



ATTACHMENTS

Community Services Committee Meeting

7 July 2015

5.30pm

City of Albany Council Chambers

COMMITTEE
ATTACHMENTS –07/7/2015
** REFER DISCLAIMER **

TABLE OF CONTENTS

Attachment	Report No.	Description	Page No.
B	CS	Community Services Committee	
	CS020	ALBANY LEISURE AND AQUATIC CENTRE – BIO FUEL BOILER HOT WATER PLANT	1-11
	CS021	CITY OF ALBANY TRAILS HUB STRATEGY (2015 - 2025)	12-250

Report

AGENDA ITEM CS020 REFERS

Mechanical Services

ALBANY LEISURE & AQUATIC CENTRE - BIOMASS PROPOSAL REVIEW

City of Albany

Report

CONFIDENTIAL

Revision: 1.0 - FINAL
Issued: 29 May 2015



Table of Contents

1 EXECUTIVE SUMMARY	1
2 INTRODUCTION	2
2.1 Purpose	2
2.2 Authority	2
2.3 Information Sources	2
2.4 Revision History	2
3 OBSERVATIONS	3
3.1 Biomass	3
3.2 Wood chips	3
3.3 Waste material	3
3.4 System interfacing configuration	3
3.5 Cost savings and Carbon emissions	4
3.6 Similar application comparison	4
4 RECOMMENDATIONS	6
4.1 Safety issues	6
4.2 Flues and exhaust gas treatment	6
4.3 Boiler sizing	6
4.4 Fuel store	6
4.5 Energy supply contracts	7
5 RECOMMENDATIONS	ERROR! BOOKMARK NOT DEFINED.



1 EXECUTIVE SUMMARY

The City of Albany was approached by Living Energy and WA Biofuels to install a biomass boiler to supply heat for the Albany Leisure and Aquatic Centre (ALAC), we Norman, Disney & Young were approached by the City of Albany to complete a limited review based on the documents supplied by Living Energy and WA Biofuels.

Our findings were; there are no interfacing issues with the existing ALAC plant and equipment. However, some supplementary equipment and controls would be required. The Biomass boiler system would reduce the greenhouse gas emissions and overall running costs could be dramatically reduced using current costs of wood chippings. The proposed scheme from WA Biofuels of supply, install, maintain, operate, and obtain fuel and charge for energy delivered is recommended as this is a low risk strategy and avoids large capital costs, unknown maintenance and fuel supply.



2 INTRODUCTION

2.1 Purpose

This report has been produced following Norman Disney and Young's review of the documentation listed below in information sources.

The purpose of this report is to provide an assessment of the interface configuration of the bio fuel system and existing ALAC infrastructure, comments upon the validity of savings estimated within the WA Bio Fuels proposal relating to the bio fuel conversion from the current LP gas heating system which supplements the heat pump systems for both pools and comment upon industry trends relating to bio fuel systems in similar pool heating applications and the typical advantages and disadvantages associated with similar installations.

2.2 Authority

Authority to undertake this report was provided by Warwick Westmore of Albany Leisure and Aquatics Centre 15 April 2015.

2.3 Information Sources

- Bioenergy and the Albany Leisure and Aquatic Centre, Proposal Detail and Engineering Summary - April 2015 by WA Bio Fuels.
- Proposal to install a biomass boiler at Albany Leisure & Aquatic Centre by WA Biofuels
- Boiler supply and install proposal by Living Energy and Biomass Services Australia
- Uniconfort -Biomass energy evolution
- Biomass - a renewable energy opportunity for regional Western Australia by Forest Products Commission Western Australia

2.4 Revision History

	Date Issued	Comment
A		
B	[Insert Date Manually]	xxx
C	[Insert Date Manually]	Final



3 OBSERVATIONS

3.1 Biomass

The use of biomass to provide heat is the oldest form of energy use known to man. Whether fuelled by wood, plant material or animal dung, it has been a fundamental part of human life since antiquity. For most of man's history this activity was carried out using only renewable materials.

There are many forms of biomass. This document covers wood chips for the use in boilers for heating aquatic centres. This offers the possibility of considerable reductions in carbon dioxide emissions, generally greater than any other currently available on-site renewable technology (when including embodied energy and the carbon absorption due to sustainable forestry).

Biomass, being a carbon-based (i.e. organic) material, produces carbon dioxide when burnt. However the carbon was extracted from the atmosphere by the growing plant. It is recycled back into the atmosphere on a very short timescale so that there is no net increase in atmospheric carbon dioxide compared to that of using fossil fuels. The energy so produced is renewable and sustainable provided that the source plant is replaced.

3.2 Wood chips

Wood chips are most commonly produced by chipping the waste timber and bark from newly felled trees and during routine thinning and maintenance. Short rotation coppice is an alternative source of wood chips where fast growing trees are grown as a fuel crop. The chips are dried naturally before use. The size of the chips can vary considerably.

The moisture content of wood fuels add to its weight but reduces its net heat content when burnt: the moisture is released as steam in the flue gases, carrying away significant amounts of energy. Above 55% moisture content, the fuel will not burn. Some large boilers can handle high moisture content fuels, these incorporate a pre-heating drying stage.

As a rule of thumb, the useful energy content of perfectly dry wood fuel is 5 kWh/kg and reduces by about 1 kWh/kg for every additional 20% moisture content.

3.3 Waste material

The burning of wood fuels produces very low ash (<1% by mass), but this is produced as a very fine dust. The exhaust gases therefore contain a proportion of entrained fly ash. This can be minimised by the use of such abatement technologies as cyclone separators.

The ash produced by the burning of virgin wood chips is non-hazardous and is a potential source of fertiliser for horticulture.

3.4 System interfacing configuration

After a thorough review of the schematic designed part of Bioenergy and the Albany Leisure and Aquatic Centre, Proposal Detail and Engineering Summary - April 2015 by WA Bio Fuels the following was noted.

There are a number of new control panels, meters and control valves all interlinking back to the main Direct Digital Control (DDC). The interface with the existing system is through a number of new isolation valves and existing motorised valves and temperature sensors.

It is recommended that the isolation valves be motorised to ensure the existing gas boiler system can be used on an automated basis in the event that the capacity of the biomass boilers is insufficient, this would ensure a smooth load share and make the maintenance operation of the biomass boilers an easier operation.



Based on the information supplied in the literature including the use of the existing system as a back up boiler system or thermal reservoir and including our recommendations relating to controls we see no major concerns with the interface with the existing system in terms of reliability and ease of operation.

3.5 Cost savings and Carbon emissions

Reviewing the information provided within the Living Energy report and the energy content of LPG and wood chipping being 7.14kWh/l and 3.5kWh/kg respectively are accurate figures, with a resultant energy cost of 10.9 cents/kWh for LPG and 2.3 cents/kWh for wood chippings is accurate. However, the cost of wood chippings can fluctuate from \$50 - \$100/tonne which would result in a cost per kWh as 1.4 cents/kWh to 2.9 cents/kWh which is still far below that of LPG. This cost is a raw cost and does not take into the transportation, labour costs of supervision and increased maintenance of feeding and storage of fuel.

Using the values quoted in the Living Energy report of \$80/tonne the estimated annual saving of \$50,000 is a realistic value. However, this does not take into consideration of capital costs and maintenance. The cost of wood chips have a fluctuation of anywhere between \$50 to \$100 which would reduce or increase the saving respectively, however the recommendation to limit risk would be to purchase the energy as per kWh from the supplier as documented within the WA Biofuel proposal.

Reviewing the information within the WA Biofuel report and the energy bench mark figure of annual thermal energy delivered, in our opinion appears to be a realistic value. The potential annual saving of \$50,000 also appears reasonable provided the WA Biofuels tariff of 12.15 cents/kWh does not increase and the price of LPG price does not reduce (which is unlikely given recent energy pricing trends).

Although the carbon dioxide produced during combustion is exactly equal to that absorbed during the growing period, some fossil fuels are likely to have been used in production, harvesting, processing and transportation of the biomass. As a result, it is usual to allocate some carbon intensity to the wood fuel. It is recommended a value of 0.025Kg CO₂/kWh¹ is used, this is one-seventh that of natural gas, the cleanest of the fossil fuels. Locally produced wood chippings are likely to have significant lower carbon intensity than this due to lesser transport requirements. The supplier's advice should be sought as to the net carbon dioxide emissions.

3.6 Similar application comparison

The principle of using a biomass boiler for applications such as an aquatics centre is sound, with a constant heat load and ever increasing fuel prices the option of using a biomass boiler is a sustainable and cost effective option.

There are two examples of the use of biomass boilers for heating aquatic centres in Australia; the first is Donnybrook Recreational Centre in Perth, WA which used a biomass boiler a few years ago and the system was decommissioned. The system was decommissioned because the wood supply had too high a moisture content, the knock on effects resulted in the boilers stalling during out of hours operation and the pool losing temperature over night and the moisture in the woodchips causing the auger type boiler feeders failing due to clogging and damaging the small drive motors. These issues could have been resolved simply with better wood chip supply and storage.

The second biomass boiler example has just completed its second year of operation in Mount Gambier, South Australia this had initial teething problems with the wood supply having scarps of metal within them causing damage to the feeding augers. However since this initial set back the wood supply has changed and is of an average 30% moisture content which has successfully run for two summer periods performing extremely

¹ Conservation of fuel and power in new buildings other than dwellings Building Regulations 2010 Approved Document L2A (London: NBS/RIBA Enterprises) (2015) (<http://www.planningportal.gov.uk/england/professionals/en/1115314231806.html>) (accessed May2015)



well. The system can easily achieve a 3-4°C increase of the 1.2million litre pool over night. Operation of the system is simple with extremely good support from the installation company Living Energy and Binder the Austrian boiler manufacturer. The only continued problem with the system is the Mount Gambier site only installed a very small feeding tank which only supplies the boilers for two days which increases the logistical burden of the operation. The recommended moisture content of the wood chips is 24-32% with a optimum of 30% and a maximum of 35% above this there are problems with ignition, poor calorific performance and could result in clogging of the feeding augers.



4 RECOMMENDATIONS

4.1 Safety issues

The fire risk issues associated with a biomass boiler installations are akin to those involved in a solid fuel installation. These are very different to those associated with a gas-fired installation. The presence of a large volume of fuel on site and the possibility of back burn from the combustion appliance to the fuel store both need to be addressed.

4.2 Flues and exhaust gas treatment

The emissions from a biomass installation vary depending on the quality of fuel used. It is therefore essential that if the installation is located in an area where limits on particulate emissions apply the quality of fuel burned in the boiler is consistent. It is acceptable in non-smokeless zones with correctly designed and sited flue to burn wood without flue gas treatment; however the flue gases will contain fly ash and other contaminants. If the flue gases are not treated then they can present a nuisance to adjacent properties. The most common method of removing particulates from an exhaust gas stream is to use cyclones as mentioned previously. We note that flue exhaust treatment has been addressed in the WA Bio Fuels proposal in the form of cyclones and exhaust gas recirculation. It is assumed that the provider will be responsible for the removal of the ash products from the cyclones however this should be clarified further.

4.3 Boiler sizing

Modern developments such as Lambda control² allow wood boilers to operate at high turn-down and maintain reasonable performance. However, unlike most gas fired boilers, wood boilers are limited in their ability to rapidly modulate heat output. The sizing of the wood boiler should be considered to meet the base load and the existing gas fired boilers be utilised as responsive plant to meet the peak loads. The wood boiler would be selected as the lead boiler.

An alternative to this would be use a thermal store - an accumulator tank. This allows a relatively smaller boiler to run at full or close to full load for longer periods maximising the heat energy delivered whilst alleviating the problems of slow response to load changes.

We note that the WA Biofuels submission offers a thermal storage system for to provide improved load control whilst the Living Energy submission does not.

4.4 Fuel store

The volume of fuel required for storage will depend upon the daily heating energy produced by the wood boiler, the number of day's storage is required, calorific value of wood fuel used and anticipated delivery volume. Suggested fuel stores are sized for 100 hours at full load. Consideration should be given to the frequency and reliability of fuel deliveries. As the installation has a backup system from the gas boilers then the number of day's storage can be reduced. The storage volume should be at least twice the delivery volume. This in turn will be influenced by the size of delivery vehicles that can access the site. Consideration should also be given to any limitations imposed on the frequency of deliveries. The Living Energy submission proposes a fuel storage capacity of 10 days whilst the WA Biofuels submission offers a 14 day capacity both of which are considered acceptable.

² Lambda is a dimensionless factor that indicated the fuel air ratio; a lambda value of 1 is equivalent to stoichiometric (ideal) conditions. Lambda control is the control of combustion based on an oxygen sensor mounted in the exhaust stream which would then vary the fuel supply and or the combustion air flow to ensure that the optimum lambda value is maintained within the combustion chamber.



4.5 Energy supply contracts

Biomass boilers are considerably more expensive than an equivalent modern gas boiler. The fuel storage and fuel supply systems required are not required for traditional gas installation. The restrictions on the location of a biomass flue are more onerous than would be placed on a gas flue and the specification of the flue is higher as potentially has to deal with higher flue gas temperatures. Although wood chips may be available at lower cost per kWh than other fuels, a biomass installation is rarely justified in strictly financial terms. However, for this application where heating makes up a large proportion of total energy demand, they offer an effective means of reducing carbon dioxide emissions.

Although biomass installations are essentially automatic, there are maintenance and operational requirements that will require specialist knowledge and expertise. There are fuel deliveries and ash removals to be supervised, including periodic ash removal from the combustion chamber (and post combustion chamber) and regular inspections of the boiler, fuel supply and ash removal systems. It is common for biomass installations to be installed on a 'supply and operate' basis operated and maintained by a specialist energy supply company who supply energy. It is recommended that the specialist company be commissioned to supply, install, maintain, operate, and obtain fuel and charge for energy delivered. The WA Biofuels submission offers this arrangement whilst the Living Energy submission involves more activity and potential risk for the ALAC.

We recommend a made good clause is included within the contract to ensure that if the possibility of the installation does not operate properly or to the desired client expectation the original system can be recommissioned fully to the original capacity.



NORMAN DISNEY & YOUNG CONSULTING ENGINEERS

NDY Management Pty Limited trading as Norman Disney & Young
ABN 29 003 234 571
200 St. Georges Terrace
Perth WA 6000

Telephone: +618 9281-6800
Facsimile: +618 9281-6888

www.ndy.com

OFFICES

Australia:	Sydney, Melbourne, Brisbane, Perth, Canberra, Adelaide, Darwin, Gold Coast
New Zealand:	Auckland, Christchurch, Wellington
United Kingdom:	London
UAE:	Dubai
Malaysia:	Kuala Lumpur (NDY Licensee)

CONFIDENTIAL INFORMATION

This document is made available to the recipient on the express understanding that the information contained in it be regarded and treated by the recipient as strictly confidential. The contents of this document are intended only for the sole use of the recipient and should not be disclosed or furnished to any other person.

DISCLAIMER OF LIABILITY

The information contained in this document is provided under direction from the nominated client and addresses this direction. Any third party reviewing the content of this document needs to make their own assessment on the appropriateness of the information contained. NDY Management Pty Limited makes no assurance the information meets the needs of a third party and as such accepts no liability for any loss or damage incurred by third parties whatsoever as a result of using the information.

COPYRIGHT

© NDY Group 2015.

NDY QA SYSTEM

Revision No: 1.0
Revision Date: 29 May 2015
Reason Description: FINAL
File Location: W:\P642xx\P64214\013\00\24_Reports
Filename: rp150527p0015

Authorisation By: Marc Atherden

M. Atherden

Client Name: City of Albany
Client Contact: Warwick Westmore

Verification By: Marc Atherden

M. Atherden

Project Co-ordinator: Marc Atherden
Editor: Ollie Crowther

NDY Offices:

AUSTRALIA

Adelaide
Brisbane
Canberra
Darwin
Gold Coast
Melbourne
Perth
Sydney

UNITED KINGDOM

London

NEW ZEALAND

Auckland
Christchurch
Wellington

MALAYSIA

Kuala Lumpur
(NDY Licensee)

UAE

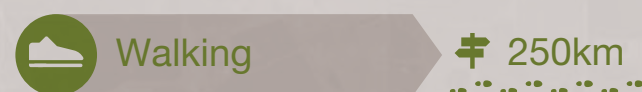
Dubai

www.ndy.com

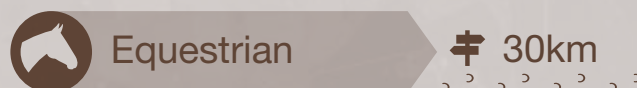
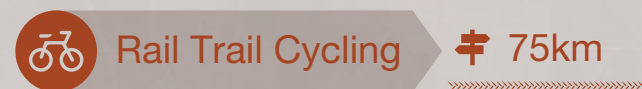


**Norman
Disney &
Young**

TRAIL AUDIT



Significant amount of trails, quality varies, signage poor



Trails sufficient for short breaks or weekend trips



Under catered



Under catered

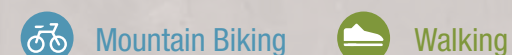
Key Projects for City of Albany

Albany Heritage Park

(Mount Adelaide and Clarence)



Mount Melville



City Centre



Vancouver Point



Kalgan River



How Priorities were Reached

-  Location
-  Opportunity
-  Deliverability
-  Community Support
-  Market Support
-  Existing Supply for trail users





For more information:

Sam Stevens: (08) 9841 9333
Email: samanthas@albany.wa.gov.au
Julie-ann Gray: (08) 9841 9421
Email: julieanng@albany.wa.gov.au
Web: www.albany.wa.gov.au

Feedback

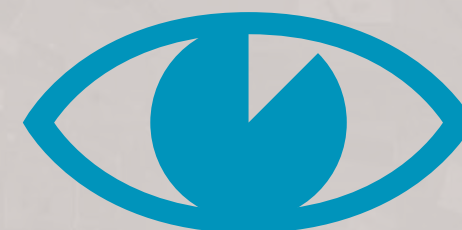
Public Comment period: 25 May - 14 June
Community Services Committee: 9 July
Ordinary Council Meeting: 25 July

KEY FINDINGS

-  Albany has significant potential as a trails tourism destination
-  Need for critical mass of trails and trail related services, with a focus on mountain biking
-  Attract a young and new trails segment
-  Make Albany different from other regions
-  Promote existing trails and create new iconic mountain bike and kayaking trails in unique landscapes
-  Albany can be a central trail hub surrounded by a range of trail and outdoor activities throughout the region

City of Albany Trails Hub Strategy 2015 - 2025

This Executive Summary provides an overview of the Trail Hub Strategy.







TRAILS HUB VISION

A World Class Trails Tourism Hub

Albany to become one of Australia's primary trails destinations - a World Class Trails Tourism Hub (TTH) situated around high quality trail systems, supported by a complete package of hospitality and visitor services set within our unique natural landscapes.

Aim

-  High Quality Trails
-  Trail Maintenance
-  Complete Package of Hospitality
-  Promotion and Branding

The vision and strategy have been developed after considerable research, analysis and community engagement.

OBJECTIVES

Trail Network

Develop, upgrade and maintain a high quality trails network for a broad range of outdoor adventure trail users

Trails Infrastructure and Services

Well planned and maintained facilities and services which directly encourage use of the trails network



The Visitor Experience

Support Albany to provide an exceptional trails visitor experience which will deliver economic and tourism benefits to the community

Governance, Management and Cooperation

Optimise governance, management and cooperation across trail land owners, stakeholder groups and regional partners throughout the Lower Great Southern region in order to support Albany's position as the region's central trail hub and trails destination

Trail Benefits


-  Active and Passive Recreation
-  Health
-  Brings Visitors and Economic Growth
-  Environmental Protection
-  Culture
-  Access to Firebreaks

Objectives

Trail Network

Develop, upgrade and maintain a high quality trails network for a broad range of outdoor adventure trail users

- Develop new trails

 Mountain Biking  Aquatic

- Upgrade existing trails

 Walking  Equestrian

- Phased and prioritised approach to trail development projects

- Mountain Bike Pilot Project

- Trail Development Process – consistent, environmentally sensitive

Targets

- Upgrade existing walking Trails Network at Albany Heritage Park (Mt Adelaide and Mt Clarence)

- Develop at least 3 new MTB trails with a focus on the Albany Heritage Park

- Develop at least 3 new aquatic trails from the top seven priority projects

- Code of conduct and yield hierarchy developed, installed and promoted

The Visitor Experience

Support Albany to provide an exceptional trails visitor experience which will deliver economic and tourism benefits to the community

- Businesses support and hospitality
- Encourage new trail business opportunities
- Coordinated marketing presence
- Support Trail Events
- Websites

AGENDA ITEM CS021 REFERS Targets

- The Town Square Trail Hub Centre is promoted and clearly recognised
- Development of a suite of Trails Maps
- New trails marketing collateral to incorporate Amazing Albany branding

Governance, Management and Cooperation

Optimise governance, management and cooperation across trail land owners, stakeholder groups and regional partners throughout the Lower Great Southern region in order to support Albany's position as the region's central trail hub and trails destination

- Network to guide implementation
- Annual Implementation Plan
- Regional collaboration
- Funding
- Coordination

Targets

- Annual trails priorities incorporated into 10 year Asset Management Plans
- Alternative funding models and Businesses Cases developed
- Agreed pilot funding model trialled in one of the top 5 projects, in partnership with community

Trails Infrastructure and Services

Well planned and maintained facilities and services which directly encourage use of the trails network

- Standard approach to trail construction and signage

- Adopt a classification system for trail users

- Trailheads

- Trail Hub Centre

- Amazing Albany Destination branding to trail maps

- Support services to access trail

Targets

- Develop the Town Square and Visitor Centre into a Trail Hub Centre

- Trailhead and signage piloted at City Centre (town square) and Albany Heritage Park

- Realignment of the Munda Biddi Trail and Bibbulmun Track to the Trail Hub Centre

What is a Trail Hub?

Trail Hubs can be defined as 'a population centre that offers a large range of high quality trails, trail user related services, facilities and businesses, strong branding, supportive management and governance.

What is a Trail?

Trails have included all **non-motorised land trails** such as walking, horse riding, off-road cycling, mountain biking and aquatic trails.

City of Albany Trails Hub Strategy - Community Engagement Summary

A **Community Engagement Plan** was developed and implemented to support the City of Albany Trails Hub Strategy. Over the past 15 months there has been a range of **community engagement activities** and **consultation** to ensure the strategy meets the strategic direction for the elected members, council officers and the broader community. The level of engagement varied according to the identification of stakeholders and within the constraints of the project.

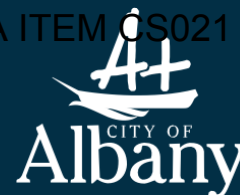
Background

1. In 1999, the Albany Trails Master Plan was prepared by Maher Brampton Associates, which recommended a range of trails and trail improvements throughout Albany. A number of those trail projects, in particular walking and equestrian trails have been completed in the past 15 years. In addition to the Master Plan, a range of other trails have been built by the City, the Department of Environment and Conservation and community groups. For example the Mt Clarence Downhill, Munda Biddi Trail and the Torbay - Elleker Community Bridle Trail.
2. Since the development of the 1999 Master Plan, outdoor adventure activities (such as mountain biking, paddling and climbing) have emerged as growing trends and economic drivers. Noting the number of established walking and equestrian trails in Albany and the growing needs for other recreational trails, the focus of the strategy was to review existing trails and to develop and integrate new trails, activities and associated services to establish Albany as a Trail Tourism Hub (TTH).
3. In September 2013, Evolve Solutions was appointed to develop a draft report: The Albany World Class Trails Hub Report. This report underpinned the current City of Albany Trails Hub Strategy.
4. In September 2014, the City adjusted the contract with Evolve Solutions and removed the ongoing community consultation. This was undertaken internally by the City of Albany.
5. In November 2014, the Evolve Solutions 'World Class Trails Hub Report' was received by the City. The report was revised internally, in consultation with the PCG and developed into the City of Albany Trails Hub Strategy (2015 – 2025).
6. The staff then undertook the community consultation process below. The key findings, draft vision, objectives and key priority projects were presented to the community, through community workshops for validation and feedback. See points 6-11 below for more detail.

Community Consultation

The development of the Trails Hub Strategy involved the following community engagement and consultation:

1. In October 2013 the **Project Control Group (PCG)** was established. This group provided user group engagement, advice and guidance with the development of the City of Albany's Trails Hub Strategy. The PCG included representatives from the following key agencies, organisations and interested community groups:
 - City of Albany (Recreation Services, Reserves, Tourism and Planning)
 - Department of Parks and Wildlife (DPaW)
 - Department of Sport and Recreation (DSR)
 - South Coast Natural Resource Management (SCNRM)
 - Department of Water
 - Albany Mountain Bike Club



- Albany Bushwalkers Group
 - Albany Natural Trail-Riders (Equestrian)
 - Noongar Representative (vacant – see point 6)
2. **Additional Key Stakeholder Liaison** - advice was also sought from other key stakeholders (i.e. Munda Biddi Foundation, Albany paddlers, Bibbulmun Track Foundation).
 3. **Evolve Solutions Initial Consultation** - as part of the methodology, Evolve undertook some initial consultation with key groups such as site visits with the Albany Mountain Bike club and meetings with Department of Parks and Wildlife staff and City staff.
 4. **Market Research Survey** – Evolve Solutions undertook a market research survey to gauge insight into the awareness and use of Albany Trails. The survey was circulated through the databases of Munda Biddi Trail Foundation and Bibbulmun Track Foundation and through the Albany Visitor Centre. A total of 332 respondents took part and the results formed the part of the 'World Class Trails Hub Report'.
 5. **Regular Community Updates** – community updates were developed and distributed in Autumn 2014 and Summer 2014/2015.
 6. **Trails Infographic** – A graphic design summary was developed. This innovative approach was used to summarise the key findings from the initial report, engage a younger audience, and as the basis for the community consultation.
 7. **Trails Community Workshops** – were held on 12 & 26 March 2015 with 90 interested community members (supported by nine members from the PCG). The two workshops explored the Vision/Objectives and gained feedback on the proposed trails projects.
 8. **Noongar Consultation** – Support and liaison was undertaken through the City of Albany Coordinator of Noongar Engagement. The Coordinator of Noongar Engagement was unable to engage a Noongar representative on the PCG and this position remained vacant. A respected Noongar elder attended the first Trails community workshop, held on 12 March and provided valued input. A Noongar workshop was also arranged by the Coordinator of Noongar Engagement and held at the City of Albany on 26 March 2015. This included a presentation of the vision/objectives and discussion on each of the proposed trails projects, with input from one of the trails consultants. There were ten Noongar leaders invited, with 4 people attending (of which two were COA staff). A summary of consultation is included in Volume 4, p42.
 9. **PCG Review of Community Feedback and Analysis** – following the trails community workshops, the PCG reviewed the feedback from the community workshops and matched this against the recommendation from the Evolve report. Recommendations were made and are included in Volume 4, p 44-49.
 10. **City of Albany Trails Hub Strategy** - all feedback was collated and included in Volume 4.
 11. **'Internal' Trails Presentation** – held on 4 June with an open invitation to all City of Albany Staff. There were 14 people who attended, including the CEO. The presentation provided an opportunity to update and seek feedback from staff.

PUBLIC SUBMISSION PERIOD

The City of Albany Trails Strategy was open for public comment from **25 May to 15 June 2015** with feedback sought from those who regularly use trails and those who would like to use trails. As the

Strategy was also about encouraging and increasing trail visitors and creating a Trails Tourist Hub, feedback was encouraged from businesses, visitors and the broader community.

A survey was developed to collate feedback from the community during the Public Submission Period and was available as either an on-line Survey or a hard copy available from City of Albany, North Road. (See attachment 1)

The following methods were used to promote the public submission period and the survey:

- City of Albany website from Monday 25 May 2015
- City of Albany Memo – internal distribution
- City of Albany –Comment Box at front reception
- PCG memo and external distribution through their networks
- Public notice advertising in Albany Advertiser: 21 & 26 May 2015
- Albany Advertiser: 'Strategy Puts City at Centre of Trails Hub' 28 May 2015
- Albany Advertiser: 'Albany to become a Global Trails Hotspot' 4 June 2015
- Weekender: 'Albany a Hotspot in Trails Strategy' 2 June 2015
- ABC Radio – Albany Mountain Bike Club (during Urban Downhill) 24 & 25 May 2015
- Webpages – Albany Cycle Club, CycleSport WA, Westcycle, Southern Cyclists, WAHCC – Great Southern

PUBLIC SUBMISSION SUMMARY

The public submission period closed on 15 June 2015. There were 138 on-line surveys completed, no hard copy surveys received at the City of Albany front reception, North Road and three emails provided feedback.

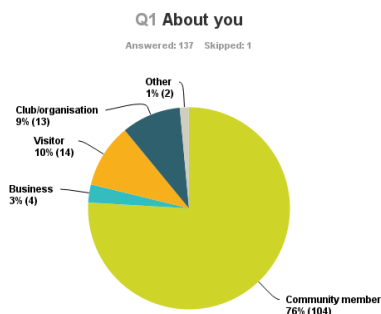
Two letters were received from:

- WestCycle (Attachment 2)
- Department of Aboriginal Affairs (Attachment 3)

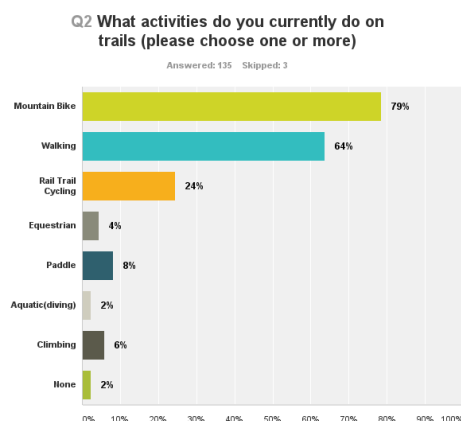
SUBMISSIONS FINDINGS

About the Survey Respondents

- Of the 138 respondents 76% were community members, 10% were visitors, 9% represented clubs or organisations, 3% were businesses and 1% not identified.



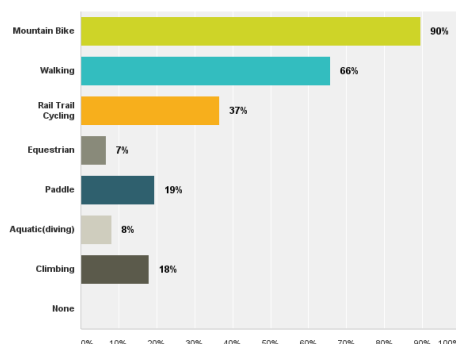
- The respondents were all active users of a variety of trails, with nearly 80% of them using trails to mountain bike, nearly 65% using trails as walkers, 24% were active rail trail cyclists, 4% were actively using the trails for equestrian use, 10% were paddling or diving, and 6% indicated using the trails for climbing. (NB: the total equals more than 100% as many indicated they were active on more than one type of trail).



- When asked what trails respondents might like to use, the following response was provided: 90% would like to use mountain bike trails, 66% would like to use walking trails, 37% would like to use rail trail cycle paths. and 7% would like to use horse trails. Of interest is the significant increase in the percentage who would like to use aquatic trails (nearly 27%) and climbing trails (18%), which may indicate an unmet need due to lack of facilities and access.

Q3 What trails might you like to use (please choose one or more)

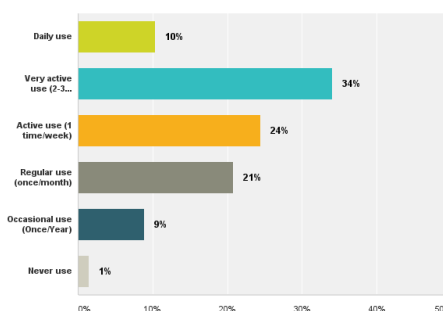
Answered: 134 Skipped: 4



- Nearly 35% of respondents were very active users of trails. Nearly 70% of respondents used trails at least once per week.

Q4 Current Active Use of Trails

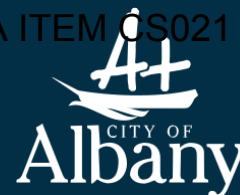
Answered: 135 Skipped: 3



- Over 95% of respondents said they would make use of trails if there were more available, accessible and better promoted.

Trail Submission Responses:

- A total of 96% of respondents agreed in principle with support for the City of Albany Trail Hub Strategy.
- There were 89% of respondents who strongly agreed with the Vision to become a World Class Trails Hub.
- All four objectives received strong support (from 91% to 85%) .
- Of the seven key City of Albany projects/precincts the most strongly supported (ranked 4 and 5) in priority order were:
 1. Mount Melville (95% of respondents ranked 4 & 5)
 2. Albany Heritage Park - Mount Adelaide & Clarence (94% of respondents ranked 4 & 5)
 3. Kalgan River - (89% of respondents ranked 4 & 5)



4. Poikeclearup - (88% of respondents ranked 4 & 5)
 5. City Centre - (84% of respondents ranked 4 & 5)
 6. Vancouver Point - (74% of respondents ranked 4 & 5)
 7. Sand Patch (60% of respondents ranked 4 & 5)
- The least supported was Vancouver Point and Sandpatch, which focussed on the aquatic and equestrian trails. This received less strong support (74% and 60%), which may be due to the majority of survey respondents being mountain bikers and walkers.
 - The City Centre project, which was initially prioritised as number two, did not receive as much strong support as the other key projects (84%). However, many of the additional comments acknowledged and supported the concepts of trails **linking** the Albany Heritage Park and Mount Melville to the City Centre. The comments below provide a snapshot of community responses:

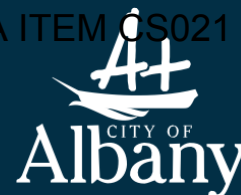
"Having spent a month in Albany during August 2014 for work I rode my mountain bike almost every day. It was however difficult to find the tracks and at the time there was obvious trail conflict with branches etc being placed across high use Mtb tracks. This strategy will really attract mtb ers to Albany which has ideal relief and weather for this activity while improving for exercise opportunities. The Mtb so close to a city centre is a great asset for Albany."

"Priority needs to be given to new MTB only trails on both hills either side of the CBD - this will provide rider variety and a link through town to benefit the central businesses."

"The strategy discusses branding Albany as a unique trails destination.....Every town / city can have a great trail on a local hill but not every place can have one with the views that Albany offers. If we are looking for the X factor that Albany has over other places than we must capitalise on these unique features. I agree that the Mounts in the city centre should be the first priority for the deliverability but the coastline must, must, must be included."

"My comments have been heard at the trails hub strategy meetings however I feel the need to reiterate the massive benefit this will be to the region's economy. As a local small business owner and someone who has lived and worked in Queenstown, New Zealand where I have seen first hand the massive benefits of large well planned trails hub to the local economy I believe this is essential for this town to solidify itself as an international tourist destination."

Focus should be on the Albany Heritage Park Precinct. By creating the initial interest and use it will flow on to other projects. This has been the case with the refurbishment of the Forts Area.



- From the Priority Projects for other Land Managers, the Torndirrup Project and the Mount Martin and Gull Rock National Park project both received strong support (71% and 67%).

The comments below provide a snapshot of community responses:

“Torndirrup has enormous potential is sensitively handled. It is the ultimate nature’s playground and would help to put Albany on the world map for outdoor recreation.”

“Mt Martin has fantastic potential for MTB. It offers superb vistas back to Albany and of the stunning coast from Nanarup back to Emu Point. It would be fantastic to see a summer bike shuttle service ferrying bikes across the Emu Point channel. Nowhere else could match such a unique way to get to MTB trails.”

- From the additional comments, acknowledgement was made of the need to balance the conservation needs with access, the environmental sensitivity of the area and the need for effective management.
- There were a number of comments about the value of trails to improve health and wellbeing, and encourage and engage young families.

“Providing trails that encourage healthy living through exercise is always important. Any initiative that provides space for family adventures is important. After watching how many children and adolescents own bikes on the Urban downhill weekend, there shows the interest in riding, and gives them something constructive and healthy to do.”

“We already have a lot of walking trails in the area and surrounding areas, so it would be nice to start focusing on trails for other things like mountain biking. If we want people to keep being healthy then we need to let people do these things. Mountain biking especially has grown and it is great to see families getting out together and getting kids off the streets, off the t.v. and out on their bikes.”

- Feedback on some of the guiding principles for developing a Trails Tourist Hub was also captured through the survey – the most strongly supported (ranked 5) in priority order:
 1. **Principle 2** – Focus on new trails growth markets mountain bike, paddling and aquatic (80% strong support)
 2. **Principle 4** – Give priority to trails that provide loops and connectivity (73% strong support)
 3. **Principle 1** – Locate new trails in iconic locations, within City Centre and expand outwards (69% strong support)
 4. **Principle 5** – Trail Development models that capitalise on iconic coastal landscapes (61% strong support)
 5. **Principle 6** – Single use, single direction trails (44% strong support)
 6. **Principle 3** – Upgrade of existing trails, focusing on walking and equestrian trails (43% strong support)

- There was mixed responses to Principle 6 – Single Use, Single Direction. The comments below indicate the diverse responses:

“Single use single direction maximizes safety, minimize conflict and maximize the fun factor. One of the challenges of the existing tracks is ripping around a corner at high speed to come across dog walkers etc. Everyone has equal rights however single use tracks increase enjoyment for all.”

“Single use trails would mean having to upkeep/create more trails than if trails were multi use. As long as “rules of use” were clear (eg walkers give way to cyclists, cyclists to equestrian, etc) there shouldn’t be issues with multi use trails. Also only having trails as one way would mean they all had to be looped, or have a way back to the point of origin, especially in areas where users may have needed to drive a car out to the start of the trail. Walkers or cyclists won’t necessarily have walked/ridden from home and same for equestrian users and paddlers are especially unlikely to have carried a kayak or canoe from home on their back! “

“Single direction trails are necessary for single track type trails where there is no overtaking. Fast flowing downhill, technical trails and enclosed bush experience trails.”

“Whilst looped trails are certainly the preference of MTBers the iconic nature of the coastal trails in Albany would allow for point to point rides as being well received....”

Letters Received as part of public submission process:

1. A letter was received from WestCycle which supported the Trails Hub Strategy and the alignment with the recently released WA Mountain Bike Strategy. They acknowledge the attempts to develop a network of accessible, sustainable and appropriate trails and support the inclusion of the Trail Development Process as part of the toolkit for trail planning, design and construction. (see Attachment 2)
2. A letter was received from Department of Aboriginal Affairs which highlighted the potential links between the Kinjarling Cultural Pathways (interpretive cultural trails) and the Trails Hub Strategy (activity based trails). It also provided some opportunities and suggestions to build on the Noongar consultation process, which had occurred through the initial development of the Kinjarling Plan. (see Attachment 3)

PROJECT CONTROL GROUP RESPONSE TO THE PUBLIC SUBMISSION FINDINGS

1. Priority of Key Projects

From a review of the public submission responses to the ranking of priority projects from the report the following was unanimously supported by the PCG.

Project Ranking	Precinct/Project	Target Trail Groups	Rationale
1	Albany Heritage Park (Mt Adelaide & Clarence)	Walkers, MTB, Climbers, Interpretative	The order of projects 1-3 are key to achieving the vision of a Trails Tourism Hub and are
2	City Centre	Walkers, MTB, Interpretative	

3	Mount Melville	Walkers, MTB, Climbers, Interpretative	recommended to be retained in the current priority order.
4	Kalgan River	Walkers, MTB, Paddlers	Strong community feedback and existing use acknowledged and the project elevated.
5	Vancouver Peninsula	Walkers, Paddlers, Aquatic	Dropped a level as a result of the priority placement of the Kalgan River
6	Sand Patch	Walkers, Equestrian	
7	Poikeclearup	Mountain Bike	Though strong community support this project is viewed as a local project servicing local users groups and a niche market.

2. Principles for Developing a Trails Tourist Hub

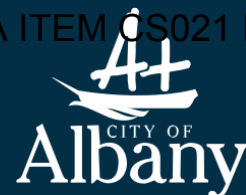
PCG discussed the importance of the need to respect and enhance the environment and consistently acknowledge the cultural and heritage importance of our assets.

An overarching Mission statement was developed in line with the Great Southern Development Commission's Regional Blue Print and will be incorporated into the Strategy:

“We will respect and enhance the region's environment and heritage assets
in a sustainable manner.’

The Principles underlying this are:

Principle	
1	Locate new trails in iconic locations, within the City Centre and expand outwards
2	Focus on new trails growth markets of mountain biking, paddling and aquatic
3	Rationalize and upgrade existing trails
4	Give priority to trails that provide loops and connectivity
5	Support trail development models that capitalize on iconic coastal landscapes

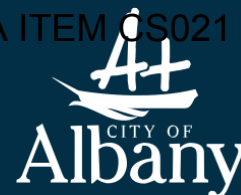


6	Build the right trail in the right place
---	--

SUMMARY OF SUBMISSIONS

The development of the first City of Albany Trails Hub Strategy (2015 – 2025) has involved an extensive network analysis and a comprehensive range of consultation and community engagement activities.

The Strategy provides a clear strategic direction to capitalise on the City's potential as a trails destination by consolidating and upgrading our existing trails (some of them recognised as World Class), developing new trails and packaging together with a suite of visitor services to promote Albany as Nature's Playground, for visitors and Albany residents.

**ADDITIONAL PUBLIC COMMENTS:**

We already have a lot of walking trails in the area and surrounding areas, so it would be nice to start focusing on trails for other things like mountain biking. If we want people to keep being healthy then we need to let people do these things. Mountain biking especially has grown and it is great to see families getting out together and getting kids off the streets, off the t.v. and out on their bikes

The potential to have a trail network accessible by bike or foot from the town center is rare in Australia. When I have been adventure traveling around the world the places that have easily accessible adventure activities that were well publicised didn't require a major logistical exercise to get to were always very popular. especially for people who are not staying for extended periods of time. Having the trail hub in the town center really hits the mark with this. Can't wait to see where it all goes.

I would love to see a diverse range of trails types to suit everyone's abilities. While I think it's important to get new people into all kinds of recreational activities, you need to make sure you look after the people who are already using the current trails as we are the ones that will help maintain them.

I would like to see better trails for bicycles of all types, not just mountain bikes. This would improve the ability to commute between the town hub and each of the precincts.

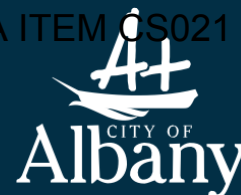
All awesome ideas! I am not from the area but was visiting the weekend of the urban downhill event. Wow! Awesome event and great community spirit, we have been travelling around Australia and haven't come across an event like it. Your onto a winner! My 3 year old daughter was being for go of the kids track and I was asking my wife to buy a bike for the main race! Everyone we saw around town was friendly and welcoming. This event will only get bigger! And by further developing and making new tracks it will benefit the community on so many levels! The potential for future years is limitless, I can see the finish line being moved the the main street with shots of town hall and the water, with people lining the streets. And last thing, it doesn't need to just be about the tracks and bikes, the event could incorporate markets and local arts and history. Get the whole town involved for a celebration weekend! I love Albany!

I liked the concept of Albany being a "world-class hub for trails" rather than a "hub for world-class trails". A subtle distinction but an important one. A lot of outdoors people nowadays are multi-disciplined (bike riding, walking and kayaking), plus the higher-level competitors often bring families with them and want to do other activities with the family after their events

This is fabulous. The draft outlines some great plans. Please focus also on effective car and bus parking facilities.

Strong support for mtb trail network for tourist and local usage. If appropriate trails were available my family would use on almost a daily basis, further to this I am aware of keen mtb tourists willing to spend on accommodation and good food.

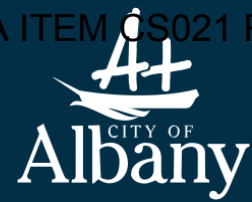
This is a wonderful opportunity to benefit the whole community. If the trails on the 3 mounts are done well this could really put Albany on the map as a genuine trails destination.



"The City needs to continually consult the MTB Club for trail structure and guidance in conjunction with the proposed builder to ensure trail suitability for all level of riders - all the tracks (except for the short downhill track) in Albany are not MTB trails - they are just walking trails that MTBs use because there is nothing else. If the trails are constructed correctly Albany could be in the same league as Derby or Hollybank in Tasmania or Buller in Victoria or many other sort out destinations around the world. The sooner the better for everyone."

"I want to see connected trails, access to all the great scenery around Albany - not just Mt. Melville and Clarence- which really, on its own, doesn't offer sufficient for a 7-day family holiday or proper trail holiday. Look at what is available in Perth, Margaret River, Pemberton etc. I would love to see a cross-country event and safe gravel trails or cross-country routes - not just extreme stuff. In short - don't limit trails to the City centre and mountains - they should include all the great surrounding countryside."

"I am spending all of 2015 traveling and visiting numerous MTB sites around Australia. I have seen amazing as well as very poor trails. The keys to very best riding experience combine two simple factors. 1. Great signage on the trails - it is as important for visiting tourists to spend money on the signs as well as the quality of the trails. 2. Trails built by experienced professionals. It is imperative that the trails are built by world class trail builders. While this certainly adds to the cost it more than makes up for it in the reputation the trails receive amongst the MTB community. Whilst I understand there are many factors involved in deciding on a successful tender, please give strong consideration to this factor. Currently there are no trails built in WA by Glen Jacobs of World Trail. There is a big opportunity for Albany to be the first WA town to have this company construct their trails. Whilst I love to support local trail builders and businesses I believe strongly we can use the right trail builder to help with the brand creation. Without doubt all of the best trails in Australia have been built by World Trail. I am more than happy to share my MTB trail experiences from this year with the group or with any interested City staff on my return to Albany in January 2016. Conversely please feel free to contact me through the email address supplied on this survey for any additional feedback in the meantime. Thanks for all of your hard work guys! You rock."



ATTACHMENTS

Attachment 1: Trails Hub Strategy Survey Submission Form

Attachment 2: WestCycle Letter (15 June 2015)

Attachment 3: Department of Aboriginal Affairs Letter (12 June 2015)

City of Albany Draft Trails Hub Strategy (2015 – 2025)

AGENDA ITEM CS021 REFERS

The City of Albany is seeking your comments on the City of Albany Draft Trails Hub Strategy. Feedback from those who regularly use trails and those who would like to use trails is extremely important. As the Strategy is also about encouraging and increasing trail visitors and creating a Trail Tourist Hub, we encourage feedback from businesses, visitors and the broader community. <https://www.surveymonkey.com/s/TrailsHub>

SURVEY SUBMISSION ON CITY OF ALBANY DRAFT TRAILS HUB STRATEGY

Ways to submit your comments:

- Complete the on-line survey. <https://www.surveymonkey.com/s/TrailsHub> or
- Complete hard copy survey and put in comments box at City of Albany, North Rd.

For a quick snapshot we recommend you review the Draft Executive Summary.

If you require more details, please go to: <http://www.albany.wa.gov.au/your-community/sport-and-recreation/> which will link into Volume 1 (Draft Strategy) and/or Volume 2 (Trails Network & Priority Projects). Volumes 3 & 4 provide Background and Volume 5 is the Toolkit with templates & guidelines.

NAME:

ADDRESS:
.....
.....

PHONE & EMAIL:

1. About you (please tick):

- ☐ Community member ☐ Business ☐ Visitor ☐ Agency ☐ Club/organisation
- ☐ Other, please state _____

SUBMISSION

2. What activities do you currently do on trails? (please tick, can tick more than one)

- ☐ Mountain Bike ☐ Walking ☐ Rail Trail Cycling ☐ Equestrian ☐ Paddle
- ☐ Aquatic(diving) ☐ Climbing ☐ Other ☐ None

3. What trails might you like to use? (please tick, can tick more than one)

- ☐ Mountain Bike ☐ Walking ☐ Rail Trail Cycling ☐ Equestrian ☐ Paddle
- ☐ Aquatic(diving) ☐ Climbing ☐ Other ☐ None

4. Current active use of trails (please tick):

- ☐ Daily use ☐ Very active use (2-3 times/week) ☐ Active use (1 time/week) ☐ Regular use (once/month)
- ☐ Occasional use (Once/Year) ☐ Never use

5. If trails were more available, accessible and better promoted would you be interested in using them? (please tick)

- ☐ Yes ☐ No ☐ Unsure ☐ No comment

'We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how your input influenced the decision.'

SUBMISSION ON CITY OF ALBANY DRAFT TRAILS HUB STRATEGY CONT.

6. In principle, do you support the City of Albany Trail Hub Strategy (please tick)

☐ Yes ☐ No ☐ Unsure ☐ No comment

On a scale of 1 – 5 (5 indicating strong support) how strongly do you support the following:

7. Vision:

For Albany to become one of Australia's primary trails destinations – A World class Trails Tourism Hub situated around high quality trail systems, supported by a complete package of hospitality and visitor services set within our unique natural landscapes.	1 no support	2	3	4	5 strong support
--	-----------------	---	---	---	---------------------

8. Objectives:

Objective 1: Trail Network

Develop, upgrade and maintain a high quality trails network for a broad range of outdoor adventure trail users.	1 no support	2	3	4	5 strong support
---	-----------------	---	---	---	---------------------

Objective 2: Trails Infrastructure and Services

Well planned and designed facilities and services which directly encourage the use of the trails network.	1 no support	2	3	4	5 strong support
---	-----------------	---	---	---	---------------------

Objective 3: The Visitor Experience

Support Albany to provide an exceptional trails visitor experience which will deliver economic and tourism benefits to the community.	1 no support	2	3	4	5 strong support
---	-----------------	---	---	---	---------------------

Objective 4: Governance, Management and Cooperation

Optimise governance, management and cooperation across trail land owners, stakeholder groups and regional partners throughout the Lower Great Southern region in order to support Albany's position as the region's central trail hub and trails destination.	1 no support	2	3	4	5 strong support
---	-----------------	---	---	---	---------------------

9. Priority Trails Projects - City of Albany

There are seven City of Albany key projects (in priority order) which have been identified.

On a scale of 1 – 5 (5 indicating strong support) please state how strongly you support each project:

No	Precinct/Project	Target Trail Groups	Scale 1 - 5
1	Albany Heritage Park (Mt. Adelaide & Clarence)	Walkers, Mountain Bike, Climbers, Interpretative	1 no support 2 3 4 5 strong support
2	City Centre	Walkers, Mountain Bike, Interpretative	1 no support 2 3 4 5 strong support
3	Mount Melville	Walkers, Mountain Bike, Climbers, Interpretative	1 no support 2 3 4 5 strong support
4	Vancouver Peninsula	Walkers, Paddlers, Aquatic	1 no support 2 3 4 5 strong support
5	Sand Patch	Walkers, Equestrian	1 no support 2 3 4 5 strong support
6	Kalgan River	Walkers, Mountain Bike, Paddlers	1 no support 2 3 4 5 strong support
7	Poikeclearup	Mountain Bike	1 no support 2 3 4 5 strong support

Additional Comments:

10. Priority Trails Projects - Other Land Manager

There are also two key projects identified, which are on land managed by the Department of Parks and Wildlife (DPaW).

On a scale of 1 – 5 (5 indicating strong support) please state how strongly you support each project:

No	Precinct/Project	Target Trail Groups	Scale 1 - 5
1	Torndirrup National Park	Walkers, Mountain Bike, Paddlers, Interpretative, Climbers	1 no support 2 3 4 5 strong support
2	Mount Martin & Gull Rock National Park	Walkers, Mountain Bike, Interpretative	1 no support 2 3 4 5 strong support

Additional Comments:

SUBMISSION ON CITY OF ALBANY DRAFT TRAILS HUB STRATEGY CONT.

11. Guiding Principles for Trail Tourist Hubs

There are a number of guiding principles for developing a Trail Tourist Hub.

On a scale of 1 – 5 (5 indicating strong support) how strongly do you support each principle:

No	Precinct/Project	Scale 1 - 5				
1	Locate new trails in iconic locations, within City Centre and expand outwards.	1 no support	2	3	4	5 strong support
2	Focus on new trails growth markets mountain biking, paddling and aquatic/	1 no support	2	3	4	5 strong support
3	Upgrade of existing trails, focussing on walk-ing and equestrian trails.	1 no support	2	3	4	5 strong support
4	Give priority to trails that provide loops and connectivity.	1 no support	2	3	4	5 strong support
5	Trail development models that capitalise on iconic coastal landscapes.	1 no support	2	3	4	5 strong support
6	Single use, single direction trails	1 no support	2	3	4	5 strong support

Additional Comments:

Submissions close on 15 June 2015

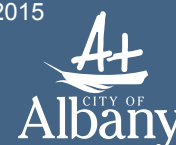
DATE:

SIGNATURE:

WHAT'S NEXT?

The City of Albany Draft Trails Strategy is open for public comment from 25 May - 15 June, 2015. Your feedback is valued and will assist the City with any changes to the Trails Strategy. The Draft Trails Strategy is planned to go Council by end of July 2015. Submissions close on 15 June 2015

For more information contact
Sam Stevens Ph: 9841 9408
and Julie-Ann Gray: 9841 9421



'We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how your input influenced the decision.'

City of Albany
Community Engagement Guidelines



15 June 2015

Kim Buttfield
Project Officer - Recreation Services
City of Albany
PO Box 484
ALBANY
WA, 6331

By email

Dear Kim,

City of Albany Draft Trails Hub Strategy (2015 - 2025)

Thank you for the opportunity to comment on the City of Albany Draft Trails Hub Strategy (2015 - 2020).

WestCycle supports the Trails Hub Strategy and the proposals to increase access and availability of high quality, sustainable mountain bike trails in Albany. We are pleased that mountain biking is recognised by the City as an important and increasingly popular outdoor recreation and sport activity and also as a significant travel motivator amongst local, domestic and international tourist markets. Albany Urban Downhill is already established as an iconic mountain bike event, garnering fantastic community support. The Trails Hub Strategy offers the opportunity to build on this success and position Albany as one of Western Australia's key mountain bike locations.

The Trails Hub Strategy fits very well with the Western Australian Mountain Bike Strategy. Formally launched on 14 June 2015, the Strategy provides a clear statewide approach for coordinating and developing mountain biking in Western Australia over the period 2015 - 2010. The Strategy was prepared by WestCycle with support from WAMBA, the Department of Sport and Recreation and the Department of Parks and Wildlife. The Strategy is available at www.westcycle.org.au. We ask therefore that the Volume 3, Page 3 of the Trails Hub Strategy be thus amended.

A key objective of the State Strategy is to create a balanced and growing mountain bike community. Central to this is the development of a statewide network of accessible, sustainable and appropriate trails that enable riders to fulfill their aspirations and potential. We are pleased that the Trails Hub Strategy recognises the need for a diversity of trail types and classifications and identifies potential locations within the Priority Trails Projects.

WestCycle also supports the inclusion of the Trail Development Process as part of the toolkit for trail planning, design, construction and management (Volume 5). The need for a standardised methodology to guide detailed trail development is identified and recommended by the State Strategy. Applying the process will ensure the right trails are developed in the right places, in the right way and for the right reasons.

Should you have any queries or require any further information, please do not hesitate to contact me on (08) 6336 9688 or sarah.smith@westcycle.org.au.

Yours sincerely,

Sarah Smith
Development Officer

ENQUIRIES : Robert Reynolds- Ph 9845 7330

OUR REF:

YOUR REF:

Cameron Woods
Executive Director, Community Services
City of Albany
PO Box 484 Albany 6331

Dear Cameron

CITY OF ALBANY TRAILS HUB STRATEGY

Thank you for the chance to comment on this proposal. It is an exciting opportunity to see the natural and cultural assets of Albany utilized to the benefit of the whole community

Having been involved with the Kinjarling committee and the management of r some of the heritage places that that the Kinjarling Trail network sought to link I believe the connection to that concept could have been better addressed.

The concept of Kinjarling as it was evolving was to extend the existing dual path from the southern side of King George Sound /Princess Royal Harbour (Vancouver peninsular &/or the Whaling station) via the paths to Little Grove, linking in with existing routes to the city centre (Munda Biddi & Bibbulman) and then via the boardwalk, Emu Point, Bayonet Head, Lower King, Lower Kalgan and eventually via the Luke Penn walk to Kalgan Hall. Various stakeholders were also looking at a loop walk via York St, the Old Cemetery, Stawberry Hill Farm, Lake Sepping and back via the boardwalk.

While the focus of the Trails Hub Strategy may be on recreation activity and the Kinjarling concept on interpretation, the two are essentially linked. The existence of managed places of interest along a trail can both improve the experience of those using a trail and expand the range of people likely to use them.

I would therefore like to see both the connections with these places and the broader Kinjarling concept more broadly addressed. The Kinjarling plan had a high level of engagement with the Aboriginal community through a number of strategies including membership on the Kinjarling Committee, presentations & support from the SWL&SC (particularly as it related to a number of the key projects) engagement with the Albany Heritage Reference Group Aboriginal Corporation as well as drawing on the City's own consultation with Elders. Building on this would therefore seem to be a positive way of re-engaging with the Noongar community on the Trails Hub strategy.

In my experience is that using nodes within these trails networks is a positive way for the Noongar people to promote their culture and heritage (as happens at Windfarm, Yorrl Park, the Oyster Harbour Fishtraps and Kalgan Hall). This is likely to engender partnerships that could both ensure their support for a Trails Hub, and open additional sources of funding.

As discussed at our meeting, as the result of the Alternative Settlement a representative body for the region will be established which will be valuable as a main point of contact for the Menang community. In the meantime as well as maintaining your community contacts through Cheryle James-Wallace as the City's Indigenous Engagement Officer, it may also be advisable to seek comment through the South West Land and Sea Council.

Yours sincerely

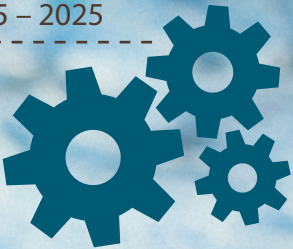
Robert Reynolds
SENIOR HERITAGE OFFICER

12 June 2015

City of Albany

Trails Hub Strategy

2015 – 2025





ACKNOWLEDGMENTS

The City of Albany acknowledges the valuable contribution made by the following individuals, agencies and groups who assisted with the development of the City of Albany Trails Hub Strategy:

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 Bidli 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
- David Willcox – Common Ground Trails
- Dafydd Davis – Trails by Dafydd Davis

DESIGN

- Design by Croker Lacey, Pre-Emptive Strike (Executive Summary and Infographic)
- Photos provided by City of Albany, Department of Sport and Recreation, Camp Quaranup, Lee Griffith Photography and Melanie Price.





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

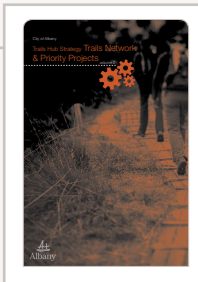
The report is presented in five separate but related volumes:



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

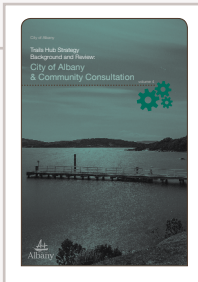
The Trails Network provides an overview of the key priority projects and precinct areas, which will be developed over the next 10 years. Volume 2 includes recommendations for each key trails project (City of Albany) and other land managers.



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.

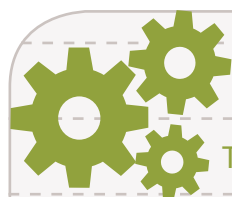
An Executive Summary and Infographic are also available.

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

City of Albany

Trails Hub Strategy 2015 - 2025 volume 1





TRAILS HUB STRATEGY 2015 - 2025

SECTION 1: INTRODUCTION AND BACKGROUND

- 1.1 Introduction
- 1.2 Background
- 1.3 Acronyms
- 1.4 What are Trails and Trail Hubs?
- 1.5 Purpose and Need for a Trails Hub Strategy
- 1.6 Methodology
- 1.7 Report Structure

3

SECTION 2: BACKGROUND RESEARCH AND FINDINGS

- 2.1 National/State Trail Tourists and Recreational Trends
- 2.2 Nature of Tourism in Albany
- 2.3 Albany Trail User Statistics and Demand
- 2.4 Competition
- 2.5 Great Southern Centre of Outdoor Recreation Excellence

9

SECTION 3: ALBANY TRAILS HUB

- 3.1 Audit and Assessment of Existing Trails
- 3.2 Assessment as a Trail Hub — Five As
- 3.3 Assessment of Marketing, Governance and Tenure
- 3.4 Trails Hub Inventory Assessment - Summary
- 3.5 Albany Trails Hub Readiness Summary
- 3.6 Key Summary

18

SECTION 4: VISION, MISSION AND OBJECTIVES

- 4.1 Vision
- 4.2 Objective 1: Trail Network
- 4.3 Objective 2: Trails Infrastructure and Services
- 4.4 Objective 3: The Visitor Experience
- 4.5 Objective 4: Governance, Management and Cooperation

34

Section 5: Action Plan

- 5.1 Trail Network
- 5.2 Trails Infrastructure and Services
- 5.3 The Visitor Experience
- 5.4 Governance, Management and Co-operation

37

Section 6: Guiding Principals

- 6.1 Trails Development Process
- 6.2 Trail Development Construction
- 6.3 Signage Guidelines

46

CONTENT



SECTION 1: INTRODUCTION AND BACKGROUND



1.1 INTRODUCTION

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.

1.2 BACKGROUND

Albany is located on the shores of King George Sound, 400km south of Perth and is home to over 35,000 residents. As the administrative and service hub for the Great Southern region, Albany has experienced growth in both population and economic activity over the past decade and this is expected to continue.

Bounded by the Southern Ocean, the Stirling Ranges and the Great Southern hinterland, Albany sits among some of the world's most beautiful and naturally protected waterways and natural spaces.

Albany is home to a wide range of trails and opportunities for locals and visitors to experience the unique outdoor features. A Trails Master Plan was prepared in 1999 which guided development of trails at that time, but more recently a number of new trails, projects and opportunities have led to a review and update of the Trails Master Plan into the City of Albany Trails Hub Strategy 2015 – 2025.

The Department of Sport and Recreation also recently developed a Strategy for World Class Trails Hubs in WA. The Strategy provided regional areas with guidance and a model for how to develop their town or destination as a world class trails hub. The timing is optimal for Albany to capitalise on these developments and to prepare a Trails Hub Strategy for Albany.



1.3 ACRONYMS

AMTBC.....	Albany Mountain Bike Club
ASW	Australia's South West (regional tourism organisation)
BTF	Bibbulmun Track Foundation
CoA	City of Albany
DoT	Department of Transport
DPaW	Department of Parks and Wildlife
DSR	Department of Sport and Recreation
DUP	Albany Dual Use Path
GS CORE.....	Great Southern Centre of Outdoor Recreation Excellence (proposed)
GSDC	Great Southern Development Commission
LGA	Local Government Authority
MBTF	Munda Biddi Trail Foundation
MTB.....	Mountain bike/mountain biking
NAC.....	National Anzac Centre
PCG	Project Control Group
R4R.....	Royalties for Regions
SCNRM.....	South Coast Natural Resource Management
TTH	Trail Tourism Hub

1.4 WHAT ARE TRAILS AND TRAIL HUBS?

TRAILS AND TRAIL USERS

Trails are areas that pass through or have a strong connection to the natural or cultural landscape. Trails are areas that provide an opportunity for the community to experience recreational, health & wellbeing, environmental, economic and/or cultural enrichment through the interaction with the environment.

This includes:

- Areas used for active and passive pursuits
- Land (e.g. walking, off road/rail trail cycling, mountain biking, equestrian) and aquatic (e.g. diving, snorkelling or paddling) trails
- Trails within urban and rural settings
- Defined (or formally recognised) and undefined (social) trails
- Areas used for motorised and non-motorised activities
- Areas managed on behalf of the community by local government and/or Department of Parks and Wildlife. In some situations, trails may also pass through areas of privately owned land¹.

In the context of this strategy 'trails' have included all **non-motorised** land trails such as walking, horse riding, off-road cycling, mountain biking and aquatic trails (such as kayak, diving and snorkelling trails).



BENEFITS OF TRAILS

Well planned, managed and promoted trails provide significant benefits to the broad community such as:

- ✓ opportunities for low-key unstructured passive recreation for locals and visitors
- ✓ opportunities for health gains and foster general well-being in the natural environment
- ✓ a valuable tourism attraction, especially when marketed well (eg Bibbulmen Track)
- ✓ opportunities to promote and supporting a conservation ethic amongst trail users
- ✓ a means of educating users about the features of an area (when combined with good interpretation)
- ✓ provide access for fire-fighting purposes
- ✓ support for the control and/or reduction of dieback

WHAT ARE TRAIL HUBS?

Trail Hubs incorporate more than just the hard infrastructure (built trails). A comprehensive trail offering that ensures the town or destination is highly recognised as a place that is synonymous with great outdoor trail experiences.

Trail Hubs can be defined as a population centre that offers a large range of high quality trails, trail user related services, facilities and businesses, strong branding, supportive management and governance.

Trail Hubs normally host several signed and mapped trails of varying types and classifications and/or a trail network of linked trails accessed via a trailhead. Essential facilities and visitor services are available within the vicinity and are typically provided by established independent businesses.

Volume 2 provides further definitions and classifications.

TRAIL HUBS IN WA

According to the World Class Trails Hub Strategy for WA²:

A trails hub is a town or destination which is widely known for its trails offering through the provision of high quality trails; strong branding; trail-user-related services; facilities and businesses; supportive governance and resourcing structure and maintenance regime.

A trails hub can achieve this status through the provision and promotion of either a critical mass of complementary mixed-use trails or single use trails, providing there is a range of types suited to a range of experience levels and user types and a suitable maintenance regime is in place.

The elements that constitute a world class trails hub, as defined by WA's World Class Trails Hub Strategy were used to analyse Albany's potential and vision as a trails hub throughout this document and are covered in detail in Volume 3.

1. Western Australian Trail Strategy 2009-2015, Department of Sport and Recreation

2. Evolve Solutions, 2012, World Class Trails Hub Strategy for WA, Department of Sport and Recreation



1.5 PURPOSE AND NEED FOR A TRAILS HUB STRATEGY

Over the past decade there has been a significant increase in the number of trails built throughout Australia. During this process of trail development, communities and local governments have started to realise the economic, health and social value of trails to the community.

Since the development of the City of Albany Trails Master Plan (1999) mountain biking has emerged as a growing recreational activity across Australia and at a local level. This increase in popularity is evident through the development and expansion of the trails tourism market. At a local level this increase in popularity is evident through the use and potential of the Munda Biddi Trail, the increase in bike club memberships and through observations and reports of increased mountain bike activity.

Noting the number of established walking and equestrian trails in Albany and the growing need and opportunity for mountain bike trails, the focus of this strategy was the review and assessment of existing trails (walking, mountain biking, aquatic and equestrian), recommendations for the development of new trails and activities and associated services to establish Albany as a world class Trail Tourism Hub (TTH).

The City of Albany Trails Hub Strategy 2015 – 2025 will be used by the City to:

- ✓ Adopt a long-term vision, objectives and actions to direct development of Albany as a world class Trails Tourism Hub (TTH)
- ✓ Guide future trail development within the City's boundaries
- ✓ Coordinate the management, maintenance and resource allocation for existing City of Albany trails
- ✓ Provide guidance for the coordination and governance of trails, with different trail land holders
- ✓ Coordinate and embed trails marketing and promotion within broader tourism plans, and
- ✓ Assist with securing future resources for future trail initiatives.

1.6 METHODOLOGY

The City of Albany identified the need to develop a City of Albany Trails Hub Strategy 2015 – 2025 to consist of:

- A clear vision, objectives and key priority areas with supporting strategies
- A review and audit of the existing trails network
- An assessment of Albany's status as a Trails Tourism Hub and development opportunities
- A prioritised list of suggested new trail types and locations
- A prioritised list of existing trails requiring upgrade and/or remedial works
- Guidelines to support the future development of trails and supportive trail infrastructure
- Marketing and promotional strategies to support Albany towards becoming a Trails Tourism Hub



The following outlines the key phases undertaken to prepare this comprehensive strategy:

Phase 1:

- ✓ Appointment of trails consultants Evolve to undertake a comprehensive review and provide a report and recommendations on Albany's position to become a World Class Trail Hub (TTH) situated around high quality trail systems, supported by a complete package of hospitality and visitor services
- ✓ Establishment of a project control group (PCG) to strategically oversee the development of the Strategy. The PCG consisted of representatives from:
 - City of Albany (Planning and Development, Works and Services, Reserves, Tourism, Recreation Services)
 - South Coast Natural Resource Management
 - Department of Parks and Wildlife
 - Albany Mountain Bike Club
 - Department of Water
 - Department of Sport and Recreation
 - Munda Biddi Trail Foundation
 - Albany Bushwalkers Group
 - Albany Natural Trailriders and other equestrian groups
 - Albany paddlers

Phase 2:

- ✓ Benchmarking and Literature Review including a review of previous reports, relevant City of Albany documents and state/national and world wide trail developments
- ✓ Confirmation of recognised trails, undertook site visits and initial audit of trails
- ✓ Completed Capacity audit of Albany as a Trails Tourist Hub
- ✓ Initial Market Research to determine demands for trails in Albany

Phase 3:

- ✓ Frame of Reference and Situational Analysis completed and presented
- ✓ Report on findings, Gap and Opportunity Analysis, including in-depth on site trail audits
- ✓ Development of Preliminary report, review and feedback from PCG

Phase 4:

- ✓ Final Albany World Class Trails Hub Report from Evolve
- ✓ Draft City of Albany Trails Hubs Strategy developed
- ✓ Extensive community consultation to confirm strategic directions and specific recommendations
- ✓ Draft City of Albany Trails Hub Strategy 2015 – 2025 accepted by Council and public comment period undertaken
- ✓ Review and amendment of Draft Strategy, based on Community Engagement Report and feedback
- ✓ Final City of Albany Trails Hub Strategy 2015 – 2025 adopted



1.7 REPORT STRUCTURE

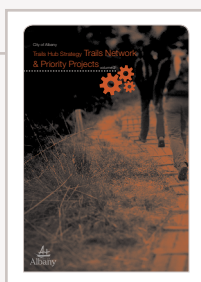
The report is presented in five separate but related volumes:



VOLUME 1

City of Albany Trails Hub Strategy 2015 – 2025

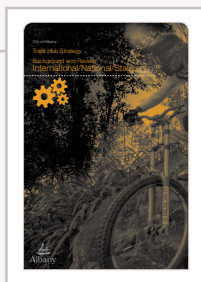
The main body of the strategy provides a background on tourism and trail trends, an assessment of Albany as a Trails Tourist Hub and the ways in which the City of Albany can help to create a World Class Trails Tourist Hub.



VOLUME 2

Trails Network and Priority Projects

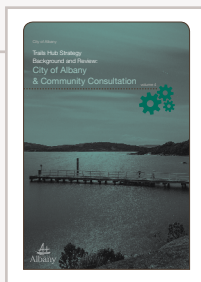
The Trails Network provides an overview of the key priority projects and precinct areas, which will be developed over the next 10 years. Volume 2 includes recommendations for each key trails project (City of Albany) and other land managers.



VOLUME 3

Background and Review: International/National/State

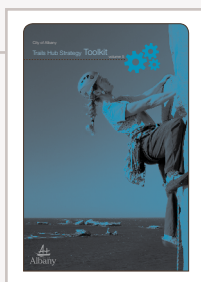
This Review summarises the International/National/State research finding from the Evolve World Class Trails Hub report and other key documents and reports assessed as part of the development of the strategy.



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

SECTION 2: SUMMARY ON BACKGROUND RESEARCH AND FINDINGS



2.1 NATIONAL/STATE TRAIL TOURISTS AND RECREATIONAL TRENDS

Trails are an important way that Australians recreate. Trails are increasingly demanded in Australia and around the world with the benefits being spread across three clear dimensions: health, environment and economy.

Table 1 highlights Western Australian's non-sport recreational activity through this list of the most popular outdoor recreational activities in Western Australia.

Activity	Participants 2010	2006 Change
Cycling (includes road, MTB, BMX)	255,100	28.10%
Bushwalking	65,100	2.50%
Surf Sports (would include surf lifesaving)	52,500	-5.20%
Fishing	40,400	18.30%
Canoeing / Kayaking	32,200	66.80%
Sailing	21,000	112.10%
SCUBA diving	18,800	49.20%
Motor Sports (may include trail bike riding, some 4WD)	18,400	-17.90%
Horse riding / equestrian activities / polocrosse (would include competitive)	14,500	-26.00%
Water Skiing / Power Boating	11,700	-7.10%
Orienteering	10,000	56.20%
Ice / Snow sports	8,700	-14.70%
Rock Climbing	8,200	134.30%
Rowing	5,900	-53.20%
Roller Sports	5,600	-56.90%

Table 1: Participation in Exercise, Recreation and Sport Survey in WA (ERASS) 2010

Of significance in the table is the popularity of cycling, showing the largest participation base of non-sport recreational activities and growing at a rapid rate. Canoeing and kayaking are also growing rapidly, as are sailing and rock climbing. Bushwalking is also highly popular and growing, albeit at a slower rate. Albany has strengths and competitive advantage in all of these growth areas and could use this to its advantage in developing as a Trails Hub. It is noteworthy that horse-riding has declined in participation in this same time.



CYCLE TOURISM

Given the popularity, growth and proven economic outcomes associated with cycling as shown in Table 1, 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 Foundation³, '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.'

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. 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. 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 average international visitor to WA spent \$2,928 but international cycle tourists spent on average \$5,005⁴.

Research about cycle tourists in Australia undertaken by Lamont⁵ 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.'

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.

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, go to licensed venues and go shopping; all activities which would benefit Albany's economy.

MOUNTAIN BIKE MARKET TRENDS

The mountain bike 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.

3. Murray Gomm, 2011, Cycle Tourism Literature Review: Community Development Program, Munda Biddi Trail Foundation

4. Fast Facts Year Ending June 2013, Tourism Western Australia, September 2013.

5. 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



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, not just mountain biking. (eg 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. 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.

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.

See Volume 3 – Background & Review for further information

OPPORTUNITY SUMMARY	
✓	Trails Tourism is a growth market with Experience Seekers being targeted by Tourism WA
✓	Cycle tourism is appealing due to the higher spend of cycle tourists and the younger demographic that it attracts
✓	A destination with attractive scenery and trails and services which meet the needs of a range of cycle tourists is well placed to capitalise on this lucrative market
✓	The optimal experience will be provided through adequate services and facilities and good trail design





2.2 NATURE OF TOURISM IN ALBANY

Analysis was undertaken into Albany's tourism industry. Some key findings include:

- Of the annual overnight visitations to the South West (including Albany) during YE 2012, 13.5% visited the City of Albany
- Albany is increasingly popular for interstate and international visitors
- 86% of international visitors to Albany were visiting for holiday and leisure
- Compared to the South West, more international travellers to Albany are older and travel as couples
- Albany is popular through peak season and shoulder months of March/April and Sept/Oct
- Seasonality doesn't appear to be as affected by school holidays and weather conditions
- Albany's low rate of occupancy (57.8%) reflects a possible oversupply of hotel rooms
- Albany has a large number of 2 and 3 star accommodation options

The initial analysis identified that Albany is a mature tourism destination, with a stagnant tourism industry. With an oversupply of accommodation and competitive threats from other destinations, Albany has the opportunity to attract new markets and support the rejuvenation of the City. Since the completion of the initial report, Albany has successfully hosted the November 2014 Anzac Centenary Commemoration event and 100th year Anzac Albany 2015 which generated significant national media coverage and increased destination awareness.

The National Anzac Centre and other visitor infrastructure recently created has also added to the overall visitor experience and is part of a rejuvenated approach to promoting Albany as a highly sought after visitor destination.

See Volumes 3 and Volume 4 for further information.

OPPORTUNITY SUMMARY	
✓	Albany has the potential to increase visitation by developing some iconic trail products to attract a new young demographic, provide them with a reason to choose Albany over competitor destinations and give them a reason to stay for an extended period
✓	Trails, trail events and the broader category of adventure tourism present great potential to differentiate Albany as a tourist destination given the untapped opportunities (coastal and wilderness) that exist
✓	Cycle tourism has the potential to attract visitors all year round, as cycle tourists prefer Spring, Winter and Autumn
✓	Albany holds all year round appeal with mild weather suitable for outdoor activities, in particular, mountain biking which is less seasonally affected than other sports
✓	Albany has ample room capacity to accommodate an increase in visitation



2.3 ALBANY TRAIL USER STATISTICS AND DEMAND

Analysis was undertaken to provide an insight into existing trail use in Albany. At present the best source of information was on trails on Department of Parks and Wildlife land, with limited user data available on the City of Albany trails.

Some key findings include:

- According to the 2008 Bibbulmun Track user survey "There are 167,206 walks on the track each year. If 5% of these uses occur in the Albany end of the Track that represents 8,360 walks or 23 people per day. Over 70% of Bibbulmun Track use is for day walks".
- There were approximately 10,000 Munda Biddi trail visits in 2010, between Perth and Nannup. With the trail now open between Nannup and Albany (completed April 2013) this figure significantly underestimates the total users on the Trail.
- Since the opening of the Albany to Denmark section of the Munda Biddi there has been good use of the trail in Albany by locals and visitors for day trips, given the shortage of alternative off-road cycling routes.

In order to understand more about trail use and demand in Albany this information was supported by a market research survey, undertaken through the Albany Visitor Centre. From the market survey (of 332 respondents):

- ✓ Walking was the most popular activity, in particular in iconic and unique natural locations
- ✓ Walking was primarily undertaken by tourists on DPaW managed land and the Mounts (COA land)
- There was a high usage around Albany of both the Munda Biddi Trail and Bibbulmun Track
- Tourists visit coastal, iconic (well known) trails whereas locals are more likely to use lesser known trails such as Luke Pen
- Albany was considered by respondents to have enough trails overall but focus should be on maintaining or improving walking trails (through signage) and promoting them better through print and online tools
- There was a need for more mountain biking trails for beginner and intermediate levels
- There was demand for more kayaking trails, but no demand for additional horse trails from those surveyed
- For those who didn't undertake trails activity in Albany it was due to lack of information and/or time, rather than due lack of interest or energy
- Albany is already widely known for its unique natural beauty but not for its trails offering

OPPORTUNITY SUMMARY

✓	Walking is the most popular activity and tourists visit coastal, iconic (well known) trails whereas locals are more likely to use lesser known trails
✓	Albany is considered to have enough walk trails overall but focus should be on maintaining or improving walking trails (through signage) and promoting them
✓	There is opportunity for more mountain biking trails for beginner and intermediate levels
✓	There is opportunity for kayaking trails , based on the market research
✓	Consider the collection of trails user data on annual or bi-annual basis to gauge usage and trends

See Volume 4 Background and Review Report for further information.



2.4 COMPETITION

Whilst not universally called trail hubs, there are many international examples of successful trail destinations and hubs. A review of international best practice trails, hubs, towns, products and brands was undertaken in order to see how Albany is presently positioned within the world-wide trails landscape. This analysis revealed significant growth in trails tourism around the world and in particular mountain bike trail hubs.

Adventure tourism (of which trails are part of) is a significant growth tourism segment and other destinations are increasingly capitalising on this. If Albany were to aim to become a world class trails hub, it would ultimately be aiming to compete with other internationally recognised trails hubs but in the immediate term short haul destinations are a greater competitive threat/opportunity.

COMPETITION WITH AUSTRALIA

The main destinations that Albany is competing with are predominately other South West destinations and short haul destinations such as Bali, Sydney, Tasmania and Melbourne. The aim would therefore be to attract a larger share of intrastate visitors but also increase Albany's share of interstate trail tourists.

Table 2 compares Albany against relevant trail and tourism destinations to identify relevant lessons for Albany in developing itself as a trails hub.

Level	Market Segment	Specific Competitor	Issue	Implications for Albany
International	International visitors	International Trails Destinations: Switzerland, Whistler, Fruita, New Zealand.	Unique world class landscape features. Concentrations and critical mass of trail.	Focus on unique natural attractions, including those in surrounding regions, to position itself at the international level and create a critical mass of trails. Link to food, wine and heritage.
International	Domestic	Thailand, Bali, Vietnam, New Zealand, Tasmania.	Short haul destinations offering cheap airfares and cheap accommodation are attractive alternatives for domestic visitors.	Focus on what makes Albany a different and attractive holiday destination: wilderness, coastal position, accessible, value for money; 'Nature's playground' Safe
Intrastate	Intrastate	Thailand, Bali, Vietnam, New Zealand, Tasmania.	Short haul destinations offering cheap airfares and cheap accommodation are attractive alternatives for domestic visitors.	Albany's favourable all-year-climate. Unique landscape characteristics, Existing tourism and hospitality services Recognition as a 'Natures playground' Focus on creating 3 days to 7 days of activity to attract visitors to stay. Family friendly and safe.
National	Interstate	Other Capital Cities, Other WA destinations.	Many trails and in particular mountain bike tourist destinations promoted around Australia now.	As above. Plus promote unique food and wine offering.

Table 2: Competitive Situation



COMPETITIVE WITHIN THE STATE

A South West Mountain Bike Master Plan has recently been developed and a Perth and Peel Mountain Bike Strategy is currently proposed. Other towns such as Margaret River, Collie, Pemberton, Dwellingup, Denmark, Busselton, Nannup, Jarrahdale and Mundaring are all working towards Trails hub status. Albany is competing with other WA regions to attract mountain bike tourists, which could present a threat to Albany's positioning but could also present opportunities for collaboration.

There is therefore a strong groundswell of effort being put into developing trails in WA and Albany needs to understand its competitive advantages in order to position itself as a strong contender within this increasingly competitive space.

Regional/Local Competitive Situation

Denmark is a well-established tourism destination with a range of activities, accommodation, attractions and amenities servicing the needs of the tourist. Denmark currently offers significant walking trails and it looking to build on its mountain biking trails offering through the proposed Wilderness Ocean Walk.

Mt Barker is not widely known for its trails offering although the recently completed Granite Skywalk, if appropriately marketed, will raise Mt Barker's profile as an outdoor recreation destination. The Stirling Ranges are an incredible asset to the region and could be harnessed to position the entire region as a wilderness destination.

The Fitzgerald River National Park with its international biosphere status is an important asset to the region which enhances the positioning of the Lower Great Southern in respect to outdoor pursuits.

OPPORTUNITY SUMMARY

✓	Albany and the surrounding region can capitalise on its unique landscape features and 'Nature Playground' potential to become a world-class trails hub; by focusing development and management of trails in areas which feature unique, natural landscapes
✓	It is an established tourist destination and has the capacity and supporting infrastructure
✓	Some of the key gaps are in critical mass of mountain biking and aquatic trails in distinct, unique landscapes, trail connectivity and an overarching management, marketing and maintenance regime to coordinate the trails hub across land managers
✓	Focus on Albany's key strengths and opportunities to differentiate from the alternatives
✓	Work collaboratively within the Lower Great Southern sub-region of Albany, Denmark, Plantagenet and Jerramungup to create a significant iconic regional trail product
✓	A cluster of trail opportunities could help to leverage Albany's position as a central trail hub in the sub-region and attract international trail visitors

See Volume 4 – Background and Review Report for further information.



2.5 GREAT SOUTHERN CENTRE OF OUTDOOR RECREATION EXCELLENCE

The Department of Sport and Recreation, in conjunction with the Great Southern Development Commission has undertaken a feasibility study to consider the potential to create a Centre of Outdoor Recreation Education, Training and Tourism in Albany — Great Southern Centre of Outdoor Recreation Excellence (GS CORE). Potential partners include Department of Education, Department of Parks and Wildlife, University of WA, Curtin, Notre Dame, Edith Cowan and Murdoch Universities and the City of Albany.

OPPORTUNITY SUMMARY

✓	Should these partners and this project come together, it has the potential to strengthen Albany's opportunity to become a world class trails hub and trails tourism destination
✓	In addition, although this is yet to be determined, its physical location also has the potential to facilitate trails activity, if it can be centrally located
✓	An iconic Lower Great Southern (sub-region) tourism trails product which leverages Albany's central position, unique natural landscapes, links to GS CORE and builds on Albany's existing tourism capacity has the potential to position Albany within the region as an internationally significant trails area and attract an international niche trail market
✓	GS Core Develop tourism trails product ie. hire services guided experiences

See Volume 4 for further information.



SECTION 3: ALBANY TRAIL HUB



A variety of audit tools were used to assess the readiness for Albany to become a World Class Trail Hub. This included the following:

- Audit and assessment of existing trails
- 5 As Assessment Tool (Accommodation, Activities, Attractions, Amenities and Access)
- Audit of Marketing, Governance and Tenure
- Albany Trail Type Opportunity Analysis
- Trails Hub Inventory Assessment Tool

3.1 AUDIT AND ASSESSMENT OF EXISTING TRAILS

INTRODUCTION

As previously mentioned, in the context of this strategy 'trails' have included all **non-motorised** activities such as walking, horse riding, off-road/rail trail cycling, mountain biking, aquatic trails (such as kayak trails and diving trails), rock climbing and interpretive/heritage trails. Urban footpaths and shared paths were considered if they created connections onto a mapped trail or potential trail centre or trail head location.

The management of trails is determined by the land owner or manager. The following trails were considered for the audit, based on the land owner (in priority order):

- ✓ Trails managed by the City of Albany (audited)
- ✓ Trails managed by DPaW (reviewed)
- ✓ Iconic Regional Trails with sections within City of Albany (reviewed and considered)
- ✓ Other Regional Trails outside of City of Albany (considered)

As a significant proportion of trails within the study area reside on land not managed by City of Albany, these trails were reviewed to ensure balance and identification of the key gaps in trail provision. Albany has also been identified as the regional hub for many of the greater region's iconic trail offerings and these were considered within the audit.

To undertake the assessment, trail locations were identified through stakeholder consultation, PCG feedback site visits and a review of existing marketing collateral. A desktop audit of identified trails was undertaken using information sourced from previous trail planning documents and stakeholder consultation. Physical assessments of trails and associated infrastructure was undertaken reviewing the variety of trails on offer, their general condition, key issues, the type of natural and physical environment and the overall trail experience.

The trails were audited on their suitability and opportunity to support the vision of Albany being a World Class Trails Hub. It was based on a comprehensive range of criteria including: existing supply, site opportunity, site deliverability, user group suitability, market potential, land management, physical condition and trail experience.

The detailed audit and assessment of trails informed the recommendations, objectives and actions. See Volume 4 – Background and Review Report for further information.



SUMMARY FROM AUDITED TRAILS

The trails audit found that Albany has a significant but unbalanced offering of trails. The balance between trail types and trail management is summarised in Table 3 below.

Trail Type	Managed by City of Albany	Within City of Albany LGA	Significant Regional Product	Total km (approx)
Walking	50km	147km	50km	250
Rail Trail Cycle Touring	13km	62km	75km	75
Mountain Bike	0.7km	0km	0km	1
Equestrian	30km	0km	0km	30
Paddling	0km	0km	0km	0
Climbing	0km	0km	0km	0
Aquatic	0.3km	0km	0km	0.2
TOTAL (approx)	94km	209km	125km	

Table 3: Existing Trail Offering

WALKING

Albany offers a significant amount of walking based trails with local and regional trail offerings. A total of 147km of walk trail is located within the City of Albany but is outside of its management. Within the City of Albany, 50km of managed trails currently exist but quality is variable and generally signage is poor. The overall trail quantity has National Destination Significance with sufficient trails for a holiday over a week of unique experiences but quality and supporting elements do not meet National Destination requirements.

EQUESTRIAN

Equestrian based trails are catered for at current levels with trail sufficient for a short break or weekend trip.

RAIL TRAIL CYCLE TOURING

Albany offers a significant amount of rail trail and cycle touring offerings. However, 62km of trail is located within the City of Albany but is outside of its management. Off road cycle touring (on the Munda Biddi) is the only significant alternative trail type to walking, currently marketed and promoted.

MOUNTAIN BIKE, AQUATIC AND CLIMBING

Mountain Bike, Aquatic and Climbing trails are under catered for and currently only meet Local Destination Significance requirements.

As with the local trail offerings, the majority of regional offerings outside of the City of Albany are walking and Rail Trail Cycle Touring trails and there are no significant alternative trail types.



TRAIL POTENTIAL OPPORTUNITIES

Albany boasts a range of trail development opportunities with countless unique trail environments. A Prioritisation Framework was used to assess the precincts and locations to determine possible precincts for trails development. Locations were prioritised considering both the opportunity and the deliverability assessments.

RECOMMENDED PRIORITY TRAIL PROCESS

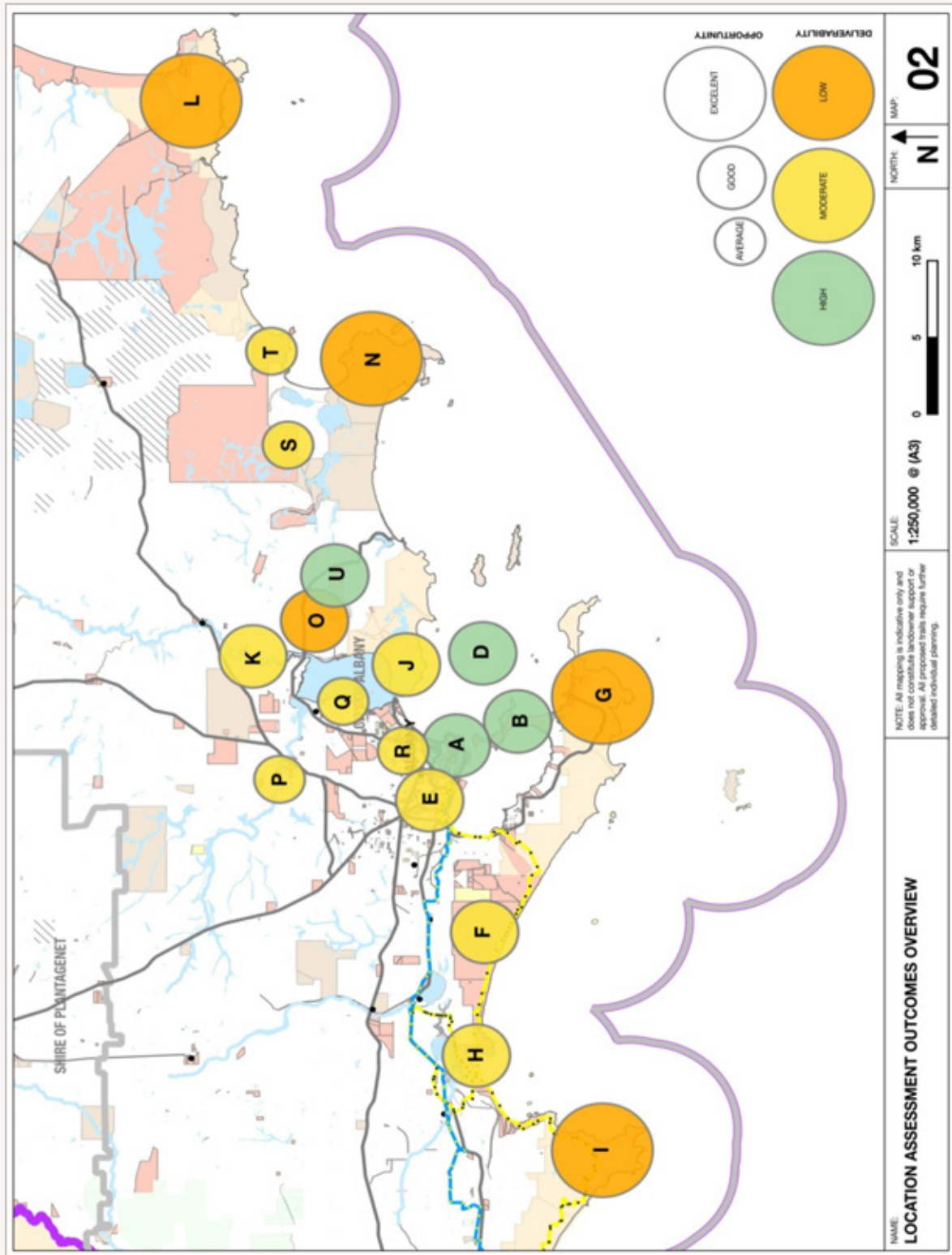
The Location Opportunity assessed the Access, Value, Quality and Diversity of a location. Locations were identified as having Excellent, Good, Average or Below Average opportunity; identifying the location's relative importance and uniqueness.

The Location Deliverability assessed the Constraints, Stakeholders, Planning & Land Use of a location. Locations are identified as having Long, Medium or Short deliverability; identifying the potential development timeframe.

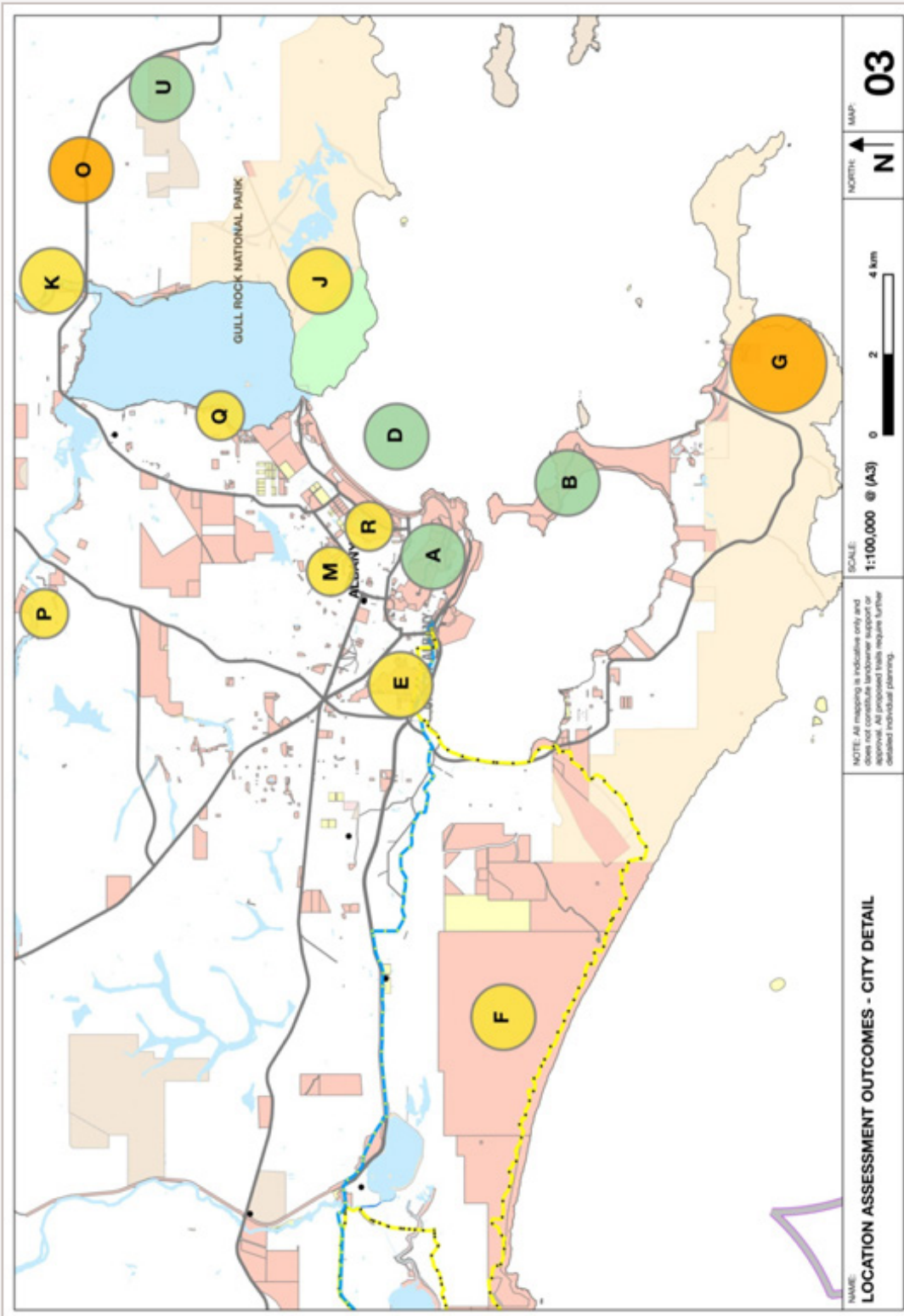
Table 4 details the opportunity and deliverability of each identified precinct, not taking into consideration the user group requirements and constraints (which are discussed further in following pages).

Identifier	Location	Land Manager	Opportunity	Deliverability
A	Mount Adelaide & Clarence	City of Albany	Good	High
B	Vancouver Point	City of Albany	Good	High
C	City Centre	City of Albany	Good	High
D	King George Sound	Dept Transport	Good	High
E	Mount Melville	City of Albany	Good	Moderate
F	Sandpatch	City of Albany	Good	Moderate
G	Torndirrup	DPaW	Excellent	Low
H	Torbay / Mutton Bird	City of Albany	Good	Moderate
I	West Cape Howe	DPaW	Excellent	Low
J	Mt Martin	DPaW	Good	Moderate
K	Kalgan River	City of Albany	Good	Moderate
L	Waychinicup	DPaW	Excellent	Low
M	Bluff Rock	City of Albany	Average	High
N	Two Peoples Bay	DPaW	Excellent	Low
O	Private Land	Private	Good	Low
P	King River	City of Albany	Average	Moderate
Q	Bayonet Head Oyster Bay	City of Albany	Average	Moderate
R	Lake Seppings	City of Albany	Average	Moderate
S	Reservoir Hill	Department of Water	Average	Moderate
T	Boulder Hill	City of Albany	Average	Moderate
U	Poikeclerup	City of Albany	Good	High

Table 4: Opportunity and Deliverability by Location



SECTION 3: ALBANY HUB TRAIL





Maps 2 and 3 show the results of the prioritisation of both opportunity and deliverability of the precincts and locations.

In addition to the site opportunity and deliverability, the framework further assessed the opportunity, suitability and deliverability of each individual user group in each of the identified priority locations. Each individual site was assessed for user group suitability including assessment of Ground Conditions, Topography, Terrain, Vegetation, Planning, Access, Stakeholder Support and Community Support.

The prioritisation framework also assessed the market potential and existing supply of trails for each user group in Albany. The market potential is based on the identified recreation and participation trends. Each of the locations was given a High, Medium or Low score. Combining all of the scored assessments including the site opportunity, site deliverability, user group suitability, market potential and existing supply provided each location and user group with a hierarchical rating for each location and ultimately determined the priority projects.

Prioritisation Framework		
ASSESSMENT (& SCORING)		
Site Opportunity (1 — 3)	=	PROJECT PRIORITY LIST (Score of 7 — 21)
Site Deliverability (1 — 3)		
User Group Opportunity (1 — 3)		
User Group Suitability (1 — 3)		
User Group Deliverability (1 — 3)		
User Group Market Potential (1 — 3)		
User Group Trail Supply (1 — 3)		

Table 5 Assessment and Scoring for Prioritisation Framework

Some of the identified high priority projects are not necessarily a priority for major stakeholders or land managers or easily achieved projects. This strategy will focus on the City of Albany managed trails. The Strategy will also be used to demonstrate the opportunities for other land managers and as a development guide.

Table 6 identifies all projects across all tenures, by location, user group and in order of priority. Realistically not all priority projects will be achievable within the period of the strategy. They are identified to ensure the long term vision remains to achieve the World Class Trails Hub.

This helped to identify the following key precincts and Priority Projects discussed in detail in Volume 2.



Table 6: Trails Priority Project by Land Manager and User Group

TRAILS PRIORITY PROJECT – High Priority and CoA Land Manager							
Order	Identifier	Location	Land Manager	User Group	Opportunity	Deliverability	Priority
1	A2	Mt Clarence & Adelaide	CoA	Mountain Bike	Good	High	High
2	A1 & A4	Mt Clarence & Adelaide	CoA	Walking	Excellent	High	High
3	A3	Mt Clarence & Adelaide	CoA	Interpretation	Excellent	High	High
4	E3	Mt Melville	CoA	Mountain Bike	Good	High	High
5	E1 & E4	Mt Melville	CoA	Walking	Excellent	Moderate	High
6	B1	Vancouver Point	CoA	Walking	Excellent	High	High
7	C1 & C3	City Centre	CoA	Walking	Excellent	Moderate	High
10	E2	Mt Melville	CoA	Interpretation	Good	High	High
12	C2	City Centre	CoA	Interpretation	Excellent	Moderate	High
15	B2	Vancouver Point	CoA	Interpretation	Good	High	High
19	B4	Vancouver Point	CoA	Paddle	Excellent	High	High
20	B3	Vancouver Point	CoA	Aquatic	Excellent	High	High
21	F2	Sand Patch	CoA	Equestrian	Excellent	High	High
22	K2	Kalgan River	CoA	Paddle	Excellent	High	High
TRAILS PRIORITY PROJECT – High Priority and Other Land Manager							
8	G3	Torndirrup	DPaW	Mountain Bike	Excellent	Low	High
9	N/A	Waychinicup	DPaW	Mountain Bike	Excellent	Low	High
11	B4 & G4	King George Sound	DoT	Paddle	Excellent	High	High
13	G1	Torndirrup	DPaW	Walking	Excellent	Moderate	High
14	N/A	West Cape Howe	DPaW	Climbing	Excellent	Moderate	High
16	J2	Mt Martin	DPaW	Mountain Bike	Good	Moderate	High
TRAILS PRIORITY PROJECT – Moderate Priority and CoA Land Manager							
23	U1	Poikeclerup	CoA	Mountain Bike	Good	High	Moderate
29	F3	Sand Patch	CoA	Interpretation	Good	High	Moderate
30	N/A	Bayonet Head Oyster Bay	CoA	Interpretation	Good	High	Moderate
31	K1	Kalgan River	CoA	Walking	Good	High	Moderate
32	K1	Kalgan River	CoA	Mountain Bike	Good	High	Moderate
38	N/A	Bayonet Head Oyster Bay	CoA	Paddle	Excellent	High	Moderate
41	N/A	King River	CoA	Paddle	Good	High	Moderate



42	N/A	Boulder Hill	CoA	Mountain Bike	Good	Moderate	Moderate
43	F1	Sand Patch	CoA	Walking	Good	Moderate	Moderate
44	N/A	Torbay Mutton	CoA	Walking	Good	Moderate	Moderate
46	C3	Lake Seppings	CoA	Walking	Good	Moderate	Moderate
47	C3	Lake Seppings	CoA	Interpretation	Good	Moderate	Moderate
TRAILS PRIORITY PROJECT – Moderate Priority and Other Land Manager							
27	N/A	Two Peoples Bay	DPaW	Walking	Excellent	Low	Moderate
28	N/A	Waychinicup	DPaW	Walking	Excellent	Low	Moderate
33	B3	King George Sound	DoT	Aquatic	Good	High	Moderate
34	N/A	Reservoir Hill	DoW	Mountain Bike	Good	Moderate	Moderate
35	G3	Torndirrup	DPaW	Interpretation	Good	Moderate	Moderate
36	N/A	Private Land	Private	Mountain Bike	Good	Moderate	Moderate
37	N/A	West Cape Howe	DPaW	Mountain Bike	Good	Low	Moderate
39	N/A	Private Land	Private	Equestrian	Excellent	High	Moderate
48	J1	Mt Martin	DPaW	Walking	Good	Moderate	Moderate
TRAILS PRIORITY PROJECT –Low Priority and CoA Land Manager							
52	N/A	Torbay Mutton	CoA	Mountain Bike	Average	Moderate	Low
53	N/A	Torbay Mutton	CoA	Equestrian	Good	High	Low
54	N/A	Torbay Mutton	CoA	Paddle	Good	High	Low
56	N/A	Boulder Hill	CoA	Walking	Good	Moderate	Low
57	N/A	Torbay Mutton	CoA	Aquatic	Good	Moderate	Low
60	C1	Bluff Rock	CoA	Walking	Average	High	Low
61	E5	Mt Melville	CoA	Climbing	Average	High	Low
62	N/A	Bayonet Head Oyster Bay	CoA	Walking	Average	High	Low
64	N/A	King River	CoA	Walking	Average	Moderate	Low
TRAILS PRIORITY PROJECT –Low Priority and Other Land Manager							
55	N/A	Two Peoples Bay	DPaW	Paddle	Good	High	Low
58	N/A	Two Peoples Bay	DPaW	Aquatic	Good	Moderate	Low
59	G4 & G6	Torndirrup	DPaW	Paddle	Good	Moderate	Low
63	N/A	Private Land	Private	Walking	Average	Moderate	Low





PRIORITY PROJECTS:

From the extensive work and community engagement undertaken, 7 key projects for the City of Albany and 2 key projects for other land managers were identified, which will assist Albany to become a Trails Tourism Hub.

The key Trails Projects (in priority order) are:

City of Albany Land Manager:

1. Albany Heritage Park (Mount Adelaide and Clarence)
2. City Centre
3. Mount Melville
4. Kalgan River
5. Vancouver Peninsula
6. Sand Patch
7. Poikeclerup

Other Land Manager:

1. Torndirrup National Park
2. Mount Martin and Gull Rock National Park

Each project identifies the existing trails and indicates the **general location** of possible future trail links without necessarily reflecting specific alignments, land tenure or access availability.

Detailed studies of each location (following the development guidelines are required prior to any construction of the trail network to confirm proposed future trails and links.

See Volume 2 for more information – including project sheets for each priority project.



3.2 ASSESSMENT AS A TRAIL HUB — FIVE AS

A key component of a successful trails hub is the capacity to service the needs of the trails tourist through an adequate supply in the Five As — Accommodation, Activities, Attractions, Amenities and Access. An assessment of the Five As was undertaken to identify Albany's current position to service the needs to tourists.

In general terms, Albany has an adequate supply of general services to support a Trails Hub. Trails tourists can seek a range of accommodation types, depending on the type of trail activity they are undertaking. Development of Albany as a trails hub, with a range of trail activities from short day walks to overnight cycle tours should create demand for a range of accommodation types.

A comprehensive range of amenities are already available within the City of Albany, particularly focused around the re-activation of the City Centre and the new town square. Some specific trails amenities and improvements were identified in the audit and covered in detail in Volume 4.

3.3 ASSESSMENT OF MARKETING, GOVERNANCE AND TENURE

MARKETING

Visitor Information/Trails Brochures

A range of trail brochures are available at the Albany Visitor Centre. Many of the brochures and maps are out of date and there is a consistent lack in branding, quality, design and information. The Albany Visitor Guide generally promotes the use of trails. Walking trails, which are the most popular (as shown in the market research survey) are primarily promoted in a small booklet, published by the City of Albany.

A separate Clarence Downhill brochure exists but is not linked to any other cycling trails or maps. The Top trails brochure promotes the Luke Pen Trail and Ellen Cove dual use path and a separate brochure promotes the Stidwell Bridle Trail.

The Amazing Albany Website

The website is very comprehensive and accessible. Trails are not directly promoted and unfortunately, there are no maps or downloadable information. There is very limited information about the outdoor and trail activity.



OPPORTUNITY SUMMARY	
✓	There is an opportunity to enhance trail information and maps to tie attractions and amenities together with trails activity.
✓	Develop a comprehensive and consistent brand and embed into all new marketing strategies of trails within the City of Albany
✓	Update and link all trails information into the Amazing Albany Website
✓	Town Square

GOVERNANCE

The City of Albany manages trails on City of Albany land and Department of Parks and Wildlife manage their trails. In terms of community involvement, there are currently a number of community groups and clubs who are all active and work closely with the City of Albany and DPaW to monitor and support the maintenance of trails. This reflects a strong community involvement, which can be harnessed to great benefit for the Albany trails hub.

TENURE

Albany's existing trails and the identified trail opportunities are located on varied tenures. The success of Albany's trails hub will be impacted by the constraints of the various tenure types. Though the Conservations Reserves of Albany (managed by DPaW) hold the desired landscapes for trail development and a significant proportion of the available land offerings within the Albany LGA, they are significantly constrained by local management plans and stakeholder support. The Department of Water Policy 13 has significant impact over a large proportion of reserves. Long term strategies are needed in order to facilitate the realisation of Albany's desire to be a world class trails hub.

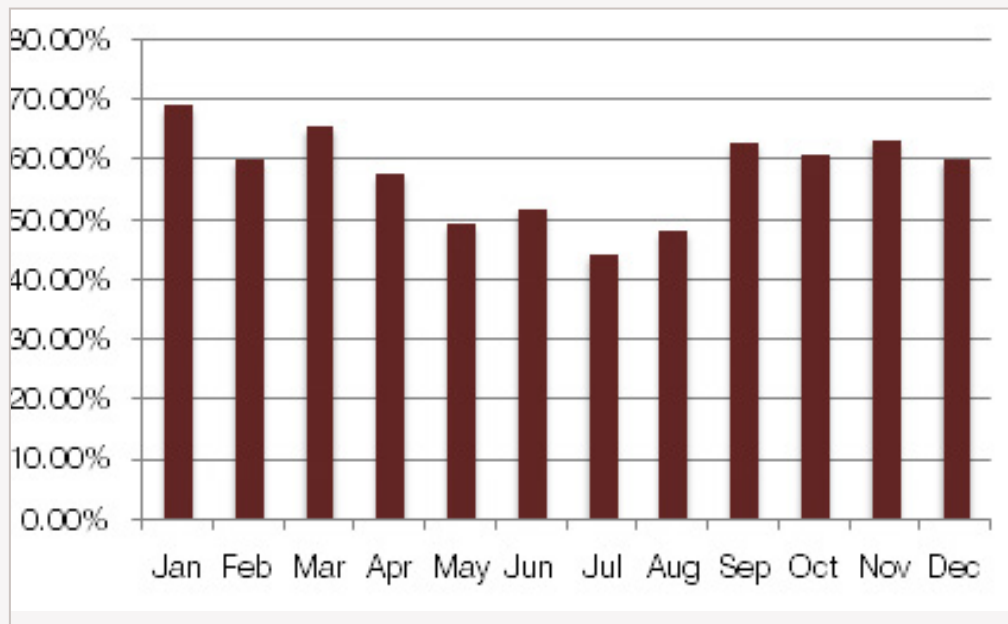
OPPORTUNITY SUMMARY	
✓	Significant opportunities exist for improved trail networks on City of Albany managed land which is actively used for trails recreation and due to the relative ease of development
✓	Where appropriate Crown Land could be investigated for future trail opportunities
✓	Long term strategies are needed to develop opportunities with other land managers.



3.4 TRAILS HUB INVENTORY ASSESSMENT — SUMMARY

An assessment was made using the World Class Trails Hub Strategy Inventory Assessment tool which results in a Spider Graph indicating (in a summary format across the six components of a trails hub) which areas are strengths and which areas should be a focus for improvement.

In summary, the spider graph reflects that Albany has strengths as an established tourist destination with a suitable capacity in accommodation services and attractions to support growth in tourists. It also has a very suitable landscape and aesthetic factors which make it ideal for developing a unique trails destination.



Graph 1- Visual Representation of Albany Trails Hub Inventory Assessment

While Albany is not lacking in its overall trails offering it is not coordinated or promoted well. There is a lack of connectivity between trails and the town. There are opportunities to improve loops and trail connections, trail mapping and on-route signage. There are also opportunities to develop new trails, specifically mountain bike and aquatic trails.

Due to Albany's broad range of unique natural features and existing trails and trail opportunities, Albany should be promoted as an **all-trail-type hub** and there should be a range of trail user friendly businesses which focus on servicing the needs of all trail user segments.

As there is no apparent centre for trail activity and the town's topography affects the sense of connectivity to trails, some trail information nodes should be created. The Visitor Centre provides opportunity for a central Trail head for Bibbulmun and Munda Biddi Trails and a link



to the Town Square. The Albany Heritage Park, incorporating Mount Adelaide and Mount Clarence could also provide a centralised trail head. Looped trails are also an opportunity to contribute to creation of a 'trail centre'.

Though there is an active cycle friendly business community, the current lack of cycle trail-product is restricting the capacity of these businesses to grow. There is an opportunity to achieve the capacity to be an international mountain bike destination by building more mountain bike trails and a regionally based mountain bike trail product. This will support the growth in ancillary services, such as cycle friendly businesses to meet the needs of those visitors. There are also opportunities to build events associated with trail activity and similarly branding and coordinated marketing efforts to position Albany for its trail offering.

Significant trail development opportunities exist on land not managed by the City and there are challenges in developing trails on this land. If community support for the trails hub continues to grow, this will help provide the momentum to build, in particular, more off road cycling trails.





3.5 ALBANY TRAILS HUB READINESS SUMMARY

Based on the comprehensive analysis undertaken the following summarises Albany's position to achieve the vision of a World Class Trail Tourism Hub (TTH) situated around high quality trail systems, supported by a complete package of hospitality and visitor services:

Strengths

- ✓ Nature's Playground — unique landscapes consisting of iconic coastline, granite and mountains
- ✓ Established and developing tourism industry
- ✓ Quality and diversity of natural environment, landscape and attractions
- ✓ Good base of 5 As with capacity to absorb growth
- ✓ Strong international reputation, enhanced by ANZAC heritage
- ✓ Plenty of existing walking trails
- ✓ Established dual use and downhill trail
- ✓ The Mounts (Adelaide and Clarence) in close proximity to town centre with tremendous visual amenity
- ✓ Bibbulmun Track and Munda Biddi are iconic trails, both ending/starting in Albany
- ✓ Wide range of existing recreational facilities
- ✓ Wilderness with high conservation values
- ✓ Heritage values — Indigenous and European
- ✓ Supportive land management within City of Albany
- ✓ Supportive community groups and clubs

Weaknesses

- Range of land managers with different management regimes
- Land size limits and land access limitations (water catchment, Parks and Wildlife management plans)
- Sandy country next to coastal vistas is expensive to develop sustainable trails on
- Not enough capacity in mountain bike trail yet to make it internationally significant cycle trails destination
- Lack of information, connectivity, coordination and branding of trails for trail users and visitors
- Current brand positioning based around mature destination attracting older demographic, not trails tourist
- Lack of aquatic trails
- Lack of coordination the the region for destination marketing

Opportunities

- ✓ Position Albany as general trails and outdoor adventure destination and a hub for all trails activity in the region
- ✓ Develop mountain bike and aquatic trails

SECTION 3: ALBANY HUB TRAIL



- ✓ Work within broader region to develop and promote a cluster of trail products to raise the region to an international level
- ✓ Encourage trail events to bring trail tourists into Albany
- ✓ Link Albany trails hub to Great Southern Outdoor Centre of Excellence
- ✓ Develop a trail centre within the City Centre and links to key trails
- ✓ Develop loops around key trail routes — create linkages with the central town and with existing trails
- ✓ Develop Albany Heritage Park (Mount Adelaide and Clarence) as a key recreational trail precinct
- ✓ Signage and maps for current trails to make finding and using trails easier
- ✓ Collate trails information and promote through a suite of tools
- ✓ Maintenance programs required which are sustainable, environmentally sensitive and appropriately funded

Threats

- Regional competition with Trails Hubs emerging throughout South West – particularly Margaret River
- Unable to overcome existing brand positioning to attract new visitors
- Environmental impacts such as invasive species, dieback, erosion
- Business and community not supportive of trails tourism
- Lack of collaboration within region to promote/share regional trails product
- Land access issues preventing the new trail types which are needed
- Lack of coordination of the trails hub across various land owners





3.6 KEY SUMMARY

Albany has significant potential as a Trails Tourism Hub destination.

This potential could be enhanced through development of a critical mass of trails and trail related services in the City and wider region. In particular a focus on mountain biking to attract a young and new market segment, further enhanced with new aquatic trails and improvements to bushwalking trails and other outdoor activities.

The key is differentiating Albany from its competitors through cohesive promotion of existing trails and creating new iconic mountain bike and paddling trails in unique landscapes.

In the longer term, Albany's potential can be further enhanced when clustered with an iconic regional product, based around the entire Lower Great Southern Region.

Albany can be ideally positioned as the central trail hub surrounded by a range of trail and outdoor activities throughout the entire Lower Great Southern Region. Clustering with the GS CORE will also add to this appeal and position Albany as a world class outdoor adventure destination.

The recommendations aim to build capacity within Albany to be the base from which a range of trail activities can occur and which would ultimately attract an international audience.

This Trails Hub Strategy will focus on:

- creating appropriate trail activity and supporting infrastructure to support the needs of all trail users within the City of Albany boundaries
- building the capacity within Albany to support a range of trail activity and
- building Albany's branding position as an outdoor adventure (through trails) destination

SECTION 4: VISION, MISSION AND OBJECTIVES



4.1 VISION

The City of Albany Trails Hub Strategy has been developed to provide strategic guidance to enable the City to become one of Australia's primary trails destinations:

A World Class Trail Tourism Hub (TTH) situated around high quality trail systems, supported by a complete package of hospitality and visitor services set within our unique natural landscapes.

The City of Albany Trails Hub Strategy is a comprehensive document, which includes some broad objectives and a variety of integrated and interdependent trails and trail hub projects which provide a framework to assist planning within the City of Albany for the next 10 years (2015 – 2025).

The following 4 objectives are key focus areas in achieving the City's vision:

- 1 **Objective 1: Trail Network**
Develop, upgrade and maintain a high quality trails network for a broad range of outdoor adventure trail users.
- 2 **Objective 2: Trails Infrastructure and Services**
Well planned and designed facilities and services which directly encourage the use of the trails network.
- 3 **Objective 3: The Visitor Experience**
Support Albany to provide an exceptional trails visitor experience which will deliver economic and tourism benefits to the community
- 4 **Objective 4: Governance, Management and Cooperation**
Optimise governance, management and cooperation across trail land owners, stakeholder groups and regional partners throughout the Lower Great Southern region in order to support Albany's position as the region's central trail hub and trails destination.
Specific strategies have been developed to support each Objective.



4.2 OBJECTIVE 1: TRAIL NETWORK

Develop, upgrade and maintain a high quality trails network
for a broad range of outdoor adventure trail users.

Strategies:

- 1.1 Work towards upgrading existing trails to meet the Trails Development and Construction Guidelines, focusing on walking and equestrian trails
- 1.2 Develop an environmentally sensitive, sustainable and consistent approach to new trail construction through the use of a Trail Development Process, Trails Construction Guidelines and a Trail Framework Template
- 1.3 Undertake a mountain bike trail 'pilot project' to demonstrate an environmental sensitivity and low impact recreational activity, within the City Centre
- 1.4 A phased and prioritised approach to trail development in the trails precincts, commencing with trails within the City Centre and expanding outwards
- 1.5 Develop a range of new trails set in iconic locations to attract new trail growth segments, with a focus on mountain biking trails and aquatic trails

This links with the City of Albany Community Strategic Plan: Key Theme 3 — A Connected Built Environment

4.3 OBJECTIVE 2: TRAILS INFRASTRUCTURE AND SERVICES

Well planned and designed facilities and services
which directly encourage the use of the trails network.

Strategies:

- 2.1 Identify and support the development of a Trails Hub Centre to provide a central contact and information point
- 2.2 Develop a standard approach to trailheads, signage and style guidelines to identified priority trails
- 2.3 Develop and implement a recognised classification system for a variety of trail users, which will be consistently promoted through the trails network
- 2.4 Develop a range of Trailheads and supporting infrastructure for identified key locations for a variety of trail user groups
- 2.5 Develop a unified brand of trails maps, linking to existing Amazing Albany brand, in a variety of formats
- 2.6 Encourage a variety of support services to trail users to assist their access to the trails network

This links with the City of Albany Community Strategic Plan: Key Theme 3 — A Connected Built Environment and Theme 2 — Clean, Green and Sustainable



4.4 OBJECTIVE 3: THE VISITOR EXPERIENCE

Support Albany to provide an exceptional trails visitor experience which will deliver economic and tourism benefits to the community

- 3.1 Develop a coordinated marketing presence, linking signage, maps and other marketing collateral to increase awareness of the trails and services in Albany and the Lower Great Southern region.
- 3.2 Identify key trails and tourism websites and promote Albany and the region's trails opportunities
- 3.3 Explore opportunities for trails promotion and events within existing City of Albany program
- 3.4 Encourage and support services and businesses to undertake recognised Hospitality Accreditation and provide a comprehensive package of hospitality to all trails visitors
- 3.5 Encourage and support new trail business opportunities and identified gaps in service provision

This links with the City of Albany Community Strategic Plan: Key Theme1 — Smart, Prosperous and Growing

4.5 OBJECTIVE 4: GOVERNANCE, MANAGEMENT AND COOPERATION

Optimise governance, management and cooperation across trail land owners, stakeholder groups and regional partners throughout the Lower Great Southern region in order to support Albany's position as the region's central trail hub and trails destination.

Strategies:

- 4.1 Link identified priorities, (eg key precinct projects, budget, maintenance and responsibilities) to the 10 year Asset Management and Financial Plans to ensure an ongoing commitment and progress towards the City of Albany Trails Hub Strategy and provide a list of annual priorities to key stakeholders
- 4.2 Identify and develop funding models and Business Cases which will create ongoing operational sustainability
- 4.3 Explore opportunities for sub-regional (LGS) collaboration (including GS CORE) to promote the regions nature trail experiences
- 4.4 Improve coordination across the City of Albany to seamlessly deliver and manage trails infrastructure
- 4.5 Establish a network of people and agencies with the skills and knowledge to support and guide the implementation of the City of Albany Trails Hub Strategy

4.6 MISSION

The City of Albany acknowledges the importance of the need to respect and enhance the environment and consistently acknowledge the cultural and heritage importance of our assets.

As a result of the community engagement process an overarching Mission statement has been developed in line with the Great Southern Development Commission's Regional Blue Print:

"We will respect and enhance the region's environment and heritage assets in a sustainable manner."

The Principles underlying this are:

1. Locate new trails in iconic locations, within the City Centre and expand outwards
2. Focus on new trails growth markets of mountain biking, paddling and aquatic
3. Rationalize and upgrade existing trails
4. Give priority to trails that provide loops and connectivity
5. Support trail development models that capitalize on iconic coastal landscapes
6. Build the right trail in the right place



SECTION 5: ACTION PLAN



This links with the City of Albany Community Strategic Plan: Key Theme 5 - Civic Leadership
The following Action Plan has been developed based on the findings from the initial report, additional research and analysis and through community engagement.

The strategies and targets has been prioritised and incorporated into a 10 year Action Plan. Longer planning and implementation horizons have also been allowed where it is viewed strategies are more complex and require additional resources and partnerships to bring them to completion.

IMPLEMENTATION HORIZONS

As such strategies are categorised according to the following planning horizons:

Short Term (S) – planned works to be developed within 1 – 5 years

Medium Term (M) – planned works to be developed within 5 – 10 years

Long Term (L) – planned works to be completed after 2025 (beyond the scope of this strategy)

Responsibility for the strategy implementation is listed with the Directorate within the City of Albany.

Opportunities for partnership are also listed for some strategies and include both internal (within City of Albany) and external partnerships (key agencies and stakeholder groups). The opportunities for partnerships are flexible and may change over time.

TYPES

Trails Hubs and Trails are the responsibility and under management of a variety of different land managers and organisations. Within this Action Plan the way the City will work at reaching the targets are categorised according to the following role of the City:

Direct (D) – Council has a direct influence on the target

Influence (I) – Council has an influence on the target but other external factors outside our control may also impact it

Monitor (M) – Council has no influence on the result but monitors it to assist in future planning



SECTION 5: ACTION PLAN

5.1 OBJECTIVE 1 – TRAILS NETWORK

Develop, upgrade and maintain a high quality trails network for a broad range of outdoor adventure trail users.

Strategy	Target	Type	Implementation Horizon	Implementation Responsibility	Opportunities for Partnership
1.1 Work towards upgrading existing trails to meet the Trails Development and Construction Guidelines, focusing on walking and equestrian trails	Trail Construction guidelines adopted		S	Recreation Services, City Reserves and Albany Heritage Park Manager	Lotterywest DSR
	Review and upgrade existing Albany Heritage Park Trails Network	D			
	Review and upgrade Mike Stidwell Trail and Network.	D	S — M		
	Review and upgrade existing Top 5 Trail Project Network.	D			
1.2 Develop an environmentally sensitive, sustainable and consistent approach to new trail construction, through the use of a Trail Development Process, Trails Construction Guidelines and a Trail Framework Template	Trails Development Process Policy developed and adopted	D	S	Recreation Services, Planning and City Reserves	Clubs
	Trail Construction guidelines adopted	D	S		
	Trails Development Process Policy and Construction Guidelines launched and promoted	D	S		

SECTION 5: ACTION PLAN



Strategy	Target	Type	Implementation Horizon	Implementation Responsibility	Opportunities for Partnership
1.3 Undertake a mountain bike trail 'pilot project' to demonstrate an environmental sensitivity and low impact recreational activity, within the City Centre	Completion of a pilot MTB trail at Albany Heritage Park	D	S	Recreation Services, and City Reserves, Albany Heritage Park Manager, Planning AMTB club	GSDC Lotterywest DSR Clubs
	Code of conduct and yield hierarchy developed, installed and promoted.	D	S		
	Launch of the MTB Trail at Albany Heritage Park	D	S		
	Pilot Project Evaluation completed	D	M		
	Code of Conduct Evaluated	D	S		
1.4 A phased and prioritised approach to trail development in the trails precincts, commencing with trails within the City Centre and expanding outwards	Trail development undertaken as per trails priority schedule over 10 year period	D	M	Recreation Services, Planning and City Reserves	GSDC Lotterywest DSR DoT
1.5 Develop a range of new trails set in iconic locations to attract new trail growth segments, with a focus on mountain biking trails and aquatic trails	Develop at least three new MTB Trails with a focus on the Albany Heritage Park and Top 7 Projects.	D	S — M	Recreation Services, Planning and City Reserves	GSDC Lotterywest DSR DoT
	Develop at least two new aquatic Trails from the Top 7 Projects	D/I	S — M		
Implementation Horizons – Short (S) planned works within 1—5 years, Medium (M) planned works within 5—10 years, Long (L) planned works beyond 2025 Type – Direct (D) Council has direct influence on target, Influence (I) Council has influence but other external factors may impact, Monitor (M) Council has no influence on results but monitor to assist in future planning					



SECTION 5: ACTION PLAN



SECTION 5: ACTION PLAN

5.2 OBJECTIVE 2 — TRAILS INFRASTRUCTURE AND SERVICES

Well planned and designed facilities and services which directly encourage the use of the trails network.

Strategy	Target	Type	Implementation Horizon	Implementation Responsibility	Opportunities for Partnership
2.1 Identify and support the development of a Trails Hub Centre to provide a central contact and information point	Trail Hub Centre and Visitors Centre consolidated	D	S	Recreation Services, Tourism Development, Business & Economic Development, Planning	GSDC Lotterywest
	Trail Hub Centre established	D	S — M		
	Visitor Centre staff trained in trails promotion	D	S		
	Supporting end of trip facilities are installed at Visitor Centre Trail Hub Centre	D	S — M		
2.2 Develop a standard approach to trailheads, signage and style guidelines to identified priority trails	Trailhead and signage piloted at City Centre (town square)	D	S		
	Wayfinding signage piloted at Albany Heritage Park	D	S	Recreation Services, Planning and City Reserves, Albany Heritage Park Manager	GSDC Lotterywest DSR
	Evaluation of wayfinding signage at Albany Heritage Park completed	D	S		
	Implement consistent signage in the top 7 Trail Projects	D	S — M		
2.3 Develop and implement a recognised classification system for a variety of trail users, which will be consistently promoted through the trails network	Pilot a classification system at Albany Heritage Park	D	S		
	Evaluate the classification system	D	S		
	Approve a recognised classification system for top 7 Trail Projects	D	S — M	Recreation Services and City Reserves, Albany Heritage Park Manager	GSDC Lotterywest DSR Trails WA
	Implement classification system for all new trails	D	S — M — L		
	Retrofit of all existing trails with classification system	D	M		

SECTION 5: ACTION PLAN



Strategy	Target	Type	Implementation Horizon	Implementation Responsibility	Opportunities for Partnership
2.4 Develop a range of Trailheads and supporting infrastructure for identified key locations for a variety of trail user groups	A Trailhead developed at City Centre (town square)	D	S	Recreation Services, Tourism Development	GSDC Lotterywest DSR
	A Trailhead developed at Albany Heritage Park	D	S		
	Realignment of the Munda Biddi and Biblumum Track to the City Centre Trail Head	D	S — M		
	Number of Trail heads developed and implemented	D	M		
2.5 Develop a unified brand of trails maps, linking to existing Amazing Albany brand, in a variety of formats	All new trails marketing collateral to incorporate Amazing Albany branding	D	S — M	Recreation Services, City Reserves, Business & Economic Development, Albany Heritage Park Manager	ACCI GSDC
	Development of the web based Trails Maps, within the Amazing Albany website	D	S — M		
	Increased number of hits and downloads on the Trails Page within the Amazing Albany website	D	S — M		
2.6 Encourage a variety of support services for trail users to assist with their access to the trails network	Increase in the number and variety of support services to trail users	I/M	L	Recreation Services, Business & Economic Development, Tourism Development	ACCI GSDC
Implementation Horizons – Short (S) planned works within 1—5 years, Medium (M) planned works within 5—10 years, Long (L) planned works beyond 2025 Type – Direct (D) Council has direct influence on target, Influence (I) Council has influence but other external factors may impact, Monitor (M) Council has no influence on results but monitor to assist in future planning					





SECTION 5: ACTION PLAN

5.3 OBJECTIVE 3 – THE VISITOR EXPERIENCE

Support Albany to provide an exceptional trails visitor experience which will deliver economic and tourism benefits to the community

Strategy	Target	Type	Implementation Horizon	Implementation Responsibility	Opportunities for Partnership
3.1	Develop a coordinated marketing presence, linking signage, maps and other marketing collateral to increase awareness of the trails and services in Albany and the Lower Great Southern region.				
		D	S	Recreation Services, Tourism Development, Business & Economic Development, Corporate Services,	ACCI GSDC Trails WA
		D	S		
		D	S		
		D	S		
3.2	Identify key trails and tourism websites and promote Albany and the region's trail's opportunities	D	S — M		
		D	S	Recreation Services, Tourism Development, Corporate Services,	Trails WA DSR ACCI GSDC

SECTION 5: ACTION PLAN



Strategy	Target	Type	Implementation Horizon	Implementation Responsibility	Opportunities for Partnership
3.3 Explore opportunities for trails promotion and events within existing City of Albany program	Calender of trails promotional events developed	D	S		
	Increase in the number of events incorporating trails activity	D	S — M		
	Host an annual trails event that promotes Albany as a trails destination	D/I	S — M	Recreation Services, Tourism Development,	AMTB club ACCI GSDC DSR Lotterywest
	Host at least 3 significant trails events that promote Albany as a trails destination.	D/I	S — M — L		
3.4 Encourage and support services and businesses to undertake recognised Hospitality Accreditation and provide a comprehensive package of hospitality to all trails visitors	At least 50% of identified trail related business have undertaken recognised Hospitality Accreditation	I/M	S — M	Recreation Services, Tourism Development, Business & Economic Development,	ACCI DSR
3.5 Encourage and support new trail business opportunities and identified gaps in service provision	Audit of trail supporting business & gap analysis.	I/M	L	Recreation Services, Tourism Development, Business & Economic Development,	ACCI GSDC
	Increase in the number of new trail business established	I/M	L		

Implementation Horizons – Short (S) planned works within 1-5 years, Medium (M) planned works within 5—10 years, Long (L) planned works beyond 2025

Type – Direct (D) Council has direct influence on target, Influence (I) Council has influence but other external factors may impact, Monitor (M) Council has no influence on results but monitor to assist in future planning



SECTION 5: ACTION PLAN

5.4 OBJECTIVE 4 – GOVERNANCE, MANAGEMENT AND COOPERATION

Optimise governance, management and cooperation across trail land owners, stakeholder groups and regional partners throughout the Lower Great Southern region in order to support Albany's position as the region's central trail hub and trails destination.

Strategy	Target	Type	Implementation Horizon	Implementation Responsibility	Opportunities for Partnership
4.1	Link identified priorities, (eg key precinct projects, budget, maintenance and responsibilities) to the 10 year Asset Management and Financial Plans to ensure an ongoing commitment and progress towards the City of Albany Trails Hub Strategy and provide a list of annual priorities to key stakeholders	D	S — M	Recreation Services, Planning and City Reserves,	
		D	M		
4.2	Identify and develop funding models and Business Cases which will create ongoing operational sustainability	D/I/M	S — M — L	Recreation Services, Planning and City Reserves, Business & Economic Development, Tourism Development, Corporate Services	DSR

SECTION 5: ACTION PLAN



Strategy	Target	Type	Implementation Horizon	Implementation Responsibility	Opportunities for Partnership
4.3 Explore opportunities for sub-regional (LGS) collaboration (including GS CORE) to promote the regions nature trail experiences	Alternative funding models and Businesses Cases developed	D/I	S — M — L	Recreation Services, City Reserves, Business & Economic Development	DSR GSDC
	Agreed pilot funding model trialled in one of the top 5 projects, in partnership with community	D/I	S — M — L		
	Evaluation of the pilot on improved trails sustainability and community engagement.				
4.4 Improve coordination across the City of Albany to seamlessly deliver and manage trails infrastructure	Participate in regional trails planning	D	S	Recreation Services, Business & Economic Development	DPaW DSR GSDC
	Actions identified for future sub regional collaboration	M	M — L		
	GS CORE established and funded	I/M	M — L		
4.5 Establish a network of people and agencies with the skills and knowledge to support and guide the implementation of the City of Albany Trails Hub Strategy	Establishment of Trails Network Implementation Group	D	S — M	Recreation Services, Planning and City Reserves, Business & Economic Development, Tourism Development	DPaW DSR GSDC
	Successful implementation of the strategy	D	M — L		
Implementation Horizons – Short (S) planned works within 1—5 years, Medium (M) planned works within 5—10 years, Long (L) planned works beyond 2025 Type – Direct (D) Council has direct influence on target, Influence (I) Council has influence but other external factors may impact, Monitor (M) Council has no influence on results but monitor to assist in future planning					



SECTION 6: GUIDING PRINCIPLES

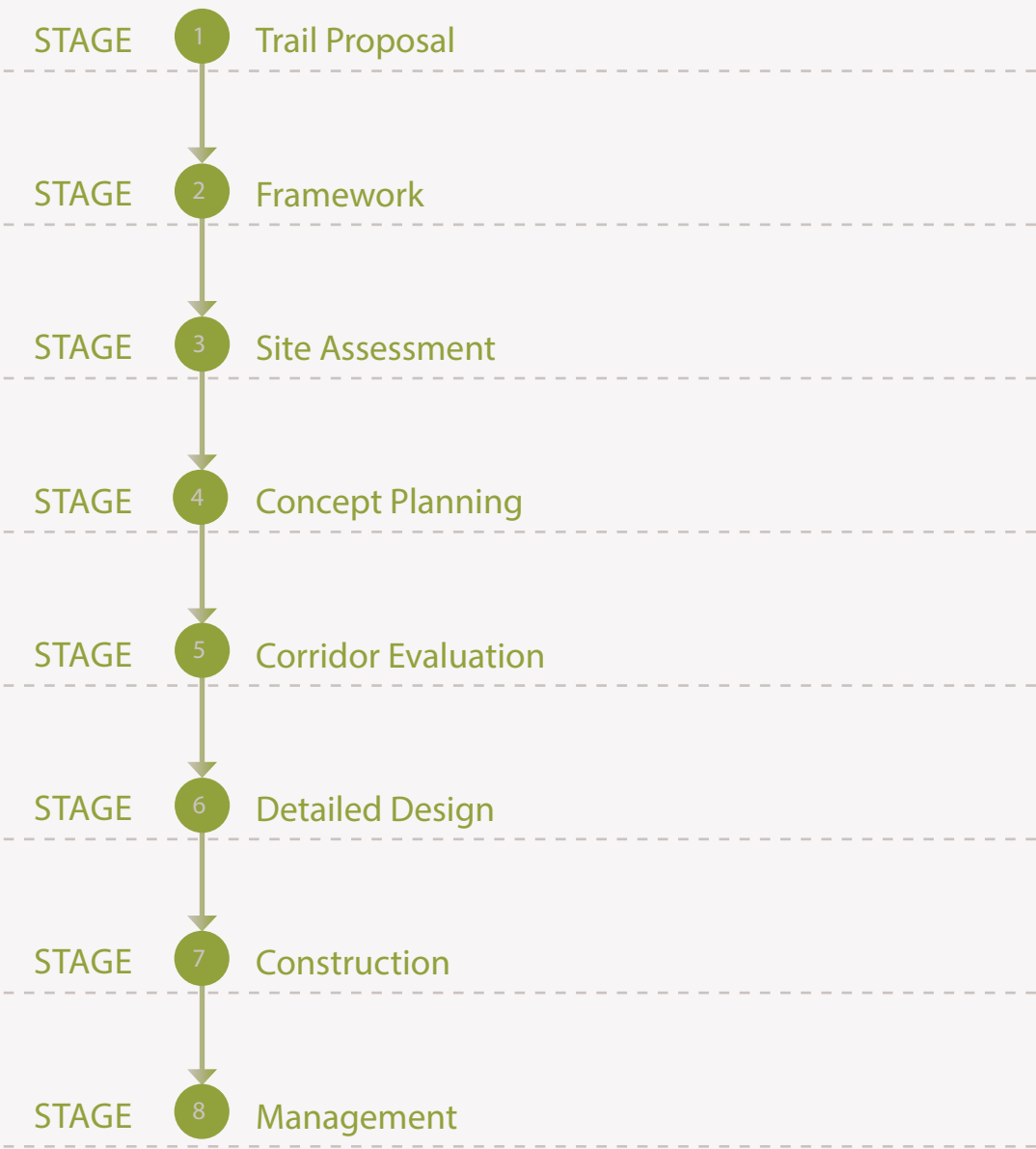


6.1 TRAIL DEVELOPMENT PROCESS

This process, briefly outlined in the table below, is deliberately prescriptive in order to ensure the delivery of the highest possible standard of trails which are sustainable and an asset to trail owners and the community.

The trail development process is the planning, design and construction procedures required to ensure the long-term sustainability of a trail facility.

To ensure successful trail development the required stages are outlined in the graphic below.





This process, briefly outlined in the table below, is deliberately prescriptive in order to ensure the delivery of the highest possible standard of trails which are sustainable and an asset to trail owners and the community.

Stage	Outcome		
Trail Proposal	The proposed area is supported in principle, or not supported due to constraints precluding trail development.		Desktop
Framework	A project outline including a clear understanding of project objectives, stakeholders, roles, requirements and execution		
Site Assessment	Undertake a broad scale study of the area and identify constraints	Field	
Concept Plan	Conceptual design plan produced		
Corridor Evaluation	Concept plan checked and flagged in the field		
Detailed Design	Detailed trail design produced including classifications, technical trail features, construction types and specifications, and gain approvals.		
Construction	Trail is constructed following the design specifications		
Management	Management plan implemented detailing maintenance and monitoring requirements		





The definitions of these eight stages are provided below.

Trail Proposal	<p>At the beginning of trail project the viability of the proposal should be assessed through preliminary background investigations of community support, legislative requirements, existing and proposed land use and management considerations.</p> <p>An Impact Evaluation Checklist (IEC) can be completed (desktop) to check for major constraints such as management plans, existing master plans, disease risk areas, water catchment.</p>
Framework	<p>Development of a clear framework guides and informs the entire project.</p>
Site Assessment	<p>The site assessment, combined with the framework inform the development of the concept plan.</p> <p>Conduct on ground, desktop and literature review of: Location, Access, Land Use, Landscape, Ground Conditions, Existing Recreation Use, Heritage and Environmental Protections and Constraints, Conflicts and Sensitivities.</p> <p>It is advised to meet with stakeholders to garner support and mitigate concerns at this stage.</p>
Concept Plan	<p>The concept plan illustrates what the trail system may look like and addresses key strategic priorities such as:</p> <p>Detailed review and identification of; location of trailhead, configuration of trails, alignment of trail corridors and estimation of development costs.</p> <p>It also identifies construction stages and makes broad cost estimates.</p> <p>The concept plan can form a crucial consultation tool to be presented to stakeholders.</p>
Corridor Evaluation	<p>The Corridor Evaluation stage completes the IEC by undertaking detailed checks and surveys within the proposed corridor identified in the Concept Plan and documenting environmental or heritage protection strategies where required.</p> <p>The corridor evaluations help to formally establish and agree on the location of trail corridors with land owners/managers and other stakeholder and should be developed into a report which can be used to seek approvals to proceed with detailed design.</p> <p>It may require work with specialist consultants to undertake; Dieback Mapping, Flora Survey and Aboriginal Heritage Survey, establishing estimated design, construction and management costs, identifying appropriate ways in which trails can be developed.</p> <p>Once the constraints have been assessed and any mitigation strategies documented, the proposed trail corridor can be flagged in the field.</p>



Detailed Design	<p>Review corridor evaluation outcomes, adjust trail corridor alignments and undertake detailed trail design including; trailhead nature and design, additional major feature designs, definitive trail lines and trail feature types & locations.</p> <p>The draft design plan should include construction ready specifications, final detailed design plan drawings related to these and timescales for approval by the Steering Group.</p> <p>Detailed design should include:</p> <p>Definitive trail lines, flagged in the field and identified on the plan, including the location of:</p> <ul style="list-style-type: none"> • Turns • Technical Trail Features • Built structures • Drainage features • Hardened surfacing <p>Schematic construction plans including specified drawings for:</p> <ul style="list-style-type: none"> • Turns • Technical Trail Features • Built structures • Drainage features • Trail tread construction cross sections • Hardened surfacing <p>Details of resources and materials required</p> <p>A signage plan</p> <p>Estimated probable construction costs</p>
Construction	<ol style="list-style-type: none"> 1. Develop detailed construction & tender specification including; prescriptive trail plan & drawings, chainage identifying trail construction type and feature location, documentation of typical trail features & drainage techniques, construction management plan & standards. 2. Secure final approvals and permits 3. Advertise tender, select supplier 4. Appoint trail builder 5. Administer contract 6. Develop 'as built' documentation required for ongoing assessment and management of the facility.
Management	<p>Trails, like any other facility, require ongoing management and maintenance. A management plan should encompass all aspects of managing the trail and should be developed and agreed on by the Steering Group. The management plan should be informed by the Framework, and any broader land management policies. The plan should include:</p> <ul style="list-style-type: none"> • Background information (Outlined in the Framework) <ul style="list-style-type: none"> • The trail system • The classification of the trails • Target use • The amount and type of use • Clarification of management roles and responsibilities (outlined in the Framework) <ul style="list-style-type: none"> • Trail adoption and volunteer roles • Funding and resources • A record of the infrastructure and costs or link to the appropriate system or asset database • Maintenance program <ul style="list-style-type: none"> • Audit • Frequency • Standards (e.g. construction, hygiene, signage) • Works program • Funding and resources • Hazard inspection and reporting procedures • Visitor statistic recording procedures • Marketing





6.2 TRAIL DEVELOPMENT AND CONSTRUCTION

In order to assist the City of Albany to create an environment that fully supports the development of Albany into a Trails Tourism Hub the following principles have been suggested. These general design and location considerations should be taken into account before and during construction of any trail.

GUIDING PRINCIPLES FOR TRAILS TOURIST HUBS

- ✓ Locate new trails in iconic locations, within the City Centre and expanding outwards
- ✓ Focus on new trails growth markets (Mountain Bike and Aquatic)
- ✓ Give priority to trails that provide loops and connectivity
- ✓ Development of trail activity nodes which capitalise on iconic coastal landscapes

GUIDING PRINCIPLES FOR SUSTAINABLE TRAIL CONSTRUCTION

Trails Location and Corridor Evaluation

Trail Network:

- The trail network and trailhead should be located such that riders finish their ride with a descent back to the trailhead. Most riders tend to prefer to do any hard climbing early during their ride, finishing with a descent.
- A mountain biking trail system should be easy to navigate and intuitive, with the majority of trails offered as loops, and generally following the same overall direction of travel. It should ideally be possible to ride one lap of the entire trail network, without backtracking, without crossing over any trails and without missing any large sections of trail.
- For a trail network, especially mountain biking, the easiest trails should be located near the trailhead, with increasingly harder trails located further from the trailhead. This is a risk management technique to prevent inexperienced riders accidentally ending up on very difficult trails.
- A trail network should be sympathetic to the terrain and topography, without trying to squeeze a large network of trails into a small space.
- Follow existing tracks/trails where possible to minimise disturbance to the landscape.
- Avoid areas of dense vegetation that may require heavy clearing, avoid environmentally sensitive areas (e.g. areas of endangered flora) and areas with high erosion potential
- Trails should meander to take advantage of natural and man-made features and to create interest.
- Avoid long straight sections with long steady grades.
- Use aerial photography, supported by extensive on-the-ground verification, to enable the best possible routes of proposed trails to be selected that maximises use of already-disturbed locations and that minimises the need for clearing of vegetation.



Drainage planning:

- Proper drainage is of considerable importance in constructing a lasting, maintenance-free facility. Water should be removed from trail surfaces as fast as possible, wherever possible. The steepness of some trails and the type of soil dictate individual site requirements for the frequency of draining water from trails.
- Culverts and other drainage controls (steps and water bars) should be used to direct run-off away where needed.
- It should be noted that some slope is desirable on shared-use trails.

Trails Design and Construction

Trail Direction:

- Trail direction should be a consideration, especially for mountain biking trails where riders ride at speed.
- Single-direction trails are recommended for mountain biking trails in a network to improve visitor experience and safety.

Trail Width:

- Walk trails in the locations proposed should have a maximum trail width of 1.5m where purpose-built trail is required. On suitable sections a more intimate experience can be provided by reducing the trail width to around 1 to 1.2m.
- Shared-use trails should have a minimum trail width of 2.5m.
- Consistency of width is particularly important for mountain bike trails.

Trail Height:

- On trails only to be used only for walking (where cycling and mountain biking are to be excluded) height clearance should be around 2.5m.

Trail Surface materials:

- Walk trails can range from smooth natural earth surfaces to rushed limestone or more hardened surfaces, depending on the grade and purpose of the trail.
- A smooth compacted surface is most appropriate for shared-use trails and mountain bike trails.
- The surface should be firm enough to provide cyclists with a relatively smooth ride, and free of potholes and undulations.
- Choose appropriate materials for the trail's sub-base and topping (surface layer) to ensure longevity and suitability of the trail for the intended user groups.
- Use debris from trail clearing to prevent use of unwanted paths

Drainage:

- Ensure local drainage is maintained along natural watercourses where possible.



**Signage:**

- Effective signage will reduce possible conflicts between different types of trail users — for example, walkers and trail bikes or 4WDs, or cyclists and walkers. A code of conduct and field hierarchy will also reduce conflict between different trail users.

Rating:

- All trails should be given a trail difficulty rating

Road Crossings:

- A crossing should have enough space cleared and levelled on both sides of the road to allow trail users travelling together to gather in a group and cross en masse, to reduce overall time spent at the crossing.
- The crossing should be at a straight, level area allowing both trail user and vehicle driver good visibility and the driver ample stopping distance.
- The trail should be clearly marked on each side of the road for easy recognition and the crossing be designed to move the trail user away from the road reserve as quickly as possible.
- If at all possible the trail should not slope down — or up — to the road.

Further information is provided in *Austroads Guide to Traffic Engineering Practice — Pt 14 — Bicycles*.

**Horse Trail Design**

The following was extracted from *Horse SA's Horse Trail Infrastructure – Guidelines for Peri Urban Precincts (2010)* by Tredwell Management and provides some highly valuable guidance with regards to horse trail design:

- **Barriers/control points:** Controlling access onto a trail, modifying speed or direction of users, often providing a barrier to unauthorised vehicular access. Suitable barriers may include the use of bollards, posts or rocks. Barriers should not require a horse to step over an obstacle exceeding 35cm in height and should have no protruding sharp edges. A cavaletti (step-over) allows safe access for horse and rider and should preferably be 3m wide, with a step-over height of 30-35cm. Control points should provide a hardened, horse-friendly surface.
- **Bridges:** the single most expensive item to include on a trail and may need to service recreational trail users and other users, such as emergency service vehicles. Careful consideration of construction materials is required, avoiding noisy materials and providing anti-slip surfacing. The colour and consistency of the surface of the trail should continue from the trail tread approaching the bridge, and over the bridge itself. Preferred widths are greater than 3.5m wide, with parapets.
- **Boardwalks:** a series of interconnected bridges positioned above ground height, enabling users to navigate over areas of sand, marshes or wetland. Horse trails rarely have boardwalks.



- Hitching posts, Rails and Rings:** most likely to be required at trail heads, watering points and rest stops, including horse float parking sites. A hitching ring is a heavy duty ring anchored firmly into another solid fixture, such as a wall. A hitching post is a single upright post, strong enough to at least withstand a 750kg horse pulling back. A hitching rail accommodates 2 – 4 horses and should be placed at least 6m away from any other trail infrastructure, including the trail itself, installed on a hardened surface.
- Mounting blocks:** installed at trail heads, rest stops and gates where horse riders are required to dismount to open and close. Riders normally mount the horse on the left hand side (head facing forward) and require a clear area around the mounting block. Wheelchair accessible mounting ramps might be considered at trail heads. One, two, or three step designs might be considered, dependent on budget, sitting and materials selected. Individual step heights approx. 250mm, width greater than 500mm and depth greater than 250mm.
- Watering Points:** Trail heads require an identified source for stock water. Troughs require regular inspection (preferably daily) cleaning and maintenance. Taps fitted with self-turning-off handles can be supplied by mains water. If access to mains water is not available it may be necessary to provide rainwater tanks that collect runoff from shelters or other structures and may form part of other bridle trail infrastructure, such as covered seating and interpretive facilities at trail heads and rest stops. Such facilities would require on-going maintenance to ensure reliable water supply and that the supply meets all relevant health regulations. Maintenance would most likely be undertaken by the relevant land manager.
- Traffic Separation:** riding along roadsides should be avoided as far as possible. Horses under the control of a rider are permitted to travel either way on the verge or footpath with due care. Where unavoidable, the provision of a natural or artificial barrier between the horse rider and vehicles on the carriageway should be considered. Provision of sufficient space between carriageway and trail would be considered a natural barrier, as would vegetation and earth mounding. Loss of roadside verges (at bridges or on the crest of hills and bends) creates 'crush points', which need to be carefully considered in terms of trail user safety.
- Road Crossings:** crossing points should be minimised as far as possible, and safety for all trail users can be improved by careful selection of crossing points. If room permits, the installation of a horse holding bay is preferable, creating an area where horses can be held at halt, prior to crossing a road. A Pegasus crossing could be installed where regular crossings over busy roads are anticipated.
- Crossing points:** need to be well signed, with holding bays/bump rails (approx. 1.4m high) located on a firm, natural surface. Crossing points require maximum sightlines for oncoming traffic and need to be free of hazards (street furniture, poorly placed signage, obtrusive landscaping).





- **Signage:** signage requirements vary from trail to trail and specific requirements may be imposed by various land managers (signage plans/policies). Signage hierarchy:

- Primary signage – Trail Heads
- Secondary signage – wayfinding markers
- Tertiary signage – location specific (e.g. 'Close the Gate')
- Regulatory signage (e.g. road signs)

Each land manager will have policies, specifications, application requirements and approval processes that must be complied with. All stakeholders (land managers, funding agencies, community groups) should review and approve all information contained on all signage.

- **Horse yards:** yards often hold horses for overnight stays and need to be well constructed.
- **Trail Heads:** provide an entry point onto a trail network, and include signage (with key trail information), horse float parking, tie up rails, horse yards (potentially), stock water source, rider and other trail user facilities. Perimeter fencing with gates is preferred to provide an extra level of security. Key considerations include trail head entry and exit points, vehicle turning circles, sightlines, and provision of sufficient parking numbers (including horse float parking). Consideration is also required for power availability, water (stock and human consumption), facilities for camping and BBQ areas and any resultant implications for neighbouring land uses/properties and conservation/heritage areas.
- **Trail Dimensions:**
 - The trail ceiling (trail surface to lowest overhead obstruction) should be 3m.
 - The trail tread width should be minimum 500mm (single horse track/bridle trail).
 - The trail corridor width should be minimum 1m (obstacle free, assuming trail tread is located centrally within the corridor).
- **Trail Surface:** A natural trail surface is preferred and long sections of asphalt or concrete avoided. Unstable, loose surfaces and loose debris (stones larger than 10mm across) are not suitable. The trail surface should be maintained in a safe condition, with the removal of any sharp objects (glass, metal scraps, loose wire), with the timely repair of deep pot holes/bog holes. Steep slippery surfaces such as rocky outcrops can be dangerous, although the degree to which certain surfaces/obstacles are acceptable is dependent on the experience and technical ability of the rider and the level challenge intended for the specific bridle trail.
- **For multi-use trails:** the use of trotting fines as surfacing options offers a relatively cost effective option to other surfaces, whilst serving to reduce impacts such as erosion of the trail tread. Trotting fines are a natural by-product of a variety of mining operations, comprised of 2mm diameter crushed aggregate (also known as crusher dust). This type of material is readily available from quarries.



6.3 SIGNAGE GUIDELINES

TYPES OF TRAIL SIGNAGE

For the purposes of Albany's trail hub, there are five forms of Trail signage:

1. Trail Head
2. Waymarking
3. Directional
4. Interpretive
5. Management

Trail Head

The Trail head is the area where users can access the trail. This area is accessible by road and usually provides parking and some amenities for trail users (toilets, information, and rules). Trail head signage features the following information:

- Trail name
- Trail type (i.e. walk, mountain bike, equestrian)
- Trail length and difficulty information (including classification system and personal safety, Estimated completion time;)
- Environmental or management information, such as code of conduct
- Orientation and Navigation (this information is particularly relevant where a trail head is at the beginning of a trail network, where the user needs to make decisions regarding which path to take) including Graphic image/map for orientation.
- Land manager contact information

Where a trailhead is marking a trail network the trailhead signage should include a Map of the trail system. The map should clearly show how trails link up. For example where a single track trail uses a section of fire road or vehicle track this should be marked as a continuous trail. Maps should always be orientated north and include a legend and scale.

Waymarking

Waymarking is signage on the trail which directs trail users. A familiar waymarking example is the Bibbulmun 'wagyl'. The extent of waymarking signage will depend on the target market and trail grade – the harder the trail, the less the need for trail markers, but the more important it is to have clear information at the trail-head (warning of trail conditions, length, duration, etc).

Waymarking signs should be attached to posts at the start of trails, at regular intervals along each route – and particularly at corners and at intersections to direct users and keep them on the correct trails. The user must clearly be able to see where to go from the trailhead





sign to the trail access point. If the entrance to the trail cannot be seen from the trailhead, directional signage may be used to point the way.

At Intersections:

- Trail markers should be installed a couple of metres prior to an intersection.
- A trail marker should be installed 10 – 20m from the intersection to confirm the user has taken the correct path. (Users should be able to see this confirmation marker from the intersection).
- Where a trail has no intersections or other options, trail markers do not need to be installed.
- For single direction trails always install 'no entry signage' at intersections that cross single direction trails, or at the exit points of single direction trails.

Waymarking signs should be placed between 0 – 1.5m above the ground (900mm recommended) depending on the terrain and the seasonal effects of vegetation. The height chosen should remain consistent and the marker (triangle or arrow) should be mounted with the apex pointing toward the direction to be followed. Trail markers are usually located on the left side of the main trail direction for loop trails. Two-way trails will require bi-directional markers.

Directional

Directional signage directs users to a trail head from the town or from other key landmarks. Where a trail meets another trail or multiple trails it may be useful to install directional signs that point to a destination e.g. to the trail head, or to a car park. It may be useful to use orientation signs with a map and 'you are here' points at these locations.

Interpretive signage

Interpretive signage is generally used to describe natural or cultural heritage information to engage the visitor in the experience on the trail. Interpretive information can be provided at a Trail Head, and is often included in walking trails which are specifically designed to be interpreted experiences. Interpretive signage can also be used to highlight a particular point of interest.

Management signage

This would generally be used in instances where a trail is temporarily closed or realigned due to natural hazards or incidents.

Overall trail signage should be obvious without being obtrusive to the natural environment. Signs should never be attached to trees or other vegetation as not only is it destructive, it also creates maintenance issues.



OVERALL GUIDELINES FOR SIGNAGE

Placement of signage

Specifically, signs should be placed with consideration of approach speed, space to manoeuvre without obstruction or blocking the pathway for other users, offer clear visual lines of other trail signs and minimise the potential impact on the views of the landscape. The approach speed should allow three seconds for people to view and read the sign and also enough time to make a decision on the relevant action prompted by the sign. As a general rule, signs should be placed at a height within half a meter above or below the forward line of vision, depending on the angle of the sign.

Signs should also be located and positioned where their attention does not create a hazard or obscure a hazard. Surrounding vegetation or environmental effects such as sun glare should also not impact on the visibility, legibility and durability (fading of the text) of the sign information.

Branding for signage

Trail signage should be standardised across the City of Albany, through the use of the Albany Trails Hub brand and consistent colouring to guide all trail signage. The trail markers should have a distinguishing symbol or logo for each trail but this should be consistent with overall branding.

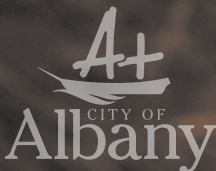


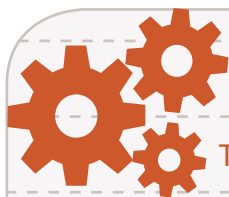


City of Albany

Trails Hub Strategy Trails Network
& Priority Projects

volume 2





Trails Hub Strategy TRAILS NETWORK & PRIORITY PROJECTS

	2.1 Introduction	3
	2.2 Development Models for Trails	4
	2.3 Trail Destination Significance	6
	2.4 Trail Hierarchy	7
	2.5 Trail Types	8
	2.6 Trail Users, Subgroups and Classifications	10
	2.7 Priority Projects:	18
CONTENT	A. Albany Heritage Park (Mount Adelaide and Clarence)	19
	B. Vancouver Peninsula	23
	C. City Centre	25
	E. Mount Melville	27
	F. Sand Patch	29
	G. Torndirrup National Park	31
	J. Mount Martin and Gull Rock National Park	35
	K. Kalgan River	37
	U. Poikeclerup	39



2.1 INTRODUCTION



The following volume identifies 7 key projects for the City of Albany and 2 key projects for other land managers to work towards developing Albany as a Trails Tourism Hub.

The key Trails Projects (in priority order) are:

City of Albany Land Manager:

- Albany Heritage Park (Mount Adelaide and Clarence)
- City Centre
- Mount Melville
- Kalgan River
- Vancouver Peninsula
- Sand Patch
- Poikeclerup

Other Land Manager:

- Torndirrup National Park
- Mount Martin and Gull Rock National Park

Each project identifies the existing trails and indicates the **general location** of possible future trail links without necessarily reflecting specific alignments, land tenure or access availability.

Detailed studies of each location (following the development guidelines are required prior to any construction of the trail network to confirm proposed future trails and links.

Each project sheet offers a background to the site including constraints, potential development models, significance, user groups and other key information to assist with scoping up further detailed investigation.

To assist with understanding the project information sheets, the proposed level of development and recommendations the following background information is provided:

- Development Models, Destination Significance and Trail Hierarchy
- Trail Types — Systems, Uses and Direction
- Trail Users and Classification Systems.

2.2 DEVELOPMENT MODELS FOR TRAILS



DEVELOPMENT MODEL

A Development Model defines how a destination's trail offerings can be developed and applied to a population centre or an individual location. The four main development models include a trail hub, trail centre, trail network and individual trails. A population centre can have one, two or all four main development models applied to it.

TRAIL HUB

A population centre that offers a large range of high quality trails, trail user related services, facilities and businesses, strong branding, supportive management and governance.

TRAIL CENTRE

A managed trail or trail network supported by dedicated on site trail related services and facilities. A Trail Centre is standalone in an individual location and can be located within a Trail Hub.

TRAIL NETWORK

A collection of linked trails, often of the same type and typically accessed via a trailhead. A Trail Network may be standalone within a population centre or individual location and can be located within a Trail Hub.

INDIVIDUAL TRAILS

An individual linear or looped trail, these are typically not defined as a development model for a trails hub destination. Long distance trails can link development models and can also be the precursor to developing a destination. Small individual trails typically form part of an alternate development model.

The various Development Models provide different user experiences, which should guide how a location is developed. Each project sheet recommends the preferred development model for each site. The following table outlines the difference between the various Development Models, where they are most appropriate and who they cater for.



Lee Griffith Photography



Development Models

Trail Hub	Trail Centre	Trail Network
<p>A Trail Hub is a population centre with multiple sites, hosting several signed and mapped trails of varying type and classification. Essential facilities and visitor services are available within the vicinity but typically provided by established independent businesses.</p> <p>Trail Hubs can incorporate Trail Centres and typically have multiple trail networks.</p> <p>The Lake District, Fruita, Queenstown, Whistler and Moab are prominent examples of Trail Hubs.</p>	<p>A Trail Centre is a single site with dedicated visitor services and facilities, provided by a single trail provider. A Trail Centre serves multiple signed and mapped trails of varying type and classification.</p> <p>A Trail Centre can be part of a Trail Hub and incorporates a trail network.</p> <p>Typically located away from a population centre, but close to major population centres and iconic locations.</p> <p>7 Stanes and Coed-y-Brenin are prominent examples of Trail Centres.</p>	<p>A Trail Network is a single site with multiple signed and mapped trails of varying type classification with no visitor centre and limited facilities.</p> <p>A Trail Network can be part of a Trail Centre and a Trail Hub and incorporates single trails. If not incorporated as part of a Trail Hub they are typically located away from population centres, or in a location that does not provide essential services</p> <p>Mt Clarence and Adelaide are examples of Trail Networks.</p>
Description		
Services	<p>Visitor information, trail information cafe, car parking, toilets, showers, bike hire and repair, and sometimes accommodation.</p>	<p>Toilets, parking, trail information.</p>
Market	<p>Typically tourism day trip markets but can include short break if accommodation is provided nearby or within vicinity.</p>	<p>Typically tourism day trip markets only.</p>
Features	<ul style="list-style-type: none"> Can offer a more remote and wilderness experience One provider and tenure to manage trail quality and standards, user experience and services quality Standalone marketable products 	<ul style="list-style-type: none"> Reduced infrastructure and capital requirements Can offer a more remote and wilderness experience One provider and tenure to manage trail quality and standards, user experience
Considerations	<p>Trail Centres can have fewer barriers to entry and are typically very successful when located near major population centres.</p> <p>Trail centres suit iconic locations where trails cannot be focused around significant townships.</p>	<p>Trail networks suit locations where demand does not exist for significant development and there is no supporting population centre.</p> <p>With good planning, trail networks can be designed to accommodate staged development towards becoming a Trail Centre as demand increases.</p>

2.3 TRAIL DESTINATION SIGNIFICANCE



A Trail's Destination Significance defines a location's significance and opportunity, including the scope and scale of the Development Model and the desired recreation and tourism outcomes. State or regional master planning typically identifies a location's Destination Hierarchy which is categorised as being nationally, regionally or locally significant and can be applied to a Trail Hub, Trail Centre or Trail Network.

Destination Significance is applied to specific trail user groups and not applied broadly to encompass multiple trail user groups. Destination Hierarchy is used to guide a location's appropriate level of development and is not necessarily promoted to the user. Each key project sheet identifies the site's potential trail destination significance to assist with progressing Albany's status as a Trail Hub destination. The Destination Significance categories are;

NATIONAL DESTINATION

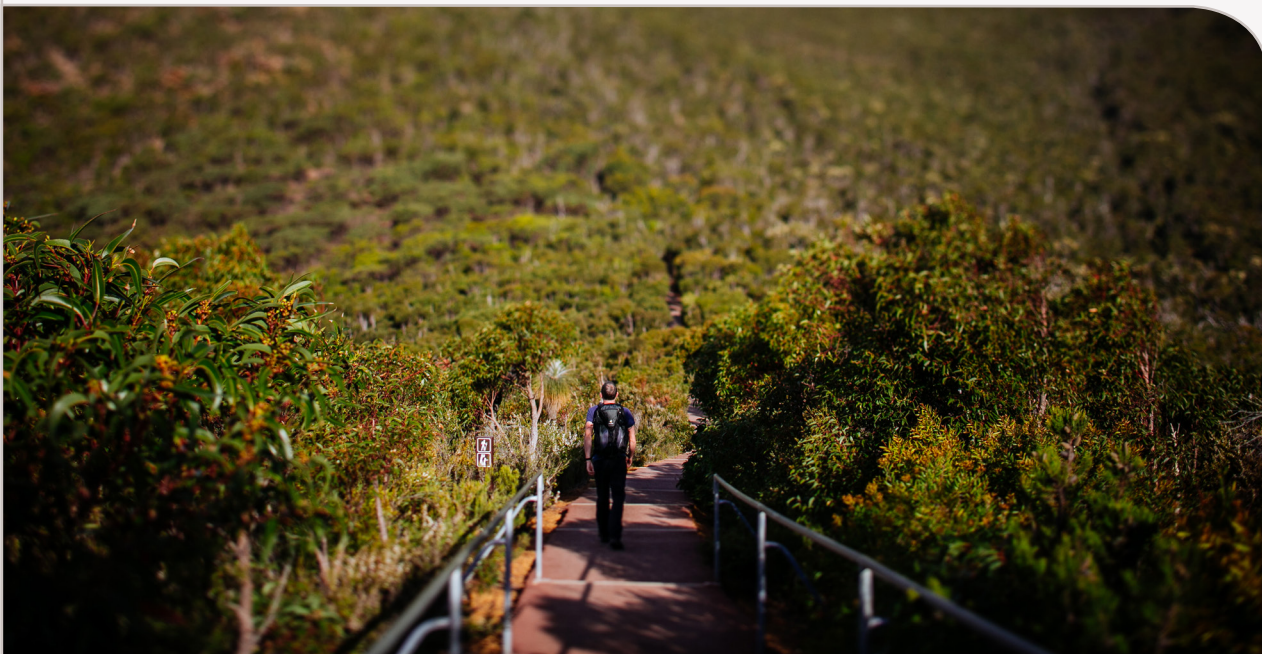
A Trail Hub, Trail Centre or Trail Network that provides a recreation resource to a large population centre or captures the tourism market for at least a week of user-specific trail experiences.

REGIONAL DESTINATION

A Trail Hub, Trail Centre or Trail Network that provides a recreation resource to a large community and captures the tourism market for short breaks or weekend trips.

LOCAL DESTINATION

A Trail Hub, Trail Centre or Trail Network that provides a recreation resource to a local community and captures the tourism market for day trips.



Lee Griffith Photography

2.4 TRAIL HIERARCHY



The Trail Hierarchy categorises trails based on their appeal, development considerations, benefits, management and stakeholder support. Individual trails can generally be categorised as a state/icon, regional or local trail. The Trail Hierarchy is typically used to determine planning requirements and appropriate management models and is not necessarily promoted to the user. Each key project sheet identifies the trails potential hierarchy. Key distinguishing characteristics of the Trail Hierarchies are;

STATE/ICON TRAILS

State or Iconic trails have high-level tourism appeal for intrastate to international markets and considers conservation, recreation, heritage, interpretation and tourism. They can cross several land boundaries, require significant management, have no single landowner and are supported by a lead state government agency. State/Icon Trails have measurable economic benefit to the state and are able to generate significant associated saleable tourism products e.g. packages and accommodation.

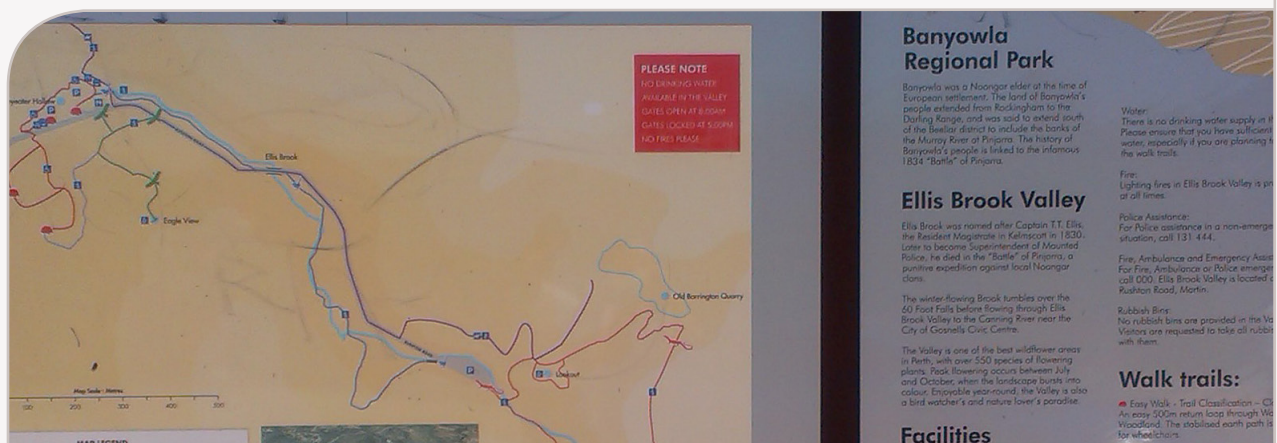
REGIONAL TRAILS

Regional Trails can attract interstate and intrastate visitors, have measurable tourism and/or economic benefits for the region and consider conservation, recreation, heritage interpretation, tourism, and occasionally transportation. Regional Trails cross more than one land boundary, require coordinated management usually by the landowner, can have various management models and are often characterised by the presence of community support groups such as "Friends" groups.

LOCAL TRAILS

Local trails usually have the land manager as the 'proprietor', reside within one land boundary and are developed considering local elements only, in particular with a focus on recreation and transportation. They attract primarily local users and generate social and/or economic benefits for the local area.

Trails come in a variety of types and configurations and are defined by their model, system, use, direction and classification. Together these elements inform appropriate development and management.



2.5 TRAIL TYPES



TRAIL MODEL

The Trail Model defines how a Trail System has been developed and what the management requirements of that Trail System are. There are two basic trail systems: 1) Social and 2) Prescribed.

1) Social Trail System

Social Trail Systems are typically informally used or created trails, accessed in a variety of ways from various locations with little or no formal signage. They can include roads, fire access ways, informal paths and unsanctioned trails. Social Trail Systems can be valuable recreation and tourism resources however typically require local knowledge or navigation skills and are not generally marketable products. They can be of variable quality, difficult to manage and can have negative impacts on sensitive landscapes due to their unpredictability.

2) Prescribed Trail Systems

Prescribed Trail Systems are formal planned and signed trails that are predictable and accessible to a variety of users. Prescribed Trail Systems can be integrated into pre-existing land use areas and can successfully manage user conflict and the impact of recreation. Typically they are marketable recreation and tourism products. Prescribed Trail Systems require a higher duty of care and can lead to business risk management and maintenance if not carefully planned. Without careful planning they can also increase pressures on sensitive areas and can introduce recreational pressure into previously undisturbed natural areas.

TRAIL SYSTEM

Trail systems define a trail's connectivity and its relationship to other trails. Trails can be: 1) linear, 2) looped or networked together.

1) Linear Trails

Linear trails are point-to-point routes that start and finish in different places. Linear trails may require trail heads and supporting infrastructure at both ends of the trail. From the users perspective linear trails require either pickup at the finish point or retracing/finding an alternate route to the original starting point.

2) Loop Trails

Loop trails are individual trails that start and finish in the same place. A Loop trail typically has a single trail head with supporting infrastructure.

Trail networks are formed by inter linking linear and loop trails, typically around a common trailhead and facilities. Trail networks provide access to various trail types and classification and give trail users multiple alternate experiences.



TRAIL USE

Trails can be developed: 1) exclusively for a single user group or to 2) accommodate multiple trail user groups.

1) Single Use Trails

Single Use Trails are developed exclusively for a specific trail user and can be packaged as a marketable product. Design and constructed to user specific standards they provide a predictable experience while minimising trail user conflict. Single use trails can increase management, hostility/ demands for single use trails from other users groups and can also concentrate users. Single use trails must be clearly communicated and should be accessed through appropriate trail filters.

2) Multiple Use Trails

Multiple Use Trails are developed for more than one trail user and can effectively service major transport corridors. They can minimise impact, reduce maintenance and development costs compared with providing multiple single use trails. Multiple use trails can limit design and construction to user specific standards and may be less desirable. They can provide a less predictable experience and can increase potential encounters with other trail users. Multiple use trails require consideration of trail speed, sightlines, passing opportunities and safe intersections. They require effective communication and clear codes of conduct to build trail user relationships. Multiple use trails designed for two user groups are described as dual use trails. Typically motorized and non motorised trail users are incompatible. It is possible to mix Single Use and Mixed use trails within a trail system, however the management requirements are significantly increased.

TRAIL DIRECTION

Trails Direction defines the direction of travel on a trail: 1) Single Direction and 2) Dual Direction trails can be developed.

1) Single Direction trails

Single Direction trails are designated for use in a single direction of travel. They are predictable, can minimise trail user conflict and can enable the development of more trails features. Single Direction trails can increase management, hostility and may limit trail user experience. On single direction trails the direction of travel must be clearly communicated.

2) Dual Direction trails

Dual Direction trails are designated for use in both directions of travel and are often utilised on linear trails. They can increase trail user experience and reduce maintenance and development requirements. Dual Direction trails are less predictable, can increase trail user conflict and can restrict the development of trails features. Dual direction trails require consideration of sightlines, trail speed and passing opportunities and require effective communication and clear codes of conduct addressing direction of travel priority. Trails are used by a diverse range of walkers, cyclists, mountain-bikers, paddlers, horse

2.6 TRAIL USERS, SUBGROUPS AND CLASSIFICATIONS



riders, snorkelers and divers all with the aim of connecting with the outdoors. Understanding the various trail users and their needs, expectations and requirements is essential in ensuring the long term sustainability of trails.

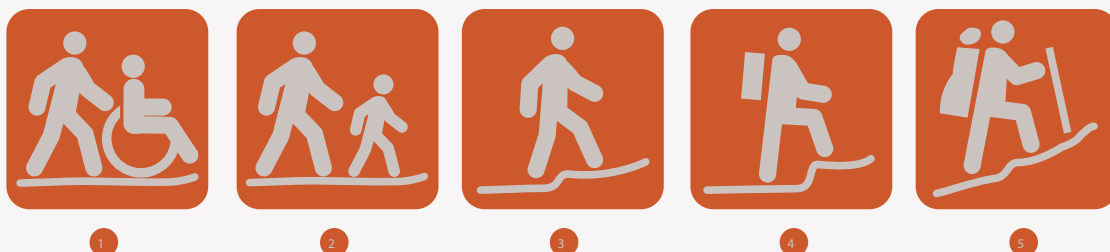
Trail users can be broadly categorised into the following trail user groups; Walkers, Cyclists, Equestrian Riders, Climbers, and Paddlers. Each trail user group has a number of subgroups and classifications. Classification systems have been developed for walkers, mountain bikers, equestrian riders and paddlers to assist trail users with making safe and appropriate recreation choices.

CLASSIFICATION SYSTEMS

WALKERS

The Australian Walking Track Grading System (2010) has been endorsed as a voluntary industry standard by Parks Forum (the peak body for park management organisations). The system has been adopted by a number of Australian States and Territories and is under active consideration by other land management agencies and by Local Government. The system grades walking trails on a difficulty scale from grades one to five, as follows:

- 1 Grade One is suitable for the disabled with assistance
- 2 Grade Two is suitable for families with young children
- 3 Grade Three is recommended for people with some bushwalking experience
- 4 Grade Four is recommended for experienced bushwalkers and;
- 5 Grade Five is recommended for very experienced bushwalkers.



Australian Walking Track Grading System



MOUNTAIN BIKE

The International Mountain Bicycling Association (IMBA) grades mountain bike trails on a difficulty scale from very easy through to extreme as follows:

	Very easy	Easy	Intermediate	Difficult	Extreme
Description	<p>White Circle</p> <p>Likely to be a fire road or wide single track with a gentle gradient, smooth surface and free of obstacles.</p> <p>Frequent encounters are likely with other cyclists, walkers, runners and horse riders.</p>	<p>Green Circle</p> <p>Likely to be a combination of fire road or wide single track with a gentle gradient, smooth surface and relatively free of unavoidable obstacles.</p> <p>Short sections may exceed these criteria.</p> <p>Frequent encounters are likely with walkers, runners, horse riders and other cyclists.</p>	<p>Blue Square</p> <p>Likely to be a single trail with moderate gradients, variable surface and obstacles.</p>	<p>Single Black Diamond</p> <p>Likely to be a challenging single trail with steep gradients, variable surface and many obstacles.</p>	<p>Double Black Diamond</p> <p>Extremely difficult trails will incorporate very steep gradients, highly variable surface and unavoidable, severe obstacles.</p>
Suitable for	Beginner/ novice cyclists. Basic bike skills required. Suitable for most bikes.	Beginner/ novice mountain bikers. Basic mountain bike skills required. Suitable for off-road bikes.	Skilled mountain bikers. Suitable for mountain bikes.	Experienced mountain bikers with good skills. Suitable for better quality mountain bikes.	Highly experienced mountain bikers with excellent skills. Suitable for quality mountain bikes.
Fitness Level	Most people in good health.	Most people in good health.	A good standard of fitness.	Higher level of fitness.	Higher level of fitness.
Trail Width	Two riders can ride side by side.	Shoulder width or greater.	Handlebar width or greater.	Can be less than handlebar width.	Can be less than handlebar width.
Trail Surface and obstacles	Hardened with no challenging features on the trail.	Mostly firm and stable. Trail may have obstacles such as logs, roots and rocks.	Possible sections of rocky or loose tread. Trail will have obstacles such as logs, roots and rocks.	Variable and challenging. Unavoidable obstacles such as logs, roots, rocks drop-offs or constructed obstacles.	Widely variable and unpredictable. Expect large, committing and unavoidable obstacles.
Trail Gradient	Climbs and descents are mostly shallow.	Climbs and descents are mostly shallow, but trail may include some moderately steep sections.	Mostly moderate gradients but may include steep sections.	Contains steeper descents or climbs.	Expect prolonged steep, loose and rocky descents or climbs.

IMBA Trail Classifications



EQUESTRIAN

The Australian Trail Horse Riders Association (ATHRA) grades equestrian trails on a difficulty scale from easy through to advanced as follows:

- 1 Easy (Class 1)
Suitable for novices. A relatively short distance trail requiring a basic level of skill and fitness
- 2 Intermediate (Class 2)
A short to medium distance trail requiring a moderate level of skill and fitness
- 3 Advanced (Class 3)
A very challenging trail, requiring a high level of skill, fitness and basic navigation skills

PADDLERS

This user group can be divided into the following subgroups, Leisure Paddler, Recreation Paddler and Sport Paddler. An International River Guiding System exists to categorise white water trail experiences. There is currently no universally accepted grading system for the sea, estuaries and large areas of open water.

The following classifications are from the Paddle NSW Sea/Open Water Grading System:

- S01: Sheltered flat water with minimal currents, easy entry and exits and no more than 500m from safe landing sites.
- S02: Unsheltered inland open waters, estuaries and lakes, or sheltered coastline. Small waves or surf less than 0.5m, currents less than 2km/h, crossings no more than 1km from safe landing sites.
- S03: Sheltered coastal waters with possible wind against wave or tide effects and moderate breaking seas. Possible surf entry and exits less than 1m, currents less than 4km/h, up to 5km crossings or from safe landing sites.
- S04: Unsheltered coastal waters which may encounter steepening swell and breaking seas, wind against wave or tide effects. Entry and exits may be difficult and involve negotiation of surf up to 2m. May involve fast currents up to 7km/h and up to 10km crossings or from safe landing sites.
- S05: Unsheltered coastal waters, isolated remote areas and ocean with crossings or distance from safe landing sites of up to 30km. May encounter large, steep swell, breaking waves and complex fast currents. Possible dangerous surf entries and exits with waves more than 2m.

AQUATIC

This user group can be divided into the following subgroups — Snorkeler, Free Diver and Scuba Diver. There are currently no official trail classifications for this user group.

CLIMBERS

This user group can be divided into the following cohorts: Sport Climber, Free Climber, Boulderer, Free Solo Climbing and Solo Climber. There are no official trail classifications for climbing.



Trail grading is a primary means of informing people about the features of tracks and trail enabling them to gauge whether a particular trail is suitable for them. It also assists in the marketing and promotion of trails as a leisure activity.

Trail users at all levels of ability clearly indicated their need for clear, concise and comprehensive information to guide their choice of trail. A grading system that meets the needs of trails users also has clear benefits to land managers responsible for trail networks as it will assist people with little or no experience to make informed choices and it will help to prevent inadvertent or ill-informed use of more difficult tracks.

To assist with marketing and increasing trail user's enjoyment and safety the City of Albany will investigate implementing the above classification systems.

TRAIL USERS AND SUBGROUPS

Trails users come with a range of experiences, abilities and skills. Understanding the various trail users and their needs, expectations and requirements is essential in ensuring the long term sustainability of trails. The following information provides an overview of the different types of users within each trail activity. The project sheets identify the potential broad users for each project.



WALKERS

Grade 1:

Walkers with Mobility Impairment

A Trail user whose access to trails is constrained by some means and may consist of the following people:

- No bushwalking experience required
- limited physical mobility
- impaired vision
- learning difficulties
- elderly people
- people with very young children

These walkers require Grade 1 Trails that are genuinely accessible to all users including people using wheelchairs and children in prams. Surfaces need to be even, stable and consistent and should be not less than 1,500mm wide to enable users to move along the trail side by side. Grade 1 walkers generally require a prescribed route of some kind (preferably circular) with supporting facilities such as toilets and easy access parking.

Grade 2:

Families with Young Children:

- No bushwalking experience required
- The track is a hardened or compacted surface and may have a gentle hill section or sections and occasional steps
- Walks no greater than 10km



Users need no previous experience and are expected to exercise normal care regarding their personal safety. Suitable for most ages and fitness levels.

Grade 3:

Walkers with some Bushwalking Experience

A large walking group not committed or hardened walkers but who occasionally walk a range of routes in a variety of settings.

- Suitable for most ages and fitness levels
- Some bushwalking experience recommended
- Tracks may have short steep hill sections, a rough surface and many steps
- Walks up to 20km

Users need no bushwalking experience and a minimum level of specialised skills. Users may encounter natural hazards such as steep slopes, unstable surfaces and minor water crossings. They are responsible for their own safety.

Grade 4:

Experienced Bushwalkers

- Bushwalking experience recommended
- Tracks may be long, rough and very steep
- Directional signage may be limited

Users require a moderate level of specialised skills such as navigation skills. Users may require maps and navigation equipment to successfully complete the track. Users need to be self-reliant, particularly in regard to emergency first aid and possible weather hazards.

Grade 5:

Very Experienced Bushwalkers

- Very experienced bushwalkers with specialised skills, including navigation and emergency first aid
- Tracks are likely to be very rough, very steep and unmarked
- Walks may be more than 20km

Walkers require previous experience in the outdoors and a high level of specialised skills such as navigation skills. Users will generally require a map and navigation equipment to complete the track. Users need to be self-reliant, particularly in regard to emergency first aid and possible weather hazards.



EQUESTRIAN USERS

Novice Riders

A broad group of riders characterised as follows:

- Limited outdoor skills, navigation and map reading skills
- Low levels of skills (horsemanship) and expertise (confidence)
- Least likely to own their own horse and most likely to ride in groups (guided or instructed)
- Routes are between 1 and 2 hours duration, featuring low gradient and low category trails.



Leisure Riders

Riders characterised by:

- Moderate levels of outdoor skills
- Largely horse owners
- Wide variety of skills (horsemanship) and expertise (confidence)
- Variable but generally low levels of navigational skill
- Ride at least once a week

Endurance Riders

Riders characterised by:

- High levels of outdoor skill
- Horse owners
- High levels of horsemanship and confidence
- Good navigational skills
- Ride at least twice a week
- Undertake long and challenging rides
- Will mostly ride alone or in small groups



OFF ROAD CYCLISTS

Family/Leisure – Cyclists

Characterised by:

- Little or no navigation or map reading skill
- Little or no outdoor skills
- Limited confidence and low levels of bike handling skill
- Ride infrequently
- Require very accessible and technically easy trails

Enthusiast Mountain Bikers - Cyclists

Characterised by:

- Variable but generally low levels of outdoor skills
- Low levels of map reading and navigation skill
- Variable but generally moderate bike handling skills
- Variable fitness levels (Ride at least once a week)
- Seek accessible purpose built trails
- Want technical but not too challenging trails

Enthusiast Mountain Bikers are the most likely to make relatively frequent weekend trips to different areas to go riding, often to do specific routes or trails. Most likely to use guidebooks or routes that have been posted on internet forums and the routes are generally between 1 and 3 hours duration with considerable elevation change and on a variety of trails.



Sport Riders – Cyclists

Characterised by:

- Technically proficient and competitive
- Limited outdoor and navigation skills
- High fitness levels (Ride at least three times a week)
- Will make regular use of the same routes
- Members of clubs
- Seek difficult and technically challenging trails

Competitive mountain bikers involved primarily in cross country mountain bike racing or training for racing and are nearly always members of cycling clubs.

Trail Riders – Cyclists

Characterised by:

- Skilled outdoor enthusiast
- Skilled in navigation and map reading
- High fitness levels (Ride at least once a week)
- Technically proficient
- Want long challenging rides

Trail riders are skilled outdoor enthusiasts with an understanding of navigation and access issues and are often involved in other outdoor activities such as hill walking, climbing, orienteering, canoeing etc. They also have the skills necessary to plan their own rides, which are typically of between two and five hours duration and between 25 and 60km in length.

Gravity Focused Riders (Downhillers and Freeriders) – Cyclists

Characterised by:

- Low levels of outdoor skill
- Very high levels of technical bike handling skills
- Low levels of fitness
- Most likely to be male between the ages of 14 and 25

This group of the off road cyclist is small but very significant in terms of its impact on trails and their management. Essentially mountain bikers who seek out very challenging trails on highly specialised bikes and who largely develop their own trails in unsanctioned 'underground' ways. Their activities are generally centred on specific locations and trails, where they repeatedly use the same trails or features in a concentrated way. Do not require specific outdoor or navigational skills and are often unaware of access or impact issues.



SPECIFIC TRAIL TYPES

Trail type defines the style of trail and its typical attributes. Different trail types suit different styles of riding and typically each trail type will have a specific kind of mountain bike designed to suit. Different groups use different types of trails and all trail types can have varying classifications. While diverse, each of the trail types meets a different market segment.

It is important that the majority of trails cater for the existing and potential market majority.

Cross Country (XC) — Single-track orientated with a combination of ascending and descending trails and natural trail features of varying technicality. Cross Country trails cater for timed Olympic and endurance competitive events and appeal to the market majority.

Trail (TR) — Single-trail orientated, emphasis on enjoyment and outdoors experience, and typically features natural and man-made trail features. Caters for recreation and experience based riding over racing, and appeals to the market majority.

All Mountain (AM) — Single-trail orientated, emphasis on descents, technical challenge and 'back-country' experience. All Mountain trails cater for timed Enduro competitive events and appeal to the more experienced market.

Downhill (DH) — Descent only trails with emphasis on speed and technical challenge. These trails can cater for timed Downhill competitive MTB racing. Downhill trails appeal to the more experienced market and typically require uplift to the trailhead via chairlift or vehicle shuttle.

Free-ride (FR) — Descent focused trails with emphasis solely on technical challenge. Trails feature both built and natural terrain and features. Appeals to the more experienced market and caters for competitions judging manoeuvres and skills only. Bikes are typically medium to long-travel dual suspension and are built for strength.

Park (PK) — Built feature environment with emphasis on manoeuvres, skills and progression. Appeals to wide market including youth and caters for competitions judging aerial manoeuvres. Can include Jump and Pump Tracks and Skills Park. Typically dirt surfaced but can include hardened surfaces.

Touring (TO) — Long distance riding on reasonably uniform surface conditions and manageable grades. Linear trails with a focus on reaching a destination. Include rail trails and access roads and have limited market appeal while being accessible to all.

2.7 PRIORITY PROJECTS



A. ALBANY HERITAGE PARK (MOUNT ADELAIDE AND CLARENCE)

B. VANCOUVER PENINSULA

C. CITY CENTRE

E. MOUNT MELVILLE

F. SAND PATCH

G. TORNDIRUP NATIONAL PARK

J. MOUNT MARTIN AND GULL ROCK NATIONAL PARK

K. KALGAN RIVER

U. POIKECLERUP



Lee Griffith Photography

A. ALBANY HERITAGE PARK (MOUNT ADELAIDE & CLARENCE)

Land Tenure	Land Manager	Major Development Model	Site Opportunity	Site Deliverability
Reserve – Parkland and Recreation	City of Albany	Trail Network and Individual Trail	Good	High

OVERVIEW

BACKGROUND

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 precinct has excellent potential for connectivity to the city commercial centre, coast, Albany Harbours Path and a range of heritage attractions. The site's proximity to the city centre combined with its good opportunity for multiple user groups and high deliverability make it the highest priority location for development of trails in Albany.

The existing social network of trails and management access tracks is complex and confusing resulting in user conflict and management/safety issues. While the social network is extensive it has not been subject to planning and there is sufficient space to create prescribed trail networks for multiple user groups which can coexist in the area without significant impact on the landscape. Key to successful development will be user defined and primarily single use trails featuring the precinct's natural and cultural assets. Looped, logical and well signposted trail networks will assist with improved visitor safety, reduced user conflict and ongoing management issues. Improving both the amenity and sustainability. Detailed master planning will further identify each of the user group's needs, their most appropriate access points and ideal trail positioning on the site.

Creating connections to the Albany Harbour Path and the City Centre will promote formal recreation and tourism utilisation of the trail networks. These connections could form part of the revitalised trail loops and ideally be dual use. A stacked loop system will create connection between Mt Clarence and Mt Adelaide and connect the whole precinct. Ideally these trail connections would extend through the city centre connecting Mt Clarence to Mt Melville to increase the trail activity capacity.

From an economic benefit perspective, mountain bike trails have the proven potential to bring a new demographic and user group to the city and have been identified as the highest priority on the site.

A. ALBANY HERITAGE PARK (MOUNT ADELAIDE & CLARENCE)

Albany Heritage Park currently offers the following:

Mt Clarence Trail Networks

- The Heritage Loop, Circuit/Granite Trail, Padre White Trail and Summit Trail
- Purpose built Downhill Mountain Bike Trail
- A number of informal trails and management access tracks traverse Mount Clarence

Mt Adelaide Trail Networks

- Mount Adelaide Nature Trail
- A number of informal trails and management access tracks traverse Mount Adelaide

Guiding Principles

- Code of Conduct and yield hierarchy developed with mountain bike trail intersections designed so that travel speed is reduced
- Where logical separate the user groups
- Purpose designed single track and single direction to guide users to their appropriate trail.
- Alignments to be based on the ground conditions, not necessarily the current alignments.
- Multiple access points to the trail system or they will be informally created.
- Trail connections focused on connecting to the City centre and Albany Harbours Path.
- Mountain bike trails (20 — 25km) circumnavigating Mt Adelaide and Mt Clarence ensuring they do not conflict with the heritage areas and interpretive trails.
- Walking based trails focused around Mt Clarence capitalising on the unique landform and connection to the city.
- Interpretive walking trails focused around the National Anzac Centre, Royal Princess Fortress and Lower Forts enhancing the heritage theme of the area.
- Basic climbing node focused on bouldering.

A. ALBANY HERITAGE PARK (MOUNT ADELAIDE & CLARENCE)

RECOMMENDATIONS ALBANY HERITAGE PARK

Mountain Bike Trail Network & Infrastructure (Single Trail Use, Dual Direction, Local/Regional Significance & High Priority)		
1.	Albany Heritage Park Management Plan, Trail Designs (all user groups) & Code of Conduct	Short Term
2.	Mountain Bike Pilot Project – Major and Minor Trailheads and signage	Short Term
3.	Mountain Bike Pilot Project – intermediate mountain bike trail and signage	Short Term
4.	Mountain Bike Pilot Project – beginners mountain bike trail and signage	Short Term
5.	Extend the Downhill Track	Short Term
6.	Develop bike challenge park	Short Term
7.	Stage 2 — Advanced mountain bike trail and signage	Medium Term
8.	Stage 2 — Long beginner mountain bike loop trails and signage	Medium Term
9.	Stage 2 — Additional intermediate trails	Medium Term
Interpretive Trail Network		
1.	Install trailhead signage and upgrade wayfinding signage for Mt Adelaide Interpretive and Nature Trails at Princess Royal Fortress.	Short Term
2.	Install interpretive signage on Mt Adelaide Interpretive Trails.	Short Term
Walking Trail Network		
1.	Construct Precinct entry and trailhead signage at Grey Street East.	Short Term
2.	Upgrade Mt Clarence Summit trail and Circuit/Granite trail signage to promote loop.	Short Term
3.	Upgrade and realign Mt Clarence Granite Trail	Short Term
4.	Develop complete shared path connection of Mt Clarence to Mt Adelaide.	Medium Term
5.	Develop new shared path connection from Albany Harbour Path to Forts Road car park.	Medium Term
6.	Upgrade and realign Mt Adelaide Nature trail, improve signage	Medium Term
7.	Improvement and partial realignment of Mt Clarence Heritage Loop	Medium Term



A. ALBANY HERITAGE PARK (MOUNT ADELAIDE & CLARENCE)

Trail Model Opportunities	Constraints	Relevant Stakeholders
Walking Trail Network Mountain Bike Trail Network Interpretive Trail Network	Aboriginal heritage, European Heritage, Recreation user conflict, Scale of site, Land use conflict, Surrounding land use, Social impacts, Environmentally sensitive clearing area/ dieback management, Safety and road user conflict, Road Crossings, Ground composition and conditions.	CoA, DoL, DSR, NRM, GSDC, LIC, AMTBC, MBTF, WAMBA, WC, ABG, BTF, NAC

Key Features	Complimentary Features	Existing Infrastructure
Coastal Landscapes, Granite outcrops, Diverse and unique vegetation, Significant topography, Varied terrain, Connection to city centre	National Anzac Centre, Princess Royal Fortress, Desert Corps Memorial, Old Forts Lighthouse, Plantagenet Battery, Avenue of honour, Dual Use Path.	Middleton Beach car park and amenities. Mt Clarence car park, summit lookout and amenities. Apex Lookout carpark, Mt Adelaide summit lookout, Central car park hub.

USER GROUP LOCATION COMPATIBILITY (IF NOT LISTED, VERY LOW COMPATIBILITY)

User Group	Sub Group	MTB Trail Type	Classifications	Deliverability	Opportunity
Walkers	Universal Access, Family, Leisure and Bush Walker		1 2 3 4	High	Excellent
Cyclists	EN LC SR GR	XC AM DH PK TO	WT GN BU BL	High	Good



Lee Griffith Photography

B. VANCOUVER PENINSULA

Land Tenure	Land Manager	Major Development Model	Site Opportunity	Site Deliverability
Reserve - Recreation	City of Albany	Trail Network	Good	High

OVERVIEW**BACKGROUND**

Vancouver Peninsula is a place of cultural and natural significance that is relatively undeveloped. The peninsula is formed by three large granite outcrops connected to the main landform by a large isthmus. A smaller and quite narrow isthmus connects Point Possession to Quarantine Hill creating spectacular views to the City. The entire peninsula separates Princess Royal Harbour from King George Sound. The peninsula has both Aboriginal and European heritage sites of significance for consideration and interpretation.

Camp Quararup, Quarantine hill is based around the historic quarantine station. The camp school is managed by the Department of Sport and Recreation offering accommodation and multiple outdoor activities including paddling and bushwalking.

The site is quite separate from the city centre and as a result has less risk of ongoing recreation conflict. The significant opportunities on Vancouver Peninsula are to interpret the historical elements and promote the natural diversity through water and land based activities. Creating a recreation outdoor playground complimented through a better connection with Camp Quararup.

Vancouver Peninsula currently offers the following:

Trail Networks

- Point Possession Maritime Heritage Walking Trail connecting Whaler's Cove with Point Possession
- Informal walking trails surround Camp Quararup
- Aquatic snorkelling trail at Whaler's Cove (dilapidated condition)

Supporting Infrastructure

- Existing formal and informal car parks on Vancouver Peninsula all of which require trailhead treatment and improvement.
- Whaler's Cover car park is satisfactory the existing trailhead requires an immediate upgrade,
- Point Possession Maritime Heritage Walking Trail way finding signage requires upgrading

B. VANCOUVER PENINSULA

RECOMMENDATIONS

Walking Trail Network & Infrastructure (Single Trail Use, Regional Significance & High Priority)		
1.	Stacked Loop System - 3 loops connecting Whaler's Cove to Camp Quararup, Point Possession and Mistaken island car park	
2.	Point Possession Heritage Trail - Install trailhead, wayfinding and interpretive signage	Short Term
3.	Point Possession Heritage Trail - Upgrade and realign.	Medium Term
4.	Develop Camp Quararup Trailhead	Medium Term
5.	Planning and Expansion of Quarantine Hill Circuit Trail and Mistaken Island Trail	Medium Term
6.	Construct Mistaken Island Trail	Long Term
7.	Stage 2 - Advanced mountain bike trail and signage	Medium Term
8.	Stage 2 - Long beginner mountain bike loop trails and signage	Medium Term
9.	Stage 2 - Additional intermediate trails	Medium Term

Aquatic Dive & Snorkelling Trail Network & Infrastructure (Single Trail Use, Local Significance & High Priority)		
1.	Improve Whaler's Cove Snorkel Trail wayfinding signage	Short Term
2.	Install Whaler's Cove car park trailhead signage	Short Term
3.	Construct Mistaken Island Beach Dive Trail	Medium Term
4.	Install Mistaken Island car park trailhead signage	Medium Term

Paddle Trail Network & Infrastructure (Single Trail Use, Dual Direction, Regional Significance & High Priority)		
1.	Install Mistaken Island Paddle Trail buoy signage and interpretation	Medium Term
2.	Install Point Possession Paddle Trail buoy signage and interpretation	Medium Term

Trail Model Opportunities	Constraints	Relevant Stakeholders
Trail Network from Whaler's Cove	Aboriginal heritage, European Heritage, Threatened or Priority Flora, Environmentally sensitive clearing areas, Distance from population centre, Ground composition and conditions	CoA, DSR, NRM, GSDC, LIC, ABG

Key Features	Complimentary Features	Existing Infrastructure
Coastal Landscapes, Granite Headlands, Unique vegetation, Princess Royal Harbour	Camp Quararup, Cheynes II Shipwreck, Possession Point, Potential Fish Trap, Quarantine station, Lake Vancouver, Mistaken Island, Whaling Cove	Camp Quararup, Whaler's Cove car park, Mistaken Island car park

USER GROUP LOCATION COMPATIBILITY (IF NOT LISTED, VERY LOW COMPATIBILITY)

User Group	Sub Group	MTB Trail Type	Classifications	Deliverability	Opportunity
Walkers	Family, Leisure and Bush Walker		2 3 4	High	Excellent
Paddle	Leisure and Recreational Paddler		S01 S02 S03 S04 S05	High	Excellent
Aquatic	Snorkeler			High	Excellent

C. CITY CENTRE

Land Tenure	Land Manager	Major Development Model	Site Opportunity	Site Deliverability
Various	City of Albany	Individual Trails and Connections	Good	High

OVERVIEW

BACKGROUND

In addition to developing trail networks around the City, connecting residents and visitors to the city centre and activating businesses to engage with trail users is vital to the establishment of Albany as a Trail Hub destination. The key to giving Albany City Centre a 'Trail Hub' feel will be the promotion of trails, the activation of The Mounts and the successful connection of the commercial precinct to the Mounts, Albany Peace Park and the Visitor Centre.

An ambitious Natural Bridge trail connection along Grey Street and Serpentine Road will promote access to The Mounts visually and physically. Natural Bridges, formed by developing tree lined streets and alternatively marked pathways, visible from key sites throughout the City Centre including Mt Clarence, Mount Melville, Wagon Rock and the new Town Square will provide a more intimate dual use trail connection along existing and upgraded footpaths as well as providing a level of traffic calming.

A successful realignment of the Albany Harbour Path along the Princess Royal Harbour would assist with activating the foreshore area including ANZAC peace park. These recommendations align to the cycling strategy for a boardwalk to be developed from Woolstores to Anzac Peace Park. In addition to the major connections, a number of smaller connections and stand alone trails are also recommended to activate the city centre.

City Centre development to allow for;

- Develop connection from Mount Melville to Mt Clarence along Grey Street and Serpentine Road.
- Install major trailhead signage in the Town Square.
- Redirect Bibbulmun Track and Munda Biddi terminus to the City of Albany's Town Square.
- Install new trailhead and waymarking signage for heritage trail.
- Improvement of Bluff Rock and Wagon Rock trails.
- Construct Albany Harbours Path from Woolstores to Anzac Peace Park.
- Develop a Brig Amity Trail.
- Develop Coastal Lakes Trail which connects the Harbour to Weelara Lake.
- Construct Albany Harbours Path connection to Lake Seppings.

C. CITY CENTRE

RECOMMENDATIONS ALBANY CITY CENTRE

1.	Develop detailed strategy for Natural Bridge connections from Mount Melville to Mt Clarence	Short Term
2.	Planning and Realign Albany Heritage Trail	Short Term
3.	Realign Bibbulmun Track and Munda Biddi terminus to the City of Albany's Town Square.	Short Term
4.	Develop and Pilot interpretive, waymarking and trailhead signage for Albany Heritage Park, Albany Heritage Trail, Bib Track and Munda Biddi at new town square	Short Term
5.	Develop Major trailhead signage in City Centre (once trail networks developed)	Short Term
6.	Install trailhead and directional signage for Town Square to Mt Clarence loop trail	Short Term
7.	Construct Natural Bridge connections from Mount Melville to Mt Clarence	Medium Term
8.	Upgrade Wagon Rock link trail	Medium Term
9.	Construct Brig Amity Trail	Medium Term
10.	Construct Albany Harbours Path connection to Lake Seppings	Medium Term
11.	Install trailhead and directional signage for Bluff Rock trail	Long Term
12.	Upgrade Bluff Rock Trail	Long Term
13.	Upgrade Wagon Rock loop trail	Long Term

Trail Model Opportunities	Constraints	Relevant Stakeholders
Individual Trails and Connections	Aboriginal heritage, European Heritage, Recreation user conflict, Land use conflict, Surrounding land use, Private land access, Social impacts, Safety and road user conflict, Road Crossings	CoA, DoW, DoL, DSR, GSDC, LIC, MBTF, BTF

Key Features	Complimentary Features	Existing Infrastructure
Anzac Peace Park, Brig Amity, Coastal Lakes, Lake Seppings, Wagon Rock, Bluff Rock	Mounts, Heritage Buildings, Visitors Centre, Princess Royal Harbour, Entertainment Centre	Townsite, Entertainment Centre car park, Amity Quays car park, New Town Square carpark

USER GROUP LOCATION COMPATIBILITY (IF NOT LISTED, VERY LOW COMPATIBILITY)

User Group	Sub Group	MTB Trail Type	Classifications	Deliverability	Opportunity
Walkers	Universal Access, Family, Leisure and Bush Walker		2 3	Moderate	Excellent
Cyclists	EN LC	TO	WT	Moderate	Excellent

E. MOUNT MELVILLE

Land Tenure	Land Manager	Major Development Model	Site Opportunity	Site Deliverability
Reserve – Park, Telecommunications and Recreation	City of Albany	Trail Network	Good	Moderate

OVERVIEW

BACKGROUND

Mt Melville is a place of cultural and natural significance that is relatively undeveloped and has potential as a regional trail attraction. Mt Melville is a relatively large uninterrupted landform featuring large granite outcrops, diverse terrain and excellent potential connectivity to the city centre.

Mount Melville has significant Aboriginal heritage significance (constraints mapping and Kinjarling Report) and a number of aboriginal heritage sites including Gnamma Holes, Waugal Trap, Corroboree Ground, Lizard Trap and Multiple Camp Sites. The sensitive nature of the heritage significance requires detailed consultation and consideration when developing any trails in the area.

Mount Melville currently contains a number of existing trails that are used primarily by walkers with some mountain bike use.

The nature of the existing network of trails and management access tracks is confusing exacerbated by dilapidated signage and lack of trailhead.

The site's proximity to the city centre combined with its good opportunity for multiple user groups and high deliverability make it a high priority location for development of trails in Albany. The Albany Heritage Park's focus on lower classification trails creates an opportunity with Mount Melville to focus on the higher classification trails. Key to successful development will be user defined and primarily single use trails featuring the precinct's natural assets.

Logical and well signposted trail networks will assist with improved amenity, sustainability, visitor safety, reduced user conflict and ongoing management issues.

Creating connections to the Albany Harbour Path and the City Centre, Weerlara Lake will promote formal recreation and tourism utilisation of the trail networks. Ideally these connections would also form part of the Bibbulmun and Munda Biddi realignments.

Detailed master planning will further identify each of the user group's needs, their most appropriate access points and ideal trail positioning on the site. Opportunities and considerations to be given to:

- Improving Summit and Water Tank Car parks
- Revitalisation and improvement of existing walking trails capitalising on the unique landform and the connection with the city.
- Development of mountain bike trails circumnavigating Mount Melville (15-20km)
- Development of interpretive trails focused around Aboriginal Heritage Sites
- Development of trail connections to the City centre, Albany Harbours Path and Weerlara Lake.
- Development of basic climbing node focused on bouldering on summit and Sport Climbing at Quarry.
- Development of Challenge Park at the disused water tanks (pump track, skills park and jump track)

Mt Melville currently offers the following:

- Circuit Trail
- Summit Trail
- A number of informal trails and management access tracks traverse

E. MOUNT MELVILLE

RECOMMENDATIONS ALBANY HERITAGE PARK

Mountain Bike Trail Network & Infrastructure (Single Trail Use, Dual Direction, Local/Regional Significance & High Priority)		
1.	Mt Melville Management Plan, Trail Designs (all user groups) & Code of Conduct	Short Term
2.	Construct stage one of mountain bike trails	Short Term
3.	Construct Stage two of mountain bike trails	Medium Term
4.	Construct Challenge Park	Medium Term
Interpretive Trail Network		
1.	Construct Interpretive Trail	Medium Term
Walking Trail Network		
1.	Install Precinct Entry Signage on Serpentine Road	
2.	Install Trailhead signage at summit car park	
3.	Construct short summit loop trail	Short Term
4.	Formalise walking trails on existing alignments	Short Term
5.	Install new wayfinding signage on formalised pedestrian trails	Short Term
6.	Formalise summit car park	Short Term
7.	Install trailhead signage at water tank car park	Short Term
8.	Install Precinct Entry Signage on Grey Street West in South East corner of site	Medium Term
9.	Formalise water tank car park	Medium Term
10.	Upgrade and realign existing pedestrian trails	Medium Term
11.	Construct Grey Street West Shared Path	Medium Term
12.	Construct Albany Harbours Path - Grey Street Connection - Shared Path	Medium Term
Climbing Nodes		
1.	Construct formal quarry climbing node and connection trail	Medium Term
Trail Model Opportunities	Constraints	Relevant Stakeholders
Walking Trail Network Mountain Bike Trail Network	Aboriginal heritage, Recreation user conflict, Scale of site, Surrounding land use, Social impacts, Threatened or Priority Flora, Ground composition and conditions	CoA, DSR, NRM, GSDC, LIC, AMTBC, MBTF, WAMBA, WC ABG, BTF
Key Features	Complimentary Features	Existing Infrastructure
Coastal and Hinterland Landscapes, Granite outcrops, Diverse and unique vegetation, Significant topography, Varied terrain, Aboriginal sites	Mt Melville Lookout, Connection to city centre, Existing BBQ area, Connection to Bibbulmun track.	Mt Melville lookout, amenities and car park. Water Tank car park, BBQ area and Carpark.

USER GROUP LOCATION COMPATIBILITY (IF NOT LISTED, VERY LOW COMPATIBILITY)

User Group	Sub Group	MTB Trail Type	Classifications	Deliverability	Opportunity
Walkers	Leisure, Bush Walker and Trail Runner		3 4	Moderate	Excellent
Cyclists	Enthusiast, Sport Rider	Cross Country, All Mountain, Touring	White, Blue, Black, Double Black	High	Good
Climbing				High	Average
Interpretation				High	Good

F. SAND PATCH

Land Tenure	Land Manager	Major Development Model	Site Opportunity	Site Deliverability
Reserve	City of Albany	Trail Network	Good	Moderate

OVERVIEW

BACKGROUND

Sand Patch (Sharp Point to Hanging Rock) is a coastal site characterised by the steep coastline to the Southern Ocean. The site features coastal heath, rolling dunes, limestone outcrops and lush valleys. The reserve extends inland and is bound by freehold residential land. Existing development is focused around the existing wind farm and associated infrastructure.

Sand Patch is one of the few areas in the Great Southern where formal equestrian trails exist making it regionally significant and well utilised. Two of WA's longest trails (Bibbulmun Track and the Munda Biddi) run through or close to Sandpatch. The Bibbulmun track features a stunning stretch of coastal trail through the reserve and also forms an often used short walk to the Sand Patch Hut. The existing alignment of the Munda Biddi takes riders along a dangerous stretch of Lower Denmark Road (high speeds and poor shoulders). The alignment does not provide a suitable experience for the iconic trail. There is potential to realign the Munda Biddi within Sand Patch to take advantage of the stunning views. The area is also popular with the motorised users with many 4WD tracks.

Due to its popularity there is high risk of recreation conflict. Encounters between equestrian, trail bike and motorised users already exist. There is regular use of the Bibbulmun Track by cyclists. These risks will only be managed through providing for user groups in other designated areas and trail etiquette signage being installed.

Sand Patch has number of constraints that impact on the development of new trails including:

- Public Drinking Water Source Area which limits recreation trails to the level developed in 2012
- Priority and Threatened Flora

Development of the area should be limited to improvements of the existing approved uses and ensuring the iconic trails are catered for:

- Maintain and promote the existing walking trails.
- Realignment of the Munda Biddi
- Improvement and development of the Bridle trail network.
- Install signage and mapping for motorised trails.

Sand Patch currently offers the following:

- Bibbulmun Track
- Sand Patch Wind Farm Walk
- Sand Patch Beach Access
- Stidwell Bridal Trail
- 4 Wheel Drive Trail Sandpatch to Mutton Bird

F. SANDPATCH

RECOMMENDATIONS

Walking Trail Network & Infrastructure (Single Trail Use, Local Significance & Low Priority)		
1.	Maintain and Promote Sand Patch Wind Farm Walk.	Short Term
2.	Maintain Bibbulmun Track.	Short Term
3.	Sign and promote short walk to Sand Patch Hut	Short Term
4.	Upgrade, maintain and promote existing equestrian trail.	Short Term
5.	Sand Patch Equestrian Master Plan	Short Term
6.	Formalise road reserve equestrian trails	Short Term
7.	Upgrade beach access upper section of staircase at Wind Farm	Medium Term
Equestrian Trail Network & Infrastructure (Single Trail Use, Dual Direction, Regional Significance & High Priority)		
1.	Develop new road reserve equestrian trail alignments.	Short Term
2.	Upgrade promotional, trailhead, interpretation and wayfinding equestrian signage	Short Term
3.	Develop new loops on Stidwell Bridal Trail.	Long Term
4.	Develop long distance linear equestrian trail.	Long Term
Cycling Trail Network & Infrastructure (Single Trail Use, Dual Direction, Local Significance & High Priority)		
1.	Realign Munda Biddi Trail of Lower Denmark Road to within Sand Patch reserve	Medium term
2.	Install new Munda Biddi wayfinding signage	Medium Term
Trail Model Opportunities	Constraints	Relevant Stakeholders
Individual Trail Networks	PDWSA, Threatened or Priority Flora, Recreation user conflict, Scale of site, Land use conflict, Surrounding land use, Private land access, Social impacts, Environmentally sensitive clearing area, Ground composition and conditions	CoA, DoW, DoL, ANT, DSR, NRM, GSDC, LIC, AMTBC, MBTF, WAMBA, ABG, BTF, AEC
Key Features	Complimentary Features	Existing Infrastructure
Coastal Landscapes, Limestone Cliffs and Outcrops, Coastal Vegetation.	Wind Turbines, Bibbulmun Track, Sandpatch Hut	Windfarm Car Parks, Toliets and Lookouts, Albany Equestrian Centre

USER GROUP LOCATION COMPATIBILITY (IF NOT LISTED, VERY LOW COMPATIBILITY)

User Group	Sub Group	Trail Type	Classifications	Deliverability	Opportunity
Walkers	Leisure and Bush Walker		3 4	Short	Good
Equestrian	Leisure Rider, Endurance Rider		Easy, Intermediate and Advanced	High	Excellent
Climbing				High	Average
Interpretation				High	Good

G. TORNDIRRUP NATIONAL PARK & DISCOVERY BAY

Land Tenure	Land Manager	Major Development Model	Site Opportunity	Site Deliverability
National Park	DPaW	Trail Centre	Excellent	Low

OVERVIEW

BACKGROUND

Torndirrup is a wild and rugged coastal National Park, known for its spectacular wave-carved features and stunning lookouts including the Natural Bridge, The Gap and The Blowholes. Torndirrup is a relatively large uninterrupted landform featuring huge granite outcrops, diverse terrain and excellent coastal views. The nearby Discovery Bay Tourism Experience offers a number of attractions including an historic Whaling Station, Wildlife Park and Botanic Garden.

Whilst Torndirrup has a number of constraints that restrict its short term development it provides an excellent opportunity to create a remote and authentic outdoors experience. Deeply connecting the user to the raw natural features and stunning vistas. By focusing and connecting trail development to the existing commercial tourism operations at Discovery Bay, an opportunity exists to develop a world class trail centre. Developing Discovery Bay as a Trail Centre through a private public partnership would be similar to other successful trail centres throughout the world, particularly in the United Kingdom. The trail centre would provide accessible trails, visitor services and other associated services and facilities. Many of which already exist, enabling investment development of Discovery Bay (established location) to focus on trail development rather than infrastructure development. Most importantly, like other trail centres throughout the world, it provides multiple attractions within the one location catering for diverse demographics including families. The commercial front of Discovery Bay enables a user pay systems to be incorporated contributing to the ongoing management of the greater trail system.

Torndirrup contains a number of existing walking trails, with some additional use by kayakers, climbers and aquatic users. The most significant opportunity in the area is to develop mountain bike trails connecting users to the natural landscape and iconic features of the National Park. A trail system focused between Discovery Bay and Peak Head featuring the stunning coastal views and beaches, huge granite outcrops, limestone formations and unique coastal vegetation. With additional trails developed in the coastal landscapes, The Gap and Flinders Peninsula providing world class trail opportunities. While a costly undertaking due to the nature of the site and its ground conditions, the development of trails highlighting these natural features could become a World Class attraction propelling Albany as a mountain bike trails destination into the international market.

In addition to mountain bike trail development, revitalisation and expansion of the existing trail opportunities in the area would further enhance Torndirrup as a standalone trail destination. A well designed walking trail network including trails suitable for trail running would be ideally connected and promoted through the trail centre.

G. TORNDIRRUPT NATIONAL PARK & DISCOVERY BAY

There are a number of existing formal car parks in Torndirrup National Park primarily utilised by general tourists. The existing attraction sites already reach capacity in peak seasons and do not have the capacity to be promoted as trailheads; however trailheads promoting the trails within the region should be developed at the key sites.

The focus of the trail centre would be to develop a single location from which trails information is accessed and all trails originate from. This allows management of the trail system and users. Ideally located at Discovery Bay with full trail centre infrastructure including, parking, trailhead, signage and amenities. Additional services could include visitor services, café, map sales, bike hire, kayak hire, trail related product sales and tours.

In addition to the proposed trails and trail centre, a primary connection from Discovery Bay to the Albany Harbour Path would connect the proposed trail centre to the City Centre. This connection is a long term, lower priority project than the development of trail networks within Torndirrup.

Due to the conservation nature of the site and the significant constraints; Public Drinking Water Source Area, Environmentally Sensitive Clearing Regulations, occurrences of Priority and Threatened Flora and difficult ground construction conditions a robust planning process is required to guide development of a recreation master plan for the area. The successful development of appropriate trails in the locations has the potential to become an internationally significant trail location.

Torndirrup currently offers the following:

Trail Networks

- Sharp Point, Blowholes, Stony Hill, Peak Head, The Gap and Natural Bridge Trails
- Misery Beach and Salmon Holes
- Bald Head Isthmus Hill

Key Recommendations for Future Consideration:

Torndirrup has a number of formal and informal trails that are based around the main attractions and their car parks. The majority of the trails are short and primarily used for accessing natural attractions such as The Gap and Natural Bridge. Two longer distance trails access Peak Head and Bald Head.

Whilst the existing trails offer iconic views and stunning landscapes, they are linear in fashion and not highly accessible or desirable. The Bald Head trail is one of the premier day walks in Western Australia however it is poorly promoted and signed. Long term development of a highly accessible and desirable looped trail system with interpretation from the proposed trail centre would rival some of Australia's top short walks.

G. TORNDIRUP NATIONAL PARK & DISCOVERY BAY

While the Bibbulmun Track features some iconic landscapes and there are a number of excellent trails within Albany and Torndirrup, at present none can be promoted as world class quality trails. The iconic natural features of Torndirrup provide Albany and the state with a unique opportunity to develop a coastal trail connecting the precincts iconic natural sites. A high quality dual use feature trail catering for both cyclists and walkers. Beginning at Discovery Bay and connecting to Misery Beach, Isthmus Hill, Salmon Holes, Peak head, Jimmy Newells, The Blowholes, The Gap and The Natural Bridge before returning across the ridgeline connecting Stony Hill and finishing at Discovery Bay. The coastal trail would immerse visitors and reinforce Discovery Bay as a genuine trail centre.

Torndirrup National Park offers the most significant mountain bike focused opportunity in the City of Albany, due primarily to the proximity to the City Centre, the existing facilities located at Discovery Bay and the outstanding natural opportunities surrounding the site. While the typically sandy terrain will result in high construction costs, the natural landscapes and coastal granite features potentially offer some of the most unique riding opportunities within Western Australia.

Ideally the trail centre would cater for approx. 40km of purpose built single track trail, catering for enthusiasts from beginners to expert and focusing on Cross Country and All Mountain style riding. The nature of the National Park would preclude overdeveloped flow trail and instead focus on trails which connect the user with the natural landscape featuring granite outcrops, coastal cliffs and dense coastal vegetation.

It is essential that the proposed developments on The Mounts are undertaken prior to the development of Torndirrup to ensure that a mountain bike community is established to assist with the management of the facility. Together, the mountain bike trails on The Mounts and the proposed trail centre facility at Torndirrup would achieve over 80km of trail, which is the recommended minimum to become a nationally significant mountain bike destination. The focus of the trail network should be a stacked loop system emanating from a Discovery Bay trailhead connecting with the area's key natural features. The proposed Dual Use beginner coastal trail would be the catalyst for the development of a full range of trails. Due to the scale of the site and the constraints associated, additional trails would need to be identified through a detailed planning process.



G. TORNDIRUP NATIONAL PARK & DISCOVERY BAY

RECOMMENDATIONS

1.	Upgrade the Bald Head Trail.	Short Term
2.	Install new trail head and way finding signage on Bald Head Trail	Short Term
3.	Install Frenchman Bay Paddle Trail buoy signage and interpretation	Short Term
5.	Install Paddle Trailhead, Information and formal launching point at Discovery Bay	Short Term
6.	Development of a Torndirrup Mountain Bike and Walking Trail Centre Master Plan	Medium term
7.	Construct Coastal Feature Trail (Dual Use).	Medium term
8.	Construct Misery Beach Circuit Trail (Dual Use)	Medium term
9.	Construct Salmon Holes Circuit Trail (Dual Use).	Medium term
10.	Install climbing trailhead and Trail Centre signage.	Medium term
11.	Installation of interpretation and wayfinding signage on Pedestrian Trails.	Medium term
12.	Construction of a nationally significant cross country mountain bike trail network	Long Term
13.	Development of trail connections to the Albany Harbours Path.	Long Term

Trail Model Opportunities	Constraints	Relevant Stakeholders
Trail Centre from Discovery Bay	Conservation reserve, PDWSA, Threatened or Priority Flora, Environmentally sensitive clearing area, Distance from population centre, Ground composition and conditions	DPaW, CoA, DoW, DSR, NRM, GSDC, LIC, AMTBC, WAMBA, AWW

Key Features	Complimentary Features	Existing Infrastructure
Coastal Landscapes, Granite Outcrops and Headlands, and Unique vegetation	Natural Bridge, The Gap, Blowholes, Sharp Point, Stony Hill, Peak Head, Salmon Holes, Bald Head, Misery Beach	Numerous Car Parks and Lookouts, Discovery Bay Tourism Experience

USER GROUP LOCATION COMPATIBILITY (IF NOT LISTED, VERY LOW COMPATIBILITY)

User Group	Sub Group	Trail Type	Classifications	Deliverability	Opportunity
Walkers	Families with Young Children, people with some bushwalking experience and experienced bushwalkers.		2 3 4	Low	Excellent
Cyclists	EN SR	XC AM	GN BU BL DB	Low	Excellent
Climbing				Moderate	Good
Paddle	LP RP	FW	S03 S04	High	Excellent
Interpretation				Moderate	Good

J. MOUNT MARTIN & GULL ROCK NATIONAL PARK

Land Tenure	Land Manager	Major Development Model	Site Opportunity	Site Deliverability
Reserve and National Park	DPaW	Trail Network	Good	Moderate

OVERVIEW

BACKGROUND

A 30 minute drive from central Albany Mt Martin Botanical Reserve and Gull Rock National Park form a prominent and diverse landform. A range of walk trails exist in Mt Martin Botanical Reserve which starts from the Ledge Beach Road car park. The car park has dilapidated trail head signage which is representative of the area's signage generally with significant improvements required in the short term. Mt Martin lacks direct accessibility which has the potential to limit the area's desirability and potential for immediate trail development. However as Albany grows as a trail destination Mt Martin has the potential to play an important role in providing alternate and more authentic trail offerings.

The area's largely uninterrupted landform, topography, stunning vistas, diverse vegetation and good ground composition make it ideal for both enhanced walk trails and development of mountain bike trails. Innovative solutions to access Mt Martin from Emu Point would increase accessibility with potential for the crossing of the relatively narrow passage featuring as part of the unique Albany trail experience.

Mt Martin and Gull Rock National Park have a number of constraints which require consideration and planning for. There are occurrences of priority and threatened flora, threatened priority ecological communities and large stands of Banksia exist which are particularly susceptible to Phytophthora dieback. These constraints inform thorough planning including following the recommended development process with sustainability as a key outcome.

Mt Martin boasts a large network of existing walk trails. In order to meet demand and increase use of the existing trails, improvement and upgrade to a dual use walk and mountain bike trail is recommended. Due to the topography and ground conditions further mountain bike trail development would be most suited to specific areas within both Mt Martin Botanical Reserve and Gull Rock National Park and a detailed investigation into the development of this trail network is recommended. Although not as high priority as mountain bike trail development within Torndirrup, this project is viewed as a more deliverable project due to reduced constraints.

Gull Rock National Park also has a number of Off Road Driving tracks with significant historic use of the area. The informal use of the area has created numerous tracks with

J. MOUNT MARTIN & GULL ROCK NATIONAL PARK

significant track widening and edge effects. Potential lies in improving the area significantly by developing it into a single direction system with clear signage and track alignments, vegetating closed alignments. This may also suit development of the area for licensed trail bike use. Any off-road trails should be targeted at recreation users utilising the network for accessing destinations, they should not be targeted at developing 4WD enthusiast trails.

RECOMMENDATIONS

1.	Upgrade and Improve trailhead and wayfinding signage on existing Mt Martin Walk Trails.	Short Term
2.	Improvement and partial realignment of existing pedestrian based trail network to become dual use mountain biking trail.	Short Term
3.	Development of a Mountain Bike strategy for the combined area.	Short Term
4.	Development of a cohesive and directional Off Road Driving system within Gull Rock National Park.	Medium term
5.	Improvement of existing car park.	Medium term
6.	Development of a purpose designed Mountain Bike trail network.	Medium term

Trail Model Opportunities	Constraints	Relevant Stakeholders
Walking and Mountain Bike	Conservation reserve, Threatened or Priority Flora and Ecological Communities, Aboriginal heritage, Access and distance from population centre, Ground composition and conditions	DPaW, MMCG, CoA, DSR, NRM, GSDC, AMTBC, WAMBA, ABG, LIC

Key Features	Complimentary Features	Existing Infrastructure
Coastal Landscapes, Granite Outcrops and Headlands, Wetlands and Unique vegetation	Gull Rock, Ledge Point, Ocean Views	Whale Lookout, Car Park at Ledge Beach

USER GROUP LOCATION COMPATIBILITY (IF NOT LISTED, VERY LOW COMPATIBILITY)

User Group	Sub Group	Trail Type	Classifications	Deliverability	Opportunity
Walkers	Users with some bushwalking experience and experienced bushwalkers.		2 3 4	Moderate	Good
Cyclists	EN SR	XC AM	GN BU BL	Moderate	Good
Off Road Drivers				Moderate	Good

K. KALGAN RIVER

Land Tenure	Land Manager	Major Development Model	Site Opportunity	Site Deliverability
Reserve - Recreation	City of Albany	Trail Network	Good	Moderate

OVERVIEW

BACKGROUND

The Kalgan River catchment area starts west of the Stirling Ranges to Oyster Harbour and King George Sound. The area of review is the narrow reserves and private land captured between the upper and lower Kalgan bridges. The river edge is dominated by stunning paperbark trees and the upper river banks feature Marri and Jarrah. Along the banks there are granite outcrops providing excellent viewing points. The steep banks separate the river from private farmland. In a number of areas the private land reaches the water's edge.

The river has a number of sites of both Aboriginal and European heritage significance and these require consideration when developing trails. Remains of Aboriginal fish traps are located at the natural rockbar and the Kalgan River generally has significant Noongar heritage. There is an opportunity for interpretation.

The Luke Pen walking trail traverses the eastern bank of the river. The trail is used by both Mountain Bikers and Walkers with potential for conflict. The linear nature of the trail results in limited use of the central section of the trail which has become overgrown.

Key to the successful short term redevelopment of the area will be improvement of the existing trail and upgrading to a dual use, walk and mountain bike trail. Longer term there is significant opportunity to create a looped trail connecting trails on both river banks via the existing bridges.

The significant Aboriginal heritage and connection with the water along the Kalgan River provides an opportunity to create an interpretation paddle trail from the existing trail head. The sheltered waters suit a beginner level paddle trail. There also exists an opportunity for the launching point to act as a platform to promote exploration of the lower section of the Kalgan River.

Kalgan River development opportunities include:

- Upgrade and realignment of Luke Pen trail to become dual use.
- Install new and improved signage along Luke Pen trail including interpretation signage.

K. KALGAN RIVER

- Upgrade and expand southern and northern trail head and carparks.
- Develop paddling launch points and trails.
- Expand and develop Luke Pen walk to become loop trail traversing both banks of river.

RECOMMENDATIONS

Walking & Mountain Bike Trail Network & Infrastructure (Dual Trail Use, Regional Significance & Moderate Priority)		
1.	Undertake trail plan and feasibility study into developing Kalgan River 25km Loop Trail	Short Term
2.	Upgrade and realign Luke Pen Walk Trail to become green dual use trail	Medium Term
3.	Upgrade and expand southern and northern trail head and carparks	Medium Term
4.	Install wayfinding and interpretive signage	Medium Term
5.	Construct Kalgan River Loop Trail	Long Term

Paddle Trail Network & Infrastructure (Single Trail Use, Dual Direction, Regional Significance & High Priority)		
1.	Install Paddle Trail buoy signage and interpretation	Short Term
2.	Install Kalgan Paddle Trail launching point at existing southern Car Park	Short Term

Trail Model Opportunities	Constraints	Relevant Stakeholders
Dual use loop trail, Paddle Trail, Interpretation	Aboriginal heritage, European Heritage, Threatened or Priority Flora, Distance from population centre, Ground composition and conditions	CoA, DSR, DoL NRM, GSDC, LIC, ABG, AMTBC

Key Features	Complimentary Features	Existing Infrastructure
Kalgan River, Honeymoon Island, Diverse and unique vegetation	Natural granite rock bar, Kingfisher Shelter	Luke Penn Trailheads and Carparks, Amenities

USER GROUP LOCATION COMPATIBILITY (IF NOT LISTED, VERY LOW COMPATIBILITY)

User Group	Sub Group	Trail Type	Classifications	Deliverability	Opportunity
Walkers	Leisure and Bush Walker		3 4	Short	Good
Paddle	Leisure and Recreational Paddler	Flat Water	S01 S02	Short	Excellent
Mountain Bike	Enthusiast Mountain Bikers, Leisure Cyclists	Cross country	Green	Short	Good
Interpretation				Short	Excellent

U. POIKECLERUP

Land Tenure	Land Manager	Major Development Model	Site Opportunity	Site Deliverability
Reserve - Gravel	City of Albany	Gravity Trail Network	Good	High

OVERVIEW

BACKGROUND

Poikeclerup is located to the North East of Gull Rock National Park. Accessed via Nanarup Road it is surrounded by private land and Nature Reserve. Although not within close proximity to Albany it does have excellent access direct to the site. Poikeclerup has a long standing history of use by mountain bikers who have created a number of informal gravity focused trails. The area possesses a number of key features which make it ideal for the development of gravity focused trails.

The reserve has been historically used for gravel extraction but still has significant tracts of untouched vegetation in good condition with diverse vegetation types. The area features a number of granite outcrops on steep terrain with a range of ground conditions.

There is potential to formalise and improve the area significantly by developing the area into a gravity focused mountain bike trail network with diverse trail types and classifications.

A large proportion of the reserve has Threatened / Priority Ecological Communities within it and due to the proximity of the area to Nature Reserve, it is vital that any future development of the area is formal and considers the potential threat to this conservation estate.

Recommendations for consideration:

- Gravity orientated trail network comprising of a series of descent focused trails which start at the high point of the reserve and traverse the terrain to the natural low point of the reserve.
- A diverse range of trails including flow and technical trails catering for intermediate and above mountain bike gravity users.
- A vehicle access road for shuttling riders from the reserve base to the trail starting point.
- A climbing trail catering for users who do not wish to utilise a shuttle based uplift.
- Trail head signage at the trails start point with a vehicle turn around point and small car park.
- Car park located at the bottom of the descents in the reserve.
- A focus on natural terrain and manmade features to create technical trail features which challenge the users and focus on speed, flow and technical ability.

Due to the proximity of the reserve, the risk of user conflict is significantly reduced; however risk still needs to be managed through planned and designed trails with appropriate signage. As part of an overall concept plan for the area the site would benefit from an initial audit to assess safety and appropriateness.

The following trails and trail infrastructure are recommended:

- Development of a Mountain Bike concept for the area
- Development of car park and trail head
- Development of a purpose designed gravity focused mountain bike trail network

RECOMMENDATIONS

1.	Undertake trail planning auditing existing trail and prioritising development of new trails.	Short Term
2.	Formalise existing suitable trails and create trailhead signage and waymarking.	Short Term
4.	Develop of new gravity focused mountain bike trails.	Medium Term
5.	Formalise car shuttle trail.	Medium Term
6.	Develop parking facilities.	Medium Term

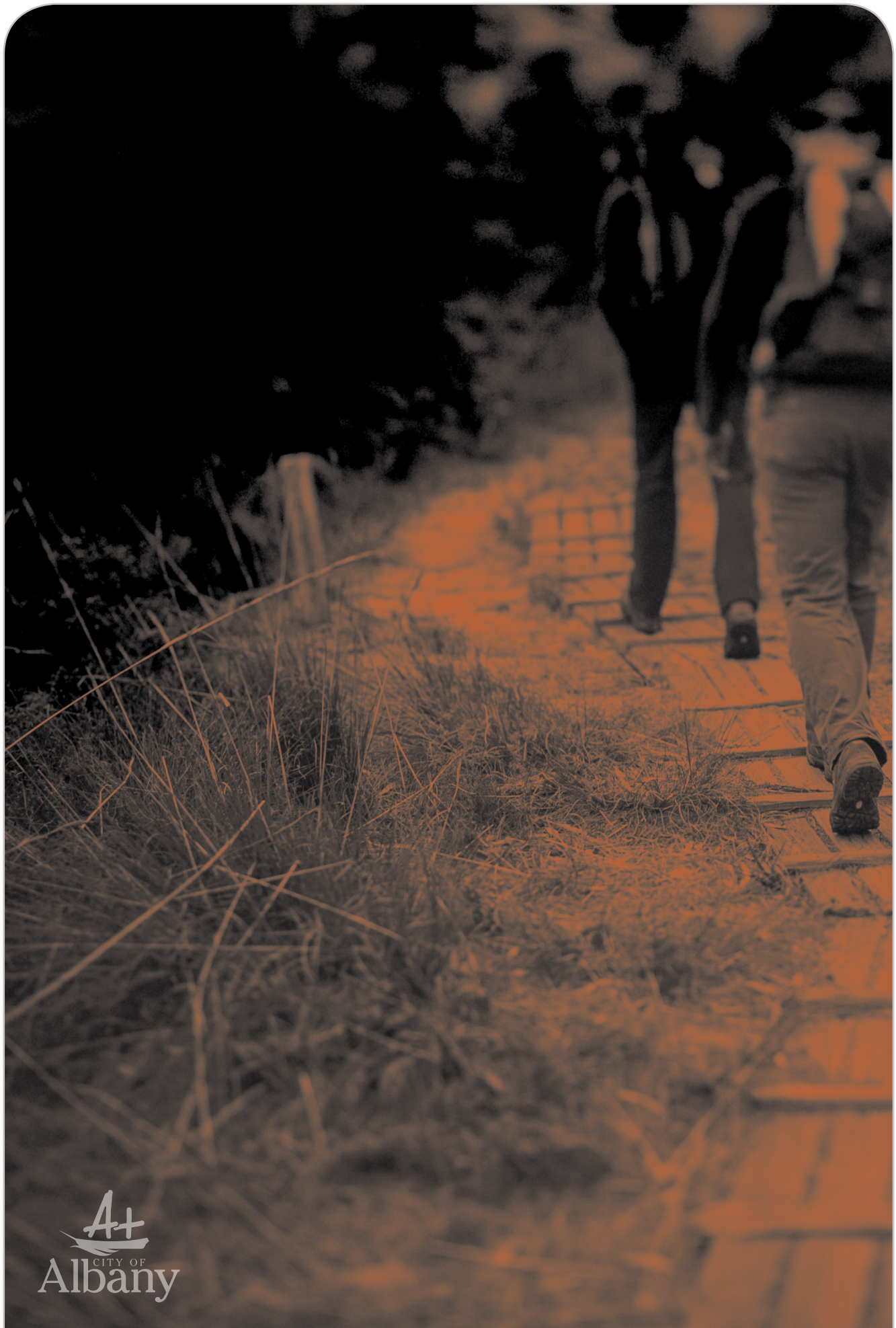
Trail Model Opportunities	Constraints	Relevant Stakeholders
Mountain Bike Trail Network	Aboriginal heritage, Neighboring Threatened or Priority Flora, Threatened / Priority Ecological Communities, Distance from population centre, Ground composition and conditions	CoA, DSR, NRM, GSDC, LIC, AMTBC

Key Features	Complimentary Features	Existing Infrastructure
Significant Topography and Unique Terrain	Granite Outcrops	Nil

USER GROUP LOCATION COMPATIBILITY (IF NOT LISTED, VERY LOW COMPATIBILITY)

User Group	Sub Group	MTB Trail Type	Classifications	Deliverability	Opportunity
Cyclists	GR	DH AM	BU BL DB	High	Good





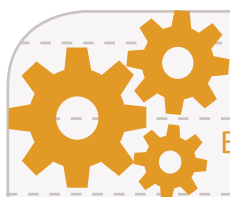
City of Albany

Trails Hub Strategy

Background and Review:
International/National/State

volume 3





BACKGROUND AND REVIEW: INTERNATIONAL/NATIONAL/STATE



SECTION 1: EXISTING PLANS AND POLICIES

- 3.1 State and National Policies
- 3.2 Regional Plans
- 3.3 GS CORE Feasibility Study
- 3.4 City of Albany Policies and Plans
- 3.5 Other Plans and Reports

3



SECTION 2: BENCHMARK RESEARCH AND PLANS

- 3.6 Interstate and Overseas Research and Plans
- 3.7 International Case Studies
- 3.8 Framework for World Class Trails Hub
- 3.9 Trails WA – Overview
- 3.10 Munda Biddi Trail Foundation Cycle Friendly Business

15



SECTION 3: TRAILS TOURISM MARKET SEGMENT

- 3.11 Trails Town
- 3.12 Cycle Tourism and Off Road Cycling

21



SECTION 4: OTHER

- 3.13 Background on Tenures

26

CONTENT

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. responsibletourism.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 Clarences' 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 20010 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 Biddi

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

SECTION 2: BENCHMARK RESEARCH AND PLANS



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.

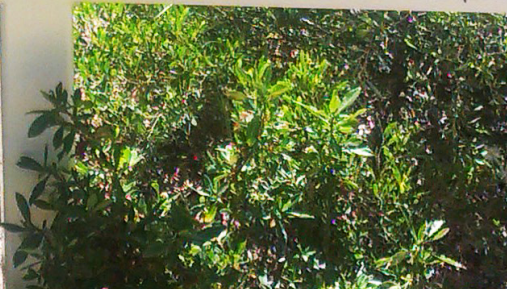
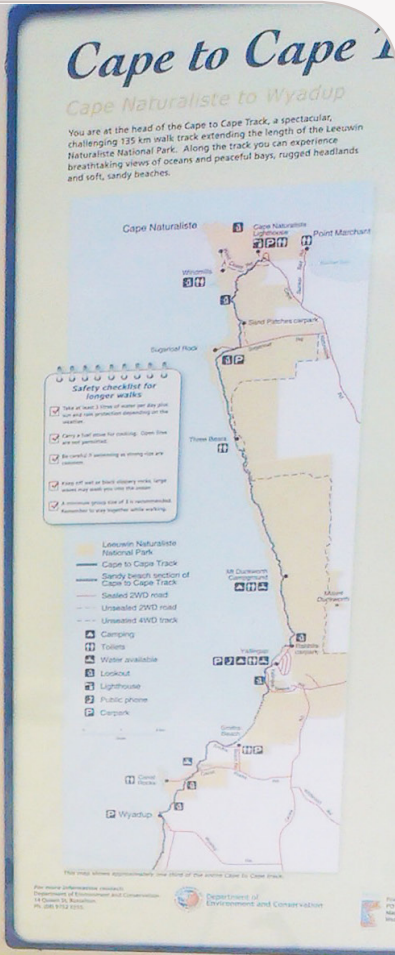
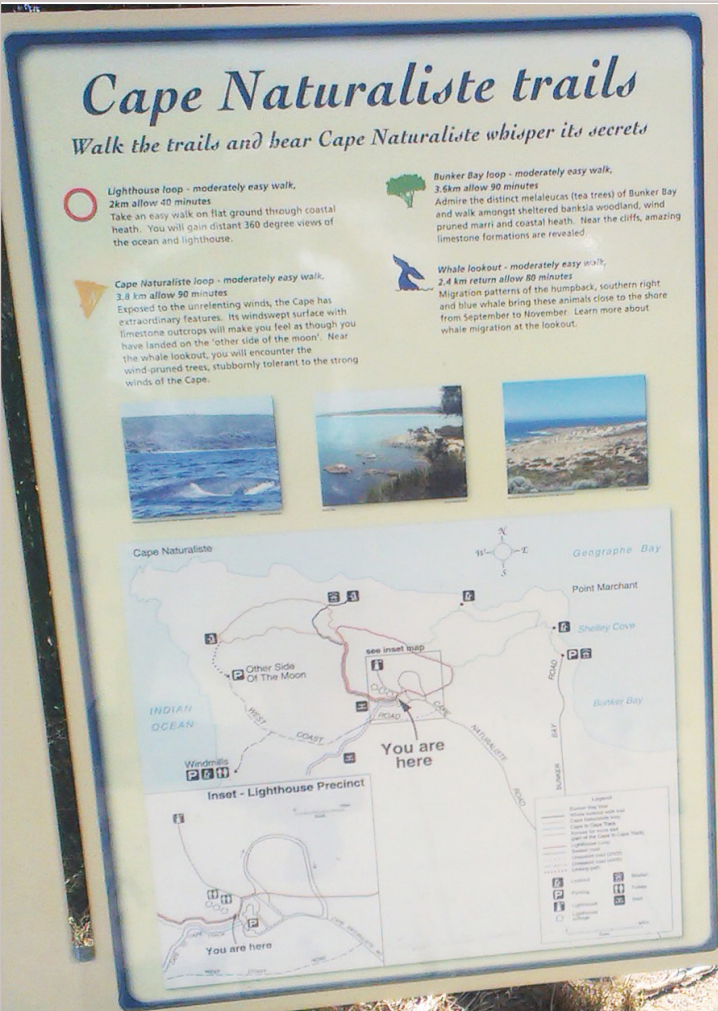
INVEST TASMANIA WEBSITE

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



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.





3.7 INTERNATIONAL CASE STUDIES

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

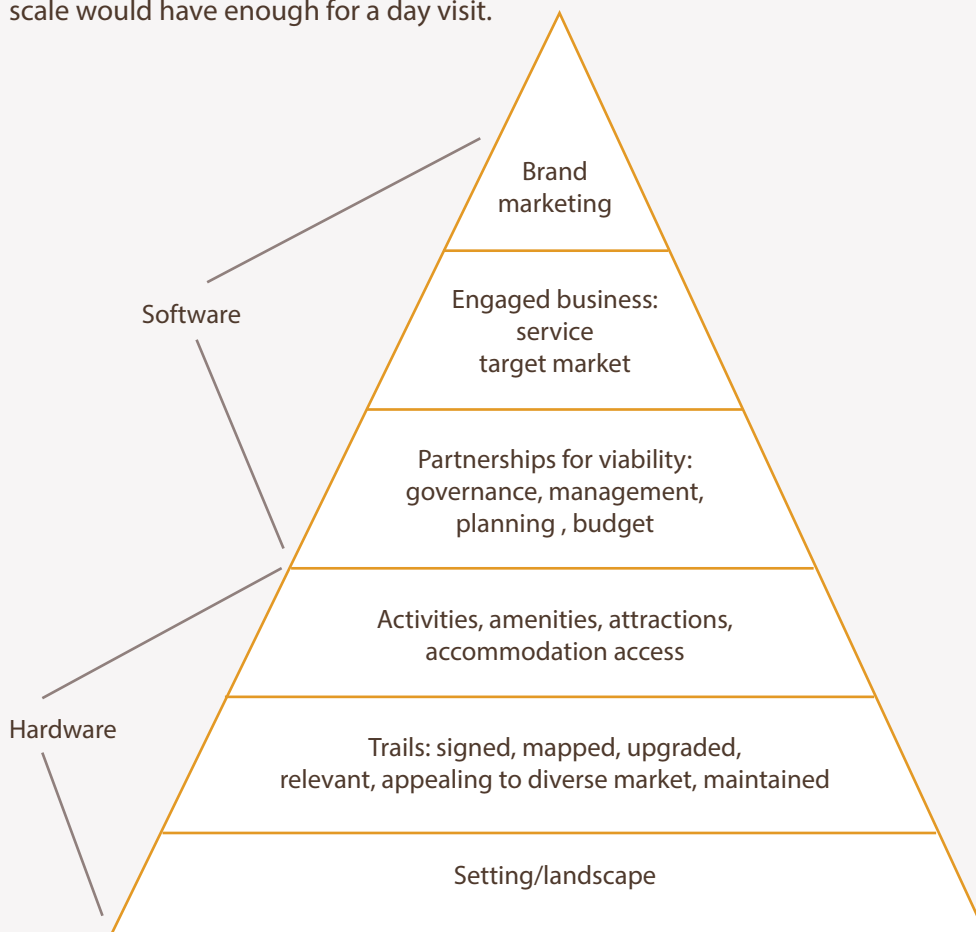
Trail Hub Name	Unique features	Critical Success Factors and Comments
Great Allegheny Pass	318 miles. Coalition of 7 trail groups. Free 700,000 trips annually	Partnerships and government support to optimize town servicing for and support of trail users.
Bike Oisens	31 routes plus access to resorts which 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

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



SECTION 3: TRAIL TOURISM MARKET SEGMENTS

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 Foundation¹, '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.

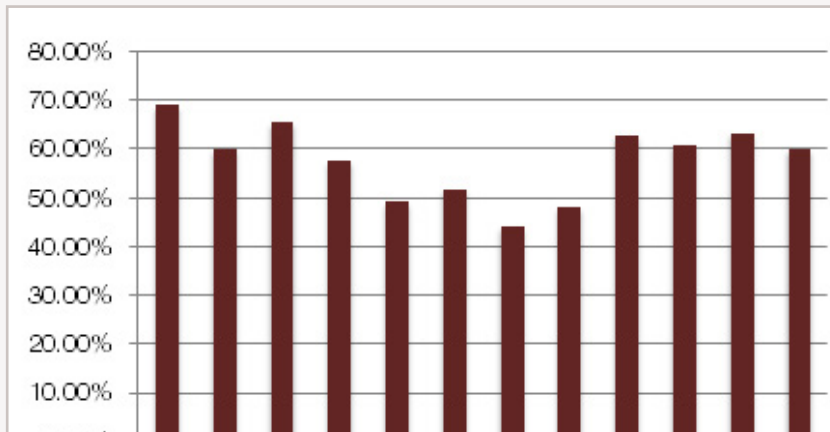
Graph 1 shows that international visitors 'punch above their weight' relative to domestic visitors when it comes to how many of them indicate that they "go cycling" when visiting

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.

SECTION 3: TRAIL TOURISM MARKET SEGMENTS



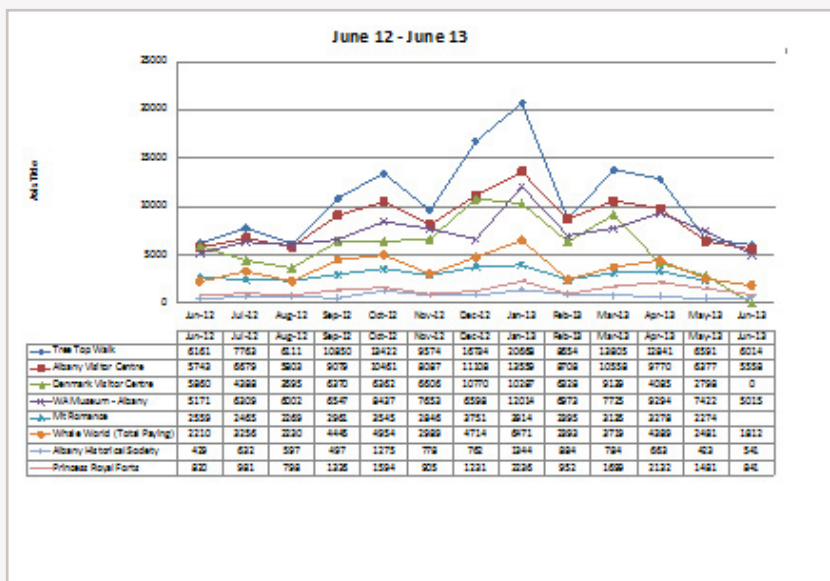
WA and their expenditure is equally significant. The average international visitor to WA spent \$2928², and international cycle tourists spent on average \$5005. The international cycle tourist is clearly a lucrative market segment.



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.³

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.



SECTION 4: OTHER



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.



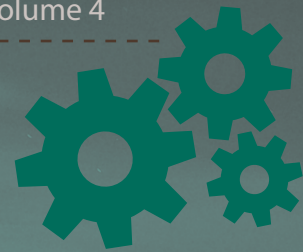


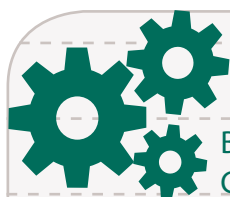
City of Albany

Trails Hub Strategy
Background and Review:

City of Albany & Community Consultation

volume 4





BACKGROUND AND REVIEW: CITY OF ALBANY AND COMMUNITY CONSULTATION



Introduction

3



SECTION 1: TRAILS AUDITS

- 4.1 Introduction
- 4.2 Audits and Assessment of Existing Trails
- 4.3 Trail Use in Albany

4



SECTION 2: ALBANY TOURISM

- 4.4 Nature of Tourism in Albany
- 4.5 Market Research Survey

13



SECTION 3: ALBANY TRAILS HUB ASSESSMENT

- 4.6 Capacity Audit
- 4.7 World Class Trails Hub Inventory Assessment
- 4.8 Assessment of Services Five A's
- 4.9 Assessment of Marketing, Governance and Tenure
- 4.10 Albany Trail Type Opportunity and Management Analysis
- 4.11 Outdoor Participation and Unique Selling Proposition (USP) in Great Southern

20



SECTION 4: COMMUNITY CONSULTATION

- 4.12 Community Consultation
- 4.13 Community Engagement Workshops
- 4.14 Trails Noongar Consultation Summary
- 4.15 Review of Great Southern CORE community consultation
- 4.16 PCG Feedback and Analysis
- 4.17 Community Engagement Report

39

CONTENT

INTRODUCTION



Evolve was commissioned by the City of Albany to prepare a World Class Trails Hub Report in 2014 — 2015, which provided the basis for a comprehensive assessment of Albany's current and future position as a World Class Trails Hub. The Background report included specific analysis of Albany's position and included:

- Audit of the existing trails network
- Assessment of Albany's status as a Trails Tourism Hub
- Assessment of current tourism and marketing status and development opportunities
- Survey of Albany trail users
- Extensive community consultation process

The information contained in this volume helped to develop the strategic directions and actions for the City of Albany Trails Hub Strategy.



Melanie Price

SECTION 1: TRAILS AUDITS

4.2 AUDITS AND ASSESSMENT OF EXISTING TRAILS



INTRODUCTION

As previously mentioned, in the context of this strategy 'trails' have included all **non-motorised** activities such as walking, horse riding, off-road/rail trail cycling, mountain biking, aquatic trails (such as kayak trails and diving trails), rock climbing and interpretive/heritage trails. Urban footpaths and shared paths were considered if they created connections onto a mapped trail or potential trail centre or trail head location.

The management of trails is determined by the land owner or manager. The following trails were considered for the audit, based on the land owner (in priority order):

- ✓ Trails managed by the City of Albany (audited)
- ✓ Trails managed by DPaW (reviewed)
- ✓ Iconic Regional Trails with sections within City of Albany (reviewed and considered)
- ✓ Other Regional Trails outside of City of Albany (considered)

As a significant proportion of trails within the study area reside on land not managed by City of Albany, these trails were reviewed to ensure balance and identification of the key gaps in trail provision. Albany has also been identified as the regional hub for many of the greater region's iconic trail offerings and these were considered within the audit.

To undertake the assessment, trail locations were identified through stakeholder consultation, PCG feedback site visits and a review of review of existing marketing collateral. A desktop audit of identified trails was undertaken using information sourced from previous trail planning documents and stakeholder consultation. Physical assessments of trails and associated infrastructure was undertaken reviewing the variety of trails on offer, their general condition, key issues, the type of natural and physical environment and the overall trail experience.

The trails were audited on their suitability and opportunity to support the vision of Albany being a World Class Trails Hub. It was based on a comprehensive range of criteria including: existing supply, site opportunity, site deliverability, user group suitability, market potential, land management, physical condition and trail experience. The detailed audit and assessment of trails informed the recommendations, objectives and actions.

AUDITED TRAILS

Information gained has been collated into this trail audit database. Where appropriate trail networks have been grouped by areas or aspirational connections. Naming and numbering standards from the City of Albany's Reserve team have been followed where possible.

The audited trails database follows on pages 5 and 6. Based on the audit, specific trails projects have been prioritised and are covered in detail in Volume 2.

SECTION 1: TRAILS AUDITS

4.2

AUDITS AND ASSESSMENT OF EXISTING TRAILS

**REVIEWED TRAILS**

Albany is renowned for its coastal trails, many of which are within City of Albany boundaries but managed by others land holders. Typically these trails are located within National Parks and are managed by the DPaW. However other tenures and management such as private land and community management were also considered. The key offerings outside of the City of Albany's management include:

Long Distance Trails – Bibbulmun Track and Munda Biddi Trail

Two world class trails (Bibbulmun and Munda Biddi) have their southern terminus in Albany. These iconic trails supporting Albany's objective to become a recognised Trails Hub. The Treetop Walk and Granite Skywalk are highly visible and promotable attractions with international appeal and promotion potential.

The Bibbulmun Track is one of the world's great long distance walk trails, stretching nearly 1000km from Kalamunda to Albany, with 113km of the Bibblumun Track within the City of Albany. The linear trail offers a wide range of experiences, from short walks to end to end trips. The trail is managed by DPaW and features boardwalks, lookouts footbridges and campsites.

The Munda Biddi is one of the world's great long distance nature based off road/rail trail cycling trails, stretching 1000km from Mundaring to Albany, with 62km of the Munda Biddi Trail within the City of Albany. The linear trail offers a wide range of experiences, from day rides to end to end trips. The trail is managed by DPaW and features boardwalks, lookouts footbridges and campsites. The majority of the trail in Albany is designed for off road/rail trail cycle touring and does not cater specifically for the identified mountain bike market.

Six of the thirty two trails listed in the Western Australian Top Trails promotion are in the Great Southern region.

Additional trails identified are:

Torndirrup National Park Walk Trails

- Sharp Point 0.5km
- Blowholes 1.6km
- Stony Hill Heritage Trail 450m
- Peak Head 4.3km
- Bald Head 12.5km
- The Gap and Natural Bridge 0.3km
- Salmon Holes 0.3k

West Cape Howe National Park Walk Trails

Tarbotton Track 0.6km

Two People Bay Nature Reserve Walk Trails

Two People Bay Heritage Trail 3km

SECTION 1: TRAILS AUDITS

4.2

AUDITS AND ASSESSMENT OF EXISTING TRAILS

**Mt Martin Botanical Reserve Walk Trails**

Ledge Beach to Voyager Park 11km

Multi Use (Walk, Cycling and Equestrian)

Torbay Elleker Rail Trail (forms part of Munda Biddi)

**SUMMARY**

A total of 147km of walk trail and 62km of off road cycle touring trail is located within the City of Albany but outside of its management. Off road cycle touring on the Munda Biddi trail is the only identified significant alternative trail type to walking, currently marketed.

CONSIDERED TRAILS

The Great Southern region boasts a number of significant and unique trail related offerings outside the City of Albany boundaries. Albany is already positioned and promoted as the hub for these regional products with many tourists accessing them on day trips. The key regional offerings are the Porongurup and Stirling Range National Parks. The trails on offer in these areas include;

Porongurup National Park Walk Trails

- Nancy Peak Circuit 5.5km loop
- Wansborough Walk 8km
- Bolganup Heritage Trail 600m loop
- Devils Slide 2.5 km
- Granite Skywalk 4km

Stirling Range National Park Walk Trails

- Bluff Knoll 6km
- Mt Toolbrunup 4km
- Mt Trio 3.5km
- Mt Hassell 3km
- Talyuberlup Peak 2.6km
- Mt Magog 7km

All of these trails are located in extremely unique elevated environments and offer fantastic views over Albany's Hinterland. A total of 49.2km of additional walking based trails within neighbouring national parks are accessed from Albany and are currently promoted. The Valley of the Giants Tree Top Walk is also a significant regional offering often accessed from Albany.

SECTION 1: TRAILS AUDITS

4.2

AUDITS AND ASSESSMENT OF EXISTING TRAILS



SUMMARY FROM AUDITED TRAILS

The trails audit found that Albany has a significant but unbalanced offering of trails. The balance between trail types and trail management is summarised below.

Trail Type	Managed by City of Albany	Within City of Albany LGA	Significant Regional Product	Total km (approx)
Walking	50km	147km	50km	250
Rail Trail Cycle Touring	13km	62km	75km	75
Mountain Bike	0.7km	0km	0km	1
Equestrian	30km	0km	0km	30
Paddling	0km	0km	0km	0
Climbing	0km	0km	0km	0
Aquatic	0.3km	0km	0km	0.2
TOTAL (approx)	94km	209km	125km	

Table 1: Existing Trail Offering

WALKING

Albany offers a significant amount of walking based trails with local and regional trail offerings. A total of 147km of walk trail is located within the City of Albany but is outside of its management. Within the City of Albany, 50km of managed trails currently exist but quality is variable and generally signage is poor. The overall trail quantity has National Destination Significance with sufficient trails for a holiday over a week of unique experiences but quality and supporting elements do not meet National Destination requirements.

EQUESTRIAN

Equestrian based trails are catered for at current levels with trail sufficient for a short break or weekend trip.

RAIL TRAIL CYCLE TOURING

Albany offers a significant amount of rail trail and cycle touring offerings. However, 62km of trail is located within the City of Albany but is outside of its management. Off road cycle touring (on the Munda Biddi) is the only significant alternative trail type to walking, currently marketed and promoted.

MOUNTAIN BIKE, AQUATIC AND CLIMBING

Mountain Bike, Aquatic and Climbing trails are under catered for and currently only meet Local Destination Significance requirements.

As with the local trail offerings, the majority of regional offerings outside of the City of Albany are walking and Rail Trail Cycle Touring trails and there are no significant alternative trail types.

SECTION 1: TRAILS AUDITS

4.3 TRAIL USE IN ALBANY



DPaW TRAIL USE

The following table provides information on trail use on a number of DPaW trails within the Lower Great Southern region. The information is gathered only from walking trails that have pedestrian counters.

Name	Tracks	User No
Stirling Range	Bluff Knoll — Walk Trail	17592
	Mt Hassell — Walk Trail	1725
	Mt Magog — Walk Trail	1122
	Mt Trio — Walk Trail	3485
	Talyuberlup — Walk Trail	1353
	Toolbrunup Peak — Walk Trail	3022
Torndirrup	Peak Head Walk Trail	919
	Wawa Block — Bibbulmun Track	1518
West Cape Howe	Shelley Beach Road Crossing — Bibbulmun Track	1130
	Tarbotton Walk Trail — Bibbulmun Track	1229
	TOTAL	33202

Table 2: Summary of Trail Use on DPaW Land

Bibbulmun Track

According to the 2008 Bibbulmun Track user survey there are 167,206 walks on the track each year. If 5% of these uses occur in the Albany end of the Track that represents 8,360 walks or 23 people per day. There were 120 registered end-to-enders in 2012, of which 62% were from WA, 27% were from interstate and 12% from overseas. Unfortunately not all end-to-enders register so this figure is considered an underrepresentation of total annual number of end-to-enders. Having said that end-to-enders are the minority with over 70% of use of the Bibbulmun Track known to be day walks.

Munda Biddi Trail

There were 9,590 Munda Biddi trail visits in 2010¹. This figure is low given it is based on the trail being from Perth to Nannup and excludes usage of Nannup to Albany. With the trail now completed this figure is considered a significant underestimate of total users on the Trail. Since opening of the completed trail in April 2013, there has been an estimated 50 end-to-end rides on the Trail. Also, since the opening in 2012 of the Albany to Denmark section, there will also be good use of the trail in Albany by locals and visitors for day trips, given the shortage of alternative off-road cycling routes.

The results of the market research survey undertaken for this project (see Section 4.5) indicate a high usage of both Munda Biddi and Bibbulmun Track in Albany and translate to both tracks playing a significant role on in Albany.

1. DEC: User Survey data.

SECTION 2: ALBANY TOURISM

4.4 NATURE OF TOURISM IN ALBANY



INTRODUCTION

Of the estimated 1,993,700 annual overnight visitors to Australia's South West (YE Dec 2012), 268,800 (13.5%) visited the City of Albany. Albany is therefore a relatively small tourism destination compared to the more high profile destinations within the South West region, such as Busselton and Margaret River². Table 3 shows that although Busselton and Bunbury are preferred by intrastate visitors to Australia's South West, Albany is increasing in popularity for Interstate visitors and International visitors. Trails development in Albany could assist in attracting greater visitors from all segments to Albany.

	YE Dec 2010/11/12 Average Annual Visitors	YE DEC 2010/11/12 %
Estimated Intrastate Visitors		
Busselton Region	468,000	29%
Bunbury (ASW)	332,700	21%
Augusta – Margaret River	298,700	19%
Southern Forests	226,000	14%
Albany	190,300	12%
Estimated Interstate Visitors		
Augusta – Margaret River	74,300	50%
Busselton Region	47,000	32%
Albany	43,300	29%
Bunbury (ASW)	36,300	24%
Southern Forests	30,000	20%
Estimated International Visitors		
Augusta – Margaret River	60,100	50%
Albany	34,800	29%
Busselton Region	27,700	23%
Bunbury (ASW)	25,900	22%

Table 3: Visitors to Key South West Destinations by Segment³

Of interest, 13% of all visitors to Albany are international visitors whereas only 6% of all visitors to Australia's South West are international visitors. While the difference may not be large, it may indicate that Albany has a greater 'pulling power' for international visitors when compared to visitation overall to Australia's South West⁴.

2. Tourism Western Australia, Overnight Fact Sheet, Australia's South West, Year Ending 2010/11/12 and Overnight Visitor Fact Sheet, Albany, Year Ending 2010/11/12

3. Source: Tourism Western Australia, Australia's South West Overnight Visitor Fact Sheet YE 2010/11/12

4. Tourism Western Australia, Australia's South West Overnight Visitor Fact Sheet Years Ending 2010/11/12 and Tourism Western Australia, Albany, Overnight Visitor Fact Sheet Years Ending December 2010/11/12

SECTION 2: ALBANY TOURISM

4.4

NATURE OF TOURISM IN ALBANY



VISITOR PROFILE

As outlined in the table below, most (86%) international visitors to Albany are visiting for holiday and leisure, with only 10% visiting friend and relatives⁵. A greater proportion of international visitors to Albany are there for holiday and leisure purposes, compared with international visitors to the whole of Australia's South West (78%) perhaps indicating Albany's international reputation as an attractive holiday destination. The promotion of Albany as a trails destination could add to this already established international reputation.

Visitor Origin	Domestic	International
No of Visitors	233,600 (87%)	36,400 (13%)
Demographic	Male 53% — Female 47%	Female 51% — Male 49%
	15—24 15%	15—24 14%
	25—44 30%	25—44 32%
	45—64 36%	45—64 38%
	65+ 19%	65+ 16%
Purpose	Holiday/leisure 51%	Holiday/leisure 86%
	VFR 25%	VFR 10%
	Business 16%	Business— 2%
	Other 8%	Other —2%
Travel party	Adult Couple 35%	Adult couple 42%
	Family 23%	Solo 37%
	Solo 20%	Friends/relatives 13%
	Friends/relatives 16%	Family 8%
	Other 6%	Other 1%

Table 4: Profile of Visitors to Albany⁶

The visitor profile indicates a majority of visitors in Albany are older. International visitors are mainly travelling in adult couples (42%) or alone (37%) whereas domestic visitors are predominantly adult couples (35%) and family groups (23%) with 20% travelling alone. Compared to the entire South West, relatively more international travellers to Albany travel in adult couples than alone. The slightly older age bracket and adult couple groups amongst visitors to Albany may be linked to its history and ANZAC heritage reputation.

5. Tourism Western Australia. Shire of Albany. Overnight Visitor Fact Sheet Years Ending December 2009/10/11

6. Source: Tourism Western Australia. Shire of Albany Overnight Visitor Fact Sheet Years Ending 2010/11/12

SECTION 2: ALBANY TOURISM

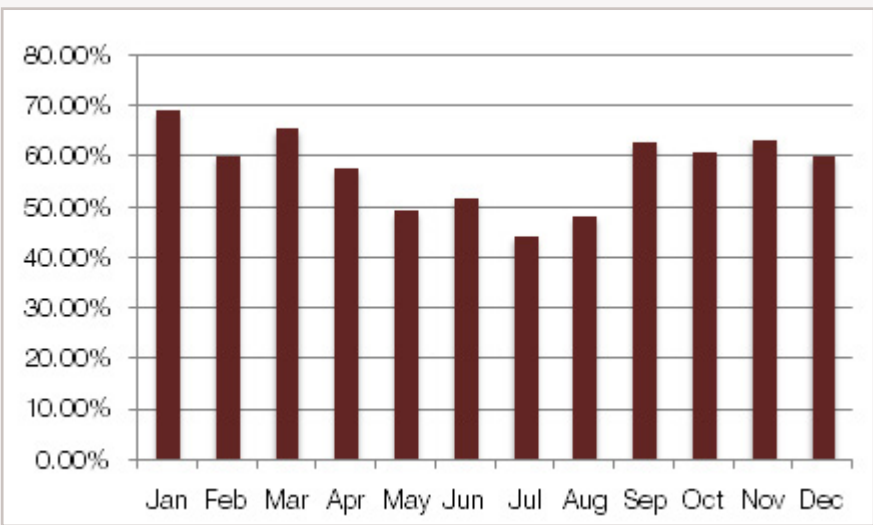
4.4

NATURE OF TOURISM IN ALBANY



OCCUPANCY AND SEASONALITY

As shown in the Graph below, peak season in Albany is currently January followed by October. Shoulder months are March, April and September. The lowest seasons are August and July. Compared to the whole South West, Albany is more popular in September and October whereas the rest of the South West appears to attract more visitors in December. The attractiveness of Albany in the shoulder periods seems relevant because Albany doesn't seem to be considered just a summer season destination and apart from the very coldest months (July and August) appears to do well for much of the year. Seasonality for Albany doesn't appear to be as affected by school holiday periods and unfavourable weather conditions as other locations.



Graph 1: Albany Room Occupancy Rate – Hotels, Motels and Serviced Apartments, 15 or more Rooms, 2012. Source: ABS

HOTEL OCCUPANCY ALBANY

As shown in Table 4 hotels, motels and serviced apartments with 15 or more rooms in the City of Albany had an average annual occupancy of 57.8% in 2012, which is slightly higher than the entire south west. Perth is widely known for its undersupply of hotel rooms and it therefore records a very high occupancy rate. Albany's relatively lower rate reflects a possible oversupply of hotel rooms. This could reflect a maturing tourism industry, where demand is not meeting with supply.

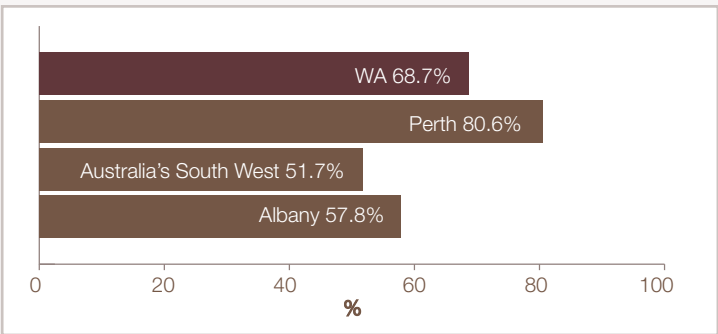


Table 5: Hotel Occupancy 2012

SECTION 2: ALBANY TOURISM

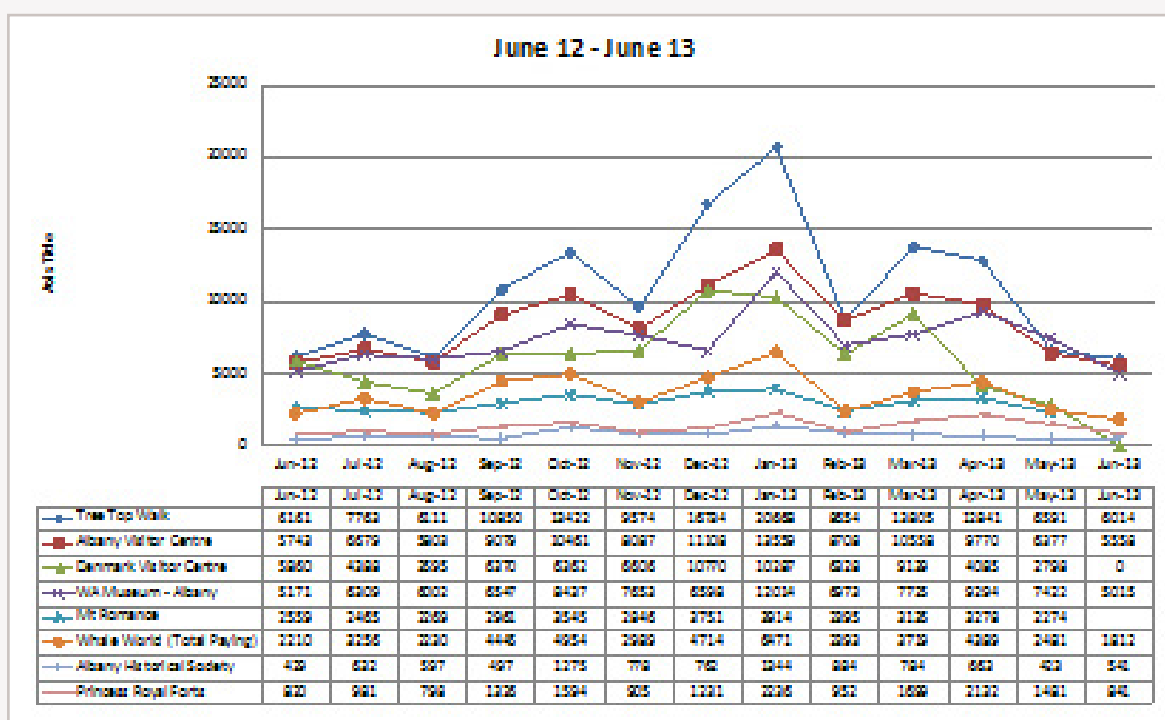
4.4

NATURE OF TOURISM IN ALBANY



VISITORS TO ATTRACTIONS

The graph below shows annual visitation to key attractions in the Lower Great Southern area. The purpose of the graph is to compare visitor numbers and seasonality across the region. The Tree Top Walk, which is approximately 1 hours' drive from Albany is clearly a major drawcard in the region. No other attraction in Albany is drawing nearly as many visitors and yet Denmark and Walpole which are the closest towns to the Tree Top Walk get lower overall visitor numbers than Albany. The result demonstrates the pulling power of an iconic tourism product and that people are prepared to drive to an attraction of interest, using Albany as a base. It could also indicate Albany's lack of a significant iconic tourism attraction with equal pulling power.



Graph 2: Visitors to Attractions in Lower Great Southern.

TOURIST AREA LIFE CYCLE

Albany appears to be a long haul destination attracting older couples and solo travellers and proportionately, more international visitors than other popular South West destination. Its distance from major population centres presents a challenge for it to attract weekend visitors. It is a mature destination with an oversupply of accommodation.

R.W. Butler created a model in 1980 of the "Tourist Area Life Cycle"⁷. The model hypothesises that tourist destinations pass through various stages of development. Linking the changing nature of the tourism market and motivations of the traveller over the lifecycle of the destination with the economic, social and physical impacts of those changes on the destination. The model describes how the initial force motivating tourists to visit a destination is typically the landscape or setting. As a tourist destination matures these attributes undergo change and the setting of the destination begin to reflect the imprint of an increasing numbers of visitors⁸. Once a destination has been developed, it may exceed its innate capacities and potentially lose its attractiveness to future tourists. At this point a destination can be rejuvenated with investment and redevelopment to attract new markets or it may decline.

SECTION 2: ALBANY TOURISM

4.5 MARKET RESEARCH SURVEY



A market research survey was conducted online via Survey Monkey to gauge insight into awareness and use of Albany trails. The survey was circulated to the databases of the Munda Biddi Trail Foundation, the Bibbulmun Track Foundation and through the Albany Visitor Centre.

SURVEY STATISTICS

There was a total response of 332; with 55% of respondents aged between 45—64 years, 28% aged 25—44 years, 16% aged over 65 years old and less than 1% under 24. 66% were male and 34% female.

SURVEY RESULTS

The results of this market survey indicate the following:

- Albany is already widely known for its unique natural beauty but not for its trails offering
- Walking is the most popular activity, in particular in iconic and unique natural locations
- Walking is primarily undertaken by tourists on DPaW managed land and the Mounts (City of Albany managed)
- Tourists visit coastal, iconic (well known) trails whereas locals are more likely to use local trails
- Albany is considered by tourists to have enough trails overall but focus should be on maintaining or improving walking trails (through signage) and promoting them better through print and online tools and creating new mountain biking trails and kayaking trails
- More mountain biking trails for beginner and intermediate levels and more kayak trails are requested
- There is no demand for more horse trails from those surveyed
- For those who didn't undertake trails activity in Albany it was due to lack of information or time, rather than lack of interest or energy.
- Positive word of mouth is the most important way to promote Albany's trails offering but internet communications are the next most vital tool to promote and position Albany as a trails destination
- Albany is considered well serviced by trail tourists although small improvements could be made in services in the area of transport and pick up services, followed by facilities including parking and toilets

7. RW Butler, 1980, "The concept of the tourist area life cycle of evolution— implications for management of resources", Canadian Geographer 24 pp5—12, p.8

8. S. Wahib and J. Pigram, 1997, "Tourism, Development and Growth: the Challenge of Sustainability", Routledge p.25

SECTION 2: ALBANY TOURISM

4.5

MARKET RESEARCH SURVEY



FILTER QUESTIONS

Some key queries were asked of respondents about the use of the Albany Visitor Centre and whether respondents had visited Albany in the last five years. For those who had, further questions were then asked to gauge impressions of Albany Visitor Centre, Albany as a tourist destination and use of Albany trails.

Use of Albany Visitor Centre: 54% of these had used the Albany Visitor Centre in the last five years and 46% had not. Of those who had, 94% were satisfied with its customer service and information and brochures which is a very high satisfaction rate. However 35% were neutral or dissatisfied with the range and quality of the retail products possibly indicating some room for improvement.

Visiting Albany: 266 (80%) of all respondents said they had spent time in Albany as a visitor or tourist in the last five years.

Where did they come from? 30 respondents said that they 'normally live' in Albany (9.6%), 49 respondents said they normally live in Regional WA (15.8%), 200 said they live in Perth (64.3%), 24 (7.7%) normally live in Australia (not WA), and 8 respondents (2.6%) live overseas.

How did we source the respondents? A question asked people how they found out about the survey. This question assumed the survey was going out through three sources and so only three options were offered. This is the summary of responses:

- 39% from Bibbulmun Track Foundation
- 56% from Munda Biddi Trail Foundation
- 5% from Albany Visitor Centre of which 4 people lived in Albany.

Respondents were also able to indicate an 'other' source, and 41 respondents indicated other sources, with over 50% of these indicating Bicycling WA and 10% indicating Recreational Trail Riders Association. Amongst the people who found out about the survey through these other sources, use of motor bikes and road bikes by percentage nearly doubles for road bikes and more than doubles for motor bikes clearly indicating a preference for these activities amongst these respondents.

The intention of the question was to be able to isolate those respondents who were 'general tourists' to Albany (i.e. those people who got the survey through Albany Visitor Centre), as opposed to those who were already trail users, of which Munda Biddi Trail Foundation and Bibbulmun Track Foundation members would be. Unfortunately only a small number of respondents said they got the survey through the Albany Visitor Centre and some of these people lived in Albany, many of them actually got their survey through Bicycling WA or the Recreational Trail Riders Association and some through friends. The conclusion that can be drawn about the people who said they got their survey from the Albany Visitor Centre is that they were actually predominately Bicycling WA members or Recreational Trail Riders and not 'general tourists' to Albany at all. Unfortunately they do not represent general tourists to Albany any more than the Munda Biddi Trail or Bibbulmun Track Foundations' members.

SECTION 2: ALBANY TOURISM

4.5

MARKET RESEARCH SURVEY



LIMITATIONS OF THE SURVEY

The results from this survey are limited to the extent that respondents were not randomly selected from the entire WA tourist population. If more responses had been received from visitor centre clients, as originally intended, survey results could have been compared to give a better understanding of 'non-trail converts/ general tourists'. Unfortunately this did not occur.

However when the results are compared to the ERASS participation rates they are highly consistent with general recreational participation data, so the results still provide a useful indication of trail user trends and visitor perceptions of Albany.

OPPORTUNITY SUMMARY

✓	Walking is the most popular activity and tourists visit coastal, iconic (well known) trails whereas locals are more likely to use lesser known trails
✓	Albany is considered to have enough walk trails overall but focus should be on maintaining or improving walking trails (through signage) and promoting them
✓	There is opportunity for more mountain biking trails for beginner and intermediate levels
✓	There is opportunity for kayaking trails , based on the market research
✓	Consider the collection of trails user data on annual or bi-annual basis to gauge usage and trends



SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.6 CAPACITY AUDIT



The following is the summary initial assessment of Albany as a trails hub using the Capacity Audit framework developed in the World Class Trails Hub Strategy for WA. This is a simple assessment based on findings in the initial phases of the project. Items ticked are considered to be present within the Albany Trails Hub. Items with asterisks, are considered gaps which require attention.

Essential		Desirable
✓	1. Natural attractions and features of local, state or national significance, such as parks and reserves.	* Themed trails or tours – either guided or defined (signs, brochures or audio methods)
*	2. A critical mass of established walking, cycling, equestrian, drive or water based trail network, including looped trails and Nationally significant linking trails appealing to a range of user types. Trails are mapped, signed, and well serviced (unless a social trail network)	✓ A range of activities and products promoted to tourists.
*	2. Linkages between trails, clear access to trails from hub.	✓ Established long distance cycle, river or walking trails, such as the Bibbulmun Track.
*	2. Signage (directional and Informational), interpretation and education – community news, static information panels, interpretive trails? And access to routes.	✓ Distinctive setting with unique or unusual landform, vegetation or water forms.
*	3. Facilities geared for trail users such as bike racks, storage for backpacks, bike wash facilities, showers, bike lockers, repair stands, secure parking.	✓ Sites of cultural interest or significance.
✓	3. Access via established highway network from major population centres.	✓ Year round appeal with few seasonal or climatic that could negatively impact on trail activities.
✓	3. Public transport access – scheduled bus, trail or boat service including transport for trail equipment.	✓ Health services — clinic, hospital, doctor, nursing centre.
✓	3. Staffed visitor centre or major information hub in a central location providing trail, tour, accommodation and transport information/booking services 7 days per week.	* Secure facilities for visitor's bikes, cars and left luggage.
✓	3. Support services such as bank, laundry, pharmacy and grocery, atm.	
✓	3. Public toilets, showers, car parking in central location.	* Organised tours, festivals, events or guided activities for adults, children, families and tourists with a trails focus.

SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.6

CAPACITY AUDIT



Essential			Desirable
✓	3. Supply and service suppliers for target user groups – hikers, cyclists, motor-bikers, horse riders such as sport equipment sales, repair services, hire and emergency support.	✓	Transport services such as fuel, maintenance and auto supply.
✓	3. A range of 'trail friendly' accommodation styles and price meeting the needs of the target market, such as caravan/camping, bunkhouse, home stay, motel, hotel, chalet and hostel.	✓	Focus on sites, features and activities that complement the natural attributes of the hub-peacefulness, remoteness, uniqueness or wildness.
✓	3. Food services – restaurants, cafes and other providers available 7 days, day and night.		
*	4. Comprehensive strategic, governance and operations plan including initial and on-going funding for management.		
*	4. Maintenance and upgrade program that supports hub activities/services and designed to meet target market needs.		
*	4. Broad community support, preferably with a formalised supporter group, such as a mountain bike club.	✓	Source of volunteers for maintenance and trail support.
*	4. A formalised committee responsible for governance, marketing, funding, promotion, provider integration, trail development and maintenance.		
*	4. Support from key local and state government agencies.		
*	5. Evidence of business engagement with the Trail Hub concept.	✓	Business engagement program such as Cycle Friendly Business accreditation.
	6. Effective integrated marketing strategy, including branding, website, brochures, trail guides and maps.	*	Capacity to leverage brand for income generation



SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.7 WORLD CLASS TRAILS HUB INVENTORY ASSESSMENT



An assessment was made using the World Class Trails Hub Strategy Inventory Assessment tool which results in a Spider Graph indicating (in a summary format across the six components of a trails hub) which areas are strengths and which areas should be a focus for improvement. The assessment provides a score of 1—3 in the “Current Status” column based on the following:

- Inadequate, of poor quality; under consideration; or absent and unplanned
- Partially developed and near adequate; or incomplete but planned and progressing
- Fully or partially developed; exceptional or good and improving quality

The current status rating is multiplied by the priority score which is standard for all Trail Hubs assessed using the Tool. Scores in the Measure column therefore reflect:

Score: 1 – 3	Very Low progress; non-strategic or latent factor
Score: 4 – 5	Lowly evolved; moderately important or semi-optional factor
Score: 6 – 8	Low to moderately evolved; trail hub limiting factor
Score: 9 – 12	Moderately evolved; nearing trail hub-enabling
Score: 13 – 15	Highly evolved; trail hub-ready factor



SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.7

WORLD CLASS TRAILS HUB INVENTORY ASSESSMENT



Setting and landscape	Priority	Current Status	Measure	Comments and Assessment	Maximum possible score
Attractive landform – valley, rolling, undulating, sense of uniqueness?	4	3	12	Unique mounts	12
Presence of water features — creeks, rivers, lakes, reservoirs?	4	3	12	Coastal scenery stunning and unique	12
Lack of seasonal or climatic events that could influence site suitability — storms, cyclones, winds, sun exposure?	4	2	8	Winds? Rain?	12
Unique or unusual natural setting?	4	3	12	Coastal setting and Harbour unique	12
Attractive vegetation association — species, structure, patterns, density?	2	2	4	Vegetation not unique around Albany but Stirlings and Fitzgerald unique	6
Score			48	89%	54

Cultural Factors	Priority	Current Status	Measure	Comments and Assessment	Maximum possible score
Sites of cultural interest or significance?	3	3	9	Kinjarling Trail; Significant european heritage existing	9
Traditional owners active in local area visitor/recreation planning and management?	2	2.5	5	Potential for indigenous cultural involvement, through Gnudju Trail.	6
Score			14	93%	15

Aesthetic Factors — Hub Town	Priority	Current Status	Measure	Comments and Assessment	Maximum possible score
Noise intrusion from roads, utilities or aircraft?	4	2.5	10	Slight lack of connection between wilderness and town centre.	12
Sense of peacefulness, remoteness, uniqueness or naturalness, vastness?	4	2.5	10	Some areas peaceful, others quite close to town centre	12
Significant visual values?	4	3	12	Coastal setting is unique.	12
Sites or special features of awe, mystery or contemplation due to the setting or component visual elements?	3	2.8	8.4	Torndirrup, Mt Martin, West Cape Howe, Wind Farm unique. Luke Pen peaceful	9
Inspirational places/features that demand or encourage exploration or personal discovery?	3	2.8	8.4	Mounts are enticing as they can be seen from everywhere. Surrounding elevated sites enticing	9
Score			54.8	87%	63

SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.7 WORLD CLASS TRAILS HUB INVENTORY ASSESSMENT



Existing Tracks and Trails	Priority	Current Status	Measure	Comments and Assessment	Max. possible score
Established walking trails of local, regional or state significance?	5	2	10	Bibbulmun Track internationally significant. Other walks not well promoted or signed or managed. Glamping opportunities	15
Designated canoe/kayak trails?	5	1	5	None. Good potential	15
Established mountain bike trails of different grades?	5	1	5	Munda Biddi of international significance. One downhill. Some illegal trails. Good potential	15
Critical mass of looped trails	5	1	5	No looped trails promoted	15
Trails effectively identified and signed?	5	1	5	Not well marked, branded, promoted or consistently signed. No signage in town directing people to trails.	15
Trails effectively mapped?	5	1.5	7.5	Bushwalks book is good but costs \$5. Brochures for other trails. Not consistently branded, not available electronically	15
Facilities for trail users—parking, toilets	5	2	10	Lack of centralised space for trail users. Bib Track and Munda Biddi end at VC — potential for services there although busy spot?	15
Trails of suitable standard/quality?	5	2	10	Areas for improvement	15
Critical mass of 1 type or of a mixed type of trail?	5	1.5	7.5	No coordination. Many walk trails, not enough mtb trails, not enough to brand as 1 type, more suitable for mixed type. Opportunity to capitalise on aquatic location and views of coast	15
Provision and encouragement of road biking?	4	2	8	Bike plan being developed. Is there an opportunity to develop bike park in old BMX site?	12
Established equestrian trails?	4	3	12	Well used trails.	12
Designated motorbike trails/areas?	4	2	8	None designated. Some illegal	12
Designated drive trails (road or 4wd)?	4	2.5	10	Potential for more of this.	12
Special themed trails or tours such as heritage, agriculture, industrial, wildlife, fishing, craft or wine?	4	2.5	10	Some wine trails. Heritage walking trails. Well developed. Not branded all consistently	12
Organised tours – self guided or tag along	3	2	6	Some kayaking	9
Water based tours or cruises – boat, canoe, kayak?	3	2	6	Great potential. One business exists.	9
Dive or snorkel trails?	2	2	4	Numerous sites. Doesn't appear to be a trail? Could be better promoted.	6
Score			129	59%	219

SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.7

WORLD CLASS TRAILS HUB INVENTORY ASSESSMENT



Access	Priority	Current Status	Measure	Comments and Assessment	Maximum possible score
Sealed highway from major population centres into trails hub town?	5	3	15		15
Scheduled public transport service [bus or train]?	5	2.5	12.5	Bus service. Bike carrying not positively advertised.	15
Availability of good maps and travel information – online and brochure formats?	5	2	10	"Amazing Albany" branded stuff is good. Online mapping missing.	15
Availability of transport services – fuel, maintenance and supply?	5	3	15		15
Access to routes, signed, promoted, safe	5	0.5	2.5	Access from town to trails is not clear and needs to be clarified through on-road and on-site signage and maps.	15
Scheduled or charter air services?	3	3	9		9
Long distance cycle or walking trails? Bibbulmun Track? Munda Biddi?	4	3	12		12
Score			55	57%	96

Attractions (and Product)	Priority	Current Status	Measure	Comments and Assessment	Maximum possible score
Natural attractions and features of significance?	5	3	15		15
Natural attractions and features of significance within a half day distance?	5	3	15		15
Natural attractions and features of significance within one day distance?	4	3	12		12
Tourist offerings — product for tourists	4	3	12		12
Score			54	100%	54

SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.7

WORLD CLASS TRAILS HUB INVENTORY ASSESSMENT



Services and Amenities	Priority	Current Status	Measure	Comments and Assessment	Maximum possible score
Staffed visitor centre or information hub in a central location with maps and trail information available 7 days/week.	5	3	15		15
Signage (directional and Informational), interpretation and education – community news, static information panels, interpretive trails?	5	1.5	7.5	Centralised trail signage missing. Brochures for interpretive trails. Not consistently branded or mapped, directional signage lacking. Trails are not marked (other than MBT and BT). Could be signed on road, or mapped electronically.	15
Services geared for trail users: Eg bike racks for cyclists, storage for backpacks, bike wash facilities, bike lockers, repair stands?	5	2	10	CFB program exists. Needs further promotion and expansion. Need bike wash, lockers, racks and repair stand, services installed at VC.	15
Support services – laundry, pharmacy, grocery, internet café, ATM?	5	3	15		15
Public toilets	5	2.5	12.5	Good range in town centre and at key locations. Toilet Opening hours at VC need expanding.	15
Car parking facilities	5	2.5	12.5	Plans for traffic calming York St will improve issues.	15
Health services — clinic, hospital, doctor, nursing centre, ambulance depot?	4	3	12		12
Public facilities nearby?	4	3	12		12
Public Showers	3	2	6	Available at Visitor Centre. Opening hours?	9
Score			102.5	83%	123

Accommodation	Priority	Current Status	Measure	Comments and Assessment	Maximum possible score
A range of accommodation styles and prices meeting needs of target market – caravan / camping, bunkhouse, home stay, motel, hotel, chalet, hostel?	5	3	15		15
Trail friendly accommodation providers?	4	3	12	Promoted through a Trail-friendly business program, joint marketing	12
Score			27	100%	27

SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.7

WORLD CLASS TRAILS HUB INVENTORY ASSESSMENT



Activities	Priority	Current Status	Measure	Comments and Assessment	Maximum possible score
Organised tours or guided activities for adults, children, families, tourists?	5	2.5	12.5	Trail tours could be developed	15
Specialist services – local crafts, local produce, gifts, souvenirs?	3	3	9		9
Festivals and 'athletic challenges' of local, state or national attraction?	3	2	6	Downhill race	9
Annual (or otherwise) events linked to Trails Hub theme?	3	1	3	Trail/Adventure linked events could be developed.	9
Score			30.5	73%	42

Planning Factors	Priority	Current Status	Measure	Comments and Assessment	Maximum possible score
Established or proposed strategic or management plans that support hub activities/services?	5	1	5	DEC management plans not reflecting Trail Hub	15
Compatibility with established land uses?	5	1.5	7.5	Water Corp and DPaW management plans are restrictive for Mountain biking, horse riding	15
Support from key local and state government agencies?	5	1.5	7.5	Areas for improvement Dept of Water, DPaW, City of Albany, GSDC	15
Score			20	44%	45

Lee Griffith Photography



SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.7 WORLD CLASS TRAILS HUB INVENTORY ASSESSMENT



Organisation and Management	Priority	Current Status	Measure	Comments and Assessment	Maximum possible score
Existence of formalised organising coordinating committee for trail hub (can be same as supporter group)?	5	1	5	Priority if broader community objectives are to be achieved.	15
Existence of formalised trail management schedule/ agenda?	5	1	5	Priority if broader community objectives are the be achieved. Good support from clubs	15
Known sources of financial support?	5	1.5	7.5	Yet to be identified. City provides current trails maintenance. Could provide differential rating or airport levy?	15
Existence or potential for agreement regarding responsibility for hub trails construction, maintenance and management?	4	1	4	PCG good starting point for developing relationships. Needs to work closely with DPaW and Water	12
Evidence of trail group cooperation and effective trail maintenance?	4	2	8	MTB club, horse club and walkers well engaged.	12
Score			29.5	43%	69

Community Engagement	Priority	Current Status	Measure	Comments and Assessment	Maximum possible score
Community support?	5	1	5	Not established yet. Further community consultation required.	15
Existence of formalised supporter group (eg Mountain bike club) to provide source of volunteers and passionate leaders/influencers?	5	2	10	PCG good starting point.	15
Score			15	50%	30

Brand	Priority	Current Status	Measure	Comments and Assessment	Maximum possible score
Existence of a well established trails-linked brand?	5	1	5	Consistent branding and strategy needed	15
Capacity to leverage brand	5	1	5	Once brand established, develop opportunities for cooperative marketing, linking brand with income collection from trail users.	15
Score			10	33%	30

SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.7

WORLD CLASS TRAILS HUB INVENTORY ASSESSMENT



Engagement of Supporting Businesses	Priority	Current Status	Measure	Comments and Assessment	Maximum possible score
Evidence of business engagement with the Trail Hub concept and trail user markets?	5	2	10	Needed. Cycle Friendly Businesses already engaged	15
Food services – restaurants, cafes and other providers? Open 7 days? Providing night-time meals? Provision of food suitable for trail users?	5	2.5	12.5	Opening hours have been questioned.	15
Supply and service suppliers for target user groups – hikers, cyclers, motor-bikers, horse riders, canoeists? Eg. gear sales, repair services, equipment hire, emergency support.	5	2	10	CFBs exist. Need to create link between them and users. Need to expand CFB to other trail user types	15
Tour operators offering packages to suit trail users?	4	1	4	This should be developed down the track. Opportunities for new businesses should be promoted by PCG.	12
Tour companies providing transport, drop off and equipment (bike, backpack?) transport onto trails and from point of departure?	4	1.5	6	CFBs exist. None doing this.	12
Secure parking facilities for bikes, cars? Secure storage?	4	1	4	Need to be developed at CFBs? Visitor Centre? GS CORE?	12
Score			46.5	57%	81

Marketing	Priority	Current Status	Measure	Comments and Assessment	Maximum possible score
Existence of suitable promotional material, pre-visit pamphlets and maps?	4	1	4	Needs consistency, wider engagement from town community and business community and marketing groups etc.	12
Evidence of identification and understanding of target market and communication methods?	4	1	4	Very little demographic or tourist stats available	12
Deliberate planning of trail and visitor services to meet target market needs?	5	2	10	CFBs done some.	15
Effective marketing strategy, including branding, website, appropriate promotional maps and communication modes?	5	1	5	Consistent branding and strategy needed to position Albany as adventure hub.	15
Score			23	43%	54

SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.8 ASSESSMENT OF SERVICES — FIVE A's



A key component of a successful trails hub is the capacity to service the needs of the trails tourist through an adequate supply in the Five A's — Accommodation, Activities, Attractions, Amenities and Access. An assessment of the Five A's was undertaken to identify Albany's current position to service the needs to tourists.

ACCOMMODATION

A review of previous work undertaken for the City in Albany's Tourism Accommodation Planning Strategy, 2008⁹ found Albany well serviced in accommodation types, with room for growth in the higher end hotels and serviced apartments. Tourism occupancy is relatively low in Albany and is well supplied in accommodation stock to meet the needs of a trails hub.

Trails tourists can seek a range of accommodation types, depending on the type of trail activity they are undertaking. Development of Albany as a trails hub, with a range of trail activities from short day walks to overnight cycle tours should create demand for a range of accommodation types.

The Bibbulmun Track Foundation and Munda Biddi Trail Foundation are developing programs which encourage businesses to become more 'cycle/walk friendly'.

OPPORTUNITY SUMMARY	
✓	Room for growth and expansion in the tourism accommodation sector
✓	Conversion of more businesses to become "cycle or walk/trail friendly" will add to Albany's position as a trails hub



SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.8

ASSESSMENT OF SERVICES — FIVE As



ATTRACTIONS AND ACTIVITIES

A review was undertaken of Attractions and Activities in order to consider Albany's capacity to support trails tourism. Overall the finding is that there is a diversity of offerings in the following categories:

Art and Culture	Galleries, Studios, Art Trail, Festivals, Entertainment Centre, Shopping
Heritage	National Anzac Centre, Early Settler, Whaling – in Museums, Interpretive Walks, Restored buildings and ships, Strong Indigenous heritage present in many key locations
Nature	National Parks, Trails (walk, cycle, horse, drive, 4wd), Tours, Outdoor activities (rock climbing, flying, surfing, dive wreck, fishing, boating), Recreational sites, Points of Interest (The Mounts, Lake Seppings, Dog Rock) Whalewatching, Bike and Equipment hire
Food and Wine	Hotels, Breweries, Distillery, Café, Wineries, Farmers markets, Restaurants
Sustainability	Wind farm

In particular Albany has significant growing cycle opportunities upon which to capitalise and leverage to take advantage of the growth in cycle tourism. With the Munda Biddi Trail finishing in Albany, cycle touring should increase as a result of marketing efforts by the Munda Biddi Trail Foundation. A number of businesses are listed on the Munda Biddi Trail Foundation's website as accredited cycle friendly businesses, providing bike racks and other services to suit cycle tourists. Many of them are located near key trails activity — including Mt Clarence and Munda Biddi trail. Café opening times have, however, been reported as needing improvement.

The Cycle City Albany 2014 — 2019 Strategy provides a comprehensive suite of initiatives which provide strategic guidance for the City to become one of Australia's primary cycling destinations and will potentially support the Trails Strategy.

OPPORTUNITY SUMMARY

✓	Albany's broad range of activities appeal to all members of a family and Albany is well placed to be a trails hub — even for non-trail users!
✓	As Albany develops more trails and promotes itself as a trail destination, more packaged tours and supporting trails product could be developed (pick up/drop off services, guided tours)
✓	The Cycle City Albany Strategy will provide broad support for a Trails Tourist Hub

9. City of Albany, Tourism Accommodation Planning Strategy, 2008.

SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.8

ASSESSMENT OF SERVICES — FIVE AS



AMENITIES

The new town square on York St will be a “shared space” designed to be a public place for people, including pedestrians and cyclists. This will be accompanied by plans for road changes to York St which will slow traffic and make it much more accessible to pedestrians and cyclists. These plans are supported by this strategy.

BIKE RACKS

There are some bike racks in the Albany CBD and bike racks have been installed at some attractions but not others. An increase in the number and strategic placement of bike racks at key tourist locations and within the town centre will ultimately improve Albany’s positioning as a cycle tourism town.

Accreditation of more cycle friendly businesses through the Munda Biddi Trail Foundation Cycle Friendly Business program will also assist.

TOILETS

The City of Albany maintains a number of public toilets. A snapshot viewed at <https://toiletmap.gov.au/Find> revealed 10 different public toilet blocks within 100m of the top of York Street to the Anzac Peace Park. There are public toilets located at key trail locations including Mt Adelaide, Melville, Clarence, Visitor Centre and Ellen Cove. Toilets at the Visitor Centre are reportedly not open at convenient times for Bibbulmun Track walkers and this situation is not ideal should Albany wish to improve its positioning as a trails destination.

SHOWERS AND WATER

Free potable water is available for tourists near the Visitor Centre. Free showers are available at the Rest Centre on the Corner of York St and Stirling Terrace, Middleton Beach and Emu Point. Showers are available at the Visitor Centre for a cost of \$4.00. There is an adequate supply of showers and water, but the services need to be promoted and open at convenient times for cycle tourists/walkers.

VISITOR CENTRE

Albany Visitor Centre is open 7 days per week in an optimal location at the trail heads for the Bibbulmun Track and the Munda Biddi Trail. The Albany Visitor Centre is a registered Cycle Friendly Business under the Munda Biddi Trail Foundation program.

OTHER AMENITIES

Albany is well serviced for ATMs, Service Stations, Supermarkets, Laundromats, Medical Services, Pharmacies, Dentists, Disability Hire Services, Police and Post Offices. Information on these services is readily available at the Visitor Centre. It would be valuable for this list to be available on-line at www.amazingalbany.com.au. There are two cycle shops registered under the Munda Biddi Cycle Friendly Business program which provide bike racks and services for cyclists.

SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.8

ASSESSMENT OF SERVICES — FIVE As



OPPORTUNITY SUMMARY

✓	Toilet opening hours at Visitor Centre could be improved for trail users (Bibbulmun track and Munda Biddi)
✓	Providing more and better placed bike racks at key tourist locations and within the town centre will ultimately improve Albany's positioning as a cycle tourism town.
✓	Review and add information on the Amazing Albany website of visitor amenities to support trail tourists.



SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.8

ASSESSMENT OF SERVICES — FIVE As



ACCESS

PUBLIC TRANSPORT

TransWA provides a bus service from Perth to Albany and Albany to Perth via Williams and Kojonup 7 days a week which takes six hours. TransWA also provides a Perth to Albany and Albany to Perth service via Bunbury and Walpole 7 days a week that takes between eight to nine hours. Bicycles are permitted on TransWA for \$10 if pre-booked but customers are advised that this is only if space permits. A bus service is available within the City and taxi's can provide transport for trail users.

PASSENGER SERVICE

Virgin provides regular Perth to Albany and return flights during the week and three flights over the weekend. Bicycles are permitted on Virgin flights as luggage, for a fee. Bicycles must have their tyres let down, be dismantled and be placed in a bike box.

AROUND ALBANY

Bike Hire is available at Middleton Beach and there are a number of adventure and camping stores.

There are currently no tour companies that provide cycle tours in Albany and no businesses that support cycle tourists. Ideally more Coach services are needed to get people around Albany who do not have a car (backpackers, those who arrive by plane or TransWA) and there is opportunity for cycle and coach services and package tours to be offered in Albany and to take people from Albany on day trips to experience the region.

OPPORTUNITY SUMMARY	
✓	Improve pick up/drop off services for trail users
✓	Packaged tours could be developed for trail users

SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.9 ASSESSMENT OF MARKETING, GOVERNANCE AND TENURE



MARKETING

VISITOR INFORMATION/TRAILS BROCHURES

A range of trail brochures are available at the Albany Visitor Centre. Many of the brochures and maps are out of date and there is a consistent lack in branding, quality, design and information. The Albany Visitor Guide generally promotes the use of trails. Walking trails, which are the most popular (as shown in the market research survey) are primarily promoted in a small booklet, published by the City of Albany.

A separate Clarence Downhill brochure exists but is not linked to any other cycling trails or maps. The Top trails brochure promotes the Luke Pen Trail and Ellen Cove dual use path and a separate brochure promotes the Stidwell Bridle Trail.

The Amazing Albany Website

The website is very comprehensive and accessible. Trails are not directly promoted and unfortunately, there are no maps or downloadable information. There is very limited information about the outdoor and trail activity.

OPPORTUNITY SUMMARY

✓	Develop a comprehensive and consistent brand and embed into all new marketing strategies of trails within the City of Albany
✓	There is an opportunity to enhance trail information and maps to tie attractions and amenities together with trails activity.
✓	Update and link all trails information into the Amazing Albany Website

GOVERNANCE

The City of Albany manages trails on City of Albany land and DPaW manage their trails. In terms of community involvement in trails there is currently a number of community groups and clubs who are all active and work closely with the City of Albany and DPaW to monitor and support maintenance of trails. This reflects a strong community involvement, which can be harnessed to great benefit for the Albany trails hub.

SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.9

ASSESSMENT OF MARKETING, GOVERNANCE AND TENURE



TENURE

Albany’s existing trails and the identified trail opportunities are located on varied tenures. The success of Albany’s trails hub will be impacted by the constraints of the various tenure types. Though the Conservations Reserves of Albany (managed by DPaW) hold the desired landscapes for trail development and a significant proportion of the available land offerings within the Albany LGA, they are significantly constrained by local management plans and stakeholder support. The Department of Water Policy 13 has significant impact over a large proportion of reserves. Long term strategies are needed in order to facilitate the realisation of Albany’s desire to be a World Class Trails Hub.

OPPORTUNITY SUMMARY	
✓	Significant opportunities exist for improved trail networks on City of Albany managed land which is actively used for trails recreation and due to the relative ease of development
✓	Where appropriate Crown Land could be investigated for future trail opportunities
✓	Long term strategies are needed to develop opportunities with other land managers.



Lee Griffith Photography

SECTION 3: ALBANY TRAILS HUB ASSESSMENT

4.10 ALBANY TRAIL TYPE OPPORTUNITY AND MANAGEMENT ANALYSIS



The following table provides the assessment of the recommended management strategy for each trail type in Albany based on the market potential of each user group (demand), as well as current and potential destinational significance (supply) of that trail type in Albany. The recommended management strategy does not formally take account of economic impact of each trail type as very little information is available, apart from cycling.

User group	Market potential (growth and participation)	Destinational Significance: Current trail supply	Destinational Significance: Potential	Importance (to Albany being a trails hub)	Deliverability	Management Strategy	Justification
Walking	High	National	National	High	Easy	Improve quality on strategically important trails	Good existing capacity
MTB	High	Local	National	High	Difficult	Develop trails	No existing capacity with enormous potential
Paddling	Medium	Local	National	Medium	Easy	Name, signpost, infrastructure and launch facilities, map, promote	No existing capacity with good potential as supportive product
Climbing	Low	Local	National	Medium	Easy	Name, signpost, map, promote	Good potential to build from existing capacity
Interpreted trails (heritage, culture, indigenous)	High	Regional	National	High	Moderate	Mapping improvements for existing, develop others (Mounts, Kinjarling)	Aimed at slightly different market to rest of trail hub
Horse	Low	Local	Regional	Low	Difficult	Maintain/improve existing. Long term develop new ones (private land?)	Good existing capacity
Aquatic (dive, snorkel)	Medium	Local	Regional	Medium	Easy	Map and mark	Good supportive product
Road cycling	High	Regional	Regional	High	Easy	Maintain, map, mark/sign	Strong growth market
Surfing	High	Regional	Regional	Medium	Easy	Map, sign, promote	Good supportive product

Table 6: Trail Type Opportunity and Management Strategy

SECTION 3: ALBANY TRAILS HUB ASSESSMENT

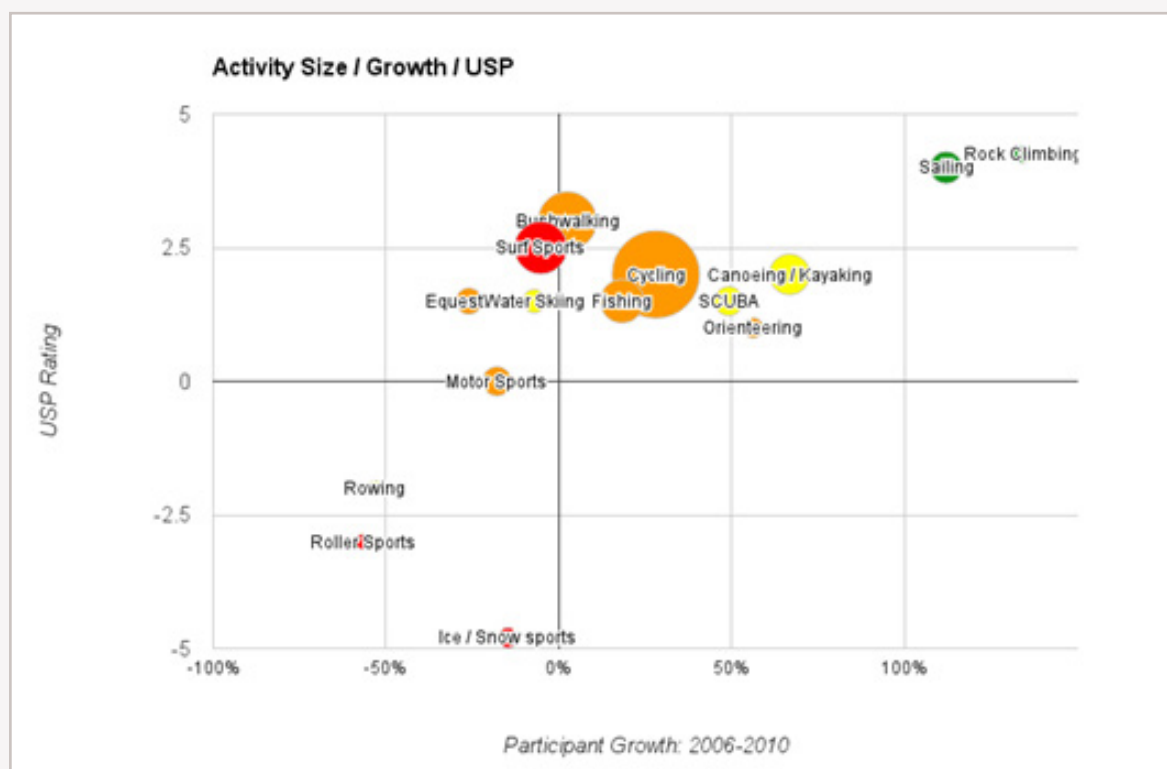
4.11 OUTDOOR PARTICIPATION AND UNIQUE SELLING PROPOSITION (USP) IN GREAT SOUTHERN



Taken from Great Southern Feasibility Study: Great Southern Centre for Outdoor Excellence (GS CORE)

Significantly, the data indicates that the Great Southern region has demonstrable strengths in activities with the greatest participation growth rates: Rock Climbing, Sailing, Canoeing / Kayaking, Orienteering, SCUBA diving, Cycling, Fishing and Bushwalking.

This is illustrated in the following graph which represents the growth rate, relative participant numbers and an initial (subjective) view of Unique Selling Proposition (USP) of the Great Southern region. The USP is based on the extent to which the Great Southern offers experiences that cannot be obtained in other regions. For example, roller sports can be enjoyed virtually anywhere, whereas the coastal cliffs and Stirling range create a unique venue for rock climbers.



Graph 3: Unique Selling Proposition:- Great Southern.

The graph identifies sailing and rock climbing as two activities with significant potential, given their high rate of growth and the Great Southern's strong USP. Activities with a larger participant base such as cycling and bushwalking are significant, even though their rate of growth and defensible USP aren't as high.

Note that there is no known breakdown for mountain bike participation, however it has been suggested from sales and participation data that mountain biking could account for around 30% of the Cycling category (75—80,000 participants)⁹

9. Tredwell Management: Perth Hills Trails Master Plan 2013

SECTION 4: COMMUNITY CONSULTATION



4.12 COMMUNITY CONSULTATION

INTRODUCTION

An extensive community consultation has been undertaken to assist the City of Albany with the development of the Trails Hub Strategy. The aim of the community consultation process was to:

- Gain input from trail user groups on their current and future needs
- Provide the community with a chance to understand what is a Trails Hub and the opportunities for Albany
- Engage with the community to develop a vision and key objectives for the City of Albany, based on the recommendations from the Evolve Trails Hub report
- Raise awareness and support for the City of Albany to become a recognised Trails Hub
- Provide an open, consistent and transparent process of consultation in developing the City of Albany Trails Strategy.

STAGE ONE – PROJECT CONTROL GROUP

The initial phase involved the establishment of a project control group (PCG) which consisted of representatives from:

- City of Albany (Planning and Development, Works and Services, Reserves, Tourism, Recreation Services)
- South Coast Natural Resource Management
- Department of Parks and Wildlife
- Albany Mountain Bike Club
- Department of Water
- Department of Sport and Recreation
- Munda Biddi Trail Foundation
- Albany Bushwalkers Group
- Albany Natural Trailriders and other equestrian groups
- Albany paddlers

This group has met regularly since October 2013 to strategically oversee the development of the Strategy. The PCG members also acted as representatives from key trail user groups and agencies to provide specific advice and feedback.

SECTION 4: COMMUNITY CONSULTATION

4.13 COMMUNITY ENGAGEMENT WORKSHOPS

**STAGE TWO**

Over 90 interested community members, supported by the Trails Project Control Group (PCG – 9 members) and City of Albany staff took part in a series of community engagement workshops to gain feedback on the key findings, recommendations and proposed key projects from the Albany Trails Hub Report, prepared by Evolve consultants. The workshops confirmed support for the Vision and 4 key objectives and gained significant feedback on five of the recommended City of Albany priority projects, as identified in the Albany Trails Hub Report.

In addition, a Noongar consultation was undertaken with invited Noongar elders and representatives.

The details of the workshops were:

Workshop Date	Workshop 1: 12 March	Workshop 2: 26 March	Workshop 3: 26 March
Venue	City of Albany, North Road	City of Albany, North Road	Princess Royal Sailing Club
Attendance	48 people attended	4 people attended 10 invited	50 people attended
Covered	Background, Vision and 4 key objectives	Noongar consultation	Feedback on 5 City of Albany proposed priority trails projects

The following is a summary from the community workshops:

Confirmation of the Vision:

Albany to become one of Australia's primary trails destinations – a World Class Trails Tourism Hub (TTH) situated around high quality trail systems, supported by a complete package of hospitality and visitor services set within our unique natural landscapes.

Key Themes from Feedback

The following key themes for each objective were identified:

Objective One — Trail Network:

- ✓ Quality and Quantity of Trails – critical mass of trails for different levels and user groups, Looped trails
- ✓ Sustainable and Environmentally Sensitive – trails which are designed and constructed with minimal disturbance to the natural environment, are sustainable and that require minimal maintenance
- ✓ Upgrade on existing walk/equestrian trails – upgrade and maintain existing trails before considering new trails for walking and equestrian
- ✓ To create a Trail Hub – work from the town centre outwards to create a Trail Hub. Focus on Mounts Adelaide, Clarence and Melville initially

SECTION 4: COMMUNITY CONSULTATION

4.13

COMMUNITY ENGAGEMENT WORKSHOPS



Objective Two — Supporting Infrastructure:

- ✓ Trail head Facilities – general trailhead facilities and information nodes at key identified locations for a variety of user groups. Specific trail head facilities to be considered (eg wash stations for bikes, trough for horses)
- ✓ Signage – comprehensive signage strategy developed, incorporating promotional/informative, advisory, interpretative, safety and wayfinding for a variety of trail users. Link signage with recognised and consistent branding and marketing (eg Amazing Albany)
- ✓ Trails Hub Centre – Identification of Trail Hub Centre, a central contact and information point and possible trail head
- ✓ Safety – phone coverage, emergency contact information
- ✓ Maps – review and develop unified brand of maps in a variety of formats (hard copy, online, apps)
- ✓ Trail User Transport Support – a variety of transport options to support trail users to arrive/depart Albany and access the trails network

Objective Three — The Visitor Experience:

This objective has been combined and re-written into one higher level Objective:

“Support Albany to provide an exceptional trails visitor experience which will deliver economic and tourism benefits to the community.”

- ✓ Website – identification of key website and integration of all promotional and marketing material to link
- ✓ Business and Services Hospitality – education and information for business on value of trail tourism and needs of trail users
- ✓ Trails Markets – clear understanding of the key trails target markets and consistent approach within Trails Strategy to target these markets
- ✓ Range of Accommodation and Services — variety of accommodation and services to support the potential trails markets
- ✓ Events – explore opportunities for trails promotion and events within existing program. Combine activities into Trails Festival
- ✓ Marketing — coordinated marketing presence and regional collaboration to create Trails

Objective Four – Governance, Management and Cooperation:

- ✓ Governance – Lead role to coordinate (COA), liaison between all agencies, Albany Trails Advisory Group
- ✓ Management – Prioritise maintenance programs for the key projects within the strategy
- ✓ Cooperation – Explore opportunities for sub-regional (LGS) collaboration to promote the regions nature trail experiences
- ✓ Funding – identify and support funding models which will create sustainability, use events to raise funds

SECTION 4: COMMUNITY CONSULTATION

4.14 TRAILS NOONGAR CONSULTATION SUMMARY



A consultation session was held with identified Noongar elders and community representatives on 26 March with the following summary:

Workshop Date	Venue	
Workshop 2: 26 March	City of Albany, North Road	
Presentation by	Covered	
Sam Stevens (COA Manager Recreation Services) Consultant – Dave Willcox attended	Presentation on overview, vision, objectives and 5 key COA proposed projects.	
Invited	Attended	Apologies
Cheryle James-Wallace (COA) Chris Spurr (Sth Coast NRM) Nicole Crook (COA) Leanne Woods Vernice Gilles Lester Coyne	Cheryle James-Wallace (COA) Chris Spurr (Sth Coast NRM) Nicole Crook (COA) Leanne Woods	Vernice Gilles Lester Coyne

Summary on General Discussion:

- ✓ Lack of Noongar representative on Project Control Group (position could not be filled).
Revisit with Cheryle opportunity for possible Noongar representation
- ✓ Individual Trails Projects need extensive Noongar consultation, particularly when identifying possible interpretative sites
- ✓ Improved interpretative signage will help to raise awareness and inform all of heritage and cultural significance
- ✓ Noongars identify with broader area, not just specific site or trail
- ✓ Trail Development process provides opportunity to create strong links to Noongar employment
- ✓ Opportunities for Noongar people to be involved in on-ground building of trails, as part of Noongar Employment Process (preferred supplier)
- ✓ Recommended process for Noongar involvement through discussions and consultation on business opportunities and strategic thinking.

SECTION 4: COMMUNITY CONSULTATION

4.15 REVIEW OF GREAT SOUTHERN CORE COMMUNITY CONSULTATION



A review of the community consultation component of the GS CORE Feasibility Study was undertaken to provide feedback from the business sector. The following is a summary:

Business Consultation

Input from tour operators and service providers were sought via a series of community meetings.

Participants identified that the Centre could:

- ✓ act as an effective promotion hub
- ✓ facilitate better dialogue and information sharing within the industry and
- ✓ assist in attracting outdoor recreation workers to the region.

By developing and maintaining high level contacts at key regulatory agencies the Centre could serve both as an information conduit and as an advocacy mechanism on behalf of operators. Generally, promotion is seen as fragmented and incomplete, so there was a view that the GS CORE could act as a centralised information hub — both virtually and physically.

Four broad themes emerged from the community meetings as areas of opportunity:

- Research
- Promotion
- Advocacy
- Business Support

A number of challenges were identified including:

- Insurance — very difficult for a single operator to pay the costs of insurance and still provide the activity at an accessible price to customers.
- Visibility — people coming down to the area can't easily see all the various options available
- Funding — hard to know what's available and how to access it
- Approvals – there is little advice available to potential outdoor recreation tourism operators on what approvals and licenses they need to operate.

Business Support

While recognizing the existing providers of local business support, such as local Chambers of Commerce, all groups expressed an interest in recreation-business specific support services such as:

- Business development and marketing support
- Improved communications to the industry — especially information about standards, accreditation
- Information on funding opportunities
- Support in developing and commercialising new outdoor recreation product

SECTION 4: COMMUNITY CONSULTATION

4.15

REVIEW OF GREAT SOUTHERN CORE COMMUNITY CONSULTATION



- Training and accreditation of staff

While the majority of discussion centered on the four themes there were several other suggestions offered:

- A central location to arrange hire of equipment
- Provision of specialist activities such as abseiling that are not generally available elsewhere or in combination with other activities
- A broker for liability insurances based on operators signing up to be part of the Centre and agreeing to operate under the provisions of the relevant Adventure Activity Standard
- Assistance in negotiating with private landholders to facilitate trail connections

SECTION 4: COMMUNITY CONSULTATION

4.16 PCG FEEDBACK AND ANALYSIS



STAGE THREE

In addition to the Vision and Strategies the five proposed trails projects (on land managed by City of Albany) were reviewed and discussed by workshop participants. This feedback has been matched against the recommendations with the Albany Trails Report and final recommendations made by the PCG. See Table below.

STAGE FOUR

The Draft City of Albany Trails Hub Strategy 2015 –2025 underwent a Public Comment period; followed by a review and amendment of the Draft Strategy based on the Community Engagement Report and the feedback received. The Community Engagement Report is provided following the collected feedback from the workshops.

PROJECT ONE: ALBANY HERITAGE PARK (MOUNT ADELAIDE AND MOUNT CLARENCE)

Collective Feedback from Workshops	Alignment with Albant Trails Report Recommendations	Gaps – Trails Report	Gaps — Community	PCG Decision
Strengths: Central iconic location Links to World Class memorial and heritage precinct Access to town Iconic MTB downhill	The complete Mounts Precinct has potential to be a nationally significant TTH Trail connections focus on connecting to the City Centre Major trailhead at National Anzac Centre	Primary connection (dual use) to Albany Harbour Path		Agreed: Include Albany Harbours Path within scope. Trails Links and access important to Albany Harbour Path
Opportunities: Variety of trails Stacked single use loops Trailheads and signage Build on existing quality trails (eg Padre White, MTB downhill) Promotion and grading of trails Event based activities Trail head at Mount Adelaide Rationalising of existing network	Development of a regionally significant cross country mountain bike trail network, within the Albany Heritage Park precinct Mountain bike trails aimed at beginner, intermediate and advanced riders, circumnavigating Mt Adelaide and Mt Clarence while ensuring they do not conflict with the heritage areas and interpretative trails Walking based trails (single use) upgraded, looped and linked, including interpretative signage. Align with the new heritage Installation of promotional, trailhead and wayfinding signage Sufficient space to create prescribed trail networks for multiple user groups to coexist without significant impact on landscape Remove some walk trails from undesirable management access tracks	Mountain bike circumnavigating Adelaide and Clarence Walking trails around Clarence – connection with City Centre Interpretative trails focus around National Anzac Centre Primary mountain bike trailhead at Middleton Beach Trail head at new base Forts Car park Challenge Park	Extending downhill to state/national standard. 6k XC + 2min DH = National Event	Agreed: Significant opportunity for cross country trail Trail head at Middleton Beach Trail head at base Forts Car park Build challenge park into stacked green loop system initially Expansion of Downhill seen as low priority
Challenges: User conflict on trails Conflict at intersections Multiple hub entry points Use of firebreak tracks — erosion	Existing network in convoluted and confusing If not address, risk of conflict will continue Safety and road user conflict Ground composition, conditions			
Suggestions: Separate walkers and riders Use of websites – COA, Trails WA, Amazing Albany	Amazing Albany website to incorporate new trails webpage and link to existing recognised trails web pages	Base climbing nodes focused on bouldering	Consider inter-generational use of trails for families Anzac Horse Muster routes	Agreed: Include intergenerational opportunities Explore interpretative signage for Anzac Horse routes

PROJECT TWO: MOUNT MELVILLE (AND CITY CENTRE)

Collective Feedback from Workshops	Alignment with Albany Trails Report Recommendations	Gaps – Trails Report	Gaps — Community	PCG Decision
Strengths: Central location Views Existing trail system Access (road and toilets at summit) Variety of MTB challenges	Cultural and natural significance with potential as regional trail attraction Connectivity to City Centre Opportunity for multiple user groups Higher classification for MTB Existing trail system	Natural bridge connections		Agreed: Natural Bridge connections
Opportunities: Chance to rehabilitate existing trails Significant aboriginal heritage and cultural/economic potential Stacked single use loop systems, Trail head at water tank Improved aboriginal interpretative signage Noongar employment/business opportunities Linked connections to City Centre/Town Square Links to Serpentine Road	Revitalisation and improvement of existing walking trails – single use Development of stacked loop mountain bike trails aimed at beginner, intermediate and advanced riders Development of interpretative trails focused around aboriginal heritage sites Development of trail connections to City Centre Installation of promotional trailhead, interpretation and wayfinding signage Trail head and primary car park at lower car park on Melville Drive Trail head and formalise car park at Water tank	Maintain social network of trails Trail head treatment and car park improvements Connections to Albany Harbour Path Challenge Park Harbour to Weelara Lake Shared Path Mount Melville climbing nodes — Summit Boulder Trail, Quarry Climbing node Develop connections from Mt Melville to Mt Clarence along Grey/Serpentine Rd Realign Albany Heritage Trail and signage Re-align Bibb Track and Munda Biddi terminus	Bouldering – where else?	Agreed: Priority for Bib Tack and Munda Biddi realignment to Town Square Trail head treatment and car park improvements Connections to Albany Harbour Path Support Challenge Park at one site only (prefer Albany Heritage Park option) Noted: Climbing nodes – low priority
Challenges: Significant aboriginal heritage Vandalism Lack of aboriginal consultation in past Tip – eyesore Poor signage	Aboriginal heritage sites. Waste facility to west of Mt Melville Degraded signage Convolutd and confusing tracks User conflict	Unsustainable grades and erosion on sections of access tracks		Agreed: Address within Trail Development Process
Suggestions: Shuttles Walk/Ride from City Centre, with signage	Shuttle drop off at Lookout carpark		Bike hire from City Centre	Noted: Business Opportunity

PROJECT THREE: VANCOUVER POINT

Collective Feedback from Workshops	Alignment with Albany Trails Report Recommendations	Gaps – Trails Report	Gaps — Community	PCG Decision
Strengths: Natural setting Existing walks and car park Multiple user groups Sheltered waters Variety of outdoor activities in precinct Significant Aboriginal and European Heritage	Place of cultural and natural significance Significant Aboriginal and European Heritage Camp Quararup facilities and activities			
Opportunities: Links to Camp Quararup Renovate aquatic trail Signage and natural heritage interpretation Loop walks Trail head Bike/Walk link with Albany Harbours Path	Revitalise and improve existing walk trails Revitalise and improve existing aquatic trail Formalise Camp Quararup car park Formalise Mistaken Island car park Install trailhead signage (Camp Q and Whalers Cove) Link to expanded Albany Harbours Path Improve signage on Point Possession Walk	Develop Mistaken Island Aquatic Trail Formalised stacked loop connecting Whalers Cove to Camp Quararup, Point Possession and Mistaken Island. Lake Vancouver Bird Hide Trail		Agreed: Investigate stacked loop connecting Whalers Cover, Quararup and Mistaken Island Noted: Ongoing partnership developed with DSR for access through Camp Q Not supported: Bird Hire Trail not high priority
Challenges: Restricted access at Camp Quararup Impact on beach users Busy carpark facilities	Distance from population centre Environmentally sensitive areas Ground composition and conditions			
Suggestions: Adventure race Skizone/PWC			Light horse Trail Event Trail Hub for Equestrian needs to be part of larger Equine Plan Ferry Service from town Potable water	Agreed: Need for Equine Master Plan Not supported: Potable water Light Horse Trail Event Noted: Ski Zone – DoT responsibility



PROJECT FOUR: SAND PATCH

Collective Feedback from Workshops	Alignment with Albany Trails Report Recommendations	Gaps – Trails Report	Gaps — Community	PCG Decision
Strengths: Natural scenery Existing world class trail (Bibbulmun) Mike Stidwell Equestrian Trail Wind Farm and supporting infrastructure Recognised Trail Hub for Equestrian	Wind Farm and infrastructure Existing trails (Bibb and Mike Stidwell) and usage			
Opportunities: Sand Patch stairs upgrade and signage Increase links to Stidwell Trail and additional infrastructure Sand Patch Hut Short Walk Additional equestrian loops links to Stidwell Re-alignment of Munda Biddi	Maintain and promote Sand Patch Wind Farm Walk Upgrade beach access upper section of staircase Sign and promote short walk to Sand Patch Hut Improvement and develop new loops of the Stidwell Bridle Trail network Realign Munda Biddi Trail off Lower Denmark Road to within Sand Patch reserve Upgrade promotional, trailhead, interpretative and wayfinding signage for Stidwell Trail		Fitness Training – Sand Patch stairs	Not supported: Fitness Training individual responsibility
Challenges: 4WD and trail bike users conflict Clarity over land owners and management Water supply area Sandy soil and topography	Challenges: 4WD and trail bike users conflict Clarity over land owners and management Water supply area Sandy soil and topography Ongoing recreational user conflict Encounters between equestrian and trail bike and motorised users Ongoing use of Bibb Track by cyclists Public Drinking Water Source Area Priority and threatened flora Significant constrictions Ground composition and conditions	Lack of iconic features to differentiate from other coastal destinations	Impact of shooting range	Noted: shooting range within precinct
Suggestions: Clarification of management of Sand Patch Walk Trail Hub:involve people = ownership=care	Development limited to improvements of existing uses			

PROJECT FIVE: KALGAN RIVER

Collective Feedback from Workshops	Alignment with Albany Trails Report Recommendations	Gaps – Trails Report	Gaps — Community	PCG Decision
Strengths: Tranquil river setting Aboriginal, cultural and early settler history Existing trail (Luke Penn Walk) and existing infrastructure Variety of recreation trail users	Luke Penn Walk with river views Existing infrastructure at southern trail head Aboriginal heritage and Noongar culture			
Opportunities: Create loop walk/shorter walks Extend Luke Penn to one day walk (both sides of river) Infrastructure/signage for kayak trail Cultural and business opportunities Dual usage (MTB and walking) Improve signage and interpretation	Upgrade and realignment to become dual use Install new and improved wayfinding and interpretative signage along Luke Penn Develop paddle launch points and paddle trail (LK Bridge to UK Bridge) Expand and develop Luke Penn to become loop trail transversing both banks of river (25km) Improve and expand existing southern trailhead and carpark Links to Kinjarling concept and Gnudju Trail (Albany to Esperance)	Link to Albany Harbours Path		Supported: Geocaching opportunities on Lower Kalgan Aquatic trail
Challenges: Distance from City Centre Land tenure – private land ownership on west bank Fragile river bank Conflict with users Potential parking issues with expanded usage Kalgan River Bridge – safety issues and dangerous crossing Site degradation	Private land tenure to water's edge Linear nature to walk – limiting opportunities User conflict (walkers and MTB) Aboriginal heritage Threatened or priority flora Northern carpark in dilapidated state Single walk use, but historic use by MTB	Lack of directional signage to Luke Penn Walk Trail erosion and poor quality stair and boardwalks. Weed infestation		
Suggestions:			MBT skills track at golf club ?suspension bridge Expand Kingfisher Art sculpture into art trail Geocaching opportunities	Not supported: MTB skills track at golf club Noted: Grammar to Kalgan Low Priority Project



SECTION 4: COMMUNITY CONSULTATION

4.17 COMMUNITY ENGAGEMENT REPORT



A Community Engagement Plan was developed and implemented to support the City of Albany Trails Hub Strategy. Over the past 15 months there has been a range of community engagement activities and consultation to ensure the strategy meets the strategic direction for the elected members, council officers and the broader community. The level of engagement varied according to the identification of stakeholders and within the constraints of the project.

BACKGROUND

1. In 1999, the Albany Trails Master Plan was prepared by Maher Brampton Associates, which recommended a range of trails and trail improvements throughout Albany. A number of those trail projects, in particular walking and equestrian trails have been completed in the past 15 years. In addition to the Master Plan, a range of other trails have been built by the City, the Department of Environment and Conservation and community groups. For example the Mt Clarence Downhill, Munda Biddi Trail and the Torbay - Elleker Community Bridle Trail.
2. Since the development of the 1999 Master Plan, outdoor adventure activities (such as mountain biking, paddling and climbing) have emerged as growing trends and economic drivers. Noting the number of established walking and equestrian trails in Albany and the growing needs for other recreational trails, the focus of the strategy was to review existing trails and to develop and integrate new trails, activities and associated services to establish Albany as a Trail Tourism Hub (TTH).
3. In September 2013, Evolve Solutions was appointed to develop a draft report: The Albany World Class Trails Hub Report. This report underpinned the current City of Albany Trails Hub Strategy.
4. In September 2014, the City adjusted the contract with Evolve Solutions and removed the ongoing community consultation. This was undertaken internally by the City of Albany.
5. In November 2014, the Evolve Solutions 'World Class Trails Hub Report' was received by the City. The report was revised internally, in consultation with the PCG and developed into the City of Albany Trails Hub Strategy (2015 – 2025).
6. The staff then undertook the community consultation process below. The key findings, draft vision, objectives and key priority projects were presented to the community, through community workshops for validation and feedback. See points 6-11 below for more detail.

COMMUNITY CONSULTATION

The development of the Trails Hub Strategy involved the following community engagement and consultation:

1. In October 2013 the Project Control Group (PCG) was established. This group provided user group engagement, advice and guidance with the development of the City of Albany's Trails Hub Strategy. The PCG included representatives from the following key agencies, organisations and interested community groups:

SECTION 4: COMMUNITY CONSULTATION

4.17

COMMUNITY ENGAGEMENT REPORT



- City of Albany (Recreation Services, Reserves, Tourism and Planning)
 - Department of Parks and Wildlife (DPaW)
 - Department of Sport and Recreation (DSR)
 - South Coast Natural Resource Management (SCNRM)
 - Department of Water
 - Albany Mountain Bike Club
 - Albany Bushwalkers Group
 - Albany Natural Trail-Riders (Equestrian)
 - Noongar Representative (vacant – see point 6)
2. Additional Key Stakeholder Liaison - advice was also sought from other key stakeholders (i.e. Munda Biddi Foundation, Albany paddlers, Bibbulmun Track Foundation).
 3. Evolve Solutions Initial Consultation - as part of the methodology, Evolve undertook some initial consultation with key groups such as site visits with the Albany Mountain Bike club and meetings with Department of Parks and Wildlife staff and City staff.
 4. Market Research Survey – Evolve Solutions undertook a market research survey to gauge insight into the awareness and use of Albany Trails. The survey was circulated through the databases of Munda Biddi Trail Foundation and Bibbulmun Track Foundation and through the Albany Visitor Centre. A total of 332 respondents took part and the results formed the part of the 'World Class Trails Hub Report'.
 5. Regular Community Updates – community updates were developed and distributed in Autumn 2014 and Summer 2014/2015.
 6. Trails Infographic – A graphic design summary was developed. This innovative approach was used to summarise the key findings from the initial report, engage a younger audience, and as the basis for the community consultation.
 7. Trails Community Workshops – were held on 12 & 26 March 2015 with 90 interested community members (supported by nine members from the PCG). The two workshops explored the Vision/Objectives and gained feedback on the proposed trails projects.
 8. Noongar Consultation – Support and liaison was undertaken through the City of Albany Coordinator of Noongar Engagement. The Coordinator of Noongar Engagement was unable to engage a Noongar representative on the PCG and this position remained vacant. A respected Noongar elder attended the first Trails community workshop, held on 12 March and provided valued input. A Noongar workshop was also arranged by the Coordinator of Noongar Engagement and held at the City of Albany on 26 March 2015. This included a presentation of the vision/objectives and discussion on each of the proposed trails projects, with input from one of the trails consultants. There were ten Noongar leaders invited, with 4 people attending (of which two were COA staff). A summary of consultation is included in Volume 4, p42.
 9. PCG Review of Community Feedback and Analysis – following the trails community workshops, the PCG reviewed the feedback from the community workshops and matched this against the recommendation from the Evolve report. Recommendations were made and are included in Volume 4, p 44-49.
 10. City of Albany Trails Hub Strategy - all feedback was collated and included in Volume 4.
 11. 'Internal' Trails Presentation – held on 4 June with an open invitation to all City of Albany Staff. There were 14 people who attended, including the CEO. The presentation provided an opportunity to update and seek feedback from staff.

SECTION 4: COMMUNITY CONSULTATION

4.17 COMMUNITY ENGAGEMENT REPORT



PUBLIC SUBMISSION PERIOD

The City of Albany Trails Strategy was open for public comment from 25 May to 15 June 2015 with feedback sought from those who regularly use trails and those who would like to use trails. As the Strategy was also about encouraging and increasing trail visitors and creating a Trails Tourist Hub, feedback was encouraged from businesses, visitors and the broader community.

A survey was developed to collate feedback from the community during the Public Submission Period and was available as either an on-line Survey or a hard copy available from City of Albany, North Road. (See attachment 1)

The following methods were used to promote the public submission period and the survey:

- City of Albany website from Monday 25 May 2015
- City of Albany Memo – internal distribution
- City of Albany –Comment Box at front reception
- PCG memo and external distribution through their networks
- Public notice advertising in Albany Advertiser: 21 & 26 May 2015
- Albany Advertiser: ‘Strategy Puts City at Centre of Trails Hub’ 28 May 2015
- Albany Advertiser: ‘Albany to become a Global Trails Hotspot’ 4 June 2015
- Weekender: ‘Albany a Hotspot in Trails Strategy’ 2 June 2015
- ABC Radio – Albany Mountain Bike Club (during Urban Downhill) 24 & 25 May 2015
- Webpages – Albany Cycle Club, CycleSport WA, Westcycle, Southern Cyclists, WAHCC – Great Southern

PUBLIC SUBMISSION SUMMARY

The public submission period closed on 15 June 2015. There were 138 on-line surveys completed, no hard copy surveys received at the City of Albany front reception, North Road and three emails provided feedback.

Two letters were received from:

- WestCycle (Attachment 2)
- Department of Aboriginal Affairs (Attachment 3)

SECTION 4: COMMUNITY CONSULTATION

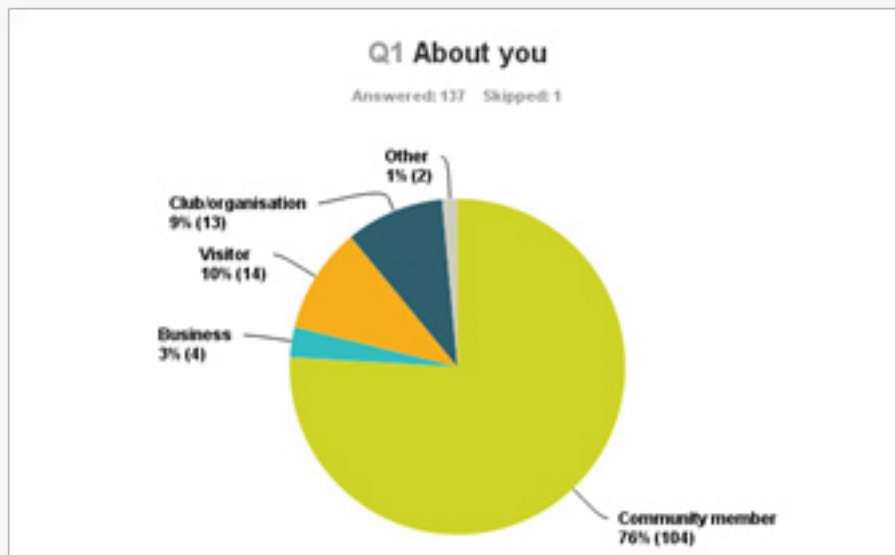
4.17 COMMUNITY ENGAGEMENT REPORT



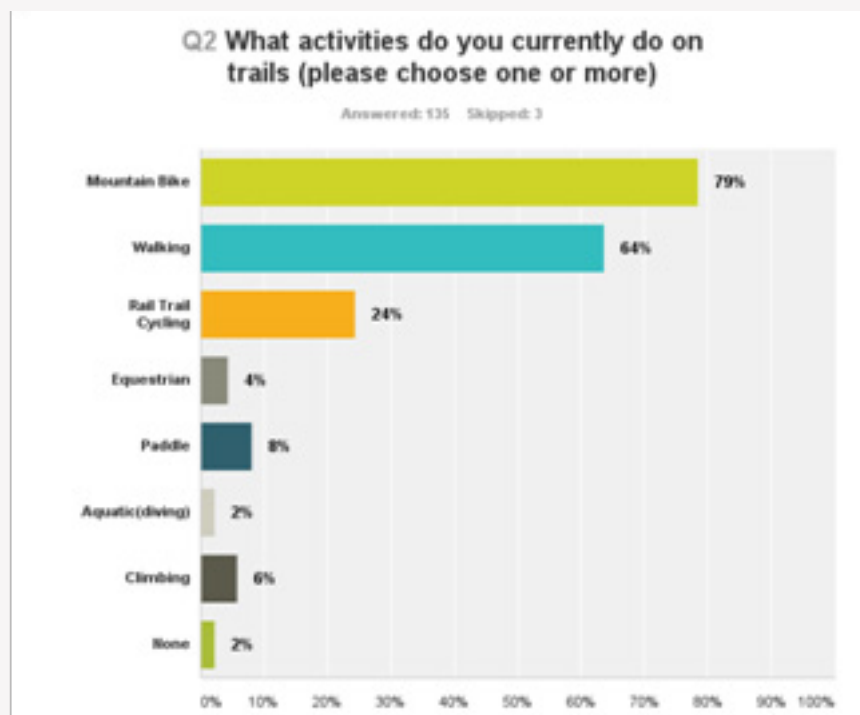
SUBMISSIONS FINDINGS

About the Survey Respondents

- Of the 138 respondents 76% were community members, 10% were visitors, 9% represented clubs or organisations, 3% were businesses and 1% not identified.



- The respondents were all active users of a variety of trails, with nearly 80% of them using trails to mountain bike, nearly 65% using trails as walkers, 24% were active rail trail cyclists, 4% were actively using the trails for equestrian use, 10% were paddling or diving, and 6% indicated using the trails for climbing. (NB: the total equals more than 100% as many indicated they were active on more than one type of trail).



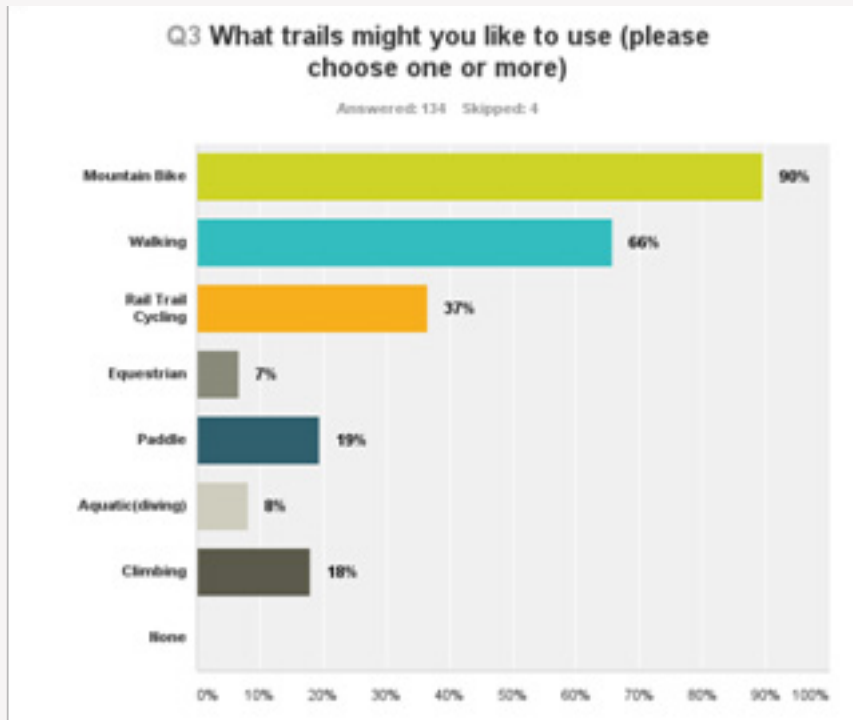
SECTION 4: COMMUNITY CONSULTATION

4.17

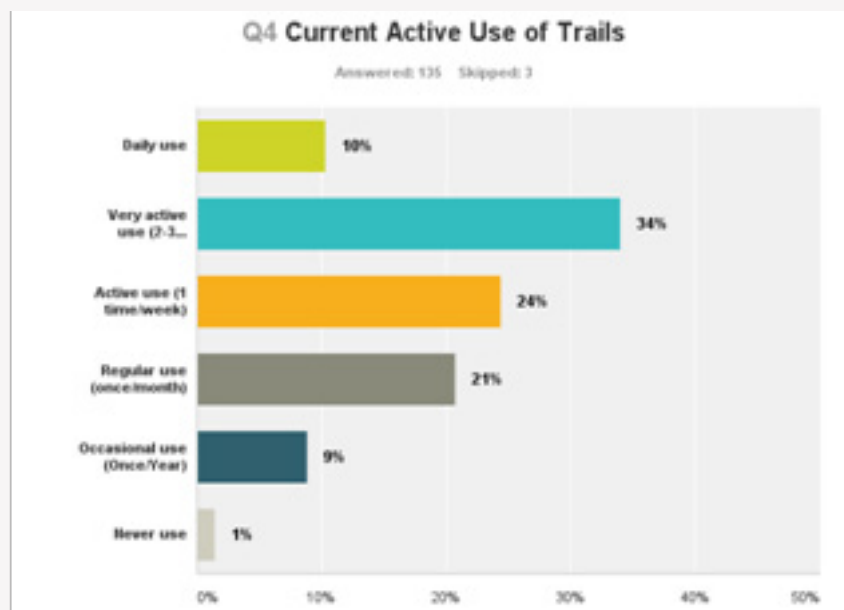
COMMUNITY ENGAGEMENT REPORT



- When asked what trails respondents might like to use, the following response was provided: 90% would like to use mountain bike trails, 66% would like to use walking trails, 37% would like to use rail trail cycle paths, and 7% would like to use horse trails. Of interest is the significant increase in the percentage who would like to use aquatic trails (nearly 27%) and climbing trails (18%), which may indicate an unmet need due to lack of facilities and access.



- Nearly 35% of respondents were very active users of trails. Nearly 70% of respondents used trails at least once per week.



SECTION 4: COMMUNITY CONSULTATION

4.17 COMMUNITY ENGAGEMENT REPORT



- Over 95% of respondents said they would make use of trails if there were more available, accessible and better promoted.

TRAIL SUBMISSION RESPONSES

- A total of 96% of respondents agreed in principle with support for the City of Albany Trail Hub Strategy.
- There were 89% of respondents who strongly agreed with the Vision to become a World Class Trails Hub.
- All four objectives received strong support (from 91% to 85%) .
- Of the seven key City of Albany projects/precincts the most strongly supported (ranked 4 and 5) in priority order were:
 1. Mount Melville (95% of respondents ranked 4 & 5)
 2. Albany Heritage Park - Mount Adelaide & Clarence (94% of respondents ranked 4 & 5)
 3. Kalgan River - (89% of respondents ranked 4 & 5)
 4. Poikeclearup - (88% of respondents ranked 4 & 5)
 5. City Centre - (84% of respondents ranked 4 & 5)
 6. Vancouver Point - (74% of respondents ranked 4 & 5)
 7. Sand Patch (60% of respondents ranked 4 & 5)
- The least supported was Vancouver Point and Sandpatch, which focussed on the aquatic and equestrian trails. This received less strong support (74% and 60%), which may be due to the majority of survey respondents being mountain bikers and walkers.
- The City Centre project, which was initially prioritised as number two, did not receive as much strong support as the other key projects (84%). However, many of the additional comments acknowledged and supported the concepts of trails linking the Albany Heritage Park and Mount Melville to the City Centre. The comments below provide a snapshot of community responses:

"Having spent a month in Albany during August 2014 for work I rode my mountain bike almost every day. It was however difficult to find the tracks and at the time there was obvious trail conflict with branches etc being placed across high use Mtb tracks. This strategy will really attract mtb ers to Albany which has ideal relief and weather for this activity while improving for exercise opportunities. The Mtb so close to a city centre is a great asset for Albany."

"Priority needs to be given to new MTB only trails on both hills either side of the CBD - this will provide rider variety and a link through town to benefit the central businesses."

"The strategy discusses branding Albany as a unique trails destination.....Every town / city can have a great trail on a local hill but not every place can have one with the views that Albany offers. If we are looking for the X factor that Albany has over other places than we must capitalise on these unique features. I agree that the Mounts in the city centre should be the first priority for the deliverability but the coastline must, must, must be included."

SECTION 4: COMMUNITY CONSULTATION

4.17 COMMUNITY ENGAGEMENT REPORT



"My comments have been heard at the trails hub strategy meetings however I feel the need to reiterate the massive benefit this will be to the region's economy. As a local small business owner and someone who has lived and worked in Queenstown, New Zealand where I have seen first hand the massive benefits of large well planned trails hub to the local economy I believe this is essential for this town to solidify itself as an international tourist destination."

"Focus should be on the Albany Heritage Park Precinct. By creating the initial interest and use it will flow on to other projects. This has been the case with the refurbishment of the Forts Area."

- From the Priority Projects for other Land Managers, the Torndirrup Project and the Mount Martin and Gull Rock National Park project both received strong support (71% and 67%). The comments below provide a snapshot of community responses:

"Torndirrup has enormous potential is sensitively handled. It is the ultimate nature's playground and would help to put Albany on the world map for outdoor recreation."

"Mt Martin has fantastic potential for MTB. It offers superb vistas back to Albany and of the stunning coast from Nanarup back to Emu Point. It would be fantastic to see a summer bike shuttle service ferrying bikes across the Emu Point channel. Nowhere else could match such a unique way to get to MTB trails."

- From the additional comments, acknowledgement was made of the need to balance the conservation needs with access, the environmental sensitivity of the area and the need for effective management.
- There were a number of comments about the value of trails to improve health and wellbeing, and encourage and engage young families.

"Providing trails that encourage healthy living through exercise is always important. Any initiative that provides space for family adventures is important. After watching how many children and adolescents own bikes on the Urban downhill weekend, there shows the interest in riding, and gives them something constructive and healthy to do."

"We already have a lot of walking trails in the area and surrounding areas, so it would be nice to start focusing on trails for other things like mountain biking. If we want people to keep being healthy then we need to let people do these things. Mountain biking especially has grown and it is great to see families getting out together and getting kids off the streets, off the t.v. and out on their bikes."

SECTION 4: COMMUNITY CONSULTATION

4.17 COMMUNITY ENGAGEMENT REPORT



Feedback on some of the guiding principles for developing a Trails Tourist Hub was also captured through the survey – the most strongly supported (ranked 5) in priority order:

1. Principle 2 – Focus on new trails growth markets mountain bike, paddling and aquatic (80% strong support)
2. Principle 4 – Give priority to trails that provide loops and connectivity (73% strong support)
3. Principle 1 – Locate new trails in iconic locations, within City Centre and expand outwards (69% strong support)
4. Principle 5 – Trail Development models that capitalise on iconic coastal landscapes (61% strong support)
5. Principle 6 – Single use, single direction trails (44% strong support)
6. Principle 3 – Upgrade of existing trails, focusing on walking and equestrian trails (43% strong support)

There was mixed responses to Principle 6 – Single Use, Single Direction.
The comments below indicate the diverse responses:

“Single use single direction maximizes safety, minimize conflict and maximize the fun factor. One of the challenges of the existing tracks is ripping around a corner at high speed to come across dog walkers etc. Everyone has equal rights however single use tracks increase enjoyment for all.”

“Single use trails would mean having to upkeep/create more trails than if trails were multi use. As long as “rules of use” were clear (eg walkers give way to cyclists, cyclists to equestrian, etc) there shouldn’t be issues with multi use trails. Also only having trails as one way would mean they all had to be looped, or have a way back to the point of origin, especially in areas where users may have needed to drive a car out to the start of the trail. Walkers or cyclists won’t necessarily have walked/ridden from home and same for equestrian users and paddlers are especially unlikely to have carried a kayak or canoe from home on their back!”

“Single direction trails are necessary for single track type trails where there is no overtaking. Fast flowing downhill, technical trails and enclosed bush experience trails.”

“Whilst looped trails are certainly the preference of MTBers the iconic nature of the coastal trails in Albany would allow for point to point rides as being well received....”

SECTION 4: COMMUNITY CONSULTATION

4.17 COMMUNITY ENGAGEMENT REPORT



LETTERS RECEIVED AS PART OF PUBLIC SUBMISSION PROCESS

1. A letter was received from WestCycle which supported the Trails Hub Strategy and the alignment with the recently released WA Mountain Bike Strategy. They acknowledge the attempts to develop a network of accessible, sustainable and appropriate trails and support the inclusion of the Trail Development Process as part of the toolkit for trail planning, design and construction. (see Attachment 2)
2. A letter was received from Department of Aboriginal Affairs which highlighted the potential links between the Kinjarling Cultural Pathways (interpretive cultural trails) and the Trails Hub Strategy (activity based trails). It also provided some opportunities and suggestions to build on the Noongar consultation process, which had occurred through the initial development of the Kinjarling Plan. (see Attachment 3)

PROJECT CONTROL GROUP RESPONSE TO THE PUBLIC SUBMISSION FINDINGS



1. Priority of Key Projects

From a review of the public submission responses to the ranking of priority projects from the report the following was unanimously supported by the PCG.

Project Ranking	Precinct/Project	Target Trail Groups	Rationale
1	Albany Heritage Park (Mt Adelaide and Mt Clarence)	Walkers, MTB, Climbers, Interpretative	The order of projects 1-3 are key to achieving the vision of a Trails Tourism Hub and are recommended to be retained in the current priority order
2	City Centre	Walkers, MTB, Interpretative	
3	Mount Melville	Walkers, MTB, Climbers, Interpretative	
4	Kalgan River	Walkers, MTB, Paddlers	Strong community feedback and existing use acknowledged and the project elevated.
5	Vancouver Peninsula	Walkers, Paddlers Aquatic	Dropped a level as a result of the priority placement of the Kalgan River
6	Sand Patch	Walkers, Equestrian	
7	Pikeclearup	Mountain Bike	Though strong community support this project is viewed as a local project servicing local users groups and a niche market.

SECTION 4: COMMUNITY CONSULTATION

4.17 COMMUNITY ENGAGEMENT REPORT



2. Principles for Developing a Trails Tourist Hub

PCG discussed the importance of the need to respect and enhance the environment and consistently acknowledge the cultural and heritage importance of our assets.

An overarching Mission statement was developed in line with the Great Southern Development Commission's Regional Blue Print and will be incorporated into the Strategy:

“We will respect and enhance the region's environment and heritage assets
in a sustainable manner.”

Principle	
1	Locate new trails in iconic locations, within the City Centre and expand outwards
2	Focus on new trails growth markets of mountain biking, paddling and aquatic
3	Rationalize and upgrade existing trails
4	Give priority to trails that provide loops and connectivity
5	Support trail development models that capitalize on iconic coastal landscapes
6	Build the right trail in the right place

SUMMARY OF SUBMISSIONS

The development of the first City of Albany Trails Hub Strategy (2015 – 2025) has involved an extensive network analysis and a comprehensive range of consultation and community engagement activities.

The Strategy provides a clear strategic direction to capitalise on the City's potential as a trails destination by consolidating and upgrading our existing trails (some of them recognised as World Class), developing new trails and packaging together with a suite of visitor services to promote Albany as Nature's Playground, for visitors and Albany residents.

SECTION 4: COMMUNITY CONSULTATION

4.17 COMMUNITY ENGAGEMENT REPORT



ADDITIONAL PUBLIC COMMENTS

We already have a lot of walking trails in the area and surrounding areas, so it would be nice to start focusing on trails for other things like mountain biking. If we want people to keep being healthy then we need to let people do these things. Mountain biking especially has grown and it is great to see families getting out together and getting kids off the streets, off the t.v. and out on their bikes

The potential to have a trail network accessible by bike or foot from the town center is rare in Australia. When I have been adventure traveling around the world the places that have easily accessible adventure activities that were well publicised didn't require a major logistical exercise to get to were always very popular. especially for people who are not staying for extended periods of time. Having the trail hub in the town center really hits the mark with this. Can't wait to see where it all goes.

I would love to see a diverse range of trails types to suit everyone's abilities. While I think it's important to get new people into all kinds of recreational activities, you need to make sure you look after the people who are already using the current trails as we are the ones that will help maintain them.

I would like to see better trails for bicycles of all types, not just mountain bikes. This would improve the ability to commute between the town hub and each of the precincts.

All awesome ideas! I am not from the area but was visiting the weekend of the urban downhill event. Wow! Awesome event and great community spirit, we have been travelling around Australia and haven't come across an event like it. Your onto a winner! My 3 year old daughter was being for go of the kids track and I was asking my wife to buy a bike for the main race! Everyone we saw around town was friendly and welcoming. This event will only get bigger! And by further developing and making new tracks it will benefit the community on so many levels! The potential for future years is limitless, I can see the finish line being moved the the main street with shots of town hall and the water, with people lining the streets. And last thing, it doesn't need to just be about the tracks and bikes, the event could incorporate markets and local arts and history. Get the whole town involved for a celebration weekend! I love Albany!

I liked the concept of Albany being a "world-class hub for trails" rather than a "hub for world-class trails". A subtle distinction but an important one. A lot of outdoors people nowadays are multi-disciplined (bike riding, walking and kayaking), plus the higher-level competitors often bring families with them and want to do other activities with the family after their events

This is fabulous. The draft outlines some great plans. Please focus also on effective car and bus parking facilities.

SECTION 4: COMMUNITY CONSULTATION

4.17 COMMUNITY ENGAGEMENT REPORT



"Strong support for mtb trail network for tourist and local usage. If appropriate trails were available my family would use on almost a daily basis, further to this I am aware of keen mtb tourists willing to spend on accommodation and good food."

"This is a wonderful opportunity to benefit the whole community. If the trails on the 3 mounts are done well this could really put Albany on the map as a genuine trails destination."

"The City needs to continually consult the MTB Club for trail structure and guidance in conjunction with the proposed builder to ensure trail suitability for all level of riders - all the tracks (except for the short downhill track) in Albany are not MTB trails - they are just walking trails that MTBs use because there is nothing else. If the trails are constructed correctly Albany could be in the same league as Derby or Hollybank in Tasmania or Buller in Victoria or many other sort out destinations around the world. The sooner the better for everyone."

"I want to see connected trails, access to all the great scenery around Albany - not just Mt. Melville and Clarence- which really, on its own, doesn't offer sufficient for a 7-day family holiday or proper trail holiday. Look at what is available in Perth, Margaret River, Pemberton etc. I would love to see a cross-country event and safe gravel trails or cross-country routes - not just extreme stuff. In short - don't limit trails to the City centre and mountains - they should include all the great surrounding countryside."

"I am spending all of 2015 traveling and visiting numerous MTB sites around Australia. I have seen amazing as well as very poor trails. The keys to very best riding experience combine two simple factors. 1. Great signage on the trails - it is as important for visiting tourists to spend money on the signs as well as the quality of the trails. 2. Trails built by experienced professionals. It is imperative that the trails are built by world class trail builders. While this certainly adds to the cost it more than makes up for it in the reputation the trails receive amongst the MTB community. Whilst I understand there are many factors involved in deciding on a successful tender, please give strong consideration to this factor. Currently there are no trails built in WA by Glen Jacobs of World Trail. There is a big opportunity for Albany to be the first WA town to have this company construct their trails. Whilst I love to support local trail builders and businesses I believe strongly we can use the right trail builder to help with the brand creation. Without doubt all of the best trails in Australia have been built by World Trail. I am more than happy to share my MTB trail experiences from this year with the group or with any interested City staff on my return to Albany in January 2016. Conversely please feel free to contact me through the email address supplied on this survey for any additional feedback in the meantime. Thanks for all of your hard work guys! You rock."





ALBANY EXISTING TRAIL AUDIT: THE MOUNTS

NAME		Mt Adelaide Nature Trail	Mt Adelaide Marine Drive Lookout Trail	Mt Adelaide Battery Trail	Mt Clarence Heritage Loop	Mt Clarence Granite Trail	Mt Clarence Lookout	Mt Clarence Downhill & Push Track	Mount Melville Summit Track	Mount Melville Circuit Trail	Mt Melville Trail 2	Mt Melville Trail 3
Identifier		9	10	11	12	13	14	15	16	17	18	19
City of Albany Ref. No.		36	36	36	31	31	31		37	40	38	39
Date of Audit		28/03/2014	28/03/2014	28/03/2014	29/03/2014	29/03/2014	29/03/2014	27/03/2014	28/03/2014	28/03/2014	28/03/2014	28/03/2014
Location		Mt Adelaide	Mt Adelaide	Mt Adelaide	Mt Clarence	Mt Clarence	Mt Clarence	Mt Clarence	Mt Melville	Mt Melville	Mt Melville	Mt Melville
Current hierarchy of trail		Local	Local	Local	Local	Local	Local	Local	Local	Local	Local	Local
TRAIL STATUS	Land Manager / Trail Owner	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany
	Trail Provider / Operator	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	Albany Mountain Bike Club	City of Albany	City of Albany	City of Albany	City of Albany
	Land Designation	Reserve	Reserve	Reserve	Reserve	Reserve	Reserve	Reserve	Reserve	Reserve	Reserve	Reserve
TRAIL CATEGORY	User Type	Pedestrian & Off Road Cyclist	Pedestrian	Pedestrian	Pedestrian & Off Road Cyclist	Pedestrian & Off Road Cyclist	Pedestrian	Off Road Cyclist	Pedestrian & Off Road Cyclist	Pedestrian & Off Road Cyclist	Pedestrian & Off Road Cyclist	Pedestrian & Off Road Cyclist
	Cohort Type	Leisure Walker/ Enthusiast Mountain Biker	Leisure Walker	Leisure Walker	Leisure Walker / Enthusiast Mountain Biker	Leisure Walker / Enthusiast Mountain Biker	Leisure Walker	Gravity	Leisure Walker / Enthusiast Mountain Biker	Leisure Walker / Enthusiast Mountain Biker	Leisure Walker / Enthusiast Mountain Biker	Leisure Walker / Enthusiast Mountain Biker
	Classification	Grade 3 / Blue	Grade 3	Grade 3	Grade 3 / Blue	Grade 3 / Blue	Grade 2	Black	Grade 4	Grade 3	Grade 3	Grade 3
LOCATION	Proximity to City Centre	3km	3km	3km	1km	1km	1km	1km	1km	1km	1km	1km
	Bearing from City Centre	East	East	East	East	East	East	East	West	West	West	West
TRAIL DETAILS	Length	2.5km	0.5km	1.45km	2.3km	1km	0.3km	1.3km	0.87km	3.3km	0.5km	1.9km
	average tread width	2500mm	1500mm	2500mm	900mm	900mm	1800mm	600mm	700mm	1000mm	700mm	700mm
	Corridor Width	3000mm	2000mm	3000mm	1200mm	1000mm	1800mm	1000mm	1000mm	1200mm	1000mm	1000mm
TRAIL SYSTEM	linear or looped	Looped	Linear	Linear	Looped	Linear	Linear	Linear	Linear	Looped	Linear	Linear
	Trail Use	Dual	Single	Single	Dual	Single	Single	Single	Dual	Dual	Dual	Dual
	Directional (Uni or Dual)	Dual	Dual	Dual	Dual	Dual	Dual	Single	Dual	Dual	Dual	Dual
	Trail Model	Prescribed	Prescribed	Prescribed	Prescribed	Prescribed	Prescribed	Prescribed	Prescribed	Prescribed	Social	Social
	Trail System	Networked Trails	Networked Trails	Networked Trails	Networked Trails	Networked Trails	Single Linear Trail	Linear Trail	Networked Trails	Networked Trails	Networked Trails	Networked Trails
TRAIL SURFACE	Surface Type	Natural Sand & Soil	Natural Sand	Asphalt, Natural Sand & Soil	Natural Sand & Soil	Natural Soil & Granite	Paved, Concrete & Raised Platform	Natural Soil & Granite and Imported Gravel	Natural Soil & Granite	Natural Soil, Sand & Granite	Natural Soil & Granite	Natural Soil, Sand & Granite
	Surface quality	Poor	Poor	Poor	Below Average	Average	Excellent	Average	Below Average	Below Average	Below Average	Below Average
	Surface consistency	Inconsistent	Inconsistent	Very Inconsistent	Inconsistent	Inconsistent	Consistent	Consistent	Inconsistent	Very Inconsistent	Inconsistent	Inconsistent
	Tread width consistency	Inconsistent	Inconsistent	Very Inconsistent	Inconsistent	Consistent	Consistent	Consistent	Inconsistent	Very Inconsistent	Inconsistent	Very Inconsistent
	surface gradients	5-20%	10-20%	5-20%	3-20%	10-20%	3-15%	10-25%	5-20%	3-20%	3-10%	3-10%
	drainage	Poor	Poor	Poor	Poor	Poor	Good	Good	Poor	Poor	Poor	Average
	Stairs	Poor	Poor	Poor	Poor	Poor	Good	None	Poor	Below Average	None	None
	Bridges & Boardwalk	None	None	None	None	None	Excellent	Excellent	None	None	None	None
SIGNAGE	trail head sign	None	None	None	None	None	Excellent	Good	None	None	None	None
	waymarking	Below Average	Poor	Poor	Poor	Poor	Excellent	Average	Below Average	Poor	None	None
	directional (to trail head) from road	None	None	None	None	None	Excellent	None	None	None	None	None
	interpretive	Average	Good	Poor	None	None	Excellent	None	None	None	None	None
INFRASTRUCTURE	Parking (sealed unsealed, informal)	Sealed	Sealed	Sealed	Sealed	Sealed	Sealed	Sealed	Surfaced	Surfaced	Surfaced	Informal
	Parking Quality	Good	Good	Good	Excellent	Excellent	Excellent	Excellent	Below Average	Below Average	Below Average	Poor
	Toilets	Good	Good	Good	Good	Good	Good	None	Good	Good	Good	None
	Water	Yes	Yes	Yes	None	None	None	None	None	None	None	None
	Shelter	Good	None	Below Average	Good	None	Good	None	None	None	None	None
	Picnic Facilities	Good	None	None	Good	None	Good	None	None	None	None	None
	Lookout Infrastructure	Good	Good	Average	None	Average	Excellent	Excellent	Good	Good	None	None
ACCESS	Trail connections / Linkages	Port to Middleton Beach Trail	Port to Middleton Beach Trail	Port to Middleton Beach Trail	Mt Clarence Granite Trail	Mt Clarence Heritage Loop	Mt Clarence Granite and Heritage Trails	None	None	None	None	None
	Access	Marine Drive, Forts Road	Marine Drive, Forts Road	Marine Drive, Forts Road	Apex Drive, Watkins Road	Apex Drive, Watkins Road	Apex Drive	Apex Drive	Melville Drive, Serpentine Road	Melville Drive, Serpentine Road	Melville Drive	Serpentine Road
MARKETING	mapped	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
	website	No	No	No	No	No	No	No	No	No	No	No
	brochure	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No
	online tools	No	No	No	No	No	No	No	No	No	No	No
	Designation											
PLANNING	Environmental Constraints	None Identified	None Identified	None Identified	DPaW Clearing environmentally sensitive area, Threatened and Priority Flora	None Identified	None Identified	Proximity to Priority Flora	None Identified	None Identified	None Identified	None Identified
	Policy Requirements	None Identified	None Identified	None Identified	None Identified	None Identified	None Identified	None Identified	None Identified	None Identified	None Identified	None Identified
	Conflicting Recreation	Mountain Bike and Pedestrian Use	None Identified	None Identified	Mountain Bike and Pedestrian Use	None Identified	None Identified	None Identified	Mountain Bike and Pedestrian Use	Mountain Bike and Pedestrian Use	Mountain Bike and Pedestrian Use	Mountain Bike and Pedestrian Use
	Cultural Heritage	State Heritage Registered Site	None Identified	None Identified	None Identified	None Identified	Desert Mounted Corps Memorial State Heritage Registered Site	None Identified	Multiple Aboriginal Heritage Registered Sites	Multiple Aboriginal Heritage Registered Sites	Multiple Aboriginal Heritage Registered Sites	Multiple Aboriginal Heritage Registered Sites
VALUE	Established vantage points	Multiple Coastal Vantage Points	Coastal Vantage Point	Multiple Coastal Vantage Points	Coastal and Hinterland Vantage Points	Hinterland Vantage Points	Mt Clarence Lookout	Lookout Platform Multiple Coastal and Hinterland Lookout Points	Lookout Tower, Multiple Coastal and Hinterland Lookout Points	Multiple Coastal and Hinterland Lookout Points	None	None
	Natural Attractions		Views of King George Sound	Unique Granite Boulders	Diverse Vegetation, Granite Outcrops	Diverse Vegetation, Granite Outcrops	Coastal and Hinterland Views	Coastal and Hinterland Views, Diverse Vegetation	Coastal and Hinterland Views, Granite Outcrops	Coastal and Hinterland View, Granite Outcrops, Diverse Vegetation	Diverse Vegetation	Diverse Vegetation, Granite Outcrops
	Unique Features	Princess Royal Fortress, Interpretive Centre, Underground Magazine, Gun Emplacement	Lookout to King George Sound	Gun Emplacement, Forts, Bunkers, Point King Lighthouse Ruins, Lookout, Plantagenet Battery, Ataturk Monument			Desert Mounted Corps Memorial, Mt Clarence Lookout	Lookout Platform	Lookout Tower			



ALBANY EXISTING TRAIL AUDIT: OTHERS

NAME		Magpie Walk	Windfarm	Stidwell Bridal Trail	Vancouver Bird Hide	Frenchman's Bay Heritage Trail	Point Possession Heritage Trail	Woolstores Trail	Frenchman's Bay DUP	Lake Seppings Trail	Port to Middleton Beach Trail
Identifier		1	2	3	4	5	6	7	8	20	21
City of Albany Ref. No.		4	12	14, 15, 16	19	20	25	30	27, 29	44	42
Date of Audit		28/03/2014	28/03/2014	27/04/2014	28/03/2014	28/03/2014	28/03/2014	27/04/2014	27/04/2014	27/03/2014	27/03/2014
Location		Cosy Corner	Sandpatch	Sandpatch	Goode Beach	Goode Beach	Torndirrup	Frenchman's Bay	Frenchman's Bay	Lake Seppings	Middleton Beach
Current hierarchy of trail		Local	Local	Local	Local	Local	Local	Local	Local	Local	Local
TRAIL STATUS	Land Manager / Trail Owner	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany
	Trail Provider / Operator	City of Albany	City of Albany	City of Albany	City of Albany	Frenchman's Bay Association	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany
	Land Designation	Reserve	Reserve	Reserve & Road Reserve	Reserve	Reserve	Reserve	Reserve	Reserve & Road Reserve	Reserve	Reserve
TRAIL CATEGORY	User Type	Pedestrian	Pedestrian	Equestrian	Pedestrian	Pedestrian	Pedestrian	Pedestrian	Pedestrian & Off Road Cyclist	Pedestrian & Off Road Cyclist	Pedestrian & Off Road Cyclist
	Cohort Type	Leisure Walker	Leisure Walker	Leisure Rider	Leisure Walker	Leisure Walker	Bushwalker	Leisure Walker	Leisure Walker / Leisure Cyclist	Leisure Walker / Leisure Cyclist	Leisure Walker / Leisure Cyclist
	Classification	Grade 3	Grade 2	Intermediate	Grade 3	Grade 2	Grade 4	Grade 2	Grade 1 / White	Grade 2	Grade 2
LOCATION	proximity to City Centre	28km	11km	5km	8km	9km	5km	2.5km	2.5km	2.5km	3.5km
	Bearing from City Centre	West	South West	South West	South East	South East	South East	South West	South West	North East	East
TRAIL DETAILS	Length	1.95km	1.2km	29.4km	240m	1.7km	5.2km	1.5km	5.3km	2.8km	2.7km
	average tread width	500mm	1200mm	1500mm	900mm	1200mm	900mm	2000mm	2500mm	1500mm	2500mm
	Corridor Width	1500mm	1500mm	2000mm	1200mm	1500mm	1200mm	2500mm	3000mm	1700mm	3000mm
TRAIL SYSTEM	linear or looped	Linear	Looped	Looped	Linear	Looped	Looped	Linear	Linear	Looped	Linear
	Trail Use	Single	Single	Single	Single	Single	Single	Dual	Dual	Dual	Dual
	Directional (Uni or Dual)	Dual	Dual	Dual	Dual	Dual	Dual	Dual	Dual	Dual	Dual
	Trail Model	Prescribed	Prescribed	Prescribed	Prescribed	Prescribed	Prescribed	Prescribed	Prescribed	Prescribed	Prescribed
	Trail System	Single Linear Trail	Single Looped	Networked Trails	Single Linear	Single Loop	Single Linear Trail	Single Linear Trail	Single Linear Trail	Single Loop	Single Linear Trail
TRAIL SURFACE	Surface Type	Natural Sandy Soils	Stabalised	Natural	Natural Sand & Imported Limestone	Natural Sand, Imported Limestone & Gravel	Natural Sand, Soil & Granite	Imported Limestone	Asphalt	Imported Gravel and Natural Soil & Sand, Boardwalk	Asphalt & Boardwalk
	Surface quality	Below Average	Good	Average	Average	Average	Below Average	Good	Excellent	Good	Excellent
	Surface consistency	Consistent	Very Consistent	Consistent	Very Inconsistent	Inconsistent	Very Inconsistent	Consistent	Very Consistent	Consistent	Very Consistent
	Tread width consistency	Consistent	Very Consistent	Consistent	Very Inconsistent	Inconsistent	Inconsistent	Consistent	Very Consistent	Consistent	Very Consistent
	surface gradients	5-10%	3-15%	3-10%	5-10%	5-10%	5-20%	0-3%	0-3%	0-3%	3-10%
	drainage	Average	Average	Average	Good	Below Average	Poor	Good	Good	Average	Good
	Stairs	Below Average	Good	None	Below Average	None	Poor	None	None	None	None
SIGNAGE	Bridges & Boardwalk	Average	Good	None	Good	None	None	Good	Good	Average	Excellent
	trail head sign	Poor	Average	Excellent	None	Average	Poor	None	None	Good	Poor
	waymarking	Below Average	Excellent	Good	Below Average	Average	Poor	Average	Average	Average	Poor
	directional (to trail head) from road	None	Good	Good	Good	Below Average	Average	None	None	None	None
INFRASTRUCTURE	interpretive	None	Excellent	None	Excellent	Good	Poor	None	None	Poor	Average
	Parking (sealed unsealed, informal)	Surfaced	Sealed	Surfaced	None	Sealed	Sealed	None	None	Sealed	Sealed
	Parking Quality	Good	Excellent	Average	None	Excellent	Good	None	None	Excellent	Average
	Toilets		Excellent	Good	None	None	None	None	None	None	Good
	Water			Yes	None	None	None	None	None	None	Yes
	Shelter	None	Excellent	Good	Excellent	None	None	None	None	Good	Average
	Picnic Facilities	Good	None	Good	None	None	Poor	None	None	Average	Good
ACCESS	Lookout Infrastructure	Average	Excellent	Good	Excellent	Excellent	None	Average	Average	Average	Excellent
	Trail connections / Linkages	Bibbulmun	Bibbulmun	Munda Biddi	Nil	Nil	Nil	Frenchman's Bay DUP	Woolstores Trail		Middleton Beach to Emu Point
MARKETING	Access	Cosy Corner Road	Sand Patch Road	Roberts Road	La Perouse Road	Vancouver Road	Quaranup Road	Sea Wolf Road	Frenchman's Bay Road	Golf Links Road	Marine Drive, Brunswick Road
	mapped	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes
	website	No	No	Yes	No	Yes	No	No	Yes	No	No
	brochure	Yes	Yes	Yes	No	Yes	Yes	No	No	Yes	Yes
	online tools	No	No	No	No	No	No	No	No	No	Yes
PLANNING	Designation										
	Environmental Constraints	Proximity to Priority 1 Flora	Proximity to Priority Flora	Proximity to Priority Flora, Proximity to Priority 1 Flora	None Identified	None Identified	None Identified	None Identified	Proximity to Priority Flora	None Identified	None Identified
	Policy Requirements	None Identified	DoW Policy 13 Catchment Area	DoW Policy 13 Catchment Area	None Identified	None Identified	None Identified	None Identified	None Identified	None Identified	None Identified
	Conflicting Recreation	None Identified	None Identified	Motorised Use - Predominantly Motorbikes	None Identified	None Identified	None Identified	None Identified	None Identified	None Identified	None Identified
VALUE	Cultural Heritage	None Identified	None Identified	None Identified	None Identified	None Identified	Proximity Whaling Cove Ruins	None Identified	None Identified	None Identified	Multiple Cultural and Aboriginal Heritage Registered Sites
	Established vantage points	Ocean Lookout	Multiple Lookouts		Bird Hide Lookout		Multiple Coastal Vantage Points	Multiple Coastal Vantage Points	Multiple Coastal Vantage Points	Multiple Lake lookouts, Bird Hide	Multiple Coastal Vantage Points
	Natural Attractions	Ocean Views	Ocean Views, Whale & Spotting, Distant Views of hinterland		Bird Watching		Coastal Views, City Views, Heritage sites, Protected beaches	Coastal Views	Coastal Views	Lake Views and Bird Watching	Ocean Views, Views of King George Sound
VALUE	Unique Features	Diverse Micro landscapes	Wind Turbines		Natural Wetland		Vancouver's Cairn		Connection to Commercial operations	Natural Wetland	Gun Emplacement, Forts, Bunkers, Point King Lighthouse Ruins, Lookout, Plantagenet Battery, Ataturk Monument



ALBANY EXISTING TRAIL AUDIT: OTHERS

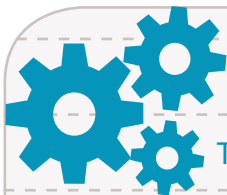
NAME		Middleton Beach to Emu Point	Swarbrick Trail	Bluff Rock	Wagon Rock / Link Trail	Eco Park	Collingwood Road Shared Path	Luke Penn	Bayonet Head	Bibblumun	Munda Biddi
Identifier		22	23	24	25	26	27	28	29	30	31
City of Albany Ref. No.		43	46	47	48	49	NA	50	53	NA	NA
Date of Audit				29/03/2014	29/03/2014	29/03/2014	29/03/2014	27/03/2014	29/03/2014		
Location		Middleton Beach	Emu Point	CBD	CBD	CBD	CBD	Kalgan River	Bayonet Head	Albany	Albany
Current hierarchy of trail		Local	Local	Local	Local	Local	Local	Local	Local	State	State
TRAIL STATUS	Land Manager / Trail Owner	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	Parks & Wildlife, City of Albany	Parks & Wildlife, City of Albany
	Trail Provider / Operator	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	City of Albany	Parks & Wildlife	Parks & Wildlife
	Land Designation	Reserve	Reserve	Reserve	Reserve	Reserve	Reserve & Road Reserve	Foreshore Reserve	Foreshore Reserve	Varies	Varies
TRAIL CATEGORY	User Type	Pedestrian & Off Road Cyclist	Pedestrian & Off Road Cyclist	Pedestrian	Pedestrian	Pedestrian	Pedestrian & Off Road Cyclist	Pedestrian	Pedestrian	Pedestrian	Off Road Cyclist
	Cohort Type	Leisure Walker / Leisure Cyclist	Leisure Walker / Leisure Cyclist	Leisure Walker	Leisure Walker	Leisure Walker	Leisure Walker / Leisure Cyclist	Bushwalker	Leisure Walker	Long Distance Walkers, Bushwalkers, Leisure Walker	Long Distance Cyclist, Enthusiast Cyclist
	Classification	Grade 1	Grade 1	Grade 3	Grade 3	Grade 2	Grade 1 / White	Grade 3	Grade 3	Grade 4	Green
LOCATION	proximity to City Centre	3.5km	6.5km	1.6km	0.3km	2.7km	2.7km	14km	7.5km	0km	0km
	Bearing from City Centre	East	North East	North East	East	North East	North East	North East	North East	NA	NA
TRAIL DETAILS	Length	4.6km	0.9km	1km	0.5km	0.8km	1.1km	6.1km	0.3km	1003km	1000km
	average tread width	2500mm	2000mm	1000mm	700mm	1200mm	1500mm	600mm	900mm	varies	varies
	Corridor Width	3000mm	2500mm	1200mm	1000mm	1500mm	2000mm	1000mm	1200mm	varies	varies
TRAIL SYSTEM	linear or looped	Linear	Linear	Looped	Linear	Linear	Linear	Linear	Linear	Linear	Linear
	Trail Use	Dual	Dual	Single	Single	Single	Dual	Single	Single	Single	Single
	Directional (Uni or Dual)	Dual	Dual	Dual	Dual	Dual	Dual	Dual	Dual	Dual	Dual
	Trail Model	Prescribed	Prescribed	Social	Social	Social	Prescribed	Prescribed	Prescribed	Prescribed	Prescribed
	Trail System	Single Linear Trail	Single Linear Trail	Networked Trails	Networked Trail	Networked Trail	Linear Trail	Linear Trail	Linear Trail	Single Linear Trail	Single Linear Trail
TRAIL SURFACE	Surface Type	Asphalt	Asphalt	Natural Soil & Sand and Imported Crushed Stone	Natural Soil & Granite	Concrete & Imported Gravel	Asphalt, Gravel	Natural Soil	Natural Sandy Soil, Stabilised Earth	Varies	Varies
	Surface quality	Excellent	Excellent	Poor	Below Average	Good	Good	Average	Below Average	Average	Average
	Surface consistency	Very Consistent	Very Consistent	Inconsistent	Inconsistent	Consistent	Consistent	Inconsistent	Consistent	Inconsistent	Inconsistent
	Tread width consistency	Very Consistent	Very Consistent	Inconsistent	Inconsistent	Consistent	Consistent	Inconsistent	Inconsistent	Inconsistent	Inconsistent
	surface gradients	0-3%	0-3%	5-15%	5-20%	3-7%	3-10%	3-15%	5-105	0-20%	0-20%
	drainage	Good	Good	Average	Poor	Good	Good	Average	Average	Varies	Varies
	Stairs	None	None	None	Poor	None	None	Below Average	Average	Varies	Varies
	Bridges & Boardwalk	None	None	None	None	Good	None	Average	None	Varies	Varies
SIGNAGE	trail head sign	Poor	Poor	None	None	None	None	Good	Below Average	Good	Good
	waymarking	Poor	Poor	None	Poor	None	None	Poor	None	Good	Excellent
	directional (to trail head) from road	Poor	Poor	None	None	None	None	Poor	Average	None	None
	interpretive	None	None	None	None	None	Yes	Good	Average	None	None
INFRASTRUCTURE	Parking (sealed unsealed, informal)	Sealed	None	Sealed	Sealed	None	None	Surfaced	Sealed	Varies	Varies
	Parking Quality	Average	NA	Good	Average	None	None	Average	Good	Varies	Varies
	Toilets	Good	None	None	None	None	None	Good	None	Good	Good
	Water	Yes		None	None	None	None	None	None	Yes	Yes
	Shelter	Average	None	None	None	None	Good	Good	Average	Good	Good
	Picnic Facilities	Good	None	None	None	None	None	Average	Good	Good	Good
ACCESS	Lookout Infrastructure	None	None	None	Below Average	None	None	None	Average	Good	Good
	Trail connections / Linkages	Port to Middleton Beach Trail	Footpath connection to Emu Point	None	Mt Clarence Granite and Heritage Trails	Collingwood Road Shared Path	Eco Park	None	None	Multiple	Multiple
MARKETING	Access	Marine Drive, Flinders Parade	Swarbrick Street	Beresford Street	Serpentine Road, Adelaide Place	Reidy Drive	Collingowod Road	East Bank Road	Banool Crescent	Multiple	Multiple
	mapped	Yes	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes
	website	No	No	No	No	No	No	Yes	No	Yes	Yes
	brochure	Yes	No	Yes	Yes	No	No	Yes	No	Yes	Yes
	online tools	No	No	No	No	No	No	No	No	Yes	Yes
PLANNING	Designation							Top Trail		Top Trail	Top Trail
	Environmental Constraints	None Identified	Proximity to Priority Flora	None Identified	None Identified	None Identified	None Identified	None Identified	Proximity to Priority Flora	Proximity to Priority Flora & Flora	Proximity to Priority Flora & Flora
	Policy Requirements	None Identified	None Identified	None Identified	None Identified	None Identified	None Identified	None Identified	None Identified	DoW Policy 13 Catchment Area	DoW Policy 13 Catchment Area
	Conflicting Recreation	None Identified	None Identified	None Identified	None Identified	None Identified	None Identified	Mountain Bike Use	None	Motorised and Mountain Bike Use	Motorised and Equestrian Use
VALUE	Cultural Heritage	State Heritage Registered Sites	None Identified	None Identified	None Identified	Proximity to Aboriginal Heritage Registered Site	None Identified	Multiple Aboriginal Heritage Registered Sites	Multiple Aboriginal Heritage Registered Sites	Multiple Aboriginal Heritage Registered Sites	Multiple Aboriginal Heritage Registered Sites
	Established vantage points	Multiple Coastal Vantage Points	None	Views over City	Views over City	Coastal Views	None	Multiple River Vantage Points	Bayonet Head Lookout	Multiple Established Coastal and Hinterland Vantage points	Multiple Established Coastal and Hinterland Vantage points
	Natural Attractions		Bushland	Granite Outcrops and Diverse vegetation	Granite Outcrops	Unique Vegetation	Bushland	River Views and connection, Granite Outcrops, Diverse Vegetation	Views of Oyster Harbour and Green Island	Diverse Landscapes, Coastal and Bushland Walking,	Diverse Landscapes, Coastal and Bushland Riding
VALUE	Unique Features	Coastal Landscape & Connections						Proximity to River	Unique Flora, Connection to Oyster Harbour	Southern Terminus of Trail	Southern Terminus of Trail

City of Albany

Trails Hub Strategy Toolkit

volume 5





Trails Hub Strategy TOOLKIT



5.1 Trail Development Process

3



5.2 Guiding Principles for Trail Development and Construction

7



5.3 Trail Development Framework Template

12



5.4 Trail Development Framework Explanatory Notes

14



5.5 Signage Guidelines

17

CONTENT

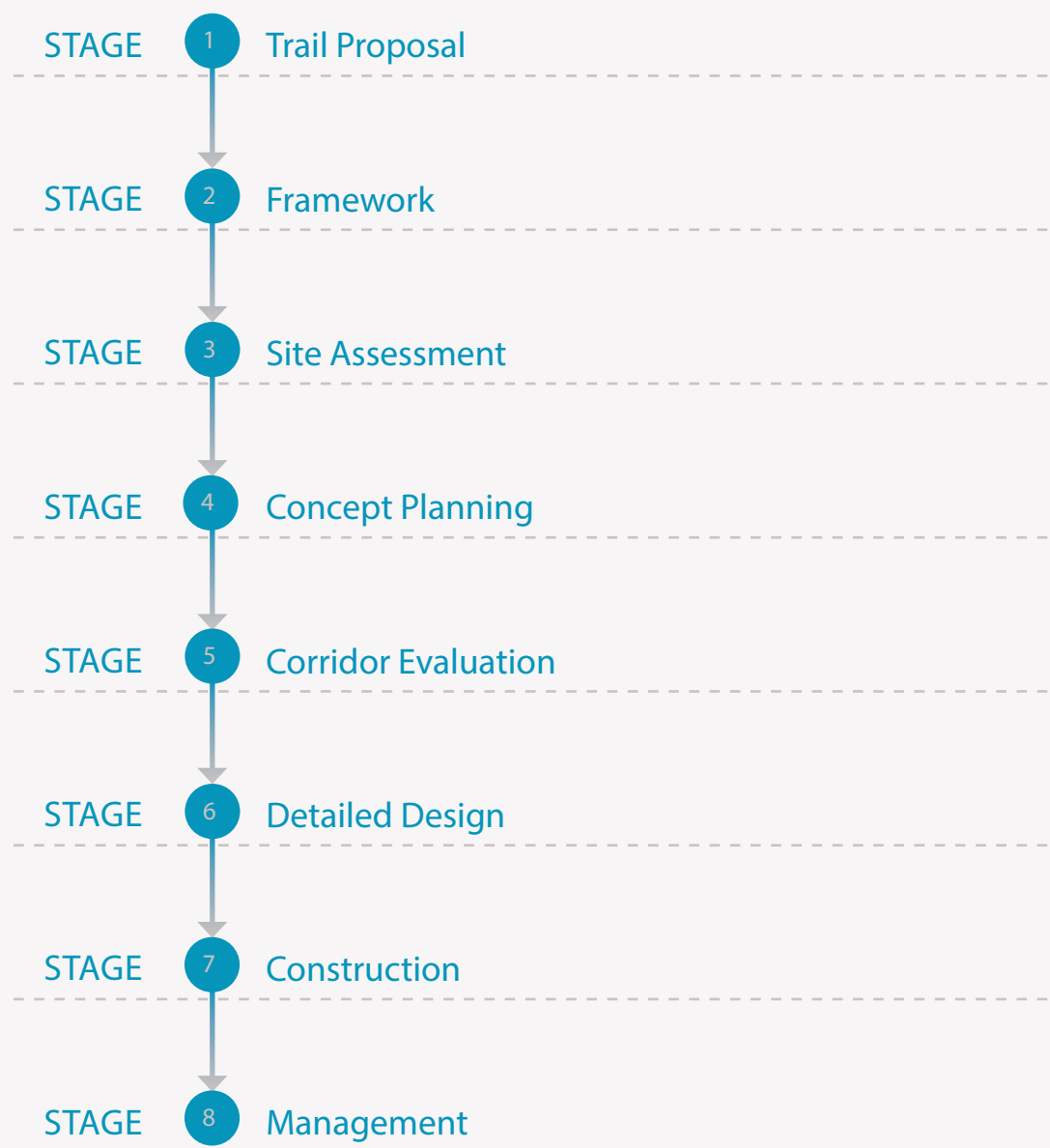


5.1 TRAIL DEVELOPMENT PROCESS



The trail development process is the planning, design and construction procedures required to ensure the long-term sustainability of a trail facility.

To ensure successful trail development the required stages are outlined in the graphic below.





This 8 stage process, briefly outlined in the table below, is deliberately prescriptive in order to ensure the delivery of the highest possible standard of trails which are sustainable and an asset to trail owners and the community.

Stage	Outcome	
1 Trail Proposal	The proposed area is supported in principle, or not supported due to constraints precluding trail development.	Desktop
2 Framework	A project outline including a clear understanding of project objectives, stakeholders, roles, requirements and execution	
3 Site Assessment	Undertake a broad scale study of the area and identify constraints	
4 Concept Plan	Conceptual design plan produced	
5 Corridor Evaluation	Concept plan checked and flagged in the field	Field
6 Detailed Design	Detailed trail design produced including classifications, technical trail features, construction types and specifications, and gain approvals.	
7 Construction	Trail is constructed following the design specifications	
8 Management	Management plan implemented detailing maintenance and monitoring requirements	



The definitions of these eight stages are provided below.

1	Trail Proposal	<p>At the beginning of trail project the viability of the proposal should be assessed through preliminary background investigations of community support, legislative requirements, existing and proposed land use and management considerations.</p> <p>An Impact Evaluation Checklist (IEC) can be completed (desktop) to check for major constraints such as management plans, existing master plans, disease risk areas, water catchment.</p>
2	Framework	<p>Development of a clear framework guides and informs the entire project.</p>
3	Site Assessment	<p>The site assessment, combined with the framework inform the development of the concept plan.</p> <p>Conduct on ground, desktop and literature review of:</p> <p>Location, Access, Land Use, Landscape, Ground Conditions, Existing Recreation Use, Heritage and Environmental Protections and Constraints, Conflicts and Sensitivities.</p> <p>It is advised to meet with stakeholders to garner support and mitigate concerns at this stage.</p>
4	Concept Plan	<p>The concept plan illustrates what the trail system may look like and addresses key strategic priorities such as:</p> <p>Detailed review and identification of;</p> <p>Location of trailhead, configuration of trails, alignment of trail corridors and estimation of development costs.</p> <p>It also identifies construction stages and makes broad cost estimates.</p> <p>The concept plan can form a crucial consultation tool to be presented to stakeholders.</p>
5	Corridor Evaluation	<p>The Corridor Evaluations stage completes the IEC by undertaking detailed checks and surveys within the proposed corridor identified in the Concept Plan and documenting environmental or heritage protection strategies where required.</p> <p>The corridor evaluations help to formally establish and agree on the location of trail corridors with land owners/managers and other stakeholder and should be developed into a report which can be used to seek approvals to proceed with detailed design.</p> <p>It may require work with specialist consultants to undertake; Dieback Mapping, Flora Survey and Aboriginal Heritage Survey, establishing estimated design, construction and management costs, identifying appropriate ways in which trails can be developed.</p> <p>Once the constraints have been assessed and any mitigation strategies documented, the proposed trail corridor can be flagged in the field.</p>



<p>6 Detailed Design</p>	<p>Review corridor evaluation outcomes, adjust trail corridor alignments and undertake detailed trail design including; trailhead nature and design, additional major feature designs, definitive trail lines and trail feature types and locations.</p> <p>The draft design plan should include construction ready specifications, final detailed design plan drawings related to these and timescales for approval by the Steering Group.</p> <p>Detailed design should include:</p> <p>Definitive trail lines, flagged in the field and identified on the plan, including the location of:</p> <ul style="list-style-type: none"> • Turns • Technical Trail Features • Built structures • Drainage features • Hardened surfacing <p>Schematic construction plans including specified drawings for:</p> <ul style="list-style-type: none"> • Turns • Technical Trail Features • Built structures • Drainage features • Trail tread construction cross sections • Hardened surfacing <p>Details of resources and materials required</p> <p>A signage plan</p> <p>Estimated probable construction costs</p>
<p>7 Construction</p>	<ul style="list-style-type: none"> • Develop detailed construction and tender specification including; prescriptive trail plan and drawings, chainage identifying trail construction type and feature location, documentation of typical trail features and drainage techniques, construction management plan and standards. • secure final approvals and permits • Advertise tender, select supplier • Appoint trail builder • Administer contract • Develop 'as built' documentation required for ongoing assessment and management of the facility.
<p>8 Management</p>	<p>Trails, like any other facility, require ongoing management and maintenance. A management plan should encompass all aspects of managing the trail and should be developed and agreed on by the Steering Group. The management plan should be informed by the Framework, and any broader land management policies. The plan should include:</p> <ul style="list-style-type: none"> • Background information (Outlined in the Framework) <ul style="list-style-type: none"> • The trail system • The classification of the trails • Target use • The amount and type of use • Clarification of management roles and responsibilities (outlined in the Framework) <ul style="list-style-type: none"> • Trail adoption and volunteer roles • Funding and resources • A record of the infrastructure and costs or link to the appropriate system or asset database • Maintenance program <ul style="list-style-type: none"> • Audit • Frequency • Standards (e.g. construction, hygiene, signage) • Works program • Funding and resources • Hazard inspection and reporting procedures • Visitor statistic recording procedures • Marketing

5.2 GUIDING PRINCIPLES FOR TRAIL DEVELOPMENT AND CONSTRUCTION



In order to assist the City of Albany to create an environment that fully supports the development of Albany into a Trails Tourism Hub the following principles have been suggested. These general design and location considerations should be taken into account before and during construction of any trail.



GUIDING PRINCIPLES FOR TRAILS TOURIST HUBS

- ✓ Locate new trails in iconic locations, within the City Centre and expanding outwards
- ✓ Focus on new trails growth markets (Mountain Bike and Aquatic)
- ✓ Give priority to trails that provide loops and connectivity
- ✓ Development of trail activity nodes which capitalise on iconic coastal landscapes

GUIDING PRINCIPLES FOR SUSTAINABLE TRAIL CONSTRUCTION

Trails Location and Corridor Evaluation

Trail Network: The trail network and trailhead should be located such that riders finish their ride with a descent back to the trailhead. Most riders tend to prefer to do any hard climbing early during their ride, finishing with a descent.

A mountain biking trail system should be easy to navigate and intuitive, with the majority of trails offered as loops, and generally following the same overall direction of travel. It should ideally be possible to ride one lap of the entire trail network, without backtracking, without crossing over any trails and without missing any large sections of trail.

For a trail network, especially mountain biking, the easiest trails should be located near the trailhead, with increasingly harder trails located further from the trailhead. This is a risk management technique to prevent inexperienced riders accidentally ending up on very difficult trails.

A trail network should be sympathetic to the terrain and topography, without trying to squeeze a large network of trails into a small space.

Follow existing tracks/trails where possible to minimise disturbance to the landscape

Avoid areas of dense vegetation that may require heavy clearing, avoid environmentally sensitive areas (e.g. areas of endangered flora) and areas with high erosion potential

Trails should meander to take advantage of natural and man-made features and to create interest. Avoid long straight sections with long steady grades.

Use aerial photography, supported by extensive on-the-ground verification, to enable the best possible routes of proposed trails to be selected that maximises use of already-disturbed locations and that minimises the need for clearing of vegetation.



Drainage planning: Proper drainage is of considerable importance in constructing a lasting, maintenance-free facility. Water should be removed from trail surfaces as fast as possible, wherever possible. The steepness of some trails and the type of soil dictate individual site requirements for the frequency of draining water from trails. Culverts and other drainage controls (steps and water bars) should be used to direct run-off away where needed. It should be noted that some slope is desirable on shared-use trails.

Trails Design and Construction

Trail Direction: Trail direction should be a consideration, especially for mountain biking trails where riders ride at speed. Single-direction trails are recommended for mountain biking trails in a network to improve visitor experience and safety.

Trail Width: Walk trails in the locations proposed should have a maximum trail width of 1.5m where purpose-built trail is required. On suitable sections a more intimate experience can be provided by reducing the trail width to around 1.0 – 1.2m. Shared-use trails should have a minimum trail width of 2.5m. Consistency of width is particularly important for mountain bike trails.

Trail Height: On trails only to be used only for walking (where cycling and mountain biking are to be excluded) height clearance should be around 2.5m.

Trail Surface materials: Walk trails can range from smooth natural earth surfaces to rushed limestone or more hardened surfaces, depending on the grade and purpose of the trail. A smooth compacted surface is most appropriate for shared-use trails and mountain bike trails. The surface should be firm enough to provide cyclists with a relatively smooth ride, and free of potholes and undulations. Choose appropriate materials for the trail's sub-base and topping (surface layer) to ensure longevity and suitability of the trail for the intended user groups. Use debris from trail clearing to prevent use of unwanted paths

Drainage: Ensuring local drainage is maintained along natural watercourses where possible. Ensure local drainage is maintained along natural watercourses where possible.

Signage: Effective signage will reduce possible conflicts between different types of trail users — for example, walkers and trail bikes or 4WD's, or cyclists and walkers. A code of conduct and field heirarchy will also reduce conflict between different trail users

Rating: All trails should be given a trail difficulty rating



Road Crossings: A crossing should have enough space cleared and levelled on both sides of the road to allow trail users travelling together to gather in a group and cross en masse, to reduce overall time spent at the crossing. The crossing should be at a straight, level area allowing both trail user and vehicle driver good visibility and the driver ample stopping distance. The trail should be clearly marked on each side of the road for easy recognition and the crossing be designed to move the trail user away from the road reserve as quickly as possible. If at all possible the trail should not slope down – or up – to the road. Further information is provided in *Austroads Guide to Traffic Engineering Practice – Pt 14 – Bicycles*.



Horse Trail Design

The following was extracted from *Horse SA's Horse Trail Infrastructure – Guidelines for Peri Urban Precincts (2010)* by Tredwell Management and provides some highly valuable guidance with regards to horse trail design:

- **Barriers/control points:** controlling access onto a trail, modifying speed or direction of users, often providing a barrier to unauthorised vehicular access. Suitable barriers may include the use of bollards, posts or rocks. Barriers should not require a horse to step over an obstacle exceeding 35cm in height and should have no protruding sharp edges. A cavaletti (step-over) allows safe access for horse and rider and should preferably be 3m wide, with a step-over height of 30 – 35cm.
Control points should provide a hardened, horse-friendly surface.
- **Bridges:** the single most expensive item to include on a trail and may need to service recreational trail users and other users, such as emergency service vehicles. Careful consideration of construction materials is required, avoiding noisy materials and providing anti-slip surfacing. The colour and consistency of the surface of the trail should continue from the trail tread approaching the bridge, and over the bridge itself. Preferred widths are greater than 3.5m wide, with parapets.
- **Boardwalks:** a series of interconnected bridges positioned above ground height, enabling users to navigate over areas of sand, marshes or wetland. Horse trails rarely have boardwalks.
- **Hitching posts, Rails and Rings:** most likely to be required at trail heads, watering points and rest stops, including horse float parking sites. A hitching ring is a heavy duty ring anchored firmly into another solid fixture, such as a wall. A hitching post is a single upright post, strong enough to at least withstand a 750kg horse pulling back. A hitching rail accommodates 2 – 4 horses and should be placed at least 6m away from any other trail infrastructure, including the trail itself, installed on a hardened surface.





- **Mounting blocks:** installed at trail heads, rest stops and gates where horse riders are required to dismount to open and close. Riders normally mount the horse on the left hand side (head facing forward) and require a clear area around the mounting block. Wheelchair accessible mounting ramps might be considered at trail heads.

One, two, or three step designs might be considered, dependent on budget, sitting and materials selected. Individual step heights approx. 250mm, width greater than 500mm and depth greater than 250mm.

- **Watering Points:** Trail heads require an identified source for stock water. Troughs require regular inspection (preferably daily) cleaning and maintenance. Taps fitted with self-turning-off handles can be supplied by mains water. If access to mains water is not available it may be necessary to provide rainwater tanks that collect runoff from shelters or other structures and may form part of other bridle trail infrastructure, such as covered seating and interpretive facilities at trail heads and rest stops. Such facilities would require on-going maintenance to ensure reliable water supply and that the supply meets all relevant health regulations. Maintenance would most likely be undertaken by the relevant land manager.
- **Traffic Separation:** riding along roadsides should be avoided as far as possible. Horses under the control of a rider are permitted to travel either way on the verge or footpath with due care. Where unavoidable, the provision of a natural or artificial barrier between the horse rider and vehicles on the carriageway should be considered. Provision of sufficient space between carriageway and trail would be considered a natural barrier, as would vegetation and earth mounding. Loss of roadside verges (at bridges or on the crest of hills and bends) creates 'crush points', which need to be carefully considered in terms of trail user safety.
- **Road Crossings:** crossing points should be minimised as far as possible, and safety for all trail users can be improved by careful selection of crossing points. If room permits, the installation of a horse holding bay is preferable, creating an area where horses can be held at halt, prior to crossing a road. A Pegasus crossing could be installed where regular crossings over busy roads are anticipated.
- **Crossing points:** need to be well signed, with holding bays/bump rails (approx. 1.4m high) located on a firm, natural surface. Crossing points require maximum sightlines for oncoming traffic and need to be free of hazards (street furniture, poorly placed signage, obtrusive landscaping).
- **Signage:** signage requirements vary from trail to trail and specific requirements may be imposed by various land managers (signage plans/policies). Signage hierarchy:
 - Primary signage – Trail Heads



- Secondary signage – wayfinding markers
- Tertiary signage – location specific (e.g. 'Close the Gate')
- Regulatory signage (e.g. road signs)

Each land manager will have policies, specifications, application requirements and approval processes that must be complied with. All stakeholders (land managers, funding agencies, community groups) should review and approve all information contained on all signage.

- **Horse yards:** yards often hold horses for overnight stays and need to be well constructed.
- **Trail Heads:** provide an entry point onto a trail network, and include signage (with key trail information), horse float parking, tie up rails, horse yards (potentially), stock water source, rider and other trail user facilities. Perimeter fencing with gates is preferred to provide an extra level of security. Key considerations include trail head entry and exit points, vehicle turning circles, sightlines, and provision of sufficient parking numbers (including horse float parking). Consideration is also required for power availability, water (stock and human consumption), facilities for camping and BBQ areas and any resultant implications for neighbouring land uses/properties and conservation/heritage areas.
- **Trail Dimensions:**
 - The trail ceiling (trail surface to lowest overhead obstruction) should be 3m.
 - The trail tread width should be minimum 500mm (single horse track/bridle trail).
 - The trail corridor width should be minimum 1m (obstacle free, assuming trail tread is located centrally within the corridor).
- **Trail Surface:** A natural trail surface is preferred and long sections of asphalt or concrete avoided. Unstable, loose surfaces and loose debris (stones larger than 10mm across) are not suitable. The trail surface should be maintained in a safe condition, with the removal of any sharp objects (glass, metal scraps, loose wire), with the timely repair of deep pot holes/bog holes. Steep slippery surfaces such as rocky outcrops can be dangerous, although the degree to which certain surfaces/obstacles are acceptable is dependent on the experience and technical ability of the rider and the level challenge intended for the specific bridle trail.
- **For multi-use trails:** the use of trotting fines as surfacing options offers a relatively cost effective option to other surfaces, whilst serving to reduce impacts such as erosion of the trail tread. Trotting fines are a natural by-product of a variety of mining operations, comprised of 2mm diameter crushed aggregate (also known as crusher dust). This type of material is readily available from quarries.




5.3 FRAMEWORK TEMPLATE



City of Albany

PROPOSED FRAMEWORK FOR TRAIL DEVELOPMENT

Project Name	
Project Location	
Project Area	 plan attached
Tenure	

Background	
Steering Group	
Objectives	
Meetings	
Management Model	
Scope and Scale	
User Types and Styles	
Trail System/Model	
Agreed Standards	
Funding	
Delivery	
Evaluation	

(Based on work by D. Davis, 2010)

City of Albany
STAKEHOLDER APPROVAL

Signature	
Name	
Organisation	
Date	

Signature	
Name	
Organisation	
Date	

Signature	
Name	
Organisation	
Date	

Signature	
Name	
Organisation	
Date	



5.4 TRAIL DEVELOPMENT FRAMEWORK



EXPLANATORY NOTES

The development of a framework for proposed trail developments will ensure clarity with all stakeholders working towards agreed objectives and outcomes, along with assisting and informing the trail planning, design, construction and management stages. The following notes have been provided as a general guide to the development of the framework.

TYPES OF TRAIL SIGNAGE

Location	Provide a description of the proposed location
Project Area	Provide details of the boundaries of the planning area for the proposed trails.
Tenure	Provide details as to the land tenure, or mix of land tenures applicable to the project area
Background	Provide the background as how the project area has been identified and why it is being considered for trail development.
Steering Group	Developing a framework can only be done through clear and formal consultation with all relevant stakeholders and partners. It is crucial that all key stakeholders and partners are identified, understand and support the planning, design and delivery process. Provide a list the key agencies/groups and persons who will form the steering group. Include contact details – phone and email as minimum.
Meetings	Identify an indicative timeframe of how often and where the Steering Group will meet for the duration of the project.
Objectives	Project objectives should define the overall aim and outcomes of the project, clearly setting out what the project is trying to achieve and why. Objectives may include environmental, economic, social or community outcomes. All objectives should be high-level and SMART – Specific, Measurable, Achievable, Realistic and Timely. Project objectives should not detail 'how' the outcomes of the project will be achieved.
Management Model	To ensure long-term sustainability, it is essential to identify who is the trail owner and operator. (The trail owner is the entity that owns the physical structure of the trail and manager of the land and carries the liability for the health and safety of all users. The operator is generally the entity that maintains the trail to the agreed standards of the owner.) <ul style="list-style-type: none"> • Who is the trail owner? • Who is the trail operator? • How will visitor use be monitored? • Who will undertake the maintenance – owner, operator, volunteers?



Scope and Scale

The scope and scale clearly identify the significance and size of the project and are closely linked to achieving the project objectives.

- What is the proposed trail/networks level of significance – national, regional or local?
- What are the parameters of the project? What size/extent is the project? How many kilometres of trail is planned?
- Is the project development to be staged?
- What type of use is proposed – recreational and/or event?

User Types and Styles

It is essential to define the target users of the trails as part of the framework to ensure that they meet the needs and expectations of the intended users.

- What are the different types of users being targeted?
- What are the abilities of target users?
- What are the appropriate trail classifications for the targeted users?
- What are the different styles of activities that will take place on the trails (if appropriate) e.g. cross country vs downhill for mountain bike trails?
- Is the trail single use or multi use?

Trail System/ Model

The trail system defines the design, layout and configuration of the trails as well as the location, nature and extent of associated facilities and infrastructure such as car parking, toilets and trailheads.

Outline the trail system being proposed.

- Is it linear or looped trail?
- Is it a single trail or a network of trails?
- If looped, is it a core trail, stacked loop, cloverleaf, or finger style?
- Is it single or dual direction?

The trail model will be or become a part of, for example a trail hub, centre, network or individual trails. The trail model must be appropriate to the location, scope and scale of the project and clearly link back to the project goals.

Agreed Standards

These standards must be agreed by the Steering Group and applied consistently to all aspects of –

- Design, e.g. IMBA guidelines or designing trails to the agreed classification.
- Planning, e.g. following correct approval procedures; undertaking an Impact Evaluation Checklist; undertaking consultation throughout the development process.
- Construction, e.g. building standards; hygiene protocols; ensuring trail fits into the environment; ensuring appropriate supervision.
- Maintenance, e.g. checklists and frequency, construction standards, maintaining trail to its original state (no new features).

Funding

Outline how the project will be funded. For larger projects with multiple funding sources, it may be beneficial to outline the sources for the specific stages of trail development e.g. Site Assessments, Concept Plan, Corridor Evaluations, Design, Construction and Management, possibly in a table format.





Delivery	<p>Confirming the way the project will be delivered requires the Steering Group to agree on the following key issues:</p> <ul style="list-style-type: none"> • Who will deliver the project? (staff, contractors, volunteer, and for what sections of the trail development – Site Assessments, Concept Plan, Corridor Evaluations, Design, Construction and Management?) • How will the project be delivered? • Who will manage the project? • How will the project be managed? • Who will take responsibility for delivering different aspects of the project? • Will the project be staged? • What are the proposed timelines?
Evaluation	<p>Evaluation of the project is essential to find out if the project has met its objectives and to improve future trail developments. A methodology should be described for evaluation in the framework including:</p> <p>Evaluation criteria</p> <ul style="list-style-type: none"> • Has the project met its planned objectives? • Are the trails being used by the intended target market? • Has predicted usage been reached? Are users satisfied? • Are there any unforeseen issues/impacts (environmental, economic or social)? <p>Evaluation data: arrangements for data collection. When will evaluation take place? Who will evaluate? Roles and responsibilities.</p>
Stakeholder Approval	<p>Document the Steering Group approval of completed and agreed framework.</p>



5.5 SIGNAGE GUIDELINES



For the purposes of Albany's Trail Hub, there are five forms of Trail signage:

1. Trail Head
2. Waymarking
3. Directional
4. Interpretive
5. Management

1 Trail head

As described elsewhere in this report the trail head is the area where users can access the trail. This area is accessible by road and usually provides parking and some amenities for trail users (toilets, information, and rules). Trail head signage features the following information:

- Trail name
- Trail type (i.e. walk, mountain bike, equestrian)
- Trail length and difficulty information (including classification system and personal safety, Estimated completion time;)
- Environmental or management information, such as code of conduct
- Orientation and Navigation (this information is particularly relevant where a trail head is at the beginning of a trail network, where the user needs to make decisions regarding which path to take) including Graphic image/map for orientation.
- Land manager contact information

Where a trailhead is marking a trail network the trailhead signage should include a Map of the trail system. The map should clearly show how trails link up. For example where a single track trail uses a section of fire road or vehicle track this should be marked as a continuous trail. Maps should always be orientated north and include a legend and scale.

2 Waymarking

Waymarking is signage on the trail which directs trail users. A familiar waymarking example is the Bibbulmun 'wagyl'. The extent of waymarking signage will depend on the target market and trail grade – the harder the trail, the less the need for trail markers, but the more important it is to have clear information at the trail-head (warning of trail conditions, length, duration, etc). Waymarking signs should be attached to posts at the start of trails, at regular intervals along each route – and particularly at corners and at intersections to direct users and keep them on the correct trails. The user must clearly be able to see where to go from the trailhead sign to the trail access point. If the entrance to the trail cannot be seen from the trailhead, directional signage may be used to point the way.

At Intersections:





- Trail markers should be installed a couple of metres prior to an intersection.
- A trail marker should be installed 10 – 20m from the intersection to confirm the user has taken the correct path. (Users should be able to see this confirmation marker from the intersection).
- Where a trail has no intersections or other options, trail markers do not need to be installed.
- For single direction trails always install 'no entry signage' at intersections that cross single direction trails, or at the exit points of single direction trails

Waymarking signs should be placed between 0 – 1.5m above the ground (900mm recommended) depending on the terrain and the seasonal effects of vegetation. The height chosen should remain consistent and the marker (triangle or arrow) should be mounted with the apex pointing toward the direction to be followed. Trail markers are usually located on the left side of the main trail direction for loop trails. Two-way trails will require bi-directional markers.

3 Directional

Directional signage directs users to a trail head from the town or from other key landmarks. Where a trail meets another trail or multiple trails it may be useful to install directional signs that point to a destination e.g. to the trail head, or to a car park. It may be useful to use orientation signs with a map and 'you are here' points at these locations.

4 Interpretive signage

Interpretive signage is generally used to describe natural or cultural heritage information to engage the visitor in the experience on the trail. Interpretive information can be provided at a Trail Head, and is often included in walking trails which are specifically designed to be interpreted experiences. Interpretive signage can also be used to highlight a particular point of interest.

5 Management signage

This would generally be used in instances where a trail is temporarily closed or realigned due to natural hazards or incidents.

Overall trail signage should be obvious without being obtrusive to the natural environment. Signs should never be attached to trees or other vegetation as not only is it destructive, it also creates maintenance issues.





Specifically, signs should be placed with consideration of approach speed, space to manoeuvre without obstruction or blocking the pathway for other users, offer clear visual lines of other trail signs and minimise the potential impact on the views of the landscape. The approach speed should allow three seconds for people to view and read the sign and also enough time to make a decision on the relevant action prompted by the sign. As a general rule, signs should be placed at a height within half a meter above or below the forward line of vision, depending on the angle of the sign.

Signs should also be located and positioned where their attention does not create a hazard or obscure a hazard. Surrounding vegetation or environmental effects such as sun glare should also not impact on the visibility, legibility and durability (fading of the text) of the sign information.

Branding

Trail signage should be standardised across the City of Albany, through the use of the Albany Trails Hub brand and consistent colouring to guide all trail signage. The trail markers should have a distinguishing symbol or logo for each trail but this should be consistent with overall branding.

