

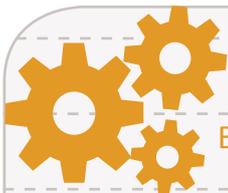
City of Albany

## Trails Hub Strategy

# Background and Review: International/National/State

volume 3





## BACKGROUND AND REVIEW: INTERNATIONAL/NATIONAL/STATE



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## SECTION 1: EXISTING PLANS AND POLICIES



An extensive literature review was undertaken of documentation provided by the City of Albany and other reports sourced by the consultants. This information informed all recommendations in this Strategy.

### 3.1 STATE AND NATIONAL POLICIES

#### WA TRAILS STRATEGY, 2009 — 2015, DEPARTMENT OF SPORT AND RECREATION

The Strategy provides the following vision: “By 2015, the use of trails will be acknowledged as providing the leading experience which creates recreational, health and wellbeing, environmental and cultural enrichment of the Western Australian community.”

The vision is supported by the following desired outcomes:

- Increased trail quality;
- Increased usage of trails;
- Increased profile of WA trails;
- Increased recognition of the contribution made by trails to individuals and communities;
- Enhanced sector governance;
- More supportive legislation and aligned policies;
- Continued proactive agency support;
- A transition to a more sustainable funding model and
- Linkage with a range of other community initiatives

All of the outcomes are supported within the City of Albany Trails Hub Strategy

#### FUTURE DIRECTION OF TRAILS DEVELOPMENT IN WA 2004

The state’s trail network provides exciting recreation, heritage and tourism opportunities for Western Australians, interstate and international tourists. Coordinated planning, design, maintenance and programming of trails development are essential to support the demand for this informal, low cost way for people to be physically active.

The findings and key issues were grouped into the five key areas of sustainability; participation and utilisation; integrated planning and development; risk management and liability; and community advocacy.

#### DRAFT WA STATE MOUNTAIN BIKE STRATEGY, SINGLE TRACK MINDS

The Draft Strategy has been prepared by WestCycle, with support from DSR, DPaW and WAMBA. Mountain biking is one of the world’s fastest growing recreational and tourism activities and WA is following this trend. This rapid rise provides the state with a unique opportunity to grow and evolve into a world class mountain bike destination.

Vision for Mountain Biking: That Western Australia will provide world class, diverse and accessible mountain biking experiences that meet the needs of current riders, encourage



new mountain bikers, and showcase WA's unique and iconic landscapes that attract interstate and international riders.

Recommended significant trail infrastructure investment and Albany included as a Priority Location.

#### OPERATIONAL POLICY 13: RECREATION WITHIN PUBLIC DRINKING WATER SOURCE AREAS ON CROWN LAND, DEPARTMENT OF WATER 2012

Policy 13 is the Department of Water's approach to ensuring recreational activity in Public Drinking Water Source Areas (PDWSAs) is conducted in ways that maintain water quality to protect public health. Passive land based recreation activities in PDWSAs are:

- Not supported in reservoir protection zones (RPZ) of surface water based PDWSAs.
- Supported in outer catchments of surface water source areas, subject to recreation compatibility requirements noting:
  - the amount/level of approved passive land based recreation that currently occurs in PDWSA outer catchments, is supported to continue (at 2012 approved levels)
- New or enhanced recreation will be located outside proclaimed PDWSAs.
- Supported in the wellhead protection zones and outer catchments of groundwater source areas, subject to recreation compatibility requirements

Tables 1 – 4 of Policy 13 details passive land based recreation compatibility in PDWSAs.

Relevant trail activities have the following restrictions:

- Bushwalking/Hiking, Bike Riding and Rock Climbing are incompatible with RPZs and supported at September 2012 levels in PDWSAs (Bibbulmun and Munda Biddi supported in RPZ at 2012 levels).
- Coach tours / tourism / scenic driving is supported on public roads in RPZs and PDWSAs.
- Off-road driving is incompatible with RPZs, Incompatible in PDWSAs except on existing approved tracks and incompatible on wellhead protection zones (WPZs)
- Riding / walking / training of animals including dogs and horses – recreational or commercial (except on public roads and designated trails) is incompatible with RPZs, PDWSAs and WPZs.

#### POLICY STATEMENT 18 POLICY GUIDELINES – RECREATION, TOURISM AND VISITOR SERVICES, DEPARTMENT OF ENVIRONMENT AND CONSERVATION (NOW DPaW)

Policy Statement 18 outlines the underlying principles, administrative controls and, where appropriate, operational guidelines and procedures relating to parks and visitor service. It provides the basis for planning and management for recreation, tourism and associated visitor activities on lands and waters managed by DPaW. The Policy is separated into two categories:

Section A provides guidelines on the selection, presentation and maintenance of a recreation sites including protection of cultural heritage sites and values. It identifies that while managed lands and water are generally open to public, visitor use is often concentrated at specific



recreation sites close to features of interest as access is generally determined by roads, waterways or pathways. The policy also provides guidelines for communication methods and organised activities.

Section B provides guidelines relevant to specific activities including Active Land Based Activities, Passive Land Based Activities, Wildlife Interaction, Motorised Vehicle Based Activities, Water Based Activities and Flight Based Activities. Within this section each activity's legitimacy, need and impacts are defined and guidance is provided for activity specific development and management requirements.

The policy states that DPaW will ensure a diversity of sustainable nature based recreation opportunities and high quality visitor experiences are provided on managed lands and waters. Generally the policy supports recreational activities and development subject to meeting various criteria including aesthetic value, public demand and ability to withstand appropriate levels of use without environmental degradation.

#### GREAT SOUTH WEST EDGE EXPERIENCE DEVELOPMENT STRATEGY

Australia's Great South West Edge is one of 16 National Landscapes included in Australia's National Landscapes Program – a partnership between tourism and conservation agencies that is being implemented at a national, state and local level. The Experience Development Strategy outlines experiences that will strengthen the appeal of the region National Landscape from Busselton to Esperance in the minds of international Experience Seekers – Tourism Australia's target market.

The Strategy identifies recommended infrastructure and product developments and marketing initiatives to assist the region to harness opportunities presented by the international Experience Seeker tourist market. It identifies the following features which set the region apart:

- Experience the power of the meeting of two great oceans
- Travel through the largest number and most diverse national parks in any landscape in Australia
- Experience the highest number of plant and animal species of any landscape in Australia
- Experience some of the oldest geological formations in the world.

The Strategy's Action Plan identifies a range of initiatives, which could impact Albany's potential as a trails hub in particular recommendations to promote the National Landscape as an **adventure experience destination**. There are a number of recommendations made for Albany and numerous other destinations within the larger region. Albany is well positioned to implement its own plans to become a trails and adventure hub, which will complement other recommendations implemented as a result of this Strategy.



## 3.2 REGIONAL PLANS

### GREAT SOUTHERN REGIONAL BLUEPRINT, GREAT SOUTHERN DEVELOPMENT COMMISSION 2014

The Great Southern Regional Blueprint aims to provide a blueprint for the future development of the Great Southern that will guide and inform investment decisions to benefit current and future residents of the region. Of the seven transformational projects the Destination of Natural Choice project which supports the development of iconic tourism product and its marketing and the enhancement of facilities in iconic national parks fits well with the City of Albany Trails Hub Strategy.

Many of the projects are supported within the City of Albany Trails Hub Strategy

## 3.3 GS CORE FEASIBILITY STUDY

### BACKGROUND

The Department of Sport and Recreation (DSR) and the Great Southern Development Commission (GSDC) formed a partnership in 2013 to investigate the feasibility and viability of establishing a 'Centre for Outdoor Recreation Excellence' in the Great Southern Region (GS CORE). The proposed Centre could potentially provide a means for holistic management of the development and coordination of services and products including, but not limited to;

- Facilitation of training and education via association with secondary and tertiary education institutions.
- Outdoor training packages that could be applied elsewhere in the state, nationally and/or internationally.
- Outdoor recreation products, programs and services utilising the natural assets to satisfy demand from locals and tourists.
- Engagement with providers and clubs to bring best practice to current services and activities.
- Iconic national/international outdoor focussed events resulting in a best practice template that can be applied elsewhere.
- Outdoor trails utilising existing natural assets.
- Packages for outdoor adventure, ecotourism, trails and events in the region.
- Coordinated and effective collation and dissemination of information on outdoor recreation in the Great Southern.
- Establish a prestigious headquarters for the proposed "Centre" by utilising an existing facility or through co-location with an existing organisation.



## GS CORE ALIGNMENT WITH TRAILS STRATEGY

A review of the GS CORE Feasibility Study findings and recommendations from the Trails Strategy has shown some consistent alignments between the two documents. In particular the business and tourism recommendations were analysed and provide a framework for some of the strategies within the City of Albany Trails Strategy. This review summarises the alignments and recommendations.

### MARKET ANALYSIS

Agreement with CS CORE on the key market analysis findings:

- ✓ **The Outdoor Recreation sector is substantial and growing**
- ✓ **There is a need to attract and retain a younger demographic in the region**
- ✓ **Social infrastructure and amenities can support an increase in visitor numbers**
- ✓ **The mild climate is a positive point of difference for many outdoor activities**
- ✓ **Natural assets include significant forests, coastline, beaches, inlets, rivers and hills, providing opportunities for a variety of different outdoor activities**
- ✓ **World class trails and other developed attractions already exist, yet there is scope for further development**
- ✓ **The region is rich with European and Indigenous Australian history which can be tapped for both tourism and education value**

On the basis of the above it would appear that the market circumstances are conducive to the targeted development of the Outdoor Recreation industry within the region.

### CURRENT AND FUTURE RECREATION/TOURISM TRENDS

The following trends have been identified as having significance for the potential of the GS CORE:

- Growing awareness of the value of outdoor activity for health
- Obesity levels still growing in WA
- Expanding Perth metro area is requiring people to travel further for recreation
- Growth in personal services industry
- Margaret River region becoming highly cultivated — a landscaped experience
- Tightening of regulations for tour operators fuelled by increasing litigation nervousness
- Emerging and extreme activities — paragliding, base jumping etc
- FIFO workforce with more contiguous leisure days, more money, looking for opportunities, with more need for physical activity.
- Outdoor equipment better, lighter cheaper (mainly Chinese manufacturing). More — and larger — adventure retail outlets are broadening the reach beyond the hard core enthusiasts.
- More accommodation /tour bookings being done online — e.g. TripAdvisor.com.



Specialist activity-based web sites springing up e.g. [responsibletavel.com](http://responsibletavel.com).

- Impact on traditional Visitor Centres.
- Increase in tourism from China
- Growth in the holiday ocean cruise market
- International growth in mountain biking
- New national pre-primary to Year 10 curriculum to be introduced by 2016
- Growth in pre-packaged and externally provided learning resources — eg Mathletics
- Momentum building for 'experiential learning'
- Mining industry uncertainty
- Climate change impact on agriculture
- Movement to convert latent interest (stimulated by programs such as NaturePlay) into activity
- Decline in organised sport — people craving more flexible options
- Emerging market for wearable technology with a focus on activity tracking





## SCOPE OF OPTIONS

### **Five Key Project Areas** (strong alignment in bold)

Five broad project areas have been identified for further exploration:

1. **Adventure Centre**
2. **Adventure Portal**
3. Adventure Lodge/s
4. CORE Services
5. Research Centre

'Note that the term '**Adventure**' is tentatively proposed as branding for the Centre's outputs as this word has greater emotive appeal than 'Outdoor Recreation'. An 'adventure' can be a physical quest, a learning journey or even an exercise in self actualisation — all contexts that could apply to the objects of the GS CORE. This branding idea would be properly reviewed and determined as a function of the marketing and business planning process.'

#### 1. ADVENTURE CENTRE

The Adventure Centre addresses the stated needs of Operators for more effective and targeted promotion of the available activities throughout the region and would ideally be a landmark physical presence in a high profile location. The Adventure Centre could be a central meeting point for tour operators to pick up and drop off customers, and could help foster communication and collaboration between operators.

#### 2. ADVENTURE PORTAL

The Adventure Portal would extend the concept of 'excellence' to an online information and reservation service modeled along the lines of Destination Queenstown. As well as a public facing side the Adventure Portal could also strengthen collaboration amongst operators, serve as a mechanism for capturing visitor and research data, coordinating training, providing access to business support information and hosting a long and short term employment exchange and recruitment facility.

One of the proposed Management Model options is:

**Adapt, expand and enhance the Amazing Albany web site to meet the required aesthetic and functional objectives, broadening its scope to include the full range of opportunities within the Great Southern region, then sub-branding the Amazing Albany section**

The concept of GS CORE and its potential are supported within the City of Albany Trails Hub Strategy



### 3.4 CITY OF ALBANY POLICIES AND PLANS

#### ALBANY TRAILS MASTER PLAN, 1999, MAHER BRAMPTON

The focus of this plan was to ensure all major attractions of the Albany area were linked to the future trails network. A series of loop or circuit trails were proposed, taking in Mt Clarence, Mt Adelaide and Mt Melville, as well as the major creeks which traverse the study area (Seppings and Yakamia). The extremely popular foreshore dual use paths (alongside Middleton Bay, around Mt Adelaide and around Princess Royal Harbour) provide the core unifying element of the network. The proposed 'Albany Harbours' Dual Use Path is connected to many of the proposed major loops, as well as being the centrepiece of the entire trails and path system.

The plan noted the most rapidly growing user group among those catered for on recreation trails (walkers, cyclists and horse riders) was mountain bikers. Absence of regular maintenance in the past was noted in the context of further development of trails becoming a burden for the City. It made recommendations based on the belief that quality is more important than quantity.

The following summarises key recommendations made within the report:

- Connecting link trails were needed between circuits on Mt Clarence and the existing boardwalk around Mt Adelaide, as well as between Ellen Cove and the Forts (now NAC).
- There was an overwhelming demand for the early completion of the proposed trail/path around the foreshores of the three harbours between the north end of Oyster Harbour and Whaleworld.
- The Albany Harbours Dual Use Path Planning Strategy was the #1 project
- Point Possession Heritage Trail should be extended and developed into a major loop trail around Quarantine Point and the old whaling station
- The Kalgan River trail was under construction (now Luke Pen Walk), and planned to go as far as the Upper Kalgan Bridge. It suggested that traffic calming was needed on the access road to trailhead. The trail was a walking trail, with the possibility of it becoming multi-use in the future (It is recognized in this Trail Hub Strategy that bikes now regularly use this trail). Consideration should be given to provision of a loop trail along the Kalgan River, involving a trail on both banks of the river. However, it noted there may be areas where foreshore reserve is non-existent or insufficient in width to enable access.
- Remedial work was required on the existing trails on Mt Martin. Horses were not allowed in the Mt Martin area due to fears of the spread of dieback but mountain bikes may be permitted.
- The Gull Rock area may provide opportunities for mountain biking as much of the area was unvested A-class reserve.
- A possible circuit / loop trail in the Torbay area, using drain reserves, the foreshore reserve and the disused railway reserve



Many of the recommendations within the Albany Trails Master Plan are endorsed and incorporated within this strategy

#### ALBANY BIKE PLAN, CARDNO, DRAFT 2014

The Albany Bike Plan was completed during the initial phases of Albany Trails Hub Strategy project and as such cooperation between the consultants of the two projects resulted in key recommendations in the Bike Plan being supported by this strategy. In particular there is support for:

- Grey Street East to link to the proposed primary trail head for Mount Clarence
- A contra-flow cycle lane be provided on Grey St (between York and Aberdeen St) by reducing the depth of the angled parking spaces and the width of the traffic lane. The impact on car parking geometry will need to be identified to ensure appropriate standards can be maintained. Due to the steep grade, it is expected that most of the demand along this street will be for cyclists leaving the trails and returning to the City Centre. Therefore no specific infrastructure east of Aberdeen Street is proposed.
- Cycle Tourism recommendations
- End of Trip facilities

The recommendations contained within the Bike Plan which facilitate recreational cycling including, in particular, access to the Mounts and to Torndirrup, Middleton Beach, Kalgan River and Mt Martin are all supported by this Trails Hub Strategy.

#### CITY OF ALBANY RECREATION PLANNING STRATEGY 2008 — 2013

The Recreation Planning Strategy (2008 – 2013) has now expired. This strategy focused on community use type facilities such as the Albany Leisure and Aquatic Centre, Sporting Fields, Skate Park and shared community facilities. The plan excluded facilities outside the main precinct, recreation program delivery, paths, trails, parks and reserves and club volunteering. The Strategy is currently under review and may be incorporated into a higher level document. The principles of large scale co-location are guiding principles for planning for major sporting precinct.

#### CITY OF ALBANY MOUNTS MANAGEMENT PLAN, 2006

The City of Albany Mounts Management Plan note increased popularity of the Mounts and the need for sustainable management. The Albany 'Mounts Precinct is a place of unique social, cultural and natural assets with the potential to further develop as a major trail and tourist attraction. Mt Clarence and Mt Adelaide form a single relatively large uninterrupted landform featuring diverse terrain, vegetation and significant topography highly suitable to a diverse range of trails. The Management Plan identified the need to increase Mount Clences' capacity to host Anzac activities and acknowledges the important value of the precinct to the community. The management plan aims to provide quality sealed and



unsealed trails through the City Mounts Reserves for both walkers and cyclists. There are some trail maintenance issues and conflict between user groups. MTB numbers are expected to increase. Recommended an audit of trail signage, a rationalisation of trails and signage changes. Mount Melville proposed as a Noongar Outdoor Interpretive Centre.

The strategy supports the continued focus and development of the Mounts as the highest priority location for development of trails in Albany.

#### CITY OF ALBANY CONNECTED COMMUNITIES 2014 – 2018

The City of Albany's Community Development Strategy will direct the activities in community development. The four key focus areas are:

- Safe Communities
- Inclusive Communities
- Connected Communities
- Sustainable Communities

Under Connected Communities the objective is to create inclusive and dynamic community spaces, for linking people, activities and events. Neighbourhood hubs are encouraged, which will link residents to their local community. Encouraging the community to make greater use of the reserves and parks is encouraged.

The focus areas for trails development align strongly with the Community Development Strategy.

#### CITY OF ALBANY POLICY PUBLIC OPEN SPACE, 2013

The recommendations aim to ensure a suitable amount of recreation and sporting space is provided within residential areas; and/or suitable amount of cash to buy land for recreation and sporting space or to develop infrastructure within parkland areas; quality recreation and sporting spaces; access (paths) to and within recreation and sporting spaces.

#### CITY OF ALBANY ASSET MANAGEMENT PLAN RESERVES (NATURAL), 2013

Trails are managed to retain and enhance enjoyment of natural reserves for all users, while protecting the surrounding environment. Trails include walking, mountain bikes, four wheel drives, horse riders and motorbikes. Issues of greatest concern to stakeholders include threatening processes (weeds, dieback, fire etc), access control (including four wheel drive and motorbike use) and signage. Car parks, toilets, bins etc are provided in City Reserves but excessive provision not encouraged due to maintenance and renewal costs. The Plan outlines a 10 Year schedule of maintenance and upgrades to natural reserves.



### CITY OF ALBANY TOURISM STRATEGY 2005 — 2010

Of note in the City of Albany Tourism Strategy's is the focus on:

- Development and Management of Tourist Attractions and Facilities including Princess Royal Forts, the Albany Artificial Dive Reef, the Albany Waterfront, the Albany Entertainment Centre, the Albany Windfarm and the Amity Heritage Precinct
- Development of a distinctive Albany brand (Amazing Albany logo) and establishment of a mix of marketing and promotional activities.
- Visitor services through the management of the Albany Visitors Centre
- Town Planning and Development Facilitation

### THE CITY OF ALBANY LOCAL TOURISM PLANNING STRATEGY 2007

Reviewed the potential of the size of tourism market, recommended accommodation zoning, stock requirements, priority tourism development sites and suggested planning scheme amendments. From 2005 to 2010 visitor numbers are expected to increase by 6%.

The report is now out of date, however the background research undertaken as part of this strategy provided a clear indication of current and future tourism trends for the specific markets

### ALBANY HARBOURS DUAL USE PATH PLANNING STRATEGY, MAHER AND ASSOCIATES, 1996

The strategy recommended a staged approach to construction of a dual use path (walk and cycle) from Lower King Bridge to Whaleworld. Work has progressed on this dual use path.

However, there are still gaps in the implementation of this plan which are also noted in the City of Albany Bike Plan 2014 and is supported within this strategy.





### 3.5 OTHER PLANS AND REPORTS

#### OPPORTUNITIES FOR DEVELOPMENT OF MOUNTAIN BIKING EXPERIENCES AND TOURISM IN ALBANY: AUGUST 2012 ALBANY CYCLE CLUB — MOUNTAIN BIKE CHAPTER

The report prepared by the Mountain Bike Chapter of the Albany Cycle Club recommended the following:

- Green run loop around Mt Adelaide / Mt Clarence for beginners /children
- Additions to beginner trail to have 'skills development features' for beginner riders, children, school groups
- Blue run additions to the Mt Adelaide / Mt Clarence trail for intermediate riders
- Flow trail on Mt Melville for both downhill riders and intermediate to advanced riders
- Mt Richard / Mt Martin trail.
- Wind farm to Whale World coastal trail
- A network based at a Trail Centre on Mt Adelaide in the Forts precinct.
- Signed links would extend from the Centre to all other trails developed in the area including the Munda Bididi

#### OPPORTUNITIES FOR DEVELOPMENT OF MOUNTAIN BIKING EXPERIENCES AND TOURISM IN ALBANY: SUMMARY AND DEVELOPMENTS, 2013 ALBANY CYCLE CLUB — MOUNTAIN BIKE CHAPTER

The report noted the following: Albany's inclusion as a key regional area for mountain bike development within the State Mountain Bike Strategy (Draft), potential costs of proposed developments and issues of sustainability and maintenance. The report proposed the MTB Chapter could provide primary maintenance for new mountain bike trails.

The Albany MTB club have provided valuable feedback and been instrumental in addressing the gaps and opportunities for trails development. The strategy acknowledges the identification of Albany within the State Mountain Bike Strategy.

#### KINJARLING TRAIL AND STORIES STRATEGIC PLAN 2010

The Kinjarling Trail and Stories Strategic Plan is an inspiring vision of a regional interpretive trail network with creative opportunities for tourism products and enterprises in the Albany region. The proposed trail stretches from the upper Kalgan River to Oyster Harbour, to connect with the existing DUP from Emu Point to the City Centre. The Kinjarling trail aims for 90km+ of recreational and interpretive walking trails for walkers, runners and cyclists.

Many of the Kinjarling Trail recommendations, particularly within the Lower Kalgan precinct and connections to the DUP are supported by this strategy



### 3.6 INTERSTATE AND OVERSEAS

#### FEASIBILITY STUDY FOR DEVELOPING MOUNTAIN BIKE TRAILS IN OSLO, NORWAY, TRAILS BY DAFYDD DAVIS

Provided a Sustainability Framework for the development of the Frame of Reference for the Albany Trails Hub. Provided mountain bike rider segmentation details.

#### NEW ZEALAND CYCLE WAY MARKET RESEARCH REPORT

Mountain bike market segmentation and detail on the needs of cycle tourists.

#### OFF ROAD CYCLING STRATEGY, COILLTE, IRELAND, TRAILS BY DAFYDD DAVIS

Provided a Sustainability Framework for the development of the Frame of Reference for the Albany Trails Hub.

#### WELSH MOUNTAIN BIKE MARKETING STRATEGY, TRAILS BY DAFYDD DAVIS

Provided background on market segmentation and designing product to suit identified market opportunities. Suggested the creation of the whole experience with supporting infrastructure and services and the need to spend more time planning than building.

#### TRAIL TOWNS: CAPTURING TRAIL BASED TOURISM, ALLEGHENY TRAIL ALLIANCE

A comprehensive Guide designed to help to transport your town into a more inviting and memorable tourist destination, and in the process, make your town a better place for your residents to live, work and play. The guide takes you through an organisational process and helps to identify the key connecting elements between the trail and a business district: Trail Head, Portal, Pathways, Gateways, Centre, Nodes.

#### INVEST TASMANIA WEBSITE

Tasmania is experiencing growth in demand for adventure tourism and is therefore unlocking its natural areas to allow new tourism experiences that are complemented by sensitive and appropriate tourism infrastructure.

[www.investtasmania.com.au](http://www.investtasmania.com.au)





### OPPORTUNITY SUMMARY

✓	The implications of these developments for Albany are that governments around Australia are recognizing the growth and opportunities in adventure tourism including trails.
✓	Albany is particularly well-placed to differentiate itself from other WA destinations by positioning itself as an outdoor adventure activities destination.
✓	There are opportunities within Albany to create shorter, week-long high end trails (linked to the Bibbulmun Track and Munda Biddi Trail) which feature fully supported accommodation and activities.

## Cape Naturaliste trails

*Walk the trails and hear Cape Naturaliste whisper its secrets*

**Lighthouse loop - moderately easy walk,**  
2km allow 40 minutes  
Take an easy walk on flat ground through coastal heath. You will gain distant 360 degree views of the ocean and lighthouse.

**Bunker Bay loop - moderately easy walk,**  
3.6km allow 90 minutes  
Admire the distinct melaleucas (tea trees) of Bunker Bay and walk amongst sheltered banksia woodland, wind pruned marri and coastal heath. Near the cliffs, amazing limestone formations are revealed.

**Cape Naturaliste loop - moderately easy walk,**  
3.8 km allow 90 minutes  
Exposed to the unrelenting winds, the Cape has extraordinary features. Its windswept surface with limestone outcrops will make you feel as though you have landed on the 'other side of the moon'. Near the whale lookout, you will encounter the wind pruned trees, stubbornly tolerant to the strong winds of the Cape.

**Whale lookout - moderately easy walk,**  
2.4 km return allow 80 minutes  
Migration patterns of the humpback, southern right and blue whale bring these animals close to the shore from September to November. Learn more about whale migration at the lookout.



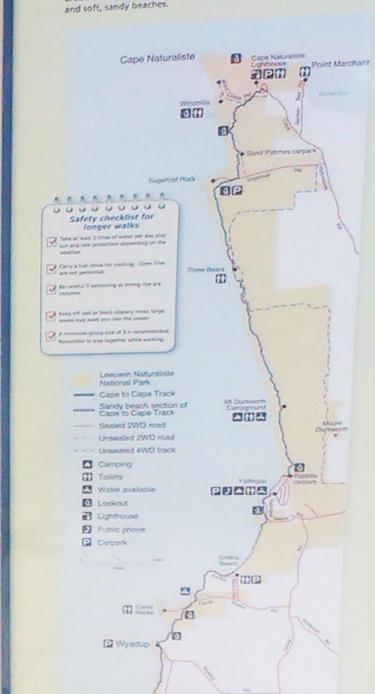




## Cape to Cape

### Cape Naturaliste to Wyadup

You are at the head of the Cape to Cape Track, a spectacular, challenging 135 km walk track extending the length of the Leeuwin Naturaliste National Park. Along the track you can experience breathtaking views of oceans and peaceful bays, rugged headlands and soft, sandy beaches.



**Safety checklist for longer walks**

- Take at least 3 litres of water per day plus hot and sun protection depending on the weather.
- Carry a first aid kit for blisters, open cuts and sun protection.
- Be careful if swimming as strong sea and rip currents.
- Take off well as beach debris (nets, large pieces) can wash onto the beach.
- A minimum group size of 3 is recommended. Recommended to stay together while walking.



### 3.7 INTERNATIONAL CASE STUDIES

A summary of the international case studies reviewed is provided below:

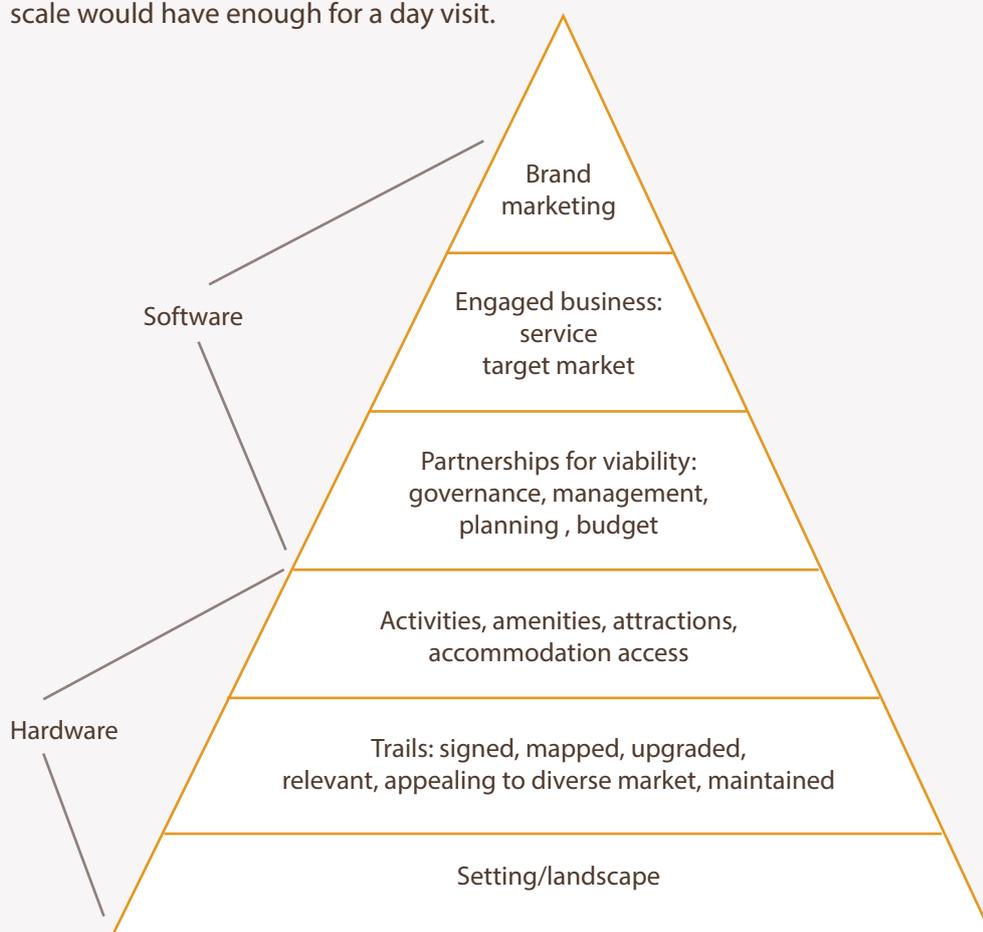
Trail Hub Name	Unique features	Critical Success Factors and Comments
Great Allegheny Pass	318 miles. Coalition of 7 trail groups. Free 700,000 trips annually	Partnerships and government support to optimize town servicing for and support of trail users.
Bike Oisens	31 routes plus access to resorts which have ski lifts for gravity focus. Permanent time trial routes. 400km signposted track; 8 wash stations; 98,000 beds; 39 peaks over 3,000m; 8 resorts; 22 villages	Unique Selling Proposition: mountains and connection with Tour De France. Private ski resort with financial imperative to make resorts busy in summer.
Route Verte	4,000km marked bikeways linking regions of Quebec.	Strong government support but community run and owned.
New Zealand Cycle Trail	23 Great Rides, over 2,000km off road. Accredited Businesses can access 100% Pure NZ tourism web branding	Strong government push and consistency with National brand.
New Zealand Great Walks	9 Great Walks. Accessed by paying for a Great Walk Pass. Promoted by 100% Pure NZ branding. Managed and maintained by DOC	User pays system. Strong government push and one land manager/owner-DOC
7Stanes	Network out mtb trails across 8 locations in southern Scotland promoted under one brand. 300,000 users across 8 destinations.	Strong brand. Access to large population. ISSUES Lack of income sources, ongoing funding for marketing
Whistler	Mtb park in privately leased resort. 125,000 visitors in 2011 Entry fee to resort. Local trails covered by a pass paid to local cycle club.	Critical mass of trails and infrastructure. Fee collection. Quality of experience — altitude, diversity, range of offer, trails for beginners and other non-cycle offerings.
Walkers are Welcome	Over 100 locations across UK. Must be Community driven and supported. Community commits to maintain the network of trails.	Town must prove community support to get the brand. Celebratory endorsement — Julia Bradbury.
Switzerland Mobility	The national network for non-motorized traffic Promoted for entire country in one website. Hiking: 1 day excursions, 7 national routes, 57 regional routes, 142 local routes, Mountain biking: 3 national, 14 regional, 82 local, also categorised by one day excursions, single trail and fun Routes are linked to services including overnight accommodation, rental of cycles etc. and bookable offers with luggage transport.	One single brand for all trails and single web portal for whole country.



### 3.8 FRAMEWORK FOR WORLD CLASS TRAILS HUB

A framework was developed in the World Class Trails Hub Strategy for WA which helped define the components which make a successful trails hub as reflected in the diagram below. Assessment tools were developed to analyse a destination's capacity to be a world class trails hub, using the six components expressed in the diagram.

Along with the six components described in the diagram below, consideration should also be given to the amount and scale of trails present in a destination in assessing whether a trail destination can be on a world scale and attract international visitors. As a guide, to develop an International/National) scale trails hub, 5 – 7 + days' worth of trails is needed to attract trail users. A Regional scale would require 2 – 3+ days' worth of trail capacity and a Local scale would have enough for a day visit.



Volume 4 provides the complete assessment for Albany to become a World Class Trails Hub against the six Trail Hub criteria outlined above and the Trail Capacity Hierarchy Audit.

Trails Hubs in WA are being developed across the State under the auspices of DSR and Trails WA. Any potential trails tourism destination is encouraged to work within this framework in order to attract potential grant funding as well as access the Trails WA web portal for future marketing advantage.



### 3.9 TRAILS WA — OVERVIEW

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The Department of Parks and Wildlife (DPaW), the Department of Sport and Recreation (DSR), Lotterywest, Local Governments throughout WA and many community groups play varying roles in trail development. Consequently across WA a range of trails exist managed by a variety of land managers. Many are in reasonable condition and generally well used but many experience challenges associated with on-going maintenance costs, conflicting land management issues and increased usage.

Local Government, Trail Foundations (e.g. Bibbulmun and Munda Biddi) and community groups provide the majority of resources to market and promote trails and in some instances the trails have achieved global recognition. Investment in the marketing of trails lags the investment in trail development and maintenance. This is generally consistent on trails worldwide.

Trails WA is the new community advocacy group for Trails in Western Australia and is charged with the responsibility for managing the Trails WA website which is the key portal for online mapping and information on trails in WA.

DSR is encouraging the development of trails hubs across WA through seed funding initiatives to encourage communities to develop their destination in line with the World Class Trails Hub Strategy for WA. Communities which undergo an assessment using the tools provided in the Trails Hub Strategy for WA are most likely to be able to access further funding through DSR or Lotterywest, to implement recommendations from their assessment.

Trails WA is also pioneering the marketing of trails hubs in WA through online mapping. Ultimately this will mean international visitors will be able to search for trails and local services within a particular destination, by searching for specific trails hubs. Those trails hubs which have undergone the assessment and are deemed of a suitable standard (most likely via accreditation) will be able to access the online mapping and associated promotional advantage afforded by the Trails WA Website.

<http://trailswa.com.au/trails/regions/south-west/>



### 3.10 MUNDA BIDDI TRAIL FOUNDATION CYCLE FRIENDLY BUSINESS

The Munda Biddi Trail Foundation undertook a Community Development Project which accredited businesses to become “cycle friendly”. Their program called Cycle Friendly Business promotes (online and via a logo and brochures), businesses which provide a minimum service level to meet cyclists’ needs. The Bibbulmun Track Foundation is developing a similar program which will make businesses “walker friendly”.

Albany was part of the Community Development Program which implemented this Cycle Friendly Business program and as a result has a number of accredited cycle friendly businesses.

Conversion of businesses to becoming cycle or walker friendly will provide them competitive advantage with respect to trails tourists. An accredited Trails Hub, with accredited Trail-friendly businesses will be promoted via Trails WA’s online mapping, therefore increasing its appeal and its positioning as a trails tourism destination.



Lee Griffith Photography



### 3.11 TRAILS TOURISTS

When trying to analyse the potential users of a trails hub a broad array of options exist. The complexity associated with defining who the target market is for a mixed trails hub, has implications on branding, marketing, positioning as well as business development.

The trails tourist could be segmented in a number of ways:

- by type of trail activity e.g. bushwalker, cyclist, canoeist or horse rider etc
- by length of experience sought e.g. a few hours, a half day, a full day, overnight, extended holiday
- by type of experience sought e.g. family fun, exhilaration, physically testing, easy, guided, self-guided, educational
- by type of equipment required e.g. bring your own, hire, car, motor bike

#### EXPERIENCE SEEKER

A key market segment that has been identified by Tourism Australia, not by age or physical features but by a combination of characteristics, is the 'Experience Seeker'. This segment is highly likely to undertake trails and outdoor activity, is more likely to stay longer, spend more and disperse to regional areas.

Experience Seekers are, by definition, looking for unique, involving and personal experiences from their holidays. Experience Seekers are long haul travellers who are less affected by the traditional barriers to travel of distance, time and cost. They are more informed, interested and curious about potential travel destinations. They constitute around 30 to 50% of all potential long haul outbound travellers from Australia's key source markets.

Research has shown that the Experience Seeker has a number of key 'wants' to satisfy their travel experience:

- ✓ Authentic personal experiences
- ✓ Social interactions
- ✓ Meeting and interacting with the locals
- ✓ Experiencing something different from their normal day-to-day life
- ✓ Understanding and learning about different lifestyles and cultures
- ✓ Participating in the lifestyle and experiencing it, rather than observing it
- ✓ Challenging themselves – physically, emotionally and/or mentally
- ✓ Visiting authentic destinations that are not necessarily part of the tourist route and
- ✓ Exposure to unique and compelling experiences.

These people are avid users of technology, in both private and business capacities and would expect brand communication and content to be available in many forms. This audience is also well-connected and likes to learn from and share information with their peers.



The Experience Seeker is a broad description of the type of tourist which is high spending and most likely to undertake trail activity. The fact that this segment is being targeted by Tourism Australia bodes well for Albany's interest in pursuing trails tourism.

### 3.12 CYCLE TOURISM AND OFF ROAD CYCLING TRENDS

Given the popularity, growth and proven economic outcomes associated with cycling as shown in Table 1 (Volume 1 page 9), some further in-depth analysis of this segment is provided below.

Cycling is a growing sport in Australia. According to research sourced by the Munda Biddi Trail Foundation<sup>1</sup>, 'Australians are both buying more bicycles than previously and using them more. There has been a rapid increase in bicycle sales in Australia, with over 1.1 million sold in 2009, outnumbering new car sales for the tenth consecutive year. Significantly, approximately 70% of the bikes sold in Australia are mountain bikes.'

More Australians are now using the bicycle to get to work and as a form of recreation, with the middle-aged groups reporting the highest participation levels. Reasons for this increase in the popularity of cycling include a desire to lead healthier lifestyles, concern over climate change, crippling traffic congestion and high fuel prices.

Cycle tourism has also experienced significant growth in a number of countries over the last 20 years and is now recognised as a niche tourism market segment. European cycle tourism was projected to increase in value to approximately A\$37.3 billion by 2020. Cycle tourism is growing in Australia too with NSW hosting the greatest share of domestic and international cycle tourists in 2007, with 520,000 cycle tourists.

The reasons for cycle tourism's growth include:

- Cycling does not require a high level of effort or skill
- Cycle touring is relatively inexpensive;
- Personal health benefits; and
- An increase in the number of cycling routes and off road trails.

Cycle tourists generate significant economic benefits in host destinations as, unlike tourists travelling by car, they have to travel 'light' and thus are very reliant on local services.

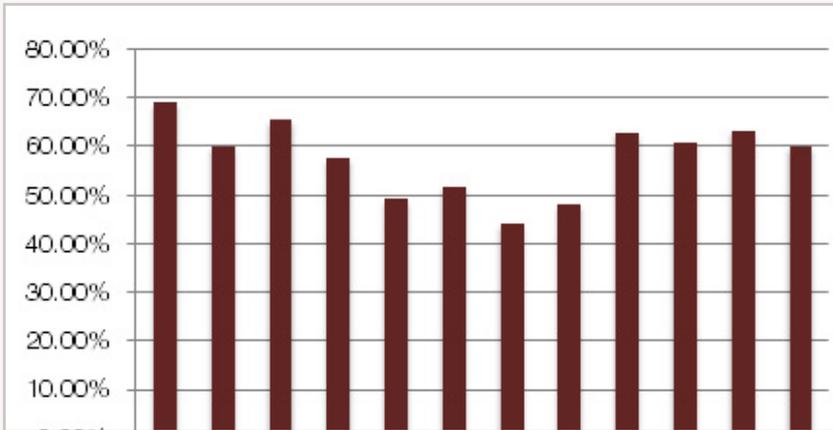
Research undertaken by Tourism WA provides useful insight into the characteristics of cycle tourists.

Graph 1 shows that international visitors 'punch above their weight' relative to domestic visitors when it comes to how many of them indicate that they "go cycling" when visiting

1. Murray Gomm, 2011, Cycle Tourism Literature Review: Community Development Program, Munda Biddi Trail Foundation  
2. Fast Facts Year Ending June 2013, Tourism Western Australia, September 2013.



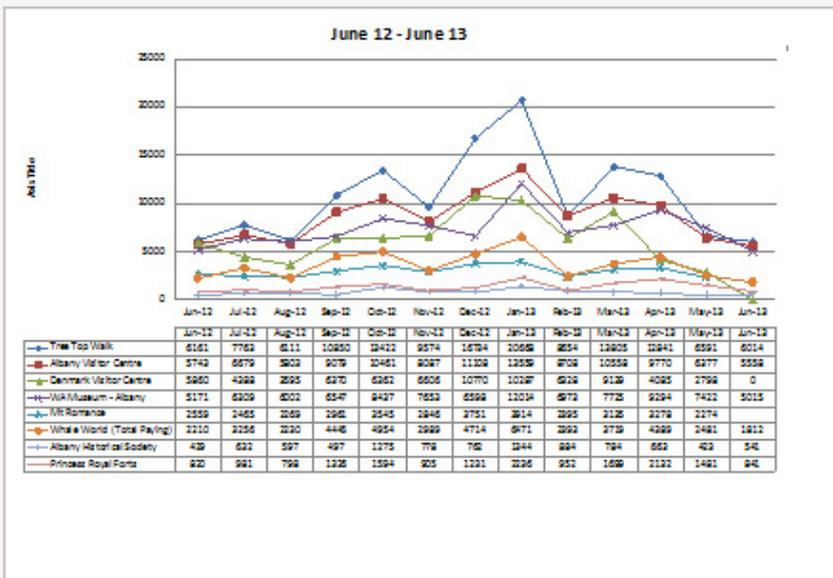
WA and their expenditure is equally significant. The average international visitor to WA spent \$2928<sup>2</sup>, and international cycle tourists spent on average \$5005. The international cycle tourist is clearly a lucrative market segment.



Graph 1: Cycle Tourists and Expenditure by Segment

**OTHER ACTIVITIES**

Graph 2 compares the activities undertaken by people who ‘Go cycling’ with ‘Other visitors’ to Western Australia (i.e. visitors who did not identify cycling as an activity on their trip). This demonstrates that the cycle tourist is much more likely to undertake a range of other activities compared to non-cycle tourists, explaining why the cycle tourist’s average spend is much higher than non-cycle tourists. Of particular interest is their tendency to eat at restaurants, visit licensed premises and go shopping; all activities which would benefit Albany’s economy and be consistent with the current food and wine brand positioning.



Graph 2: Activities undertaken by Cycle tourists compared to non-cycle tourists



### CYCLE TOURIST DEMOGRAPHICS

Fifty one percent of WA's cycle tourists are male and 49% female. Nearly half of cycle tourists (48%) are 25 — 44 years old, indicating it is a young segment compared to the average visitor to WA and Albany. They are mostly travelling for holiday and leisure purposes (70%) and are predominately travelling in a family group (31%) or travelling alone (31%).

The economic benefits of cycle tourists have been known to spread across the following business sectors:

- Accommodation
- Cafes, restaurants, pubs
- Bicycle hire, equipment
- Entertainment
- Tourist attractions, activities
- Other transport and
- Other miscellaneous

Research about cycle tourists in Australia found some interesting characteristics of the cycle tourist. Lamont found that destinations were not perceived by cycle tourists as a primary source of satisfaction nor pleasure. According to Lamont 'Independent bicycle tourists' primary concern in selecting a destination was a region's capacity to support cycling. They are attracted to an area because of the presence and quality of cycling infrastructure (particularly roads, paths, and trails), endowed resources (appealing natural scenery), supporting industries and accessibility.<sup>3</sup>

Conversely, Lamont found that regions which are not attractive to general-interest tourists may indeed prove attractive for bicycle tourists if safe, scenic cycling routes are nearby. Based on this research, it therefore appears that for a destination to attract bicycle tourists, both cycling routes and appealing scenery (both potential tourist attractions in their own right) must be present.

When asked what features they look for in a bicycle tourism destination, the cycle tourists did not mention cycling routes in isolation. The common response was a combination of cycling routes and natural scenery.

Based on this research, it therefore appears that for a destination to attract bicycle tourists, both cycling routes and appealing scenery (both potential tourist attractions in their own right) must be present. In summary Lamont surmised that for independent cycle tourist the activity to be pursued takes precedence over the destination in their decision-making.

3. Lamont, MJ 2008, 'Wheels of change: a model of whole tourism systems for independent bicycle tourism', Proceedings of Re-creating tourism: New Zealand Tourism and Hospitality Research Conference, Christchurch, NZ



### OFF ROAD CYCLISTS

The mountain biking market is not a homogenous group but rather a collection of user types which display different characteristics and needs e.g. beginners, family groups, downhillers, tourers, trail enthusiasts, technical riders etc.

However some general characteristics on mountain bikers are provided below:

- They are generally professional with above average earning capacity
- The top end of the market has become more professional and continues to push the boundaries, demanding more and more technically difficult trails, however the family market demand downhill trails that are not extreme, just accessible and fun
- The family and the wider visitor market continue to demand a range of activities and not just mountain biking (e.g. Whistler's strength as a resort is its wide range of visitor activities, entertainment, accommodation, meal experiences over a wide price point range)
- There has been growth in demand for mountain bike programs aimed at 5 to 8 year olds (which mimics the trend seen in skiing).
- The trend demonstrates the need to focus on a diversity of users with a range of offerings
- The 50 somethings (who were the first generation of downhill mountain bikers) are beginning to slow down and there has been a resurgence of road and cross-country mountain biking amongst this group
- MTB trail hub users tend to travel in groups, with an average of 3 people
- Apart from the very extreme riders or the very dedicated youth most visitors also undertake other activities during their stay.





### 3.13 BACKGROUND ON TENURES

The following provides general information on the requirements and restrictions for the various tenures.

#### CITY OF ALBANY PARKS, RESERVES AND FORESHORES

Local law determines the extent of appropriate activities and access suitable for the City of Albany's parks, reserves and foreshores. Council may set aside a park, reserve or foreshore (in part or entirety) for the purpose of recreation.

#### CROWN LAND

Crown land refers to all land in Western Australia that is not freehold (private) land, and also includes land leased from the Crown and all land below high water mark. The Department of Lands have the power to grant a license over Crown land for any purpose, such as granting a person(s) the right to enter land and may be subject to any conditions. A management body usually needs the approval of the Minister of Lands before entering a lease, unless the management body is permitted to enter into such arrangements under another Act.

Generally, a person may enter and use reserves in a manner which is consistent with the purpose of that reserve and have access to Unallocated Crown land (UCL). Access can be restricted in certain circumstances:

- Conservation reserves or State forest can be closed to the public for habitat protection, prevention of forest diseases etc
- Water catchments may prohibit certain types of access to maintain water quality
- It is an offence for a person to enter land reserved for the benefit of Aboriginal people (unless authorised)
- Access into specific reserves can be restricted
- Access to unallocated Crown land and unmanaged reserves by vehicle is limited to roads, tracks and designated parking areas, and people are only permitted to camp in designated areas.

Additionally, the native title regime provides for Indigenous communities to claim their native title rights/interests in the land (Native Title Act 1993). Access arrangements range from exclusive possession to limited access to traditional lands for Indigenous people. In the case of UCL, whilst 'informal' access to these areas may be permissible, the formalisation of access arrangements (for instance, to establish a formal bridle trail alignment) may be subject to negotiated agreement with native title holders/registered claimants. Due to the complex nature of such agreements the negotiation process can be protracted.



### CONSERVATION RESERVES

Conservation Reserves are areas of Crown Land set aside for the protection and conservation of biodiversity and/or natural or cultural values:

- Nature Reserves (established for wildlife and landscape conservation, scientific study, and preservation of archaeological/historic/scientific interest features)
- National Parks (established for the same reasons, plus to be used for enjoyment by the public – with national or international significance for scenic/biological/cultural values)
- Conservation Parks (similar to national parks with significant local or regional value, rather than national or international significance)

Parks and Wildlife manage conservation reserves on behalf of the Conservation Commission. Conservation reserves may or may not have a management plan in place, dependent upon the resources available. Management Plans for conservation reserves are primarily focused on relevant values, threats and management responses, including issues of accessibility. Where there is no management plan in place for a national park or conservation park, it must be managed to ensure that only 'compatible operations' are undertaken (such as operations necessary for the preservation/protection of persons, property, land, waters, flora, fauna). Generally, a person can enter any publicly accessible area within a conservation reserve, subject to paying any applicable entry fees. However, access may be restricted in specific zones for the purposes of protecting and managing a reserve.

### STATE FORESTS AND TIMBER RESERVES

State forests and timber reserves are Crown land set aside for uses including timber production, conservation and recreation and are vested in the Conservation Commission of Western Australia and managed by DPaW. State forests and timber reserves are managed in accordance with the contents of a management plan. The overarching plan for the management of state forests is the Forest Management Plan. Generally, a person may lawfully enter any publicly accessible area within a State forest or timber reserve, however, access may be restricted on occasion, for example to control forest diseases or for public safety. Horses can be brought onto 'designated areas' within a State forest or timber reserve.





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