

City of Albany

Trails Hub Strategy

2015 – 2025





ACKNOWLEDGMENTS

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TRAILS HUB PROJECT CONTROL GROUP (PCG)

- City of Albany: Recreation Services – Cameron Woods, Sam Stevens, Kim Buttfield, Planning and Development – Adrian Nicoll, Works and Services – Mark Ford, Tourism – Matt Bird
- South Coast Natural Resource Management – Carl Beck
- Department of Parks and Wildlife – Luke Coney and Peter Hartley
- Albany Mountain Bike Club – Dave Marshall
- Department of Sport and Recreation – Chris Thompson
- Albany Bushwalkers Group – Jenny Merritt
- Albany Natural Trailriders – Melanie Price
- Department of Water – Karen McKeough

ADVICE

- Munda Bididi Trail Foundation
- Albany Paddlers
- Evolve World Class Trails Hub Strategy for Albany Report

EVOLVE SOLUTIONS

Evolve Solutions was commissioned by the City of Albany to prepare a World Class Trails Hub Report in 2014 – 2015, which formed the basis for the City of Albany Trails Hub Strategy.

Thanks To:

- Jenny Nichol – EVOLVE Solutions
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DESIGN

- Design by Croker Lacey, Pre-Emptive Strike (Executive Summary and Infographic)
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MAYOR'S MESSAGE

Albany has an amazing array of outdoor trails attractions, ranging from pristine bushwalks, to mountain bike tracks, to aquatic trails and everything in between.

The City of Albany is the start (or end) point for not one, but two, world-renowned 1,000km trails – the Munda Biddi Trail for mountain bikes and the Bibbulmun Track for hikers.

The City of Albany has identified an opportunity to capitalise on our enormous potential as a trails destination by consolidating and upgrading our existing trails and developing new trails as part of a comprehensive Trails Hub Strategy. The vision is for Albany to become one of Australia's best trails destinations – a world-class "Trails Hub".

Adventure seekers are a special type of traveller who often spend more than the average visitor. For example, 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.

The Trails Hub Strategy includes mountain bike, aquatic, walking and equestrian trails, as well as heritage and interpretive trails. Albany's trails are of exceptionally high quality, but there is a need to consolidate them together and improve features like signage and promotion.

As part of the Trails Hub Strategy, Albany trails will be packaged together with a comprehensive suite of visitor services in order to promote Albany as the go-to place for outdoor trails adventures.

The Trails Hub Strategy has been a result of a great deal of work by City of Albany staff and Councillors in close consultation with the local community, supported by significant funding from the State Government. This project aligns with key objectives of the City of Albany's Community Strategic Plan: to be Smart, Prosperous and Growing; and to have a Connected Built Environment.

This is a fantastic initiative and will bring real and tangible benefits for visitors and Albany residents for many years to come.

Dennis Wellington
City of Albany Mayor

OVERVIEW

The City of Albany Trails Hub Strategy 2015 – 2025 has been developed to provide strategic guidance to assist the City to become one of Australia’s primary trails destination: A World Class Trail Tourism Hub (TTH) situated around a high quality trail systems, supported by a complete package of hospitality and visitor services.

The City of Albany Trails Hub Strategy 2015 – 2025 includes some broad objectives and a variety of integrated and interdependent trails initiatives which provide a framework to assist the planning of trails and trail related products within the City of Albany for the next 10 years.

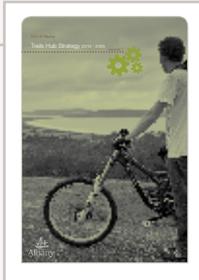
The City of Albany Trails Hub Strategy aims to:

- Improve the quality, type and number of trails in iconic locations,
- Improve trails maintenance and upkeep through sustainable models of governance,
- Focus strategic investment and support in facilities and services to optimise access to and use of Albany’s trails, and;
- Maximise the promotion of Albany’s unique trails and outdoor adventure experiences to a broad visitor market.



REPORT STRUCTURE

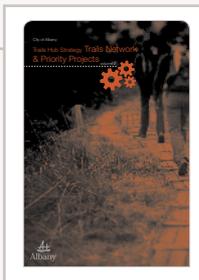
The report is presented in five separate but related volumes:



VOLUME 1

City of Albany Trails Hub Strategy 2015 – 2025

The main body of the strategy provides a background on tourism and trail trends, an assessment of Albany as a Trails Tourist Hub and the ways in which the City of Albany can help to create a World Class Trails Tourist Hub.



VOLUME 2

Trails Network and Priority Projects

The Trails Network provides an overview of the key priority projects and precinct areas, which will be developed over the next 10 years. Volume 2 includes recommendations for each key trails project (City of Albany) and other land managers.



VOLUME 3

Background and Review: International/National/State

This Review summarises the International/National/State research finding from the Evolve World Class Trails Hub report and other key documents and reports assessed as part of the development of the strategy.



VOLUME 4

Background and Review: City of Albany and Community Consultation

This Review summarises the research findings for the City of Albany trails and regional findings; including audits and analysis of the local trail scene. It also includes a summary of the community consultation which guided development of the strategy.



VOLUME 5

City of Albany Trails Toolkit

The Toolkit includes templates and trail guidelines for use within the City of Albany.

An Executive Summary and Infographic are also available.

All documents are available at City of Albany website www.albany.wa.gov.au