

Media release

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Shared Coastal Pathway project remains on CCA's agenda

Cradle Coast Authority (CCA) has submitted two proposals to the Tasmanian Government State Budget 2023/24 for the Cradle Coast Shared Pathway. CCA is seeking funding to map, evaluate and promote the pathway that spans from Latrobe to Wynyard.

In 2010, CCA in conjunction with Safer Roads for Cyclists Tasmania, released the [North West Coastal Pathway Plan](#); the plan outlined alternatives for constructing approximately 110km of shared pathway to connect the communities of the Northwest coast of Tasmania.

By the end of 2023, 80% of the proposed pathway will have been completed with the support of joint funding from the local, Tasmanian, and Australian governments. The funding was secured in part due to the continual lobbying efforts of CCA and individual pathway advocates such as Andrew Leary, Keith Price, and Alison Horch.

CCA Chief Executive Officer, Sheree Vertigan AM said "The shared coastal pathway has exceeded expectations, as evidenced by anecdotal information and feedback from Councils and the general public."

"Both CCA and the Councils receive weekly requests for progress updates and are often questioned about how we will solve the problems associated with challenging incomplete sections," she explains.

The purpose of the mapping is to provide detailed information about the distances, level of difficulty, rest stops, and interim destinations on the route, to minimise hesitation from residents and visitors who are not confident to undertake unfamiliar journeys. This information will allow pathway users to be more comfortable undertaking physical activity in a safe, enjoyable, and accessible environment.

CCA will also seek to improve the current pathway network by identifying potential additional interconnections between the Coastal Pathway, other pathways, and urban settlements and featured destinations.

The completed coastal pathway and featured destinations will be presented on an interactive map that promotes physical activity through journey planning, connectivity, and breaks.

Additionally, CCA has requested funds for material co-design, signage and QR code initiative to promote health literacy and community engagement in arts, culture, the environment, and local businesses along Cradle Coast pathways.

"We've received enthusiastic outreach from a combination of community organisations such as arts, health and Chambers of Commerce reach out and express an interest in activating the cultural, social and economic benefits of the pathway," said CCA Regional Development Manager, Veronica Terry.

CCA is jointly owned by eight councils of western and north-western tasmania, to help them achieve regional outcomes and maintain strong local government, by working together.



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She said, "Activating these pathways is a leap towards cultural shift, normalising active transport and increasing community engagement in health, culture, arts, environment, and local businesses."

This initiative aims to create a space for everyone to connect with the cultural stories of Cradle Coast, embedded in QR codes.

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