




Trails Hub Strategy

2023-2025

Review and update of the City of Albany Trails Hub Strategy 2015-2025.

Image Credit: Outdoors Great Southern



THE CITY OF ALBANY
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CUSTODIANS OF THE LAND ON
WHICH THE CITY CONDUCTS
ITS BUSINESS, AND PAYS
RESPECT TO ELDERS
PAST AND PRESENT.



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Introduction

The City of Albany Trails Hub Strategy 2015 – 2025 was developed to provide strategic guidance and assist the City to become one of Australia's primary trail destinations – a World Class Trail Tourism Hub (TTH) situated around a high-quality trail system, supported by a complete package of hospitality and visitor services.

Since 2015 the situation and environment has changed significantly with a large investment into trails across Western Australia and the development of the Great Southern Regional Trails Master Plan 2020.

The purpose of this addendum is to review the achievements to date against the objectives and action plan. It seeks to analyse the evolving context since the strategy's inception, identifying emerging opportunities with the goal of integrating them into modified actions for the upcoming three-year period.

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.

METHODOLOGY

Below is a summary of the methodology undertaken to complete the review of the Trails Hub Strategy.

- An internal review of the strategy was completed by City of Albany officers, reporting against the implementation plan.
- Outdoors Great Southern was engaged to update the background information and relevant projects and strategies that have been developed since the release of the strategy that may be relevant to how the Strategy is implemented.
- An updated action plan was developed, and recommendations were made for consideration by the City of Albany.

The City of Albany would like to acknowledge the support of Outdoors Great Southern in the development of this document.

Situational Analysis

Since the development of the Trails Hub Strategy in 2015, Western Australia and the Great Southern region has invested heavily in trails. This is evident through new trails market research, several new regional and state level strategies developed, and a large number of trail construction projects completed or in planning.

These developments need to be considered when reviewing the Albany Trails Hub Strategy and upgrading any existing priorities or proposing new actions.

Below is a summary of the key projects and strategies that have emerged since the Trail Hub Strategy was released.

OUTDOORS GREAT SOUTHERN

Outdoors Great Southern was established as the Great Southern Centre for Outdoor Recreation Excellence (GSCORE) in 2017 as a joint initiative of the Western Australian Department of Local Government, Sport and Cultural Industries (DLGSC), the Great Southern Development Commission (GSDC), and the Albany Chamber of Commerce and Industry (ACCI).

The Trails Hub Strategy identified Outdoors Great Southern as a key partner to strengthen Albany's opportunities in becoming a world class trails hub and trails destination.

Outdoor Great Southern's purpose is to encourage "More people in the Great Southern enjoying the outdoors safely, sustainably, and responsibly."

GREAT SOUTHERN REGIONAL TRAILS MASTER PLAN (RTMP)

In 2020 Outdoors Great Southern released the Great Southern Regional Trail Master Plan which identified a coherent and clearly outlined program of trail infrastructure development across the Great Southern region over the ten-year period 2020–2029. The Master Plan focuses on a range of nationally and regionally significant trail experiences suited to different user groups across the Great Southern.

The Trails Hub Strategy was a key informing document which led to many of its priority trails being included in the RTMP.

The RTMP is guiding decisions about the management of, and investment in, trails and provides a vision of what the trail network across the Great Southern will look like in the future. It caters for a diversity of trail users, types and experiences, and considers future planning needs for relevant trail towns, trail networks and visitor services.

Outdoors Great Southern's role in Implementing the Master Plan includes:

- Project Governance
- Grant Writing
- Marketing Coordination
- Project Management
- Training and Capacity Building
- Trail Monitoring

The Great Southern Regional Trails Reference Group was established to oversee the implementation of the RTMP. The City of Albany has representation on this group.

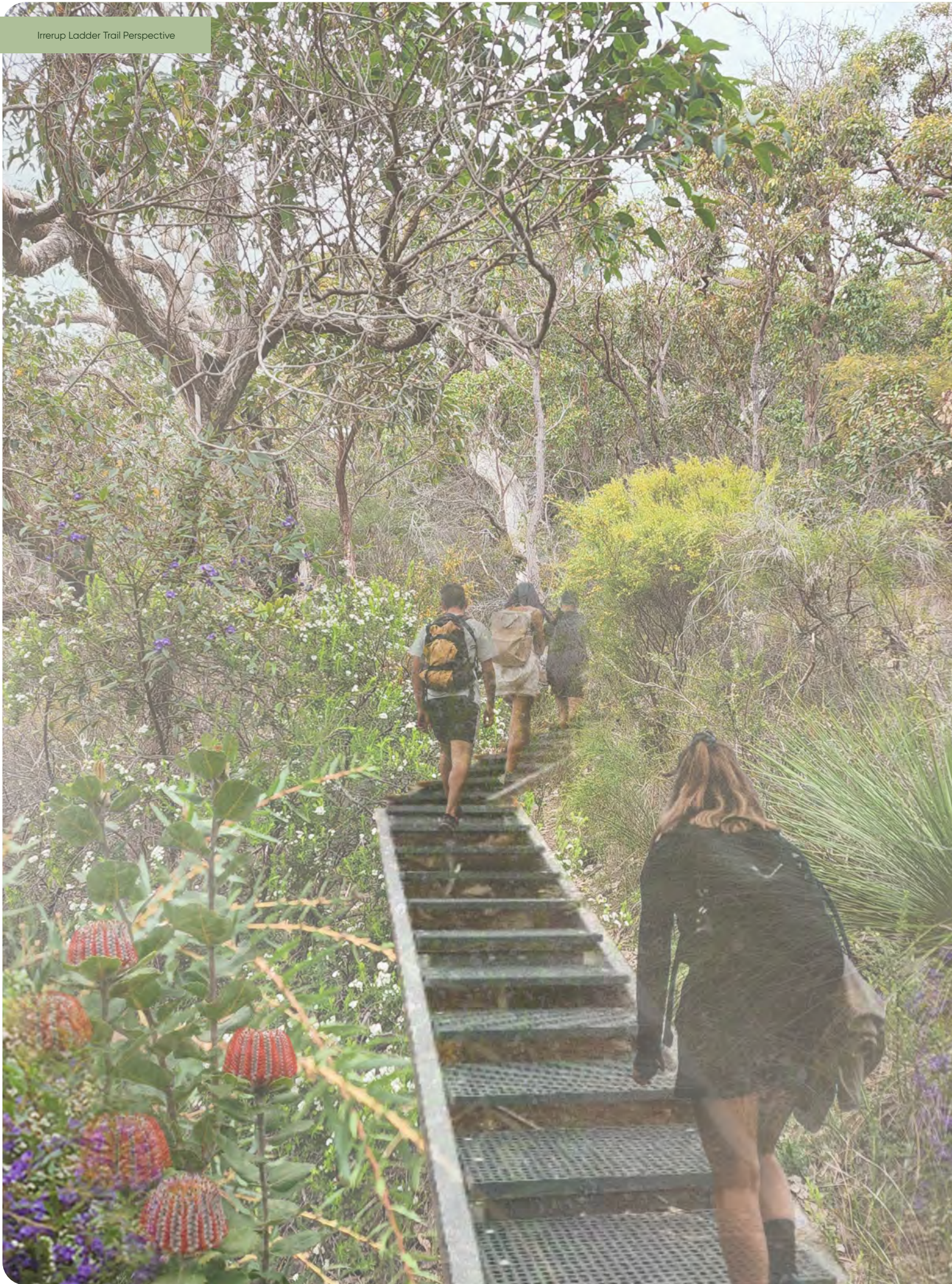


A REGIONAL APPROACH TO MARKETING TRAILS

The Great Southern Regional Trails Master Plan highlighted that marketing and promotion of the Great Southern trail offering will be essential to increase participation and encourage visitation. This plan recommends the development and implementation of a Great Southern Regional Trails Marketing Strategy.

The purpose of the Marketing Strategy will be to establish a collaborate effort that will bring benefits to the whole region and all Shires. Through a regional approach to marketing, under the new approved Tracks and Trails Great Southern branding, we can market the region together as a package so that the collection of trails, as a whole, is more significant and will attract more visitors resulting in real economic and social value. Previously and currently, promotion of trails has been ad hoc with each local government or trail manager acting in isolation, however a coordinated approach will ensure better coverage for the region.

In 2022 the Local Government Authorities in the Great Southern partnered to create the visual brand for the promotion of trails in the region. Developed by Jack in the Box marketing agency, the brand was renamed from the working title of Great Southern Adventure Trails to Tracks and Trails Great Southern. This visual branding was presented to and endorsed by the Great Southern Trails Reference Group.



INVESTMENT INTO GREAT SOUTHERN TRAILS (WA RECOVERY PROGRAM)

Through the State Government WA Recover Program \$15.2 million has been invested into trails and associated infrastructure throughout the Great Southern region. The aim of the program is to create high-quality mountain bike, walk and paddle trails in the Great Southern that will attract local, national, and international trail users, to support the local economy, job growth and promote the region as a trail destination.

The program of works began in 2020 and is scheduled to be completed by June 2024. Several projects have been completed since the start of the program with other projects still ongoing.

Incorporating new or renewed trail infrastructure has included:

- Realigning sections of the Bibbulmun Track and Munda Bididi Trail.
- Upgrades to existing trails and infrastructure including realignments and erosion management.
- Increased accessibility for paddle trail launch platforms.
- Increased accessibility for walk and cycle trails.
- New interpretive and directional signage including trailheads.
- New and improved site facilities and associated amenity infrastructure for trail developments.

Tangible benefits flowing from this project will include¹:

- A regionally significant network of high-quality, purpose-built trails that will be an invaluable tourism and recreation resource for visitors, businesses and the residents of the Great Southern.
- Enhanced and upgraded existing trails to support increased trail use, promote natural setting experiences and diversify visitor opportunities over multiple locations.
- Creation of around 200 jobs during construction (direct and indirect).
- An estimated annual total of over 44,000 additional visitors including new visitors (destination trail users) and trail-users who extend their stay.
- An estimated \$23.2 million additional annual tourism spend associated with increased visitation.
- Opportunities for new business development and consolidated offerings by existing local businesses to service the anticipated demand from increased visitation, accommodation requirements, and products and services to the region.

WORLD TRAILS CONFERENCE 2026

Outdoors Great Southern have been confirmed as the host for the 2026 World Trails Conference. Taking place every two years at different locations around the world, the 2026 World Trails Conference will bring the international trails industry to Albany.

The conference provides an opportunity to highlight the trails in the Albany area, and its timing is particularly significant with the Albany Bicentenary celebrations also happening in 2026.

¹Trails WA Projects <https://trailswaprojects.com.au/gsat-overview/>

INCREASED TRAIL INVESTMENT IN THE SOUTH WEST

The Trails Hub Strategy identified several new trail developments across the state. These trail developments were identified as potential competitors as well as potential opportunities for collaboration.

In the last five years, the Western Australian government has made a significant investment in the state's trail network through capital works expenditure as part of the WA Recovery Program. Most of this investment has been into mountain biking trail networks, with a limited amount in new hiking trails. Local governments are also contributing to trail development as well as some funding through grant programs such as the federal Building Better Regions Fund. The following table summarises recent trail investment into the South West of Western Australia.

Destination	Investment	Trail offering
Dwellingup	\$8.4m	Murray Valley MTB Trails (32km) Munda Biddi single track (8km) Canoe trails (10km) Bibbulmun Track and Munda Biddi Trail
Collie	\$10m	Wellington National Park MTB trail network (65km) Arklow MTB Trails (36km) Westralia MTB Trails (35km) Wiilman Bilya Walking Trail (20km one-way – plan to add additional 50km – 5 day walk) Re-alignment of Munda Biddi Paddle offering in Wellington dam underdevelopment
Margaret River	\$350k	The Pines (16km) supports an existing network of 125km across 7 trail networks
Nannup	Stage 1 \$2.86m total \$5.5m	Stage 1: Tank 7 & 8 MTB Park (30km) – 2021 Stage 2: Jump Park, new cycle touring routes – proposed Stage 3: Native Forest MTB Park – proposed



TRAIL TOWNS

The term Trail Hub is no longer used in WA trail planning documents such as the WA Strategic Trails Blueprint. Instead, Trail Towns has become the framework for assessing a regions capacity to become a trail destination.

Trails WA, in conjunction with the Department of Biodiversity, Conservation and Attractions, has created a Trail Town Accreditation program that helps regions and towns to build their capacity as a trail destination.

A Trail Town is a population centre which has been assessed and accredited as a destination for its trails through the provision of high quality:

- Trails (single or mixed use);
- Outdoor experiences that encourage extended visitation;
- Trail-user related facilities and services (including accommodation);
- Trail-related businesses; and
- Trail branding and signage.

The accreditation process is a consultative one that requires a number of in-depth assessments and reviews. This includes:

- A capacity audit - which determines the level of community engagement in trails tourism, strategic governance, trail management processes, availability of attractions and accommodation.
- An inventory assessment - to understand the cultural, aesthetic, access, activities, amenities and trail infrastructure gaps and opportunities available in the region.
- A review of planning, community engagement, marketing strategies.



TRAILS WA

Trails WA, while mentioned in the Albany Trails Hub Strategy, has come a long way since 2015. Trails WA is now the primary source of public information for trails across the State.

The incorporated body manages the upkeep of the Trails WA website (trails.wa.com.au) which includes trail information for over 800 sanctioned trails. Over the past five years, Trails WA has solidified their role in the trails industry, playing a critical role in the marketing of trails as destinations, businesses and trail networks. The current focus of Trails WA is to promote safe and accessible access to all types of trails for all trail users.

The Destination Microsite function on the Trails WA website provides and promotes a list of destinations directly to a large and growing Trails WA audience.

Trails WA also has a Trails Friendly Business Program which helps businesses that offer trail-specific products and services to be easily found. The program is designed to direct trail users to businesses that offer a warm welcome, provide local information and allows them to restock, refresh and re-energise.

NEW STRATEGIES AND POLICIES DEVELOPED FOR TRAILS IN WESTERN AUSTRALIA

Western Australian Mountain Bike Management Guidelines 2019

The Western Australian Mountain Bike Management Guidelines are an important tool for land managers, trail professionals and mountain bike groups by providing guidance that ensures a consistent approach to planning, designing, constructing and managing sustainable mountain bike trails across the State.

This document is now recognised by industry as best practise for the construction of Mountain Bike trails and because the guide is so robust and comprehensive, it is also utilised for the construction of hiking trails.

Trail Development Series

The WA Trail Development Series is intended to assist groups developing a trail project to follow a standardised process, consider all issues and approvals and develop an approach to gather support from the local community and relevant government agencies.

Central to the Trail Development Series the eight stages of the Trail Development Process (TDP) which guides land managers from initial proposal through to planning, construction and management. The TDP ensures any trails developed in the State are sustainable and an asset rather than a liability.

stage	Outcome
1. Trail Proposal	A trail development proposal is either supported in principle by the land manager/owner, or not supported (due to environmental, social, cultural or other constraints). The purpose of a proposal could be to identify potential suitable areas for consideration.
2. Framework	A project outline developed by the steering group (stakeholders), including: project objectives, project management model, stakeholders, roles, target market, requirements, execution, and ongoing management model.
3. Site Assessment	Broad-scale study of the area and identification of opportunities, constraints and characteristics such as soil types, vegetation etc.
4. Concept Planning	Identification of opportunities and conceptual trail plan, including broad trail corridors and infrastructure requirements.
5. Corridor Evaluation	Detailed assessment of trail corridors for use in determining the final trail alignment.
6. Detailed Design	Detailed trail design and alignments physically flagged in the field. Includes detail on the trail classifications, technical trail features (TTFs), construction methods and specifications.
7. Construction	Trail constructed in line with the Detailed Design.
8. Management	Management plan implemented detailing maintenance and monitoring requirements.

Desktop

Field

WA Strategic Trails Blueprint 2022-27

The WA Strategic Trails Blueprint is an overarching guide for consistent and coordinated planning, development and management of quality trails and trail experiences across Western Australia. It provides a vision, guiding principles, strategic directions and actions for consideration across the state by government, trail managers, landholders, trail organisations, tourism operators and the community.

The vision of the Blueprint is that "By 2027, Western Australia's trails will connect more people to Country through shared experiences in diverse landscapes, resulting in greater community, social, cultural, economic, environmental, health and wellbeing outcomes for Western Australia."

The strategic pillars of the Blueprint include:

- A. Greater trail use and awareness
- B. Consistent and collaborative planning
- C. Sustainable design, construction and maintenance
- D. Community engagement
- E. Sound knowledge base
- F. Effective governance
- G. Investment and financing
- H. Growing the visitor economy

Interestingly in workshops following the release of the Blueprint two of the highest priorities identified were maintenance and funding for trail development.





FUNDING

Lotterywest historically had a dedicated trails grant program which was administered by the Department of Local Government, Sport and Cultural Industries (Formerly Department of Sport and Recreation). This program no longer exists, however there are still opportunities to secure Lotterywest funding if the project aligns to the Community Investment Framework. Importantly this program focuses on community projects meaning large scale tourism outcomes would not be eligible under this program.

The federal government Building Better Regions Fund has been a previous source of funded for various trails projects across Western Australia. This program was closed in 2022 and replaced with the Growing Regions Program. The Growing Regions Program provides grants of between \$500,000 and \$15 million for capital works projects that deliver community and economic infrastructure projects across regional and rural Australia.

Other sources of funding for trails projects has been from the WA Recovery Program and State and Federal Election Commitments. For these types of funding well planned and shovel-ready projects are an advantage.

PARTNERS

Developing large projects, such as those identified in the Albany Trails Hub Strategy, requires strong partnerships with other organisations in the industry. Key partners in the Great Southern for Developing and marketing Trails include:

Department of Local Government Sport and Cultural Industries
Department of Biodiversity, Conservations and Attractions
Tourism WA
Australia's South West
Wagyl Kaip and Southern Noongar Aboriginal Corporation
Great Southern Development Commission
Other Great Southern Local Government Authorities
Albany Chamber of Commerce and Industry
Outdoors Great Southern
Trails WA

Updated Research

Since the COVID-19 pandemic there has been an increase in the number of people seeking experiences in nature for recreational purposes. This has seen a surge in outdoor recreation and trail use².

Market research has shown that for recreational trails, bushwalking/hiking tourism offers the greatest opportunity for volume (i.e. the potential to increase the total number of destination trail users); whereas cycle tourism offers the greatest value (i.e. the potential to grow total visitor spend), with mountain biking providing the highest return on investment. The horse-riding market is small, locally-based and low-yield. Aquatic trails provide potential for small, niche markets in unique locations if they are supported by commercial tourism product³.

TRAIL VISITOR MARKET

There are two distinct trail visitor markets:

Destination Trail Users

Experienced trails users who regularly travel with trails as a primary motivator. They have likely visited other Australian or international trails destinations. They seek high quality trails with good supporting infrastructure in scenic/natural locations.

Trail Users While on Holiday

Typically, less experienced trail users whose primary motivator for travel is not trails. While they view trail use as a secondary motivation for their visit, they will participate in trail activities and will likely hire or require equipment. They may place less emphasis on the trail and more on accessibility of the facility, the setting and nearby attractions and amenities.

Hiking Tourism

- WA has the highest percentage of bushwalking day trippers in Australia. Between 2018–2020, approximately 3.72 million day trips involved a bushwalk. This represents 8.3% of the WA day trip market⁴.
- In 2019, 3.17 million domestic visitors to WA went on a bushwalk. The percentage of bushwalking visitors has been rising steadily and in 2019 represented 16.7% of overnight visitors.

Cycle Tourism

- In 2017, 18.5% of Western Australian residents cycled each week, and the annual cycling participation rate for WA (41.9%) is far higher than the national average (34.2%)⁵.
- In 2019, 692,000 visitors to Western Australia went cycling. The number of domestic overnight cycle tourists steadily increased over the period 2016–2020⁶.

² WA Strategic Trails Blueprint 2022–27

³ Trail Futures (2021) WA Trails Market Research Report.

⁴ Tourism Research Australia (2020) *National Visitor Survey Day Trips, YE Dec 2018 –2020*.

⁵ West Cycle (2018) *Western Australian Cycle Tourism Strategy*.

⁶ Tourism Research Australia (2020) *National Visitor Survey Day Trips, YE Dec 2018 –2020*.

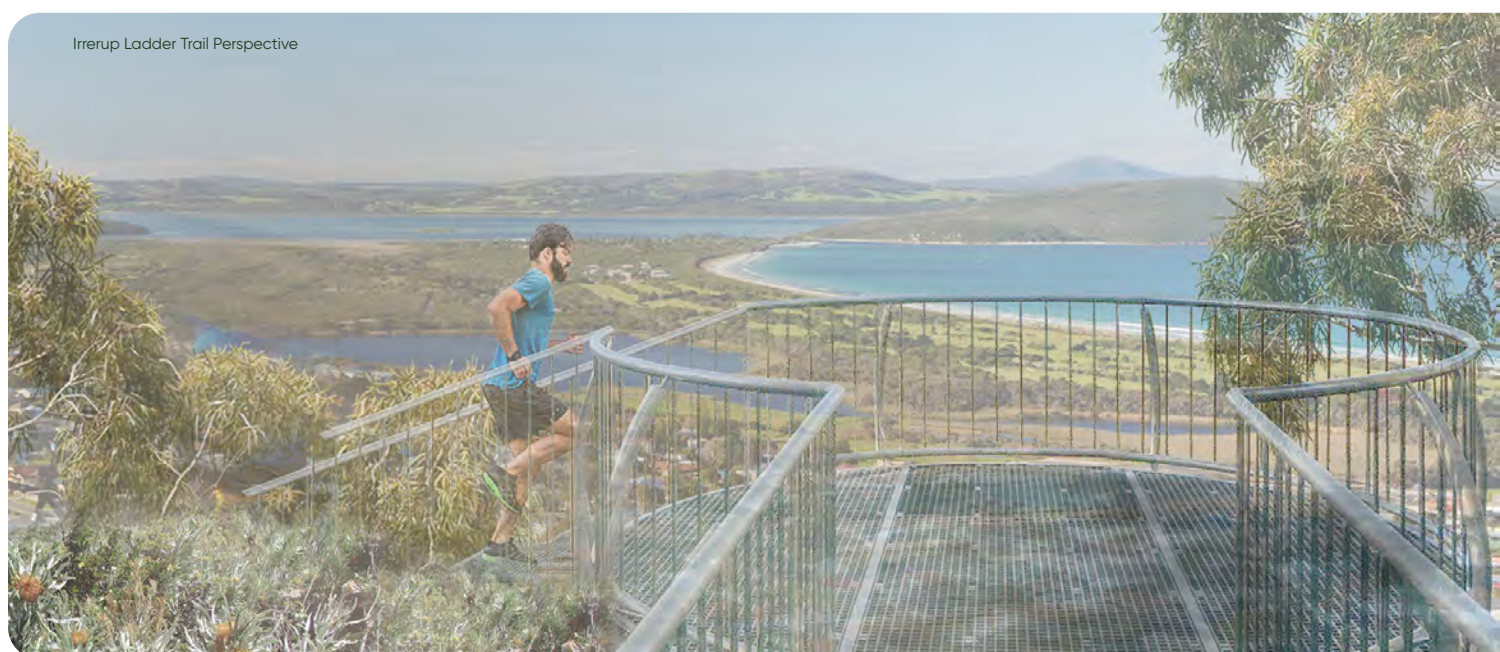
CURRENT TRAIL DESTINATIONS

A recent report completed by Trail Futures for Tourism WA and Australia’s South West categorised the state’s existing hiking and cycle tourism offering according to market potential⁷. It groups current trail destinations, trails and/or trail networks according to their potential to attract “destination trail users” from intrastate, interstate and international sources.

NATIONAL TRAIL DESTINATIONS

A national trail destination attracts destination trail visitors whose primary purpose for travel is to undertake trail-based activities. It has the potential to attract interstate and international visitors for four days of trail-based activities.

Destination	Trail offering
Iconic Trails	
South West (Perth to Albany)	Bibbulmun Track (1000km) – iconic trail
Margaret River	Cape to Cape Track (125km) – iconic trail
South West (Perth to Albany)	Munda Biddi Trail (1000km) – iconic trail
Hiking Trail Destinations	
Stirling Range NP	6 hiking trails
Torndirrup NP	3 hiking trails
Fitzgerald River NP	4 hiking trails (2 overnight)
Karijini NP	7 hiking trails
Purnululu NP	7 hiking trails
Mountain Bike Trail Destinations	
Margaret River MTB Trails	6 MTB trail networks 1 dual-use trail
Wambenger MTB Trails (Collie)	3 MTB trail networks 2 dual-use trails
Dwellingup MTB Trails	1 MTB trail network



REGIONAL TRAIL DESTINATIONS

A trail destination with facilities and services of a standard and appeal that attract intrastate destination trail visitors from outside the region for three days of trail-based activities.

Destination	Trail offering
Hiking Trail Destinations	
Wadjemup Bidi (Rottnest)	Hiking and Cycling Trail Networks
Yonga Walk Trail (Lesueur NP)	1 overnight hike
Kalbarri NP	4 hiking trails
Wellington NP	6 hiking trails
Pemberton	3 hiking trails
Porongurup NP	3 hiking trails
Cape Le Grand NP	2 hiking trails
Cape Arid NP	3 hiking trails
Mountain Bike Trail Destinations	
Kalamunda Camel Farm	1 MTB trail network
Pemberton	1 MTB trail network

Priority Trails Review

The following sections provide an update on the key Priority Trail Projects and the progress made in achieving the Objectives and Strategies set out in the Trails Hub Strategy.

The Vision and Action Plan provided in the Strategy was extensive and aspirational. Specific trail alignments, land tenure or access availability were not considered in the recommendations, and it was suggested that each project required detailed studies prior to any construction. The implications of this are that several trail projects have not been undertaken or are yet to be assessed for deliverability. An example of this are the aquatics trails which do not fall under the management of the City of Albany.

Challenges in approvals and funding have restricted the progress towards the development of the Priority Projects identified in the Albany Trails Hub Strategy. Considering this, significant progress has been made.

The Albany Heritage Park project was identified as a pivotal project to the overall success of the Trails Hub Strategy. The completion of this project will allow other recommendations to progress further. For example, the City Centre and Trails Centre strategies, and the signage and marketing strategies are heavily dependent on the Albany Heritage Park project. Significant time and effort has been spent progressing the planning and securing funding of Albany Heritage Park over a seven year period. The City of Albany is still waiting for EPA approvals to progress to the construction phase.

Similarly, progress been made in the development of trails at Poikeclerup reserve however two large funding applications have been unsuccessful meaning progress has not been progressed beyond the concept plan.

A major study (Robinson Precinct and Stidwell Bridle Trail Study) on the Stidwell Bridal Trail has been successfully completed and the implementation plan and working group have been established. This study has been pivotal in the development of the Equestrian Trail Network at Sandpatch.

The realignment of the Bibbulmun Track and Munda-Biddi Trail to the newly developed Southern Terminus in the Town Square is a significant achievement for the City Centre project, while the realignment of the Munda Biddi Trail off Lower Denmark Rd which links it to the Albany Wind Farm has been another successful project that falls into the achievements of this Strategy.

Construction of Youth Challenge Park, which included a Pump Track and Jump Lines, was completed in 2021. This was a large development initially identified in the Albany Heritage Park project. The site at Sanford rd was selected as it provides better access and consolidates a number of youth related infrastructure.

Several large trail projects identified in the Strategy for the Torndirrup National Park are currently under construction or already completed. The upgrade to the Bald Head trail has seen significant state and national attention. Further projects at Stoney Hill and the Gap will also enhance Albany's reputation as a trail destination.

PRIORITY TRAIL UPDATE AND REVISED ACTIONS

Priority Project	Update	Revised Actions
Albany Heritage Park (Mount Adelaide & Clarence)	<ul style="list-style-type: none"> Albany Heritage Park Trail Network Concept Plan completed. Detailed design completed. City waiting for final environmental approvals. Mountain Bike Pilot Project (The Pilot Trail) completed 	<ul style="list-style-type: none"> Continue to implement Albany Heritage Park Master Plan
Vancouver Peninsular	<ul style="list-style-type: none"> Trailhead signage installed (Needs updating to new signage suite). Uredale Point concept plan being developed. Aquatic trails have not progressed as City does not manage the water. 	<ul style="list-style-type: none"> Complete the Trail Proposal and Trail Framework (Stage 1 and 2 of TDP) Upgrade existing trail to guidelines Upgrade signage to signage suite
City Centre	<ul style="list-style-type: none"> Realignment of the Bibbulmun Track and Munda-Biddi Trail completed. Southern Terminus in the Town Square completed. 	<ul style="list-style-type: none"> Develop and install Trailhead, interpretive, and waymarking for Major Trails (Munda Biddi, Bibbulmun, Albany Heritage Park) Develop the Trail Centre concept at Albany Visitors Centre and Town Square.
Mount Melville	<ul style="list-style-type: none"> Minimal Progress on any trail development. Trailhead signage installed 	<ul style="list-style-type: none"> Provide maintenance and upgrades to existing trails. Update signage
Sand Patch	<ul style="list-style-type: none"> Robinson Precinct and Stidwell Bridle Trail study completed. Friends of Stidwell Bridle Trail group established to implement recommendations. Munda Biddi trail re-alignment off Lower Denmark road, along Wind Farm access road completed. 	<ul style="list-style-type: none"> Implement the Robinson Precinct and Stidwell Bridle Trail Study
Kalgan River	<ul style="list-style-type: none"> Minimal progress to report. Some minor maintenance work completed in 2022. 	<ul style="list-style-type: none"> Complete the Trail Proposal and Trail Framework (Stage 1 and 2 of TDP) Upgrade existing trail Update Trail signage
Poikeclerup	<ul style="list-style-type: none"> Concept plan completed. Project Control Group established. Heritage survey completed. Election commitment to Albany Mt Bike Club has been repurposed to develop trails within existing unsanctioned trail corridors. 	<ul style="list-style-type: none"> Implement the \$150k election commitment for re-surfacing of existing trail alignments. Seek funding and Implement Poikeclerup MTB Trails Concept Plan
Torndirrup*	<ul style="list-style-type: none"> Significant work completed on trail upgrades and supporting infrastructure through the WA Recovery Program. Includes upgrade to Bald Head Trail and carpark, Stony Hill trail and carpark, and the Gap. 	<ul style="list-style-type: none"> Advocate for future trail planning including the Albany's Historic Whaling Station to the Gap Coastal Trail identified in the Great Southern Regional Trails Masterplan.
Mount Martin & Gull Rock National Park*	<ul style="list-style-type: none"> Minimal progress and not under management of the City of Albany. Trails managed by DBCA who have focused on trails which received WA Recovery Program funding. 	<ul style="list-style-type: none"> Advocate for future trail planning including upgrading and maintenance of existing trails.

Updated Action Plan



OBJECTIVE 1 – TRAILS NETWORK

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

Strategy	Targets set in 2015	Progress	Actions 2023 – 25
1.1 Work towards upgrading existing trails to meet the Trails Development and Construction Guidelines, focusing on walking and equestrian trails	<ul style="list-style-type: none"> Trail Construction guidelines adopted. Review and upgrade existing Albany Heritage Park Trails Network Review and upgrade Mike Stidwell Trail and Network. Review and upgrade existing Top 5 Trail Project Network. 	<ul style="list-style-type: none"> Planning in progress for Albany Heritage Park Planning in progress for Poikeclreup Reserve. Robinson precinct and Stidwell Bridal Trail study completed, working group established to implement recommendations. Lake Seppings received upgrade and Luke Penn, general maintenance completed as required The Trail Development Process (TDP) and WA MTB Management Guidelines utilised in new trail planning. 	<ul style="list-style-type: none"> Audit and asses current walking trails against trail construction guidelines Continue progress on priority trail projects (Refer to Priority Projects recommendations) Continuously oversee ongoing management and maintenance of City managed 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	<ul style="list-style-type: none"> Trails Development Process Policy developed and adopted. Trail Construction guidelines adopted. Trails Development Process Policy and Construction Guidelines launched and promoted 	<ul style="list-style-type: none"> The City has committed to sustainable trails via the adoption of the Trail Development Series. This has been evident in the Albany Heritage Park and Poikeclerup planning. 	<ul style="list-style-type: none"> Follow Trail Development Series for all trail upgrades and developments
1.3 Undertake a mountain bike trail 'pilot project' to demonstrate an environmental sensitivity and low impact recreational activity, within City Centre	<ul style="list-style-type: none"> Completion of a pilot MTB trail at Albany Heritage Park. Code of conduct and yield hierarchy developed, installed and promoted. Launch of the MTB Trail at Albany Heritage Park. Pilot Project Evaluation completed. Code of Conduct Evaluated. 	<ul style="list-style-type: none"> Pilot Trail project was completed in 2016. Regular maintenance is required to ensure it remains environmentally sensitive and low impact. 	<ul style="list-style-type: none"> Pilot trail to be incorporated into Mounts Trails management and maintenance.
1.4 A phased and prioritised approach to trail development in the trail precincts, commencing with trails within the City Centre and expanding outwards	<ul style="list-style-type: none"> Trail development undertaken as per trails priority schedule over 10 year period. 	<ul style="list-style-type: none"> City centre, Albany Heritage Park, Poikeclerup Reserve, and Sand Patch have been prioritised for trail development. 	<ul style="list-style-type: none"> Develop prioritisation schedule for other priority trail projects.
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	<ul style="list-style-type: none"> Develop at least three new MTB Trails with a focus on the Albany Heritage Park and Top 7 Projects. Develop at least two new aquatic Trails from the Top 7 Projects 	<ul style="list-style-type: none"> Albany Heritage Park Concept Plan completed, and project is in late stages of planning approvals. Realignment of Munda-Biddi Trail, Bibbulmun Track completed. Southern terminus for Munda-Biddi Trail and Bibbulmun Track at the City Square completed. Concept Plan completed for the Poikeclerup MTB Trail Network Youth Challenge Park complete in 2021. 	<ul style="list-style-type: none"> See 1.1

OBJECTIVE 2 – TRAILS INFRASTRUCTURE AND SERVICES

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

Strategy	Targets set in 2015	Progress	Actions 2023 – 25
2.1 Identify and support the development of a Trails Hub Centre to provide a central contact and information point	<ul style="list-style-type: none"> Trail Hub Centre and Visitors Centre consolidated. Trail Hub Centre established. Visitor Centre staff trained in trails promotion. Supporting end of trip facilities are installed at Visitor Centre Trail Hub Centre. 	<ul style="list-style-type: none"> Visitor's centre relocated to York St Southern terminus for the Bibbulmun Track and Munda Biddi Trail. 	<ul style="list-style-type: none"> No further action until Mounts project is completed.
2.2 Develop a standard approach to Trailheads, signage and style guidelines to identified priority trails	<ul style="list-style-type: none"> Trailhead and signage piloted at City Centre (town square) Wayfinding signage piloted at Albany Heritage Park Evaluation of wayfinding signage at Albany Heritage Park completed. Implement consistent signage in the top 7 Trail Projects 	<ul style="list-style-type: none"> A signage suite was developed and is being rolled out across the trails network. 	<ul style="list-style-type: none"> Review signage suite for all trails. Develop a signage strategy. Implement consistent signage across all City of Albany Trails. Integrate with regional branding.
2.3 Develop and implement a recognised classification system for a variety of trail users, which will be consistently promoted through the trails network	<ul style="list-style-type: none"> Pilot a classification system at Albany Heritage Park. Evaluate the classification system. Approve a recognised classification system for top 7 Trail Projects. Implement classification system for all new trails. Retrofit of all existing trails with classification system. 	<ul style="list-style-type: none"> Existing classification systems being used for trails 	
2.4 Develop a range of Trailheads and supporting infrastructure for identified key locations for a variety of trail user groups	<ul style="list-style-type: none"> A Trailhead developed at City Centre (town square). A Trailhead developed at Albany Heritage Park Realignment of the Munda Biddi and Bibbulmun Track to the City Centre Trail Head. Number of Trail heads developed and implemented 	<ul style="list-style-type: none"> Trailheads exist at all trails, however many are still to be updated to the new signage suite. Muda Biddi and Bibbulmun Track realigned 	
2.5 Develop a unified brand of trails maps, linking to existing Amazing Albany brand, in a variety of formats	<ul style="list-style-type: none"> All new trails marketing collateral to incorporate Amazing Albany branding. Development of the web-based Trails Maps, within the Amazing Albany website. Increased number of hits and downloads on the Trails Page within the Amazing Albany website. 	<ul style="list-style-type: none"> Trail maps were produced and are on the Amazing Albany website (Maps are dated and need reviewing.) Web based trail maps for most priority trails are on Trails WA Website. 	<ul style="list-style-type: none"> Create trail print collateral with relevant branding. Integrate Albany website with Trails WA maps and Destination page, and Tracks and Trail Great Southern
2.6 Encourage a variety of support services for trail users to assist with their access to the trails network	<ul style="list-style-type: none"> Increase in the number and variety of support services to trail users 		<ul style="list-style-type: none"> Investigate bike hire opportunities

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	Targets set in 2015	Progress	Actions 2023 - 25
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.	<ul style="list-style-type: none"> The consolidated Trail Hub Centre and Visitor Centre is promoted and clearly recognised. All new trails marketing collateral to incorporate Amazing Albany branding. Development of the web based Trails Maps, within the Amazing Albany website. Increased number of hits and downloads on the Trails Page within the Amazing Albany website. Annual Community perception survey shows an increase in satisfaction and awareness of Albany trails. 	<ul style="list-style-type: none"> Hiking, Cycling and Paddling campaigns (10 great...) developed for Amazing Albany website and visitor's centre. The City has partnered with Outdoors Great Southern have developed a Great Southern Regional Brand and Trails Marketing Strategy. Annual Community Perception Survey shows increase in satisfaction/awareness of Albany trails? 	<ul style="list-style-type: none"> Promote trails, the Trail Hub Centre and Visitor Centre. All new trails marketing collateral to incorporate regional branding.
3.2 Identify key trails and tourism websites and promote Albany and the region's trail's opportunities	<ul style="list-style-type: none"> An increase in the number of links to the Amazing Albany Trails Page. 	<ul style="list-style-type: none"> Most trails are included on the Trails WA website. Albany is listed in the Trails WA 'Destinations' pages section. 	<ul style="list-style-type: none"> Integrate City of Albany website with Trails WA and Tracks and Trails Great Southern Collaborate with Tracks and Trails Great Southern, Trails WA, and Australia's South West.
3.3 Explore opportunities for trails promotion and events within existing City of Albany program	<ul style="list-style-type: none"> Calendar of trails promotional events developed. Increase in the number of events incorporating trails activity. Host an annual trails event that promotes Albany as a trails destination. Host at least 3 significant trails events that promote Albany as a trails destination. 	<ul style="list-style-type: none"> Southern Peaks MTB and Urban Downhill events held. Hosted the WA Trails Forum 2021. State Pump Track Championships held in 2022 and 2023 Great Southern Stage Run – Rapid Ascent support The Delirious West Ultra Marathon supported World trails conference secured by Outdoors Great Southern for 2026. 	<ul style="list-style-type: none"> Support the delivery of the World Trails Conference in 2026 Host min.3 significant trails events that promote Albany as trails destination.
3.4 Encourage and support services and businesses to undertake recognised Hospitality Accreditation and provide a comprehensive package of hospitality to all trail visitors	<ul style="list-style-type: none"> At least 50% of identified trail related business have undertaken recognised Hospitality Accreditation. 		<ul style="list-style-type: none"> Investigate Trails WA Trail Friendly Business Program and encourage Albany businesses to get involved.
3.5 Encourage and support new trail business opportunities and identified gaps in service provision	<ul style="list-style-type: none"> Audit of trail supporting business & gap analysis. Increase in the number of new trail business established 		<ul style="list-style-type: none"> Audit of trail supporting business & gap analysis.

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	Targets set in 2015	Progress	Actions 2023 – 25
4.1 Link priorities, (e.g. key precinct projects, budget, maintenance and responsibilities) to the 10 year Asset Management and Financial Plans to ensure commitment and progress towards the Strategy and provide list of annual priorities to key stakeholders	<ul style="list-style-type: none"> Annual Trails priorities incorporated into 10 year Asset Management Plans. Priority projects are completed within life of strategy. Agreed and clear understanding on the direction, priorities and delivery of the strategy. 	<ul style="list-style-type: none"> Trails priorities are included in 10 year financial plan. 	<ul style="list-style-type: none"> Incorporate trails priorities into 10 year Asset Management Plans
4.2 Identify and develop funding models and Business Cases which will create ongoing operational sustainability	<ul style="list-style-type: none"> Alternative funding models and Businesses Cases developed. Agreed pilot funding model trialled in one of the top 5 projects, in partnership with community. Evaluation of the pilot on improved trails sustainability and community engagement. 	<ul style="list-style-type: none"> Mounts funding secured through Election Commitment Business Case for Poikeclerup developed in conjunction with regional BBRF application. Funding secured for some sites surveys at Poikeclerup 	<ul style="list-style-type: none"> Secure funding for priority trail projects
4.3 Explore opportunities for sub-regional (LGS) collaboration (including GS CORE) to promote the regions nature trail experiences	<ul style="list-style-type: none"> Participate in regional trails planning. Actions identified for future sub regional collaboration. GSCORE established and funded 	<ul style="list-style-type: none"> Two BBRF applications developed in partnership with Shires of Plantagenet and Denmark, and Outdoors Great Southern (both unsuccessful). Collaboration with other Great Southern LGA's through the implementation of the Great Southern Regional Trails Master Plan. 	<ul style="list-style-type: none"> Engage with Tracks and Trails Great Southern Participate in Great Southern Trails Reference Group Outdoors Great Southern is funded.
4.4 Improve coordination across the City of Albany to seamlessly deliver and manage trails infrastructure	<ul style="list-style-type: none"> Establishment of Trails Network Implementation Group. Successful implementation of the strategy 	<ul style="list-style-type: none"> Internal Trails Project Group established. City is a member of the Great Southern Trails Reference Group. City is a member of the DBCA WA Recovery Program Communications Reference Group. Service Agreement with Outdoors Great Southern in place 	<ul style="list-style-type: none"> Continue internal trails reference group to monitor the delivery of this strategy
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		<ul style="list-style-type: none"> Service Agreement in place with Outdoor Great Southern. Regular contact with Department of Local Government, Sport and Cultural Industries and Department of Biodiversity, Conservation and Attractions. Utilisation of trail building companies and other consultants for technical advice. 	<ul style="list-style-type: none"> Establish Project Control Groups for each Priority Trail Project.