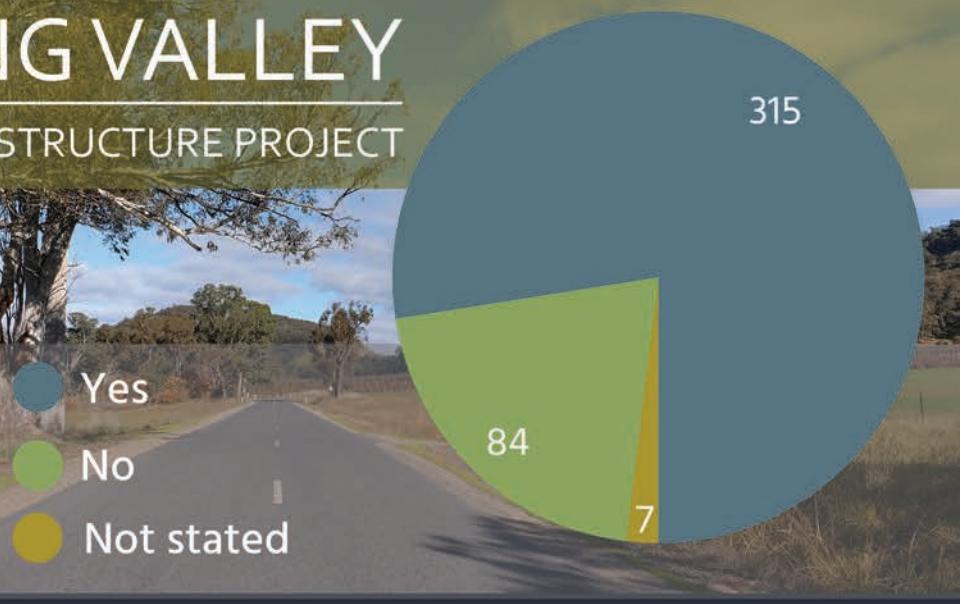
Q 3

On average how many kilometres would you normally travel each week using the road between Wangaratta and Cheshunt?



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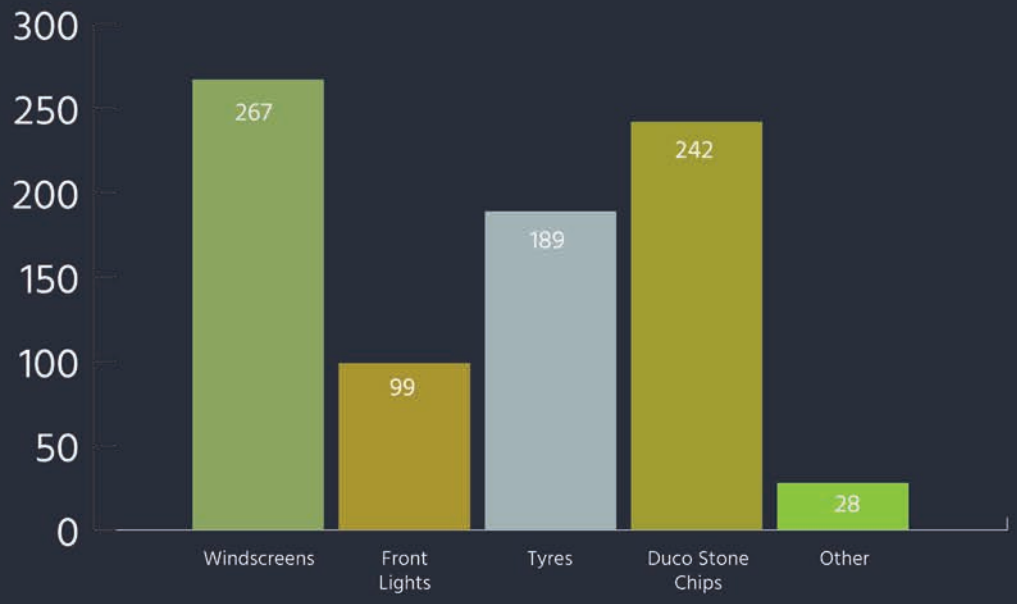


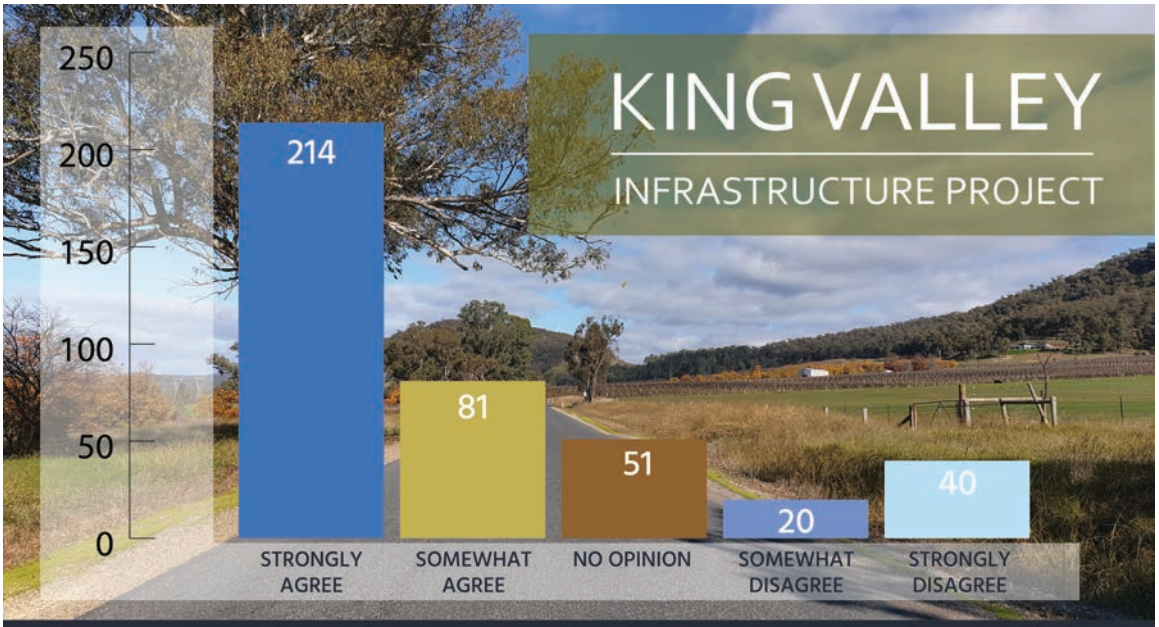
Q 4a

In the past five years, have any of your vehicles been damaged while using the road between Wangaratta to Cheshunt ?

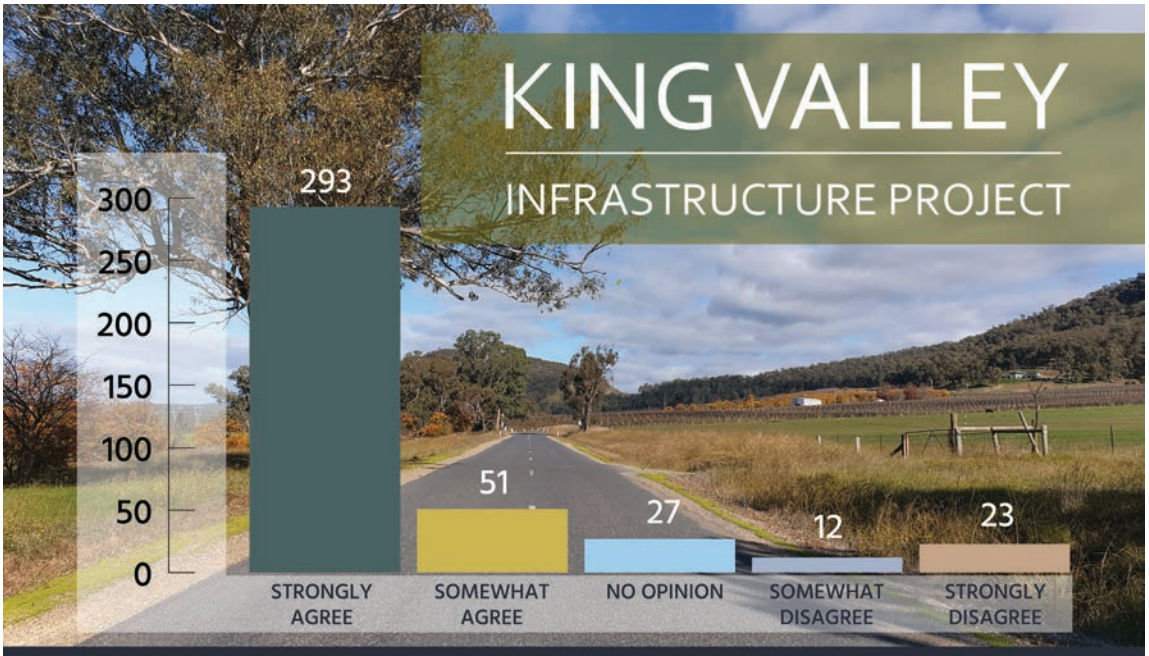
4b

If yes, what parts of your vehicle have been damaged on this road?

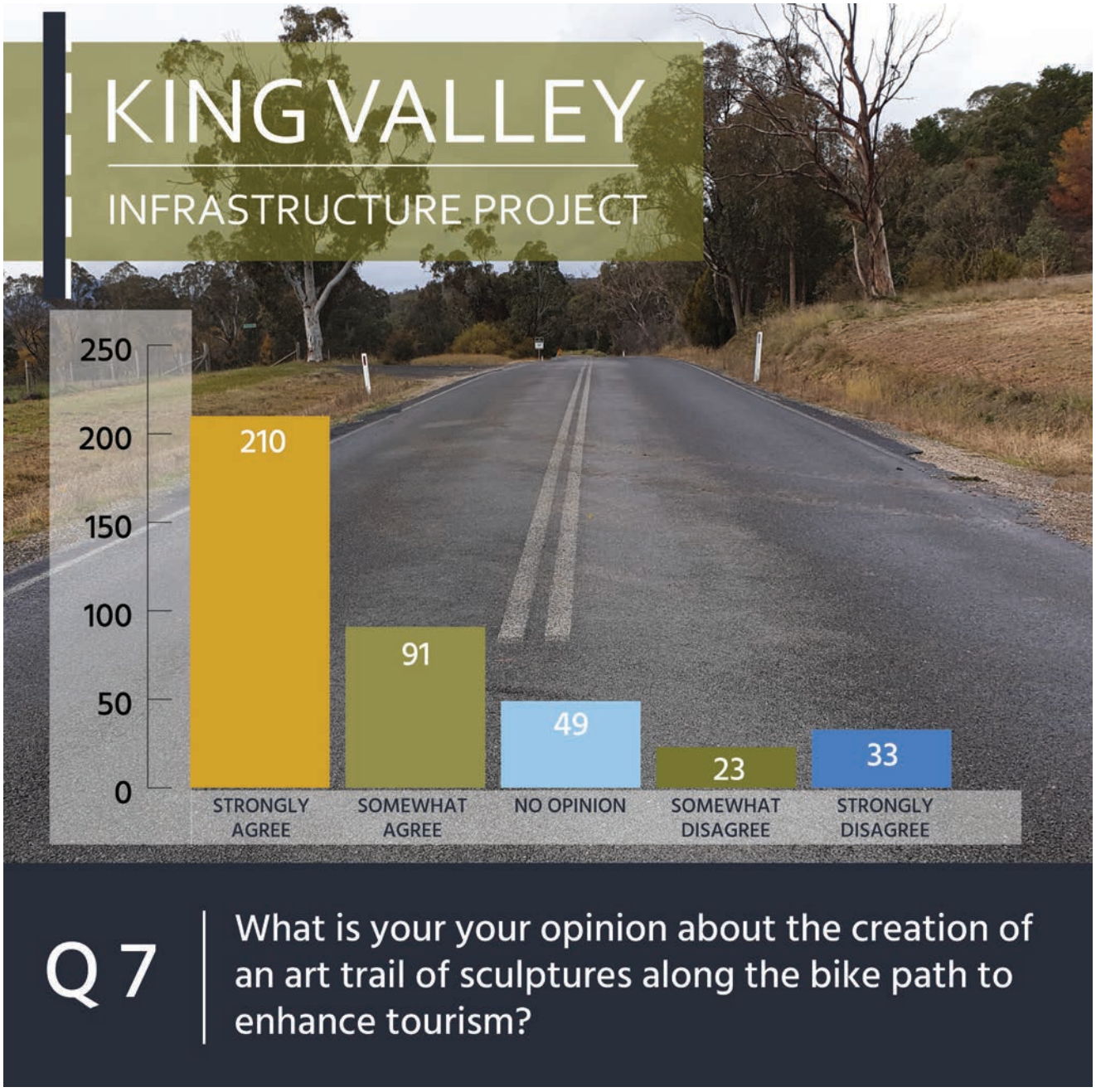




Q 5 What is your opinion about re-naming the road from Wangaratta to Cheshunt as King Valley Road?



Q 6 What is your your opinion about the bike path between Oxley and Cheshunt being constructed at the same time as the road upgrade?



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Next Steps .....

Survey to determine the impact the upgraded road, the bike path and the sculpture trail would have on the capacity to grow local business and tourism.

Survey non King Valley residents who work in the valley and use the road frequently.

External businesses that provide goods and services to the King Valley will be consulted.

Seek letters of support from relevant organisations and individuals to strengthen the business case.

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