



# Media release

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**Authorised by: DENNIS WELLINGTON, MAYOR**

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## **Albany to become a worldwide trails hotspot**

- Albany to become a worldwide trails destination for mountain biking and other outdoor pursuits
- Final public comment being sought between 25 May and 14 June 2015, see [www.albany.wa.gov.au](http://www.albany.wa.gov.au).
- Council to consider adopting the strategy in July

Albany is set to build on its huge potential as a world class destination for adventure trails with the completion of the City of Albany's Trails Hub Strategy.

The vision of the strategy is for Albany to become one of Australia's primary trails destinations.

City of Albany Community Services Executive Director Cameron Woods said the plan aimed to package together a high quality system of trails set within Albany's unique natural landscape.

Mr Woods said under the plan, well planned trails infrastructure would be supported by a comprehensive package of visitor and hospitality services which would be promoted to a broad visitor market via strategic marketing and branding.

"An audit found that Albany has enormous potential as a trails destination. There are over 250km of world class walking trails but a distinct lack of mountain biking trails, consistent signage and cohesive visitor information," he said.

"We want Albany to be known as a premium destination for mountain bikers and other trails users. Once realised, this plan will mean visitors to Albany will be treated to an easy-to-use, high quality and unified system of interconnected trails under an overarching suite of visitor services and facilities."

The Trails Hub Strategy has a focus on the fast-growing mountain biking sector, but also covers hiking, horse riding and aquatic trails.

The City of Albany Trails Hub Strategy is a result of significant collaboration with local stakeholders, including South Coast NRM, DPAW, Albany Mountain Bike Club, DSR, Albany Bushwalkers Group, Albany Natural Trailriders, Department of Water, Munda Biddi Trail Foundation and Evolve Solutions (consultant).

DSR Great Southern Regional Manager Chris Thompson said the Department of Sport and Recreation had been closely involved in development of the City of Albany's Trails Hub Strategy.

"It is an exciting body of work that clearly sets the vision and objectives for Albany to become Australia's primary trails destination supported by a world class trails tourism hub," he said.

The Trails Hub Strategy is a 10 year plan which may be subject to future funding requirements.

The Strategy is available for final public comment between 25 May and 14 June 2015 before it goes to Council in July.

Visit [www.albany.wa.gov.au](http://www.albany.wa.gov.au) to take part in an online survey, or complete a hard copy survey and submit at City's North Road Administration Building.

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