# Shire of Dardanup

# APPENDICES

## UNDER SEPARATE COVER

### PART 2

# ORDINARY MEETING

To Be Held

## Wednesday, 14 August 2019
## Commencing at 5.00pm

At

Shire of Dardanup
ADMINISTRATION CENTRE EATON
1 Council Drive - EATON

The Off-Road Park will include land currently gazetted for mining (but inactive) from both Premier Coal and Yancoal (Griffin Coal) as well as State Forest managed by the Department of Biodiversity, Conservation and Attractions. This mix of tenures will allow the development of the other portions of land independently and in stages should inordinate delays or insurmountable obstacles occur with one of these land holdings. There is opportunity for a private investor to develop this land on a commercial basis. This will provide the optimal management solution to repair any damage to the trails through their constant use. These areas are particularly attractive to Off-Road Trail users as they have a mix of bushland, open cut mining, slopes and soil types as well as large areas to negotiate. Muja Pit in particular is very scenic with a lake in the mine void (which is a unique selling point for Collie and this location) and has a grandstand shape which will enable the vehicles to be observed through binoculars or cameras for the majority of the trails. This will be attractive for competitive events.



Fig. 69 - Muja Open Cut Mine

There is a significant amount of work and a number of hurdles to degazette these mine voids, however this rehabilitation process is underway following the completion of active mining in these areas. This process requires the land to be rehabilitated to an end use (e.g. State Forest or Recreation) to the satisfaction of the State. To develop an Off-Road Park at this location, a feasibility study will be developed to ensure that it is a financially viable option for a private investor and to attract that investor. A concept plan will be drafted in conjunction with the feasibility study and rehabilitation work completed by the respective mining companies toward the end use of the mine as an Off-Road Park. Finally a framework will be developed to guide the process to open the Off-Road Trails Park.

OT02    Prepare a concept plan, feasibility study and framework for the development of an Off-Road Trails Park at Muja Pit, Mine 3 and rehabilitated land adjacent to Lake Kepwari and the Collie Motorplex on a commercial basis.

## OFF-ROAD CHALLENGE TRAIL

These trails (separate Trail Bike and 4WD Trails) will include technical loops and challenge courses which can be completed as a course or as individual challenges at or near the Collie Motorplex. These trails and challenges will provide additional value to the Motorplex while making use of the existing facilities. These challenges and technical loop may be used for training purposes and potentially could be developed as Stage 1 of an overall project which would include the Off-Road Park at Muja nearby. This development will provide a value add component to the Perth – Albany 4WD Trail and provide an alternative for Trail Bike users to riding in areas that are not permitted including on other trail types planned in this document.

OT03    Design and develop separate Off-Road Challenge Trails at or near the Collie Motorplex for Trail Bikes and 4WDs.

### 8.6    Off-Road Events

These events are dependent on a gazetted Off-Road Vehicle Area being created under the Control of Vehicles (Off-Road Areas) Act.

**Trail Bike Events**

The State Trail Bike Strategy has listed the types of Trail Bike events over various distances and trail categories. All of these events can be accommodated within the Off-Road Park in the long term. In the short term, smaller events should be developed at the Speedway, Motorplex or Motorcross.

**4WD Events**

There are two main event types, technical and destination events. Destination events are further divided by distance from 5km to 100km. The Off-Road Park will be developed (subject to the feasibility study) with a wide variety of trails difficulties and distances including technical trails, a challenge course and opportunity to complete a 100km loop.

OT04    Investigate and develop a gazetted Off-Road Vehicle Area to allow Trail Bike and 4WD events at the Speedway, Motorplex or Motorcross facilities in the short term in conjunction with the Motorcycle Club.
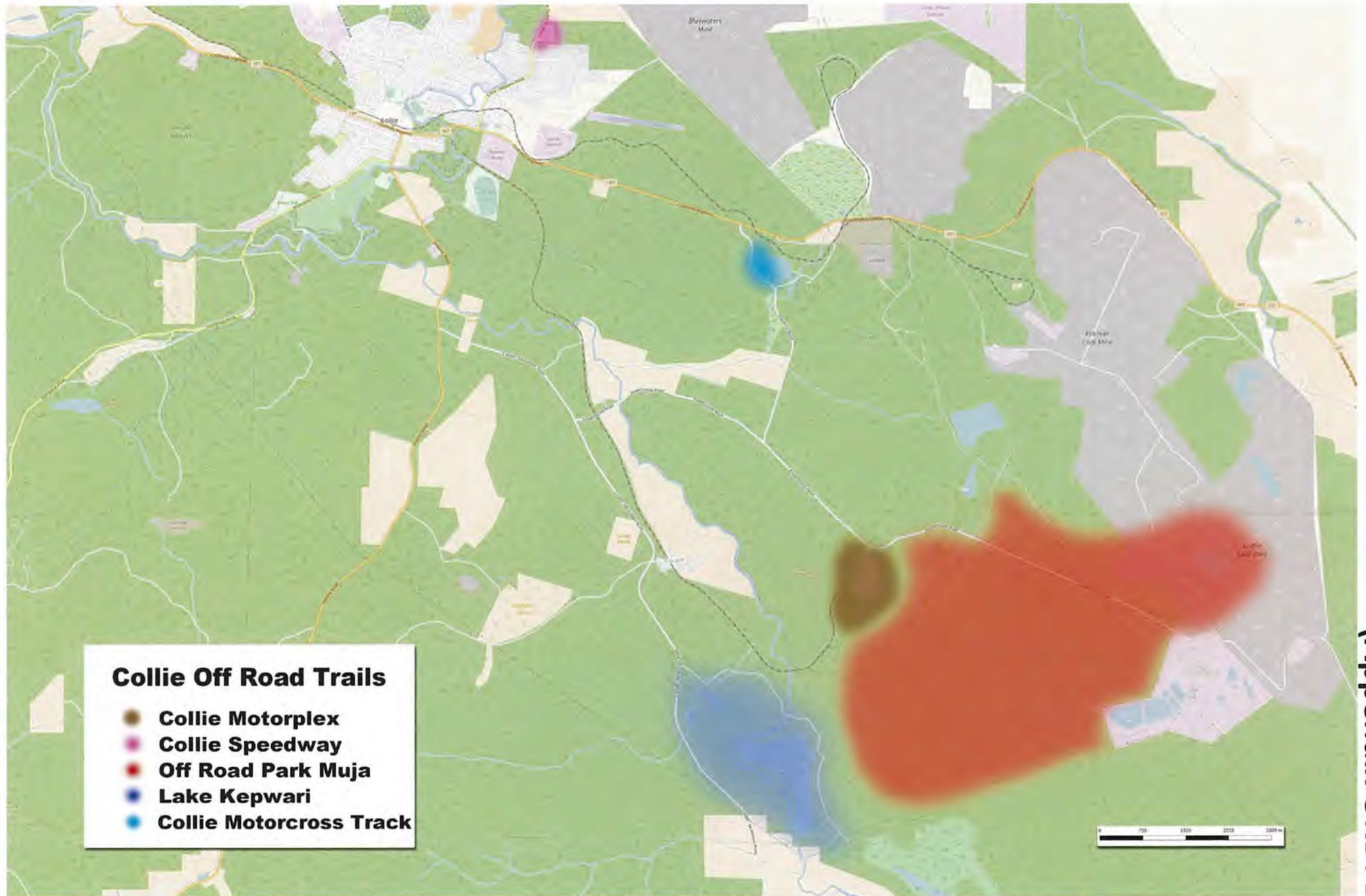
## Collie Off Road Trails

- ● **Collie Motorplex**
- ● **Collie Speedway**
- ● **Off Road Park Muja**
- ● **Lake Kepwari**
- ● **Collie Motorcross Track**

*Fig. 70 – Collie River Valley Off Road Trails (Source: Erik Mellegers)*

(Appendix ORD: 12.3)

## 9. Drive Trails (On-Road)

### 9.1 Strategic Context

Nil, there is no Strategic Plan at either the State or National level for the development of Drive Trails.

### 9.2 Background

**2** WA has the 2nd highest number of vehicles per person in Australia

**2.19M** (million) registered vehicles in WA

**85:100** vehicles:people in WA

**130K** (thousand) motorcycles in WA

**$3,656** average annual spend on each vehicle excluding purchase in Australia

**187K** (thousand) km of roads in WA

*Fig. 71 – The Importance of Driving in Western Australia (Source: 2016 Census)*

The above statistics demonstrate the quantity of vehicles (2,185,409) within Western Australia, with 5,898 registered vehicles in Collie alone (2016 Census). This demonstrates the vast potential of Drive Trails and the ease of which Western Australians and other visitors can access these trails without any additional equipment or cost. There is no statistics available for recreational driving and driving solely for transport. However, the proximity of Collie River Valley to Perth and other major centres; the linking highways (Forrest Highway, South West Highway and Albany Highway); and its location at the gateway to the South West places Collie as an important Drive Trails destination.

### 9.3 Trail Categories

**TRAIL TYPES**

**Scenic Trails** — These trails link towns and places of interest along scenic routes to be enjoyed from the car or motorcycle.

**Thematic Trails** — These trails relates to specific topics (e.g. Golden Pipeline Heritage Trail), connects points of interest relating to that topic and includes interpretation of these points of interest and opportunity for further exploration including short walks.

*Fig. 72 – Collie River Valley Self-Drive Wayfinding (Source: Nannapop)*

## DURATION

The duration of the trail depends on the trail type including the points of interest, exploration as well as road condition and length. As such, Drive Trails in this document are not measured in distance, but in time.

**Short**          Up to 3 hours

**Half Day**          Between 3-5 hours

**Full Day**          Between 5-8 hours

**Multi Day**          More than 8 hours

## 9.4 Drive Trail Audit

| | Trail Name | Location /Route | Category | Land Tenure | Connections | Condition | Length | Recommendations |
|---|---|---|---|---|---|---|---|---|
| 1. | **Collie Tourist Way (Route 355)** | Roelands – Muja Lookout | Short Scenic Drive | Main Roads, Shire of Collie | Working Life Heritage Trail, Collie River & Ferguson Valley Tourism Route, Scenic Drive, Discovery Tour, Collie River Valley Tour, Northern Highlights Tour | Facilities available in Collie, paved road, highway most of the way with passing lanes and rest stops. Poor signage and no interpretation. No trail head. | 57km | DT01 Include stops, short walks and signage on the Collie Tourist Way to convert to a thematic trail. Stops will connect Coal Discovery Site (Allanson), Black Diamond Mine Void, the Visitor Centre and Replica Mine (as the Trail Centre), the Coalfields Museum, Stockton Mine Entrance, Stockton Mine Void, the Mining Equipment Display and Muja Mine Lookout. Rebrand as 'Route 355 - Coal Dust Trail'. |
| 2. | **Working Life Heritage Trail** | South West WA | Multi Day Thematic Drive | Main Roads, various local government roads | Collie Tourist Way, Collie River & Ferguson Valley Tourism Route, Scenic Drive, Discovery Tour, Collie River Valley Tour, Northern Highlights Tour | Facilities available in Collie and other towns. Rather than being a signed route, this trail is a collection of 31 interpreted heritage attractions including the Coalfields Museum; Collie Historical Rail Precinct; Replica Underground Coal Mine; and Wellington Dam. These are connected by high quality paved roads. | - | Nil |
| 3. | **Collie River Valley - Ferguson Valley Tourism Route** | Bunbury – Collie – Wellington Mills – Dardanup | Multi Day Thematic Drive | Main Roads, various local government roads | Collie Tourist Way, Working Life Heritage Trail, Scenic Drive, Discovery Tour, Collie River Valley Tour, Northern Highlights Tour | Facilities available in Bunbury, Collie, Wellington Mills and Dardanup. Poor interpretation and marketing of the Collie River Valley attractions. Paved road, sections upgraded recently. Potential to be developed into an iconic trail. | 125.6km | DT02 Install information and directional signs at listed attractions and along the route; and compile a brochure and maps for the Collie River Valley – Ferguson Valley Tourism Route showing relevant visitor information. |
| 4. | **Scenic Drive Trail (Flora Drive)** | Westralia Conservation Park – Coalfields Highway | Short Scenic Drive | Main Roads, Shire of Collie, State and National Forest | Collie Tourist Way, Working Life Heritage Trail, Collie River & Ferguson Valley Tourism Route, Discovery Tour, Collie River Valley Tour, Northern Highlights Tour | Facilities available in Collie, poor gravel surface, dangerous intersection with Coalfields Highway near Allanson, crosses Karak Trail and the Bibbulmun Track. Follows the Collie River with various camp sites and undeveloped lookouts. | 7km | DT03 Upgrade Scenic Drive (Flora Road) including intersections with roads and trails to a paved and safe standard; develop lookouts at strategic locations; create a starting from the Visitor Centre along Mungalup Road to Scenic Drive and returning via the Coalfields Highway; and install signs along the route. |
| 5. | **Discovery Tour** | Wellington Dam – Wellington Mills – Collie-Burn – Stockton Lake - Collie | Full Day Scenic Drive | Main Roads, various local government roads, State and National Forest | Collie Tourist Way, Working Life Heritage Trail, Collie River & Ferguson Valley Tourism Route, Scenic Drive Trail | Facilities and Trail Centres at Wellington Dam Kiosk and Collie Visitor Centre. Mixture of paved and gravel roads, little signage or interpretation. Route may need to be updated to include upgrades and new attractions. | 82km | DT04 Update Discovery Tour Scenic Drive route and mapping to include upgrades and new attractions, upgrade Wellington Forest Road, install interpretation of attractions and signs along the route. |
| 6. | **Collie River Valley Tour** | Wellington Dam - Collie | Half Day Scenic Drive | Main Roads, Shire of Collie, State and National Forest | Collie Tourist Way, Working Life Heritage Trail, Collie River & Ferguson Valley Tourism Route, Scenic Drive Trail | Facilities and Trail Centres at Wellington Dam Kiosk and Collie Visitor Centre. Mixture of paved and gravel roads, little signage or interpretation. Route may need to be updated to include upgrades and new attractions. | 38.5km | DT05 Update Collie River Valley Tour Scenic Drive route and mapping to include upgrades and new attractions, upgrade Wellington Dam Road, install interpretation of attractions and signs along the route and incorporate into the Nature Drive Trail. |
| 7. | **Northern Highlights Tour** | Wellington Dam – Harris Dam - Collie | Half Day Scenic Drive | Main Roads, Shire of Collie, State and National Forest | Collie Tourist Way, Working Life Heritage Trail, Collie River & Ferguson Valley Tourism Route, Scenic Drive Trail | Facilities and Trail Centres at Wellington Dam Kiosk and Collie Visitor Centre. Mixture of paved and gravel roads, little signage or interpretation. Route may need to be updated to include upgrades and new attractions. | 62.8km | DT06 Update Northern Highlights Tour Scenic Drive route and mapping to include upgrades and new attractions, upgrade Wellington Dam Road, install interpretation of attractions and signs along the route. |

(Appendix ORD: 12.3)

### 9.5 Drive Trails Opportunities

The Drive Trail Audit reveals a variety of trails including Trails of International/National, Regional and Local significance, as well as a variety of distances and trail types within Collie River Valley area. The identified gaps and opportunities from the Drive Trail Audit above are:

1. Short to Full Day Thematic Trails connecting points of interest within the region.

The following additional trails will fill these identified gaps and provide high quality trails developed in accordance with the Principles of this document for the benefit of locals and to enhance the visitor experience.

### 9.6 Drive Trails Opportunities

**WILDFLOWER & AUTUMN DRIVE TRAILS**

The Wildflower Trail will be a seasonal springtime trail from late September through to early November. The Autumn Trail will also be a seasonal trail during late April through to July. The routes and locations will vary depending on where the flowers and leaves are at their best. Theses trails will include driving to various locations, parking and walking through the Jarrah Forest to have a look at the wild flowers or colourful leaves up close.

Some of the wildflowers commonly found in the Collie region include Yellow Buttercups, Clematis, Blue Leschenaultia, Donkey Orchids, Spider Orchids, Blue Lady Orchids, Cowslip Orchids, Hovea, Pepper And Salt, Kangaroo Paws, Myrtles, Sundews, Cottonheads, Purple Flags, Wattles, Flame And Brown Coloured Peas, Basket Flowers, Grevilleas, Hakeas, Honey Bush, White Candles, Milk Maids, Thomasias Triggerplants and Pimeleas. This trail will typically be a half day trail and include 3 – 4 locations with a walk not exceeding 1km at each location.

DT07　Annually develop a Wildflower Drive & Autumn Drive Trail including various locations, mapping and flora guide.



*Fig. 73 – Wildflowers of Collie (Source: Collie Visitor Centre)*

**NATURE DRIVE TRAIL**

This trail connects several nature walks at idyllic locations of Northern Bibbulmun Track Return (8km return) from Harris River Dam; Central Collie River Walk (2.2 loop) from Soldiers Park; Westralia River Loop (3.5km loop) from Minninup Pool; and Wellington Dam Wall Loop (1.8km loop) from Wellington Dam Kiosk. This thematic trail utilises walks that are mentioned above at Section 5 - Walking Trails and will not require additional interpretation at these points of interest. This trail will be a full day thematic drive.

DT08    Design and develop a Nature Drive Trail including the Northern Bibbulmun Track Return; Central Collie River Walk; Westralia River Loop; and Wellington Dam Wall Loop with signs at these locations and along the route.

## MINERS STATUE DRIVE TRAIL

This will be a multi day thematic trail connecting miners statues across Western Australia including 'The Strike', Perth Mint; Paddy Hannan, Burswood Park; Paddy Hannan, Kalgoorlie; Miners Monument, Boulder; Norseman, Norseman; Russian Jack, Halls Creek; Red Dog, Dampier; and the Miners Statue in Collie. This will encourage visitors to visit all of these locations either in one trip as a self-drive trail or will form a checklist of places to visit. This trail is in various local government/development commission areas and so will require cooperation to develop.

DT09    Build partnerships to develop a Miners Statue Drive Trail to visit all the miners monuments within Western Australia including signage at the miners monuments.



Fig. 74 – 'The Strike', Perth Mint



Fig. 75 - Paddy Hannan, Kalgoorlie



Fig. 76 - Russian Jack, Halls Creek
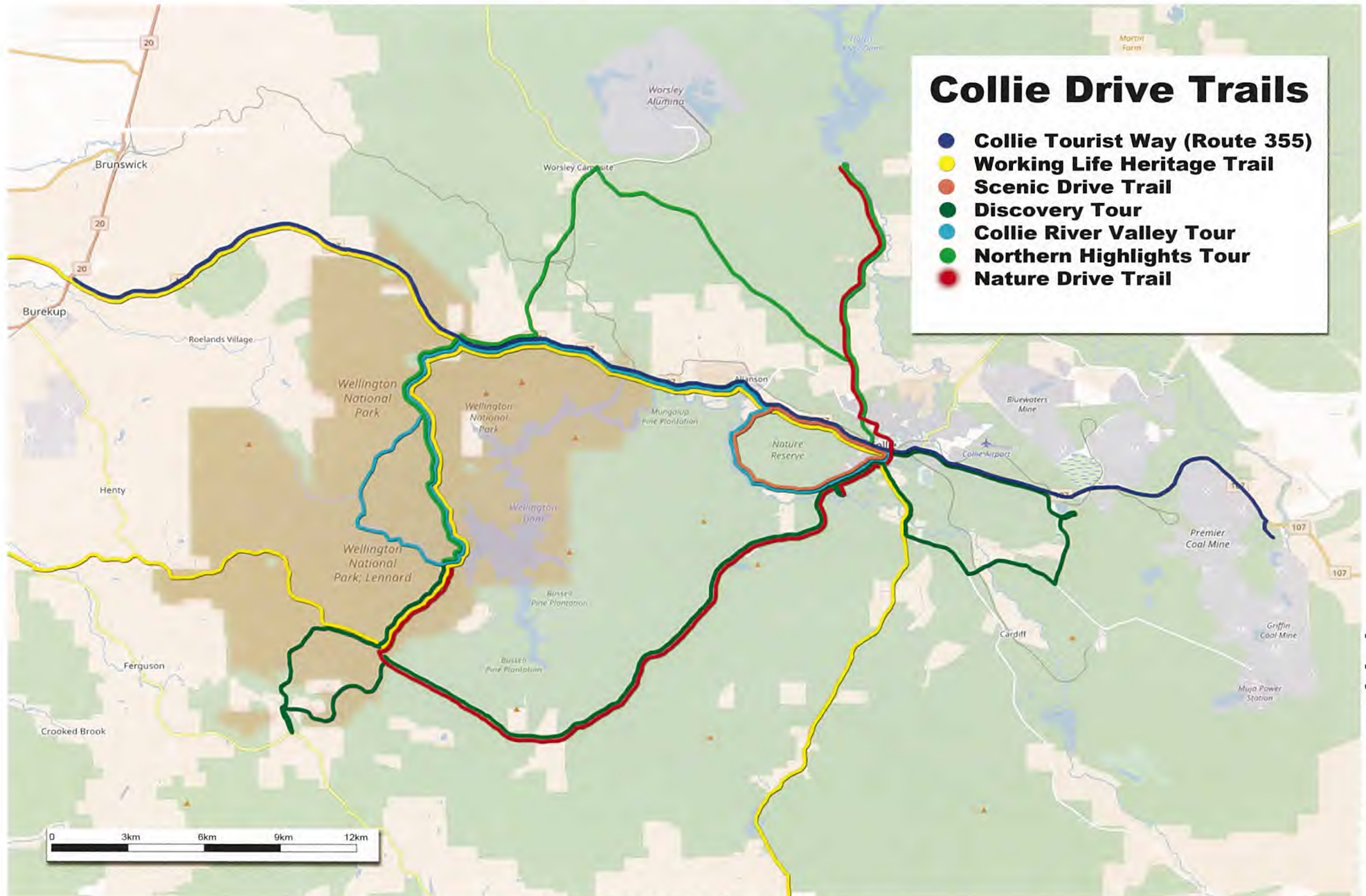


Fig. 77 – Red Dog, Dampier

## Collie Drive Trails

- ● **Collie Tourist Way (Route 355)**
- ● **Working Life Heritage Trail**
- ● **Scenic Drive Trail**
- ● **Discovery Tour**
- ● **Collie River Valley Tour**
- ● **Northern Highlights Tour**
- ● **Nature Drive Trail**

*Fig. 78 – Collie River Valley Drive Trails (Source: Erik Mellegers)*

(Appendix ORD: 12.3)

## 10.    Aquatic Trails

### 10.1    Strategic Context

Nil, there is no Strategic Plan at either the State or National level for the development of Aquatic Trails.

### 10.2    Background

The Collie River runs through the Collie River Valley and is the iconic feature within the area with much of the tourist accommodation, camping and facilities orientated towards the river. The town of Collie gives the river its name and the river is a source of pride and identity to the Collie residents. Many residents and tourists currently use the river and various lakes for water sports, for example canoe slalom racers use the water releases from Wellington Dam as this provides rare whitewater suitable for this sport.



*Fig. 79 – Collie River (Source: Why I #VisitCollie)*

### 10.3    Trails Categories

**TRAIL TYPE**

| | |
|---|---|
| **Boating (unpowered)** | Row boats, sculls require an area free of obstacles (Grade 1) which is sufficiently wide for racing and practicing and a distance to achieve a rowing rhythm. |
| **Paddle Trails** | Kayak, canoe, sit-on-top vessels and stand-up-paddling are suitable for travelling both short long distances as well as tackling more difficult sections of river. |
| **Diving** | Underwater activity from a boat or jetty to various depths to explore the submarine features, flora and fauna. This includes snorkel and scuba diving. |

## CLASSIFICATIONS*

**Easy (Grade 1)**    Slow to medium flowing water with very small, regular waves or riffles. Relatively few obstacles, with an easy path to find and follow. Suitable for novices.

**Medium (Grade 2)**    Rapids are straightforward with medium sized, regular waves. The path through rapids can be clearly seen from the water and is often indicated by well-defined chutes or Vs of water. There are some obstacles that require manoeuvring around, but paddlers with a good command of basic strokes can easily miss them.

**Difficult (Grade 3)**    Rapids have moderate, irregular waves and strong currents. Manoeuvring is required to follow the preferred route. Small to medium sized stoppers may have to be negotiated. The route is difficult for inexperienced paddlers to see and scouting is advisable. Suitable for experienced Whitewater paddlers, with the ability to roll an advantage.

*International river grading system

### 10.4    Aquatic Trails Opportunities

There are no existing formal Aquatic Trails within the Collie River Valley although some of the waterways are used informally in this way. This excludes the Canoe Slalom trail below Wellington Dam. A number of informal paddle trails have been uploaded to www.waterwaysguide.org.au/maps which is a detailed mapping system of the trails across Australia and includes relevant information such as water levels from automatic water monitoring systems. All aquatic trails should be uploaded to this website and others as appropriate when completed.

### COLLIE CBD PADDLE TRAIL

This trail is suitable for Unpowered Boating Trail and Paddle Trail between Roberts Rocks and Telfers Pool, depending on the water levels. Portage is required at Venn Street Boards and Soldiers Park Riffle but these are short distances. Minninup Pool is the Trail Centre within Collie for Aquatic Trails as well as Mountain Bike and Walking Trails. The Trail Centre will include accommodation, kiosk, kayak and paddle board hire, facilities and visitor information once developed.

AT01    **Develop an Unpowered Boating and Paddle Trail with a Trail Head at Minninup Pool between Roberts Rocks and Telfers Pool including signage and interpretation.**

### MINNINUP POOL TO WELLINGTON DAM PADDLE TRAIL

This trail will start from the Minninup Pool Trail Centre and terminate at Wellington Dam Kiosk or return to Minninup Pool after an overnight stay at the accommodation near Wellington Dam. As part of this trail is Medium or Difficult (Grade 2 or 3), a secondary launch point on Ferguson Road cul de sac will be developed. There is an opportunity for private investors to port kayaks from Wellington Dam back to Minninup Pool. It is planned for Wellington Dam to prohibit the use of powered boats once other options for powered boats become available. Features of this trail will be the opportunity to go right up to the Wellington Dam Wall and a photo opportunity on Snake Island.

AT02    **Develop a Paddle Trail with a Trail Head at Minninup Pool with a secondary Trail Head on Ferguson Road to Wellington Dam including opportunity to go up to the Wellington Dam Wall; a photographic opportunity on Snake Island; signage and interpretation.**

*Fig. 80 – Paddle Boarding at Minninup Pool (Source: Gareth Halliday)*

### COLLIE DIVE TRAIL

There are several mine voids near Collie which are suitable for development and exploration as Dive Trails. These include Stockton Lake, Black Diamond Lake and Lake Kepwari. These lakes are scenic locations which would make ideal and attractive Dive Trails and have the advantage of being controlled environments free of predators. There currently are toilets and accommodation at Stockton Lake. There is opportunity to use the dive trail for training and to value add to the experience by adding decorative fish and sunken objects (e.g. shipwrecks) to be explored. Further investigation for the best location is required.

AT03    Investigate possible demand and locations for a Dive Trail, develop a trail and associated facilities including a below water photographic opportunity.
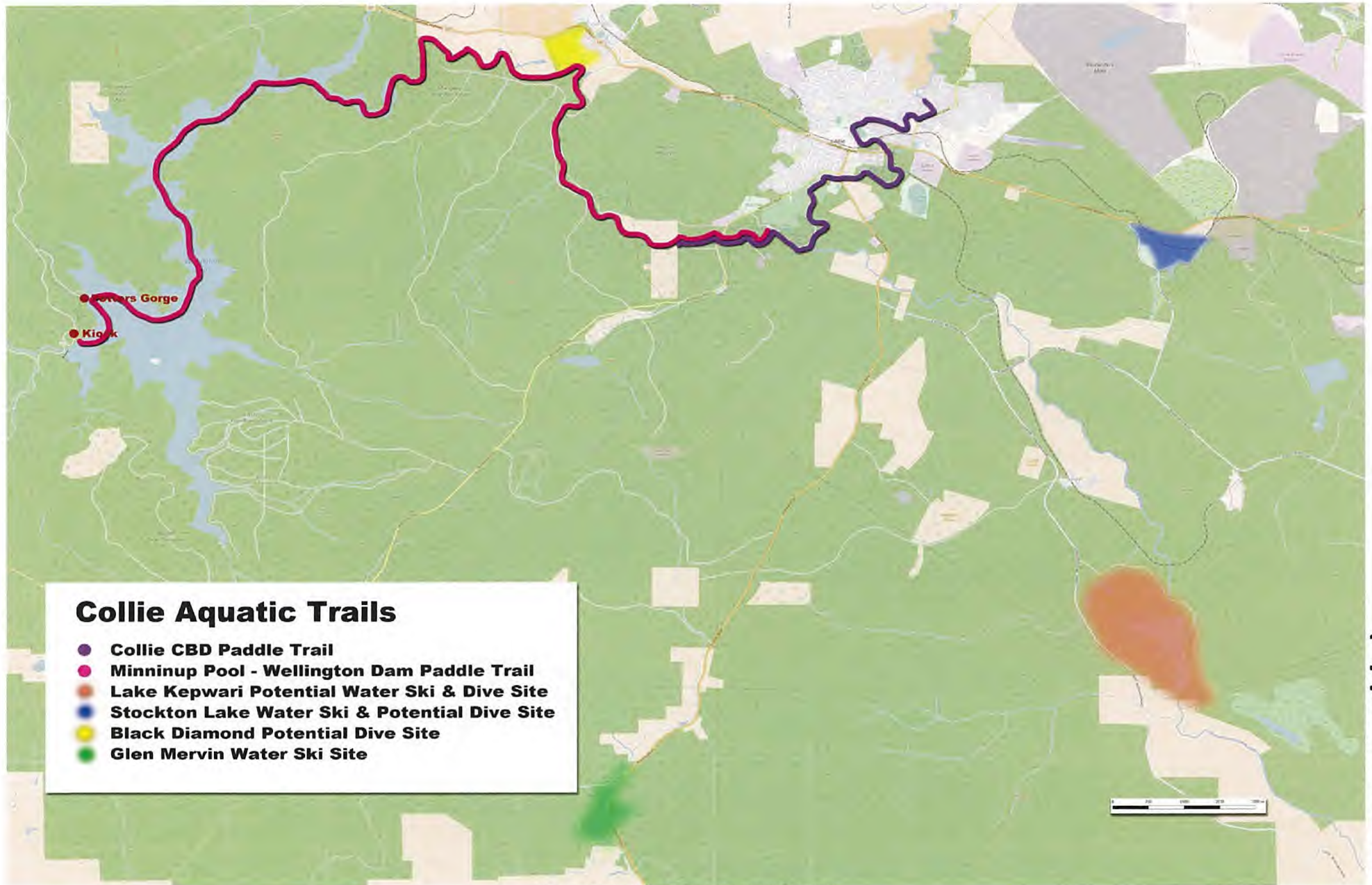
## Collie Aquatic Trails

- ● **Collie CBD Paddle Trail**
- ● **Minninup Pool - Wellington Dam Paddle Trail**
- ● **Lake Kepwari Potential Water Ski & Dive Site**
- ● **Stockton Lake Water Ski & Potential Dive Site**
- ● **Black Diamond Potential Dive Site**
- ● **Glen Mervin Water Ski Site**

*Fig. 81 – Collie River Valley Aquatic Trails (Source: Erik Mellegers)*

**(Appendix ORD: 12.3)**

## 11. Implementation

### 11.1 Trail Development

The Western Australian Mountain Bike Management Guidelines includes the below process for developing sustainable trails. This document provides more information on these steps.
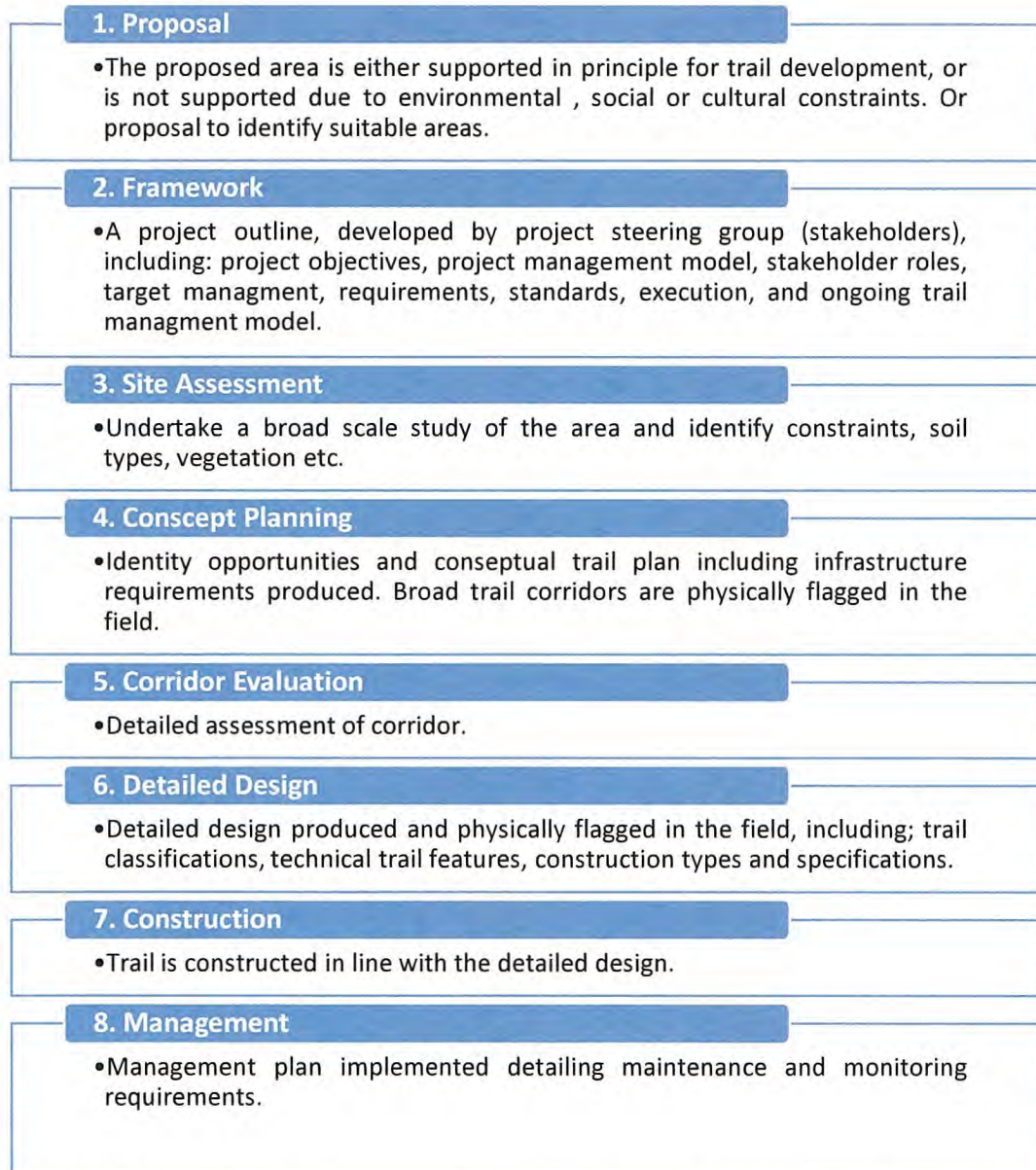
**1. Proposal**
- The proposed area is either supported in principle for trail development, or is not supported due to environmental , social or cultural constraints. Or proposal to identify suitable areas.

**2. Framework**
- A project outline, developed by project steering group (stakeholders), including: project objectives, project management model, stakeholder roles, target managment, requirements, standards, execution, and ongoing trail managment model.

**3. Site Assessment**
- Undertake a broad scale study of the area and identify constraints, soil types, vegetation etc.

**4. Conscept Planning**
- Identity opportunities and conseptual trail plan including infrastructure requirements produced. Broad trail corridors are physically flagged in the field.

**5. Corridor Evaluation**
- Detailed assessment of corridor.

**6. Detailed Design**
- Detailed design produced and physically flagged in the field, including; trail classifications, technical trail features, construction types and specifications.

**7. Construction**
- Trail is constructed in line with the detailed design.

**8. Management**
- Management plan implemented detailing maintenance and monitoring requirements.

*Desktop Fieldwork*

*Fig 82 - 8 Principles of the Trail Development Process (Source: Western Australian Mountain Bike Management Guidelines)*

It should be noted that minimally developed trails e.g. bushwalking trails may require little construction and management. These trails should still be planned using the above principles, however caution should be taken to ensure that the overdevelopment of these trails does not occur and detract from the intended experience.

IM01    The 8 Principles of the Trail Development Process will be used, to ensure the sustainable development of all trails within the Collie River Valley region.

## 11.2   Quality

It is essential to develop trails to a high quality with a focus on quality rather than quantity or simplify the achievement of the recommendations of this Strategy. High quality trails can be easily marketed and promoted while low quality trails lead to a low quality experience which the trail user will not be eager to repeat. Trails also must be authentic and display the character of the area rather than copy other successful trails. This will create a unique experience which a visitor will travel to experience and of which locals can be proud.

IM02   All new trails developed and all trails redeveloped will be authentic to the region and constructed to a high quality.

## 11.3   Governance

### MANAGEMENT PLAN

At the Framework stage above, a management model is developed to ensure that the trails are maintained into the future. This is incorporated into the Management Plan agreed by all relevant stakeholders to be carried out after construction is completed. This includes the responsibilities of different agencies (e.g. the adoption of the trail by a local club; funding, insurances etc.). The Management Plan will encompass all aspects of managing the trail, trail corridor and surrounds. As a minimum, the plan will include the following:

- Background information on the Trail
  - The trail system
  - The classification of the trails
  - Target use
  - The amount and type of use
- Clarification of management roles and responsibilities
  - Trail adoption if appropriate
- Funding and resources (e.g. user pay models)
- Bushfire Mitigation Schedule
- Environmental condition and preservation
- A record of the infrastructure and costs or link to the appropriate system or asset database
- Ongoing monitoring
  - Responsibility
  - Methodology
- Maintenance program
  - Frequency
  - Standards
  - Works program
  - Funding and resources
- Hazard inspection and reporting procedures
- Visitor statistic recording procedures

This focus on ongoing maintenance at an early stage will identify issues and ensure that maintenance requirements are minimised during construction.

IM03   A Management Plan for the maintenance of any proposed trail, trail corridor and surrounds will be agreed by all the relevant stakeholders prior to the commencement of the construction of that trail.

## LEAVE NO TRACE

The 7 Principles of Leave No Trace are applicable for all trail users across all trail types. Following these Principles permits all users to enjoy the trails in peace and assists in the maintenance of these trails.

### Plan Ahead and Prepare
- Know the regulations and special concerns for the area you'll visit.
- Prepare for extreme weather, hazards, and emergencies.
- Schedule your trip to avoid times of high use.
- Visit in small groups when possible. Consider splitting larger groups into smaller groups.
- Repackage food to minimize waste.
- Use a map and compass to eliminate the use of marking paint, rock cairns or flagging.

### Travel and Camp on Durable Surfaces
- Durable surfaces include established trails and campsites, rock, gravel, dry grasses or snow.
- Protect riparian areas by camping at least 50 metres from lakes and streams.
- Good campsites are found, not made. Altering a site is not necessary.
- In popular areas:
- Concentrate use on existing trails and campsites.
- Walk single file in the middle of the trail, even when wet or muddy.
- Keep campsites small. Focus activity in areas where vegetation is absent.
- In pristine areas:
- Disperse use to prevent the creation of campsites and trails.
- Avoid places where impacts are just beginning.

### Dispose of Waste Properly
- Pack it in, pack it out. Inspect your campsite and rest areas for trash or spilled foods. Pack out all trash, leftover food and litter.
- Deposit solid human waste in catholes dug 15-20cm deep, at least 100 metres from water, camp and trails. Cover and disguise the cathole when finished.
- Pack out toilet paper and hygiene products.
- To wash yourself or your dishes, carry water 50 metres away from streams or lakes and use small amounts of biodegradable soap. Scatter strained dishwater.

### Leave What You Find
- Preserve the past: examine, but do not touch cultural or historic structures and artifacts.
- Leave rocks, plants and other natural objects as you find them.
- Avoid introducing or transporting non-native species.
- Do not build structures, furniture, or dig trenches.

### Minimize Campfire Impacts
- Campfires can cause lasting impacts to the environment. Use a lightweight stove for cooking and enjoy a candle lantern for light.
- Where fires are permitted, use established fire rings, fire pans, or mound fires.
- Keep fires small. Only use sticks from the ground that can be broken by hand.
- Burn all wood and coals to ash, put out campfires completely, then scatter cool ashes.

### Respect Wildlife
- Observe wildlife from a distance. Do not follow or approach them.
- Never feed animals.
- Protect wildlife and your food by storing rations and trash securely.
- Control pets at all times, or leave them at home.
- Avoid wildlife during sensitive times: mating, nesting, raising young, or winter.

**Be Considerate of Other Visitors**
- Respect other visitors and protect the quality of their experience.
- Be courteous. Yield to other users on the trail.
- Step to the downhill side of the trail when encountering pack stock.
- Take breaks and camp away from trails and other visitors.
- Let nature's sounds prevail. Avoid loud voices and noises.

More substantive information on each of the principles is contained in the Leave No Trace Skills and Ethics Booklet and on the Leave No Trace Website.

These seven principles are recommended as a guide to minimise the impact of your visits to the natural and cultural heritage areas of Australia. Leave No Trace depends more on attitude and awareness than on rules and regulations.

Minimum impact travel and outdoor recreation practices must be flexible and tempered by judgement and experience. Techniques are continually evolving and improving. The general rule is to consider the variables of each area in terms of culture, wildlife, vegetation, soil, climate, and use that it receives. Then, use this information to determine which recommended practices to apply.

## 11.4    Evaluation

It is important to evaluate the success or otherwise of the investment in trails. This may be necessary for grant acquittal or to obtain further grants as well as measuring the impact on the community. This will be achieved through the use of trail counters for each trail both new and existing. These trail counters will assist in determining where funds should be allocated into the future including trail types as well as locations and conditions (i.e. a decline in users of a trail may point to deterioration in the condition of the trail).

The trail counters will be complemented by user surveys both from tourists (at the Visitor Centre or online) and through the local clubs. This will provide a greater level of detail regarding improvements and commendations of the trails. This feedback will also be received through social media and websites such as Trails WA.

**IM04    Evaluate the success of both new and existing trails by installing trail counters and conducting user surveys on a regular basis.**

## 11.5    Development on Private Land

Nothing in this Strategy should be taken to discourage the development of trails, trail centres, amenities, facilities, attractions, camping etc. on private land. This includes trails that are not listed in this strategy and the development of private facilities etc. that add value to the existing and proposed trails within this strategy. These trails and facilities are developed at the owners risk and should be planned in conjunction with the Shire of Collie and the Department of Biodiversity, Conservation and Attractions. All necessary approvals should be obtained prior to the commencement of development, including assessment of the bushfire risk to any buildings.

**IM05    The development of trails and value adding facilities on private land (including for commercial purposes) is encouraged subject to obtaining the necessary approvals.**

## 12. Marketing & Promotion

### 12.1 Identify Target Market

The Guidelines for Trail Planning, Design and Management includes a table on 'Market Segments and their Preferences' included below. This strategy and table is for mountain biker, but is equally applicable for other trail users.

| AUDIENCE | EXPERIENCE PREFERENCES | TRAIL PREFERENCES | COLLIE CONTEXT |
|---|---|---|---|
| **SINKS/ DINKS (Single Income No Kids/Dual Income No Kids)** | Short breaks accessible from Perth. Different immersive, authentic, less discovered experiences. | Short and day soft adventure on longer trails. Trail experience packages with character accommodation. | Develop trail experience packages including accommodation. |
| **Young Families** | Indulgent short breaks for parents accessible from Perth. Family holidays with activities for young children | Short and day trails near accommodation. Easy short trails suitable for children near activity areas. | Develop high quality accommodation near trail centres. |
| **Older Families** | Short breaks for parents accessible from Perth. Family holidays with opportunities for everyone. | Short and day trails near accommodation. Accessible short, day and overnight trails with on-trail/nearby attractions. | Suitable target market |
| **Mid-life Households** | Day, short breaks and longer holidays. New experiences outside comfort zone. Also relaxation, indulgence. | Range of preferences for short, day and overnight trails. Supported soft adventure on overnight trails. | Suitable target market |
| **Retirees** | Authentic experiences 'off the beaten track'. May be constrained by financial and physical capability. | Short and day trails in a range of standards, with potential for overnight trails (depending on physical capability and interest). | Suitable target market |
| **Experience Seekers** | Authentic and adventurous experiences that enable them to immerse themselves in and learn about places and cultures. Range of price points. | Iconic and other immersive, soft adventure trails – day and multi-day. Some may travel to the region specifically to do a particular trail(s). Character accommodation. Guided experiences at different price points and trail experience packages. | Suitable target market |
| **Mountain Bikers** | Novice/Family riders – well formed trails with flat to low gradients, e.g. rail trails. MTB enthusiasts – single track with a variety of gradients and difficulties | A to B riders – scenic countryside with variety/ attractions, cafés, character budget to mid-range accommodation. Easy to hard options on single-track. | Suitable target market |

Collie River Valley Trails Strategy 2018 – 2021

| AUDIENCE | EXPERIENCE PREFERENCES | TRAIL PREFERENCES | COLLIE CONTEXT |
|---|---|---|---|
| **Experienced Bushwalkers** | Immersive experiences, often remote and/ or challenging. | Interesting and challenging trails, including short and long multi-day walks.<br>Prepared to be self-sufficient. | Suitable target market |
| **Local Residents** | Short weekday outdoor recreation and longer weekend and holiday period experiences. | Short and day trails accessible from home or by driving.<br>Provide access to points of interest, beaches and circuits for local recreation. | Suitable target market |
| **Schools** | Short and day adventures as part of outdoor and environmental education programs. | Easy to medium grade short and day trails easily accessible from adventure/school camp locations. Trails in places that contribute to the educational experience – e.g. interpreted environmental & cultural stories. | Suitable target market |
| **Groups** | Coach tour, business, special interest or conference groups seeking to see the sights or conduct group activities to complement their visit or for team building. | Short trails to points of interest. Short to half day excursions suitable for all group members and allowing group interaction.<br>Trails need to be accessible with coach parking and near to conference facilities and accommodation. | Suitable target market |
| **Event Participants** | Short and long activities such as charity walks, trail running events, cycling events. | Range of appropriate trails with points accessible to organisers and spectators.<br>Close to accommodation and transport. | Suitable target market |
| **Cycle Tourers** | Easy to moderately challenging road and hard-packed, well-formed off-road trails. Weekend road cyclists with fitness and challenge as key motivators. | Day and overnight trail rides. Access to public transport or shuttle services with cafés and points of interest essential for bulk of the market.<br>Safe roads and responsible drivers.<br>Cafés desirable but not essential. | Opportunity to develop shuttle busses to accommodation and trails. |

Collie River Valley currently provides suitable experiences for a number of the Audience categories while suitable experiences to satisfy several other Audience categories are planned previously in this Strategy. In addition, there are 3 opportunities for businesses to provide services to tourists as required. While it may be possible to appeal to all of these categories, marketing should be focused more narrowly. In this case it is considered that marketing should be focused on the enthusiasts and experience seeksers of each trail type as they the most likely to travel for the trail experience. In addition, the trails will improve the enjoyment, health and wellbeing of locals. Enthusiasts, experience seekers and locals (approximately 100km radius) will become vocal ambassadors through word of mouth, blogs and social media. They are also easily reachable through social media groups and platforms, clubs networks, the Visitor Centre website, trail websites, and magazines. Locals can also be targeted through local media (i.e. the Collie Mail, South West Times and Community Radio).

MP01   Target trail marketing at locals, enthusiasts and experience seekers to create a 'buzz' about Collie as a trail town among their networks.

## 12.2    Branding

### CONSISTENT SIGNAGE AND MESSAGING

As Collie and the surrounding region is considered to be one Trail Town, it is appropriate that a common branding strategy is used. This includes the look and feel of brochures, mapping, banners produced as well as trail signage, trail head and interpretive signage. This branding strategy should be developed by the Department of Biodiversity, Conservation and Attractions, the Shire of Collie and other relevant stakeholders.

**MP02    Provide a consistent and agreed interpretation with agreed messaging including brochures, mapping, trail signage, trail head and interpretive signage.**

### #COLLIETRAILS

Common branding does not exclude the placement of logos from trail sponsors, owners, developers and operators on this material. The #CollieTrails hashtag should be treated as a logo and included on all information available to the public both physically and online. This includes websites, social media, brochures, maps and signage – anywhere that the logo is included. There is no set font, colour or size etc for the hashtag, allowing flexibility in its application and the freedom is given for artistic depiction of the hashtag. The promotion of this hashtag will encourage trail users to use it when posting their photographs and posts, linking to other similar messages and photographs. The hashtag also provides a central point for trail photographs to be accessed by potential visitors.

**MP03    All information available to the public both physically and online will include '#CollieTrails' in a prominent location and font.**

**MP04    Encourage all local clubs, trail users, media outlets, trail champions and event organisers etc. to use '#CollieTrails' when posting photographs and posts.**

### PROMOTIONAL PRODUCTS

There is opportunity for various products to be produced and sold which incorporate promotional messages about Collie's Trails. This may include products that directly relate to trails or those that are produced locally. These products will become desirable memorabilia of a visitor's experience if Collie develops a reputation for trails that are unique and extreme. These products must be high quality as they will reflect on Collie's reputation. This is a cost effective but long term marketing opportunity which may be developed further by local businesses.

**MP05    Produce a limited number of high quality #CollieTrails branded memorabilia products to be sold at the Visitor Centre.**

## 12.3    Trail Development

### 'PIPELINE' OF PROJECTS

A 'pipeline' of trail projects should be implemented with the completion of one project following the next. This will maximise the publicity gained from each project and will create a waterfall effect which demonstrates to the target audience the number of projects being completed and keeps the region at the forefront of potential user's minds.

**MP06    Liaise with the other agencies involved in the development of trails in the region to coordinate a 'pipline' of completed trail projects.**

## WAYFINDING

Signs to the trail head should be installed in visible locations. The trail head itself should be visible from the access road. This will act as a constant reminder of the existence of the trail to locals so that it is not 'out of sight, out of mind' and provide reassuring directions to visitors. Clear signage and trail head will present a professional image that is desirable and will set the tone for the remainder of the trail experience.

MP07    Include clear signage to the trail head and where possible ensure that the trail head is visible from the access road as part of the development or redevelopment of any trail.

## ICONIC PHOTOGRAPH LOCATIONS

Trails should be designed and constructed with iconic photograph locations in mind. This includes lookouts, scenery, lakes, trails and art work that are either instantly recognisable, have the potential to be instantly recognisable or have a particular 'Wow' factor. These iconic locations are photographed by trail users and shared with their networks, attracting more visitors to these trails. Interpretation such as the picture frame below ensures that these photo opportunities are not missed and provide a level of interpretation which would not otherwise be possible.

The Fluker Post Project commenced in Victoria in 2013 to assess the condition of trails by designating photograph locations and suppling a 'Fluker Post' to hold and aim a digital camera. Trail users would use these posts to take photographs of the trail using their own digital cameras and email it to a central location or via the mobile application if using a mobile phone. This provides a record of any trail deterioration and maintenance required. These posts will be placed in scenic locations along trails to create this historical record while commemorating the user's experience.

MP08    Include iconic photograph scenic locations and photograph opportunity installations in the design and construction of the trail as part of the development or redevelopment of any trail.



*Fig. 83 – Table Mountain Viewpoint, Cape Town (Source: SAPeople)*

Further photographs of the trail user at iconic sections of the trail should also be taken by motion activated secure fixed high-definition cameras and available by email or at the Visitor Centre. These cameras can be moved to various parts of the trail to provide diversity between photographs of trail users.

MP09    Include iconic photograph trail locations and install motion activated secure fixed high-definition cameras in the design and construction of the trail as part of the development or redevelopment of any National or International Standard trail.

## MARKETING MATERIAL

Professional photographs, trail brochure, GIS mapping, uploading trail details on various trail websites and mobile applications (e.g. Trails WA, Traiforks) and a 30 second video should be developed in conjunction with the development of the trail. This marketing material will be useful for the trail launch and marketing of the trail from the commencement when there is most excitement surrounding the trail. The development of the marketing material will also allow the photographers to photograph and video the new trail without any wear and tear or maintenance that may be required. If these are not prepared during the development of the trail, there often is little impetus to allocate funding to this at a later time. This material can be used for many years into the future and the base mapping can be altered if any additions to the trail are made. The development of this marketing material is often overlooked or removed at trail development stage because of the cost. However this is a small percentage of the overall cost and will contribute to the overall success of the trail project.

MP10    Include professional photographs, trail brochure, GIS mapping, upload details on various trail websites and a 30 second video as part of the development or redevelopment of any trail.

### 12.4    Trail Launches

Launch events and the build up to them are a great way to inform the public that new trails are being developed and that new experiences are available. Without marketing the new trail, it will not receive the use that it otherwise would expect. It is also important for those that funded and built the trail to celebrate their success and a job completed. Trail launches not only include the launch itself but a media campaign surrounding the launch which could include trail naming competitions, trail head design competitions, consultation on the trail alignment, trail teasers and press releases. The launch itself could include unveilings, commemorative memorabilia, competitions and social events. Professional riders may also be willing to attend trail launches.

Careful consideration should be given to the time of the year as well as the date and time for trail launches. Launches should be held during the relevant trail season and should be scheduled to maximise attendance.

MP11    The trail owner, operator or the Collie Trails Reference Group organise trail launches when new trails are developed or existing trails redeveloped including pervasive marketing before, during and following the launch.

### 12.5    Seasonal Marketing

While most trails are available all year, there are peak times when users find these trails more enjoyable. Marketing of trails should be done annually, focused around these times of the year for each trail type to maximise its effectiveness.

MP12    Annually market each type of trails before and during their respective peak seasons.

### 12.6    Events

Opportunities for events are included in this Strategy within the relevant trail types. These events should be held to showcase the trails to the participants, to their networks and to create positive media coverage for

the town and the trail provided. These events as above should target enthusiast and professionals while also including locals. This will encourage others – both visitors and locals to use the trails with the associated tourism and health and wellbeing benefits.

To maximise the marketing potential for events, professional photography, videography and media coverage (National, State and Local media) will be encouraged. The placement of #CollieTrails should be prominently displayed on websites, signs and banners both promoting the event and visible during the event.

MP13   Utilise events for marketing purposes including the display of '#CollieTrails' and the coverage by National, State and Local media.

### 12.7    Information Distribution

**SOCIAL MEDIA**

The branding #CollieTrails has been chosen for its ability to be searched in social media. This includes the major platforms of Facebook, Twitter and Instagram. Social media sites such as Twitter, Periscope and Tumblr may be used by individual trail users and clubs, however the focus of social media messaging should be restricted to Facebook, Instagram and YouTube as these platforms are the largest and most visual which suits the visual nature of trails.

There are a number of Facebook pages currently dedicated to promoting Collie including the Visitor Centre and Why I #Visit Collie, local club Facebook pages, further Facebook pages dedicated to trails such as Trails WA and more Facebook pages promoting tourism generally e.g. Experience WA. This is in addition the Shire of Collie's and the Department of Biodiversity and Attractions Facebook pages. There is a proliferation of these Facebook pages/groups and a further Collie Trails Facebook page would only add to the confusion. The existing pages can be utilised without the need to create another specialist page or group.

There are not so many Instagram pages or YouTube Channels which could be used. These platforms are particularly useful as they are extremely visual utilising almost exclusively photographs and videos. Many of these photographs and videos would be user generated but would also require significant efforts from the below Champions to administrate and generate content. These media should be built through engaging both locals and enthusiasts, encouraging them to post to these platforms and use the hashtag as well as through existing networks and pages. Where possible, use should be made of Influencers and Trail Professionals to increase the visibility of the Instagram pages and YouTube Channel.

MP14   Use existing Facebook pages and develop an Instagram page and YouTube channel to promote Collie's Trails.

The Visitor Centre will have the responsibility for organising and administration of the marketing and promotion of Collie's trails, supported by will rely on local Champions drawn from local clubs, Trail Town accredited businesses, Collie River Valley Marketing and the general public. These Champions will perform a variety of tasks including photography, videography, editing websites, creating content and raising the profile of Collie and Collie's trails for the Visitor Centre to edit and post.

MP15   Form a network of local Champions that will assist the Visitor Centre to provide content and administer the #CollieTrails social media platforms.
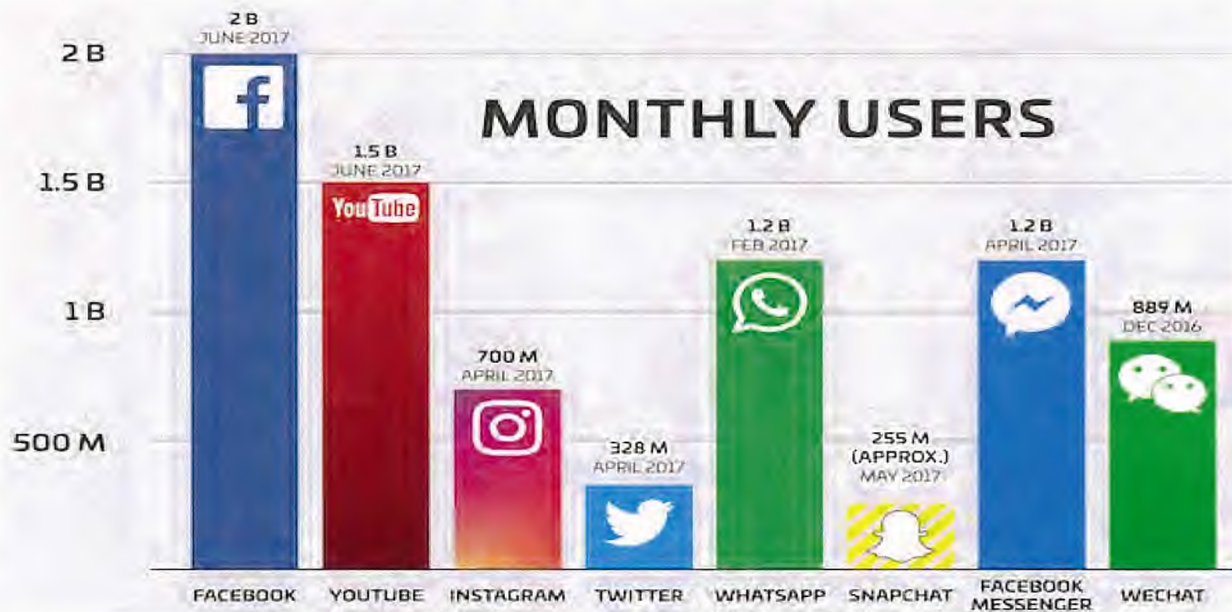
Fig. 84 – Social Media Monthly Users (Source: businessofapps.com)

## LOCAL NEWSPAPERS & INDUSTRY MAGAZINES

Ensure any positive news is distributed as widely as possible including local newspapers & industry magazines/newsletters (both physical and online) as news articles. Positive news includes receiving grant funding, the development this strategy and the commencement of construction for any trails. This will avoid the cost of advertising in these publications and improve the authenticity of the information in the articles. Local newspapers will target the local trail user while industry magazines are read by enthusiasts.

MP16   Prepare media releases on a regular basis including relevant photographs for distribution to local newspapers & industry magazines/newsletters.

## PEAK BODIES & CLUBS

Bodies such as Bushwalking WA have a close relationship to a number of clubs who in turn have large networks of contacts interested in the respective trail types. Frequently these peak bodies and clubs have their own distribution networks e.g. newsletters, social media pages, websites etc which may be utilised and ensure that the information has more certainty of reaching interested trail users. Members of these clubs tend to be made up of 'enthusiasts' which are one of the above target markets.

MP17   Use existing distribution channels including peak bodies and clubs to target the enthusiast trail user groups.

## INDUSTRY SHOWS

The 4WD show in Perth is attended by several thousand people interested in Off-Road Driving and looking for their next adventure. A video or virtual reality booth at that show to showcase the best of Collie's 4WD trails would attract those people to Collie. There are several videos that showcase Collie and other trail specific videos will be prepared with the development and redevelopment of those trails. There are many shows and conventions particular to various trail types in addition to the more general camping and caravan shows at which a video booth could be displayed. The use of a video or virtual reality booth means that marketing can be done Nationally and Internationally without the requirement for staff to attend.

MP18   Develop an archive of videos including general videos showcasing Collie and videos for each trail developed and redeveloped and showcase these videos in a video or virtual reality booth at trail related shows.

## TRAIL CENTRES/NETWORKS

Trail Centres will provide information on all trails, accommodation, services, trail town accredited businesses, facilities and events to the trail users through interactive panels. These panels will also act as Wi-Fi hotspots so that a mobile platform can be used. Trail networks will provide similar information, to a lesser degree on static notice boards. This will ensure that comprehensive information is provided about the services that are available within the region. This information must be kept up to date.

**MP19  Ensure information provided at the Trail Centres and Trail Networks are kept up to date.**

## MOBILE PLATFORM

Develop a free mobile application (App) or mobile compatible version of the Visitor Centre website which provides information on all trails, accommodation, services, trail town accredited businesses and facilities. This platform will provide additional information with more flexibility and interpretation than the proposed interactive panels about individual trail and as well as the town of Collie. This platform will also include Augmented Reality or Virtual Reality capabilities as well as GPS to follow your progress along the trail and the facility to upload it to social media.

**MP20  Develop a mobile platform which will provide relevant information to trail users including GPS, local services, interpretation and Augmented Reality or Virtual Reality capabilities.**

## WEBSITES

The Shire of Collie, Department of Biodiversity and Attractions, the Visitor Centre, Trails WA and various clubs have their own websites which are used at least in part to promote the use of trails. These are frequently visited by those interested in finding out what trails are available. They are controlled closely by the respective organisations, but content can be provided to website managers and if it is of sufficient quality it will be edited and uploaded.

Trails WA and other open source websites are easy to update, but require a significant amount of work to ensure that the information provided on them is accurate and up to date.

**MP21  Provide high quality content (information, photographs, videos etc.) to websites that are used to promote trails including uploading this content to open source websites.**

## BROCHURES

As above, brochures for each new or redeveloped trail will be produced alongside the construction of the trail. This will provide a suite of brochures describing the trail and the experience to be expected. However this does not include existing trails that are not planned to be redeveloped. This leaves an undesirable gap in the suite of brochures available. This gap should be filled and these brochures compiled.

**MP22  Produce a brochure for each trail within the Collie River Valley region.**

## SINGLE COMPREHENSIVE MAP

This one single comprehensive map will include all current trails on one map with a small amount of interpretation for each trail. Further information on particular trails can be found in the brochure for that trail. This map will provide an overview regarding what trail are available for both locals and tourists and will be sufficiently portable to carry on the trail. As new trails are planned for every year of the life of this Strategy, annual revisions of this map will be required.

**MP23  Annually develop 1 single map including all trails of all trail types including limited information on the trails and the local amenity, accommodation, services and restaurants.**

**BANNERS**

The Shire of Collie have erected banner poles in prominent locations throughout the town of Collie. This includes 3 at each of the 3 main entrances to the town, several along the main street (Forrest St) as well as one in front of the Shire Offices. These banner poles are currently underutilised. This is an opportunity to show the sights and scenes which can be experienced on the trails and will increase the perception of Collie as a town which accepts and caters for trail users. Banners for these banner poles will be developed showcasing trails of all types

**MP24   Design and develop banners which showcase the best of Collie's trails across a variety of trail types.**

### 12.8   Local Businesses

Trail related businesses including in the hospitality industry will develop holiday packages for customers and advertise them through their networks and budget. Partnerships can also be developed between businesses to offset some of the cost of advertising. For example a hotel and tour business may develop and advertise a package which includes a week of using the various trails using the tour business and staying at the hotel for this period. Information on the trails and business assistance to develop these packages will be made available.

**MP25   Encourage and support businesses to develop and advertise holiday packages in Collie.**

# 13. Recommendations

## 13.1 Funding Opportunities

There are 6 main sources of funding for trails currently. These are Lotterywest (Semi-State Government Agency), Royalties for Regions/Collie Futures Fund (State Government Grants), Building Better Regions Fund (Federal Government Grants), sponsorship from private companies, volunteer contributions, support from the relevant land owners and private investment.

1. Lotterywest focuses on providing local benefit to the local community. This includes the provision of trails for the enjoyment, health and wellbeing of the community. A significant number of the recommendations listed below fit this criterion.
2. Royalties for Regions, Collie Futures Fund and Building Better Regions Fund provides funding which will build the local, regional and State economy. The proposed recommendations have been developed with the growth and diversification of the economy in mind as well as the community outcomes.
3. Private companies (e.g. Bendigo Bank, HBF, South32) have their own individual criteria for providing grants and frequently require substantial media coverage and naming rights.
4. Volunteer contributions from community organisations (the Collie Cycle Club) have recently been used as in-kind contributions to leverage grant funding to build the Wagly Biddi Mountain Bike Trail. These contributions will provide support and essential community input to leverage other funding from the above sources for the further development of trails.
5. Support from the relevant land owners (e.g. Shire of Collie, Department of Biodiversity, Conservation and Attractions) may be provided in accordance with the annual budget with a number of projects currently planned that can be used to leverage grant funding. In addition, these organisations may provide in-kind contributions including project management and expertise.
6. A number of the recommendations of this Strategy have been considered suitable for private investment as there is anticipated to be a commercial return on this investment e.g. Minninup Pool Trail Centre. These are designated as 'private investment' at Appendix 1.

It is anticipated that a cocktail of the above funding will be used in the implementation of the recommendations of this Strategy.

## 13.2 Projects

These various recommendations have been grouped into logical projects for implementation. These 16 projects are listed and then outlined below. Further detail is contained at Appendix 1 – Project Outlines.

### 1. CONNECT COLLIE

Connect the Visitors Centre, Soldiers Park and Minninup Pool and the trails from these locations providing an interconnected network within Collie CBD including the provision of an alternative alignment for the Munda Biddi Trail and Bibbulmun Track through the CBD.

### 2. MINNINUP POOL ACCOMMODATION & TRAILS CENTRE

Develop a Trail Centre at Minninup Pool including accommodation, kiosk, Walking, Mountain Bike and Paddle Trails and connections to other trails.

### 3. COLLIE RACE TRACK TRAILS CENTRE

Develop a Trail Centre at Collie Race Track and a network of Equestrian Trails from that location.

### 4. EVENTS & RACES

Develop a program of events that will showcase Collie's trails, provide local access to high quality events and assist Collie businesses.

### 5. TRAIL DEVELOPMENT GOVERNANCE

Ensure that the development and redevelopment of trails is undertaken in a coordinated and appropriate way.

### 6. UPGRADE URBAN TRAILS

Upgrade popular urban trails to increase their use and usability. Actions have been chosen which are achievable at a comparatively low cost and will significantly improve the trail.

### 7. UPGRADE URBAN TRAILS - FUTURE

Upgrade popular urban trails to increase their use and usability. Gaps identified but likely to be beyond the life of the strategy.

### 8. WELLINGTON DAM TRAIL CENTRE & TRAILS

Upgrade Wellington Dam Kiosk to a Trails Centre and develop high value Trails in conjunction with this upgrade.

### 9. INTERNATIONALLY SIGNIFICANT TRAILS

Develop trails across all trail types to an international standard to attract visitors and provide a high quality product to locals.

### 10. BLACK DIAMOND LAKE TRAIL NETWORK AND TRAILS

Develop a trail network and associated trails at Black Diamond Lake as one of the Collie River Valley's main tourist attractions. Land tenure issues mean that this is unlikely to occur within the life of this plan.

### 11. WESTRALIA CONSERVATION BLOCK TRAILS (SCENIC DRIVE/FLORA ROAD)

Provide direct access to the bush from Collie through Minninup Pool and impressive Collie River gorges.

### 12. DRIVE TRAILS

Give guidance and value added experiences to drivers to experience the variety and attraction of Collie River Valley at its best.

### 13. ROAD CYCLING TRAILS

Give guidance and value added experiences to Road Cyclists to experience the variety and attraction of Collie River Valley at its best and to provide long distance iconic trails for both tourists and locals to enjoy.

### 14. PRIVATE INVESTMENT

Provide opportunity for private investment and profit from trails including the development of commercial trails and facilities.

### 15. PROMOTION & MARKETING

Inform the target audience of the trails available, encourage locals to use the trails and attract enthusiasts to Collie.

### 13.3 Success Measures

The following measures will demonstrate the success of the projects recommended by this plan:

| SUCCESS (Key Performance Indicator) | MEASURE |
|---|---|
| Construction of Trail and Trail Centres | Completion of the above 15 projects |
| Increased Brand Awareness | Use of #CollieTrails by trail users both locally and visitors |
| Improved Perception of Collie River Valley | Positive reviews in journals, magazines, blogs and print media |
| Recognition of Collie River Valley as the Regional Trails Town | Recognition by the Bunbury Geographe Group of Councils, Trails WA and relevant strategic plans |
| Increased Trail Use | Users measured by trail counters recommended at Section 11.3 – Evaluation |
| Increased Visitation to Collie River Valley | Survey at the visitor centre/number of beds occupied |
| Decreased Obesity in Collie's Population | Reduction from the Aged Standardised Rate of Obesity of 34.3% |
| Active Local Community | Increased participation in local trail activity and club membership |
| Increased Trail Related and Tourism Enterprises | Trail related new businesses/expanded businesses including indirect businesses (e.g. hospitality) |

### 13.4 Conclusion

The development of this Strategy and the implementation of its recommendations are essential for Collie River Valley to achieve the vision to *'Build on Collie's natural resources, location, infrastructure, amenities and community by developing and maintaining high quality sustainable trails of all types by 2021. Develop Collie as a Trails Town to diversify the economy, enhance the visitor experience and for the enjoyment, health and wellbeing of locals.'*

Funding should be sought to carry out the above projects, attracting visitors to the region and providing for the needs of the local population. The completion of these projects will significantly enhance the town, its liveability, its economic diversity and attractiveness to locals, potential residents and tourists.
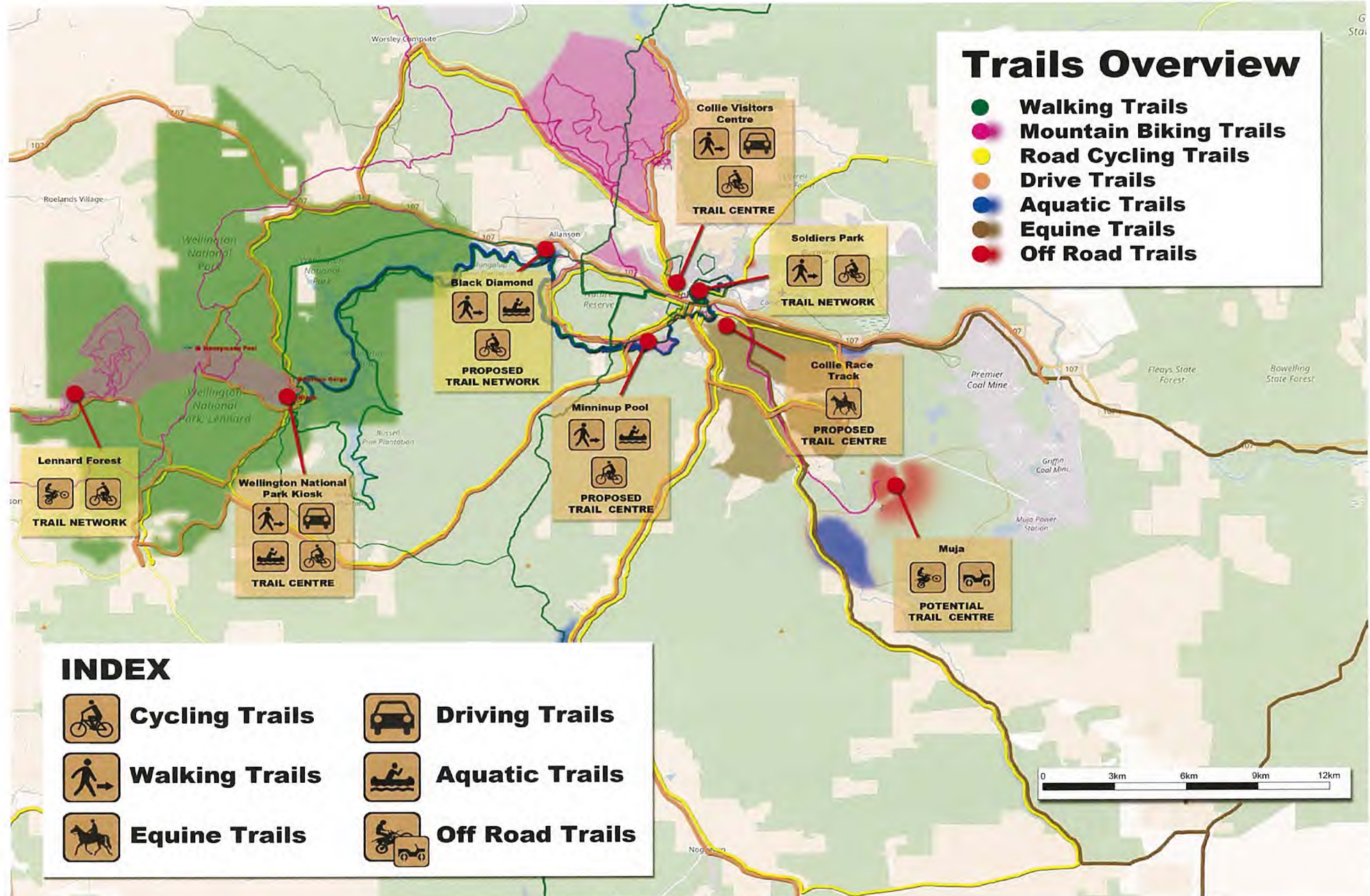
## Trails Overview

- Walking Trails
- Mountain Biking Trails
- Road Cycling Trails
- Drive Trails
- Aquatic Trails
- Equine Trails
- Off Road Trails

**Collie Visitors Centre** — TRAIL CENTRE

**Soldiers Park** — TRAIL NETWORK

**Black Diamond** — PROPOSED TRAIL NETWORK

**Collie Race Track** — PROPOSED TRAIL CENTRE

**Minninup Pool** — PROPOSED TRAIL CENTRE

**Lennard Forest** — TRAIL NETWORK

**Wellington National Park Kiosk** — TRAIL CENTRE

**Muja** — POTENTIAL TRAIL CENTRE

## INDEX

- Cycling Trails
- Walking Trails
- Equine Trails
- Driving Trails
- Aquatic Trails
- Off Road Trails

0   3km   6km   9km   12km

Fig. 85 – Collie Trails Overview (Source: Erik Mellegers)

(Appendix ORD: 12.3)

# APPENDIX 1

## Project Outlines

**Projects Interpretation**

The below projects have been developed to fulfil the strategic need recognised in the respective audits, analysed and developed in the opportunities section and now implemented in 15 recommended projects below.

- These projects have been assessed against 4 categories:
- Easy Win / Value (for money) – a project that can be completed comparatively simply or comparatively cheaply.
- Iconic / (Iconic) Value Add – a project which includes building national or international level trails or adds value to existing national or international level trails.
- Strategic Component – the level to which the success of the trail town concept depends on the completion of the project.
- Funding Available – if funding for the whole project is currently available or required. Does not include funding being sought or part funded projects.

These projects have then been divided into separate financial years to be funded and completed. A ✓ designates that the project can proceed without seeking grant funding while a ➢ means that funding will be sought to complete the project commencing that financial year. If funding is not available for that project that financial year, funding will continue to be sought for the remainder of the life of the Strategy.

**Abbreviations**
- SOC – Shire of Collie
- DBCA - Department of Biodiversity, Conservation and Attractions

## 1. Connect Collie

Connect the Visitors Centre, Soldiers Park and Minninup Pool and the trails from these locations providing an interconnected network within Collie CBD including the provision of an alternative alignment for the Munda Biddi Trail and Bibbulmun Track through the CBD.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
|---|---|---|---|---|---|---|---|---|
| SOC | | ✓ | ✓ | | ➢ | ➢ | | |

| | |
|---|---|
| TT01 | Develop and install an interactive information panel displayed at the Visitor Centre to provide comprehensive information about trails and other visitor services within Collie. |
| TT02 | Install an external drinking fountain at the Visitor Centre. |
| TT03 | Install secure bike racks and repair and wash facilities at the Visitor Centre. |
| TT14 | Install secure bike racks throughout Collie CBD and bike repair facilities at Soldiers Park. |
| TT17 | Develop and install an interactive information panel displayed at Soldiers Park as a prominent CBD location to provide comprehensive information about trails and other visitor services within Collie. |
| WT02 | Work with the Bibbulmun Track Foundation to provide an alternative alignment through Collie in addition to maintaining the current alignment through the Westralia Conservation Park and create a walking loop trail using both the alternative and existing alignments with trail heads at the Visitor Centre and Minninup Pool. |
| WT07 | Upgrade Central Collie River Walk surface, disabled access, install a boardwalk at Soldier's Park linking Coombe Street Bridge to the trail network, include aboriginal and natural interpretation, |

| | |
|---|---|
| /CT06 | improved trail head signage, provide additional signage and install rest points along the route. |
| WT09 | Upgrade Lions Walk surface, disabled access, include aboriginal interpretation along the river, improved trail head signage, provide additional signage and provide rest points along the route. |
| WT14 | Upgrade Wyvern Walk by providing additional signage, improved trail head signage and drink fountains along the route. |
| WT17 /CT10 | Construct a 2.5m wide dual use trail from Soldiers Park to Minninup Pool, including aboriginal and natural interpretation, signage and facilities. |
| WT18 | Design and interpret through various media a loop Heritage Trail in Collie CBD connecting the Visitor Centre to Soldiers Park including the installation of different features and signage. |
| WT19 | Design and develop a 20km loop trail showcasing the historic, urban, bushland and river experiences of Collie adding value to the Bibbulmun Track to an international iconic standard. |
| WT20 | Design and develop a loop Night Trail in Collie CBD including the installation of various innovative features and signage. |
| CT11 | Design and develop a two way cycle link between the Visitor Centre and Soldiers Park via Collie CBD and develop trail heads at both of these locations. |
| CT12 | Construct a 2.5m wide dual use trail from Minninup Pool to the Bibbubulmun Track at Mungalup Bridge including signage and facilities. |
| CT13 | Investigate the use draisines (rail cycle) on the disused Cardiff railway track from Collie CBD or alternatively from Collie Race Track. |
| WT15 /ET01 /CT09 | Design and develop a connecting shared use trail (Equestrian, Walking and Cycling) between Collie and Buckingham to connect with the Collie to Darkan Rail Trail including trail head signage, signage along the route and a rest stop and toilets at Buckingham. |

Some of the above projects are funded or partly funded.

## 2. Minninup Pool Accommodation & Trails Centre

Develop a Trail Centre at Minninup Pool including accommodation, kiosk, Walking, Mountain Bike and Paddle Trails and connections to other trails.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
|---|---|---|---|---|---|---|---|---|
| Private | | ✓ | ✓ | | ➤ | | | |

| | |
|---|---|
| TT13 | Investigate developing accommodation at Minninup Pool including the feasibility of high quality camping. |
| TT10 | Ensure that Minninup Pool is developed as a Trail Centre for Walking, Cycling and Aquatic Trails in conjunction with the development of trails from that location. |
| CT14 | Design and construct a mountain bike trail at Minninup Pool in conjunction with the development of this site for camping or other uses. |
| AT01 | Develop an Unpowered Boating and Paddle Trail with a Trail Head at Minninup Pool between Roberts Rocks and Telfers Pool including signage and interpretation. |

Feasibility investigation is underway, development to be constructed by a private investor.

## 3. Collie Race Track Trails Centre

Develop a Trail Centre at Collie Race Track and a network of Equestrian Trails from that location.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
|---|---|---|---|---|---|---|---|---|
| SOC | ✓ | ✓ | ✓ | | ➤ | ➤ | | |

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|---|---|
| TT11 | Ensure that Collie Race Track is developed as a Trail Centre for Equestrian Trails, including the construction of secure horse yards and horse float parking in conjunction with the development of trails from that location. |
| ET02 | Obtain the management/lease/licence for the rail corridor for the development of a Rail Trail from Collie Race Club along the disused rail corridor to Cardiff. |
| ET03 | Design and develop an Equestrian Trail from Collie Race Club along the disused rail corridor to Cardiff, including trail head signage, signage along the route and drinking water at Collie-Burn and Cardiff. |
| ET04 | Design and develop an Equestrian Trail from Collie Race Club along the Cardiff Rail Trail to Collie-Burn along a firebreak to Stockton Lake and returns to the Collie Race Club on the Collie-Darkan. |
| ET06 | Design and develop an Equestrian Trail from Collie Race Club through Boyup Brook to Bridgetown using low trafficked roads including the construction of campsites, trail head signage and signage along the route. |
| ET07 | Develop an 'end-to-end' accreditation system for the South West Equestrian Network similar to the Bibbulmun Track |

ET02 to be completed 18/19 and remainder of the recommendations in 19/20.

## 4. Events & Races

Develop a program of events that will showcase Collie's trails, provide local access to high quality events and assist Collie businesses.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
|---|---|---|---|---|---|---|---|---|
| Clubs / CRVM* / Private | | ✓ | ✓ | N/A | ✓ | ✓ | ✓ | ✓ |

| | |
|---|---|
| WT01 | Support the development of an independent community based Collie Walking Club to represent the interests of walkers and runners, organise events and form a local community network. |
| WT29 | Investigate and develop Walking events of various lengths, at local, National and State levels, in conjunction with the Collie Walking Club and/or private enterprise. |
| ET08 | Investigate and develop Equestrian events of various lengths, at national and State levels, in conjunction with the Western Australian Endurance Riders and/or private enterprise. |
| CT30 | Investigate and develop Cycling events of various lengths, at National and State levels, in conjunction with the Collie and South West Cycle Clubs and/or private enterprise. |

| | |
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| MP12 | Utilise events for marketing purposes including the display of '#CollieTrails' and the coverage by National, State and Local media. |
| TT21 | Investigate and develop a program of events aimed at locals and tourists to activate the Collie CBD during tourist season public holidays including one annual iconic event to facilitate business's transition to a Trail Town. |
| TT23 | Develop an agreed communication strategy and system to inform local business about upcoming events a minimum of 3 months in advance. |
| OT04 | Investigate and develop a gazetted Off-Road Vehicle Area to allow Trail Bike and 4WD events at the Speedway, Motorplex or Motorcross facilities in the short term in conjunction with the Motorcycle Club. |

*Collie River Valley Marketing. Clubs include Collie Cycle Club, Collie Walking Club and Collie Endurance Riders Association.

## 5. Trail Development Governance

Ensure that the development and redevelopment of trails is undertaken in a coordinated and appropriate way.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
|---|---|---|---|---|---|---|---|---|
| Trail Owner | ✓ | ✓ | ✓ | | ➢ | ➢ | ➢ | ➢ |

| | |
|---|---|
| IM01 | The 8 Principles of the Trail Development Process will be used, to ensure the sustainable development of all trails within the Collie River Valley region. |
| IM02 | All new trails developed and all trails redeveloped will be authentic to the region and constructed to a high quality. |
| IM03 | A Management Plan for the maintenance of any proposed trail, trail corridor and surrounds will be agreed by all the relevant stakeholders prior to the commencement of the construction of that trail. |
| IM04 | Evaluate the success of both new and existing trails by installing trail counters and conducting user surveys on a regular basis. |
| IM05 | The development of trails and value adding facilities on private land (including for commercial purposes) is encouraged subject to obtaining the necessary approvals. |
| MP06 | Liaise with the other agencies involved in the development of trails in the region to coordinate a 'pipline' of completed trail projects. |
| MO07 | Include clear signage to the trail head and where possible ensure that the trail head is visible from the access road as part of the development or redevelopment of any trail. |
| MP08 | Include iconic photograph scenic locations and photograph opportunity installations in the design and construction of the trail as part of the development or redevelopment of any trail. |
| MP09 | Include iconic photograph trail locations and install motion activated secure fixed high-definition cameras in the design and construction of the trail as part of the development or redevelopment |

| | |
|---|---|
| | of any National or International Standard trail. |
| MP10 | Include professional photographs, trail brochure, GIS mapping, upload details on various trail websites and a 30 second video as part of the development or redevelopment of any trail. |
| MP11 | The trail owner, operator or the Collie Trails Reference Group organise trail launches when new trails are developed or existing trails redeveloped including pervasive marketing before, during and following the launch. |
| MP16 | Prepare media releases on a regular basis including relevant photographs for distribution to local newspapers & industry magazines/newsletters. |

Funding to be included as an essential component of the development or redevelopment of any trails.

## 6. Upgrade Urban Trails

Upgrade popular urban trails to increase their use and usability. Actions have been chosen which are achievable at a comparatively low cost and will significantly improve the trail.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
|---|---|---|---|---|---|---|---|---|
| SOC | ✓ | ✓ | | | | ➢ | ➢ | |

| | |
|---|---|
| WT21 | Design and develop an urban Fitness Trail, utilizing existing facilities where possible and the installation of new features and signage comprising of one core trail and a minimum of 2 optional trails. |
| WT10 | Upgrade the North Collie River Walk by installing trail head signage, drinking fountain at trail head, include aboriginal interpretation, additional signage and rest points along the route. |
| WT11 | Upgrade the Amaroo Walk by installing trail head signage, providing additional signage and drink fountains and rest points along the route. |
| WT12 | Upgrade the Fairview Walk by installing trail head signage, provide additional signage and drink fountains and rest points along the route. |
| WT13 | Upgrade Soldiers Walk by providing additional signage, improved trail head signage and drink fountains along the route. |
| WT04 /CT02 | Upgrade the Karak Trail by providing additional drink fountains, a spur to Black Diamond Lake, connecting the trail to the Visitor's Centre and install trail head signage at both ends. |
| WT06 | Include the Karak Trail – Bibbulmun Track Loop in the Karak Trail including trail head signage, construct formal parking and provide additional signage along the route. |
| CT07 | Complete the Wagyl Biddi dedicated mountain bike trail from Soldiers Park to Venn Street. |
| CT08 | Extend the Wagyl Biddi by an additional 1km loop including the ox-bow lake and downhill section. |
| CT16 | Design and construct a low maintenance pump track and skills loop near the East End Bridge with a variety of features for all abilities including a BMX starting hill. |

## 7. Upgrade Urban Trails - Future

Upgrade popular urban trails to increase their use and usability. Gaps identified but likely to be beyond the life of the strategy.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
|---|---|---|---|---|---|---|---|---|
| SOC | | ✓ | | | | | | ➤ |

| | |
|---|---|
| WT08 | Extend Central Collie River Walk to include Timber Park and the Swinging Bridge including upgraded surface, disabled access, aboriginal interpretation and signage. |
| WT05 /CT03 | Widen the 1.8km stretch of the Karak Trail from cemetery to Visitor's Centre to 2.5m. |

## 8. Wellington Dam Trail Centre & Trails

Upgrade Wellington Dam Kiosk to a Trails Centre and develop high value Trails in conjunction with this upgrade.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
|---|---|---|---|---|---|---|---|---|
| DBCA | ✓ | ✓ | ✓ | | ➤ | ➤ | | |

| | |
|---|---|
| TT04 | Develop and install an interactive information panel displayed at Wellington Dam Kiosk to provide comprehensive information about trails and other visitor services within Collie. |
| TT07 | Install free Wi-Fi from the Wellington Dam Kiosk. |
| TT05 | Supply brochures and other literature to be provided at the Wellington Dam Kiosk. |
| TT07 | Install free Wi-Fi from the Wellington Dam Kiosk. |
| TT08 | Install secure cycle racks and repair facilities at the Wellington Dam Kiosk. |
| TT09 | Ensure that Wellington Dam Kiosk is developed as a Trail Centre for Aquatic Trails in conjunction with the development of trails from that location. |
| WT03 | Realign the Wellington Dam Spur Trail across the top of the Wellington Dam Wall to the Kiosk. |
| WT26 | Design and develop a walking stacked loop with a diversity of difficulty and distances of approximately 15km, 25km and 40km from Wellington Dam Kiosk using the Wellington Dam Walk Trail and the Wellington Dam Spur Trail. |
| WT27 | Investigate the development of a Wellington Dam Wall Loop providing a unique experience and interpreting the construction, history, use and importance of the Dam. |
| WT16 | Future upgrades of the existing Wellington National Park will be planned as part of the development of the Wellington National Park Mountain Bike Concept Plan including trail head signage, signage along the route and trail upgrades. |

A funding application has been submitted to the Federal Government for a portion of this.

## 9. Internationally Significant Trails

Develop trails across all trail types to an international standard to attract visitors and provide a high quality product to locals.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
|---|---|---|---|---|---|---|---|---|
| (Brackets below) | | ✓ | ✓ | | ➤ | ➤ | ➤ | |
| TT20 | Work with the Department of Local Government, Sport and Cultural Industries and Trails WA to ensure that Collie is accredited as the first Trail Town in Western Australia. (SOC) | | | | | | | |
| WT28 | Design, develop and interpret the Koomal Trail connecting Collie to the coast via Roelands including the installation interpretation signage. (Lechenault Catchment Council) | | | | | | | |
| WT25 | Design and develop a link trail between Wellington National Park and Collie return connecting to the Spur Trail including the installation of signage at key locations. (DBCA) | | | | | | | |
| CT01 | Realign the Munda Biddi Trail to include the town of Collie on the main alignment and provide connections to the Mountain Bike Trails in Arklow and Wellington National Park. (DBCA) | | | | | | | |
| CT23 | Investigate (including a feasibility study) and design a velodrome to an international event standard at the existing or another location including an internal flat circuit of a minimum of 5m and access to suitable amenities and facilities. (SOC) | | | | | | | |
| ET05 | Design and develop 2 X 40km and 1 X 80km Equestrian singletrack loops trails to an international standard adjacent to the Collie River with access provided to the Collie Race Club along the Cardiff Rail Trail, including trail head signage and signage along the route. (SOC) | | | | | | | |
| TT18 | Ensure that Arklow MTB Trails are maintained as a trail network for Mountain Bike Trails including the installation of visitor information and amenities with direct cycle access to the main Trail Centre at the Visitor Centre. (DBCA) | | | | | | | |
| CT04 | Develop and implement Arklow Mountain Bike Trail Concept Plan to provide a 50km trail network connecting Arklow with the Collie town via the Munda Biddi Trail. (DBCA) | | | | | | | |
| CT19 | Design and develop up to 50km of high quality mountain bike trails of various technical levels as per the Concept Plan for Arklow with the trail commencing at the Visitor Centre Trail Centre. (DBCA) | | | | | | | |
| CT05 | Develop and implement the Wellington National Park Mountain Bike Trail Concept Plan to provide a future planning document for the development of 60km of unique trails, including an EPIC class trail. (DBCA) | | | | | | | |
| CT20 | Design and develop up to 60km of high quality mountain bike trails in Wellington National Park, with an integrated link to Collie, including an EPIC Trail of various technical levels as per the Concept Plan for the Park. (DBCA) | | | | | | | |
| CT16 | Ensure that Mount Lennard Trails are maintained as a trail network for Mountain Bike Trails including the installation of visitor information and amenities. (DBCA) | | | | | | | |
| CT22 | Design and develop several downhill racing mountain bike trails of various technical levels including uplift facilities and signage at Mungalup with an integrated link to Collie via the Westralia Mountain Bike Trail. | | | | | | | |
| OT01 | Design and maintain the Perth to Albany Off-Road Trail including its route through Collie and the | | | | | | | |

|  | development of a mobile phone application to provide guidance about the route, local tourist attractions, accommodation and services. (4WD Association WA) |
| --- | --- |
| OT02 | Prepare a concept plan, feasibility study and framework for the development of an Off-Road Trails Park at Muja Pit, Mine 3 and rehabilitated land adjacent to Lake Kepwari and the Collie Motorplex on a commercial basis. (SOC) |
| OT03 | Design and develop separate Off-Road Challenge Trails at or near the Collie Motorplex for Trail Bikes and 4WDs. (DBCA) |
| AT02 | Develop a Paddle Trail with a Trail Head at Minninup Pool with a secondary Trail Head on Ferguson Road to Wellington Dam including opportunity to go up to the Wellington Dam Wall; a photographic opportunity on Snake Island; signage and interpretation. (SOC) |
| AT03 | Investigate possible demand and locations for a Dive Trail, develop a trail and associated facilities including a below water photographic opportunity. (SOC) |
| TT25 | Investigate the feasibility of reinstating a twice weekly tourist train from Collie to Dwellingup. |

A funding application has been submitted to the Federal Government for a portion of this.

## 10. Black Diamond Lake Trail Network and Trails

Develop a trail network and associated trails at Black Diamond Lake as one of the Collie River Valley's main tourist attractions. Land tenure issues mean that this is unlikely to occur within the life of this plan.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| SOC/DBCA |  | ✓ |  |  |  |  |  | ➢ |

| TT19 | Investigate the opportunity for a Trail Network at Black Diamond Lake for Walking, Cycling and Aquatic Trails in conjunction with the development of trails and camping from that location. |
| --- | --- |
| WT24 | Investigate the opportunity for a walking trail at Black Diamond Lake in conjunction with any camping and formal day use of the facility. |
| CT15 | Investigate the opportunity for mountain bike trails at Black Diamond Lake in conjunction with any camping and formal day use of the facility. |

## 11. Westralia Conservation Block Trails (Scenic Drive/Flora Road)

Provide direct access to the bush from Collie through Minninup Pool and impressive Collie River gorges.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| SOC/DBCA |  | ✓ | ✓ |  | ➢ | ➢ |  |  |

| WT22 | Design and develop a bush walking trail between Minninup Pool and Black Diamond Lake connecting to the Bibbulmun Track and Karak Trail including the installation of signage at key locations. |
| --- | --- |
| WT23 | Design and develop (if crossing can be safely achieved) a bush walking loop trail from Minninup Pool along the river including a river crossing below Roberts Rocks and the installation of signage |

| | |
|---|---|
| | at key locations. |
| CT18 | Design and develop a mountain bike trail of 10km in Westralia Conservation Park between Minninup Pool and Black Diamond Lake connecting to the Munda Biddi Trail and Karak Trail including the installation of a trail head and signage at key locations. |
| DT03 | Upgrade Scenic Drive including intersections with roads and trails to a paved and safe standard; develop lookouts at strategic locations; create a starting from the Visitor Centre along Mungalup Road to Scenic Drive and returning via the Coalfields Highway; and install signs along the route. |

DT03 is anticipated to be funded under the Plan for Collie-Preston.

## 12. Drive Trails

Give guidance and value added experiences to drivers to experience the variety and attraction of Collie River Valley at its best.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
|---|---|---|---|---|---|---|---|---|
| SOC | ✓ | ✓ | ✓ | | | ➤ | | |

| | |
|---|---|
| DT01 | Include stops, short walks and signage on the Collie Tourist Way to convert to a thematic trail. Stops will connect Coal Discovery Site (Allanson), Black Diamond Mine Void, the Visitor Centre and Replica Mine (as the Trail Centre), the Coalfields Museum, Stockton Mine Entrance, Stockton Mine Void, the Mining Equipment Display and Muja Mine Lookout. Rebrand as 'Route 355 - Coal Dust Trail'. |
| DT02 | Install information and directional signs at listed attractions and along the route; and compile a brochure and maps for the Collie River Valley – Ferguson Valley Tourism Route showing relevant visitor information. |
| DT04 | Update Discovery Tour Scenic Drive route and mapping to include upgrades and new attractions, upgrade Wellington Forrest Road, install interpretation of attractions and signs along the route. |
| DT05 | Update Collie River Valley Tour Scenic Drive route and mapping to include upgrades and new attractions, upgrade Wellington Dam Road, install interpretation of attractions and signs along the route and incorporate into the Nature Drive Trail. |
| DT06 | Update Northern Highlights Tour Scenic Drive route and mapping to include upgrades and new attractions, upgrade Wellington Dam Road, install interpretation of attractions and signs along the route. |
| DT07 | Annually develop a Wildflower Drive & Autumn Drive Trail including various locations, mapping and flora guide. |
| DT08 | Design and develop a Nature Drive Trail including the Northern Bibbulmun Track Return; Central Collie River Walk; Westralia River Loop; and Wellington Dam Wall Loop with signs at these locations and along the route. |
| DT09 | Build partnerships to develop a Miners Statue Drive Trail to visit all the miners monuments within Western Australia including signage at the miners monuments. |

Elements of this plan are funded.

## 13. Road Cycling Trails

Give guidance and value added experiences to Road Cyclists to experience the variety and attraction of Collie River Valley at its best and to provide long distance iconic trails for both tourists and locals to enjoy.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
|---|---|---|---|---|---|---|---|---|
| SOC | ✓ | ✓ | ✓ | | ➤ | | | |

| | |
|---|---|
| CT24 | Design and develop a road cycle trail from the Visitor Centre to Harris River Dam using local roads including the installation of trail head signage, signage and end of trip facilities. |
| CT25 | Design and develop a road cycle trail from the Visitor Centre to Donnybrook using local roads including the installation of trail head signage, signage, enhancement of attractions and end of trip facilities. |
| CT26 | Design and develop a road cycle trail from the Visitor Centre to Coolangatta Hill along Collie CBD using local roads including the installation of trail head signage, signage, enhancement of attractions and end of trip facilities. |
| CT27 | Design and develop a road cycle trail from the Visitor Centre through Collie Burn and Stockton Lake using local roads including the installation of trail head signage, signage, lookouts and end of trip facilities. |
| CT28 | Design and develop a road cycle loop trail from the Visitor Centre along Collie Burn, Cardiff, Mumballup and Preston using local roads including the installation of trail head signage, signage, lookouts and end of trip facilities. |
| CT29 | Design and develop a road cycle loop trail from the Visitor Centre along Harris River Rd, Mornington Rd, Gastaldo Rd, Worsley Back Rd (or alternatively Coalfields Hwy), Wellington Dam Rd, Falcon Rd, Mungalup Road, Minninup Pool Link, Soldiers Park to Minninup Pool Trail and Collie CBD Cycle Link with an optional additional loop along Pile Rd, Wellington Forest Rd, Wellington Mill Rd, King Tree Rd connecting with Gnomesville and King Jarrah Tree including the installation of trail head signage, signage, lookouts and end of trip facilities. |

## 14. Private Investment

Provide opportunity for private investment and profit from trails including the development of commercial trails and facilities.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
|---|---|---|---|---|---|---|---|---|
| Private | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ |

| | |
|---|---|
| TT22 | Investigate and promote a Trail Friendly Business accreditation program for local businesses to ensure that businesses are engaged, welcoming of trail users of all types and provide an expected level of service and facilities.(Visitor Centre) |
| TT24 | Provide information, assistance and advice to potential entrepreneurs and businesses regarding potential trail business opportunities and market gaps to grow local businesses and provide local jobs. |

| TT12 | Investigate the development of a Trail Centre at Muja/Collie Motorplex with combined facilities for Off-Road Trails in conjunction with the development of trails from that location. |
|---|---|
| TT15 | Develop bike lockers at an accessible location for the secure long term (multi-day) storage of bicycles. |
| CT17 | Design and develop mountain bike trails on a commercial basis near Roelands and Wellington Mills. |
| CT21 | Investigate opportunities to develop private land connecting Wellington National Park to commercial attractions featuring wine and food attractions, and accommodation, cementing the location as a top trail provider, attracting intrastate, interstate and international markets. |

## 15. Promotion & Marketing

Inform the target audience of the trails available, encourage locals to use the trails and attract enthusiasts to Collie.

| Lead Agency | Easy Win / Value | Iconic / Value Add | Strategic Component | Funding Available | 18/19 | 19/20 | 20/21 | Beyond |
|---|---|---|---|---|---|---|---|---|
| SOC, Visitor Centre & Champions | ✓ | ✓ | ✓ | N/A (except brochure printing) | ✓ | ✓ | ✓ | ✓ |

| MP01 | Target trail marketing at locals, enthusiasts and experience seekers to create a 'buzz' about Collie as a trail town among their networks. |
|---|---|
| MP02 | Provide a consistent and agreed interpretation with agreed messaging including brochures, mapping, trail signage, trail head and interpretive signage. |
| MP03 | All information available to the public both physically and online will include '#CollieTrails' in a prominent location and font. |
| MP04 | Encourage all local clubs, trail users, media outlets, trail champions and event organisers etc. to use '#CollieTrails' when posting photographs and posts. |
| MP05 | Produce a limited number of high quality #CollieTrails branded memorabilia products to be sold at the Visitor Centre. |
| TT06 | Install signage at a strategic location on the Wellington Dam Road informing visitors of Collie's proximity and attractions and services available. |
| MP13 | Annually market each type of trails before and during their respective peak seasons. |
| MP14 | Use existing Facebook pages and develop an Instagram page and YouTube channel to promote Collie's Trails. |
| MP15 | Form a network of local Champions that will assist the Visitor Centre to provide content and administer the #CollieTrails social media platforms. |
| MP17 | Use existing distribution channels including peak bodies and clubs to target the enthusiast trail user groups. |

(Appendix ORD: 12.3)

Collie River Valley Trails Strategy 2018 – 2021 – Appendix 1

| MP18 | Develop an archive of videos including general videos showcasing Collie and videos for each trail developed and redeveloped and showcase these videos in a video or virtual reality booth at trail related shows. |
| MP19 | Ensure information provided at the Trail Centres and Trail Networks are kept up to date. |
| MP20 | Develop a mobile platform which will provide relevant information to trail users including GPS, local services, interpretation and Augmented Reality or Virtual Reality capabilities. |
| MP21 | Provide high quality content (information, photographs, videos etc.) to websites that are used to promote trails including uploading this content to open source websites. |
| MP22 | Produce a brochure for each trail within the Collie River Valley region. |
| MP23 | Annually develop 1 single map including all trails of all trail types including limited information on the trails and the local amenity, accommodation, services and restaurants. |
| MP24 | Design and develop banners which showcase the best of Collie's trails across a variety of trail types. |
| MP25 | Encourage and support businesses to develop and advertise holiday packages in Collie. |
| TT21 | Develop a Trail Friendly Business accreditation program for local businesses to ensure that businesses are engaged, welcoming of trail users of all types and provide an expected level of service and facilities. |

The development of the Champion group under the leadership of the Visitor Centre is a key to delivering this project.

# APPENDIX 2

## CASE STUDIES

Derby, Tasmania
Phoenixville, Pennsylvania, USA
Harcourt, Victoria

## CASE STUDY 1 – DERBY, TASMANIA

**Author: FELICITY OGILVIE**

**Publication: ABC.NET.AU**

**Date: 27 DECEMBER 2017**

**Wheels of progress: What happens when a rural town becomes the mountain bike capital of Australia?**

A few years ago, Derby was a typical Tasmanian town — few job opportunities, a falling head count and bargain basement real estate. But then the Blue Derby mountain bike trails were built into the hinterland. Almost overnight, everything about Derby changed. How the locals responded could be a lesson for the rest of the state.



Fig X - Derby's Scenic Trails (Source: Enduro World Series)

Farmer Derek Hayes stands with slumped shoulders gazing down on the town of Derby, his home of 60 years. He has ridden his quad bike up past his steers to the top of a paddock which ends at a cliff. Quaint old weatherboard mining homes and shops are nestled between the distant ridges, and what looks to be a lake is sitting way below his feet.

The large body of water is actually the flooded remains of the open-cut tin mine Derby was built around in the 1800s. The town went bust when the mine closed but now a radical transformation is taking place, driven by a recent addition to the surrounding bushland: mountain bike trails.

"I grew up there," says Derek, slowly lifting a large calloused hand to point at the hills. At age nine, Derek's family relocated across the valley to his current home, which is said to be the grandest in Derby. Double brick and commanding its own hill, the vast property has an intricate wrought iron veranda, an orderly garden and tonnes of neatly stacked firewood for the winter. A visiting mountain biker offered to buy it recently but Derek isn't ready to sell his home just yet.



Fig x - Derby's 30,000 visitors a year has brought success.(Source: ABC News - Peter Curtis)

The land he's standing on is a different story. The knee-deep grass and the rich soil that has left red stains on his jeans isn't his anymore. The council wanted the land to build more mountain bike trails. "I didn't want to sell," he says. "But the council put a bit of pressure on me and I said in the end, 'Well, this is the price. If youse [sic] want it, you have to pay it.' Which they did. So I let it go." The sale included the "mine hole" — as the locals call the pool of water below — so mountain bikers will soon be riding around the old mine on new tracks. "Sometimes you've got to change with the times," Derek says. I thought it would be better for Derby to have the land than me. That is why I did let it go in the end. I suppose I've got the money, but money is not everything is it? He pauses for a long time before speaking again, with a quiver in his voice. "I don't know what to make of it. Just let it go and hope the mountain bikers make a good show of it," he says.

Fig x - Farmer Derek Hayes (Source: ABC News - Felicity Ogilvie)

**High rollers come to town**

Since 2015, when about 30 kilometres of trails were opened to rave reviews — the first stage of a planned 80km network costing $3.1 million — mountain bikers have been leaving their mark everywhere around Derby.

Down the road in Branxholm, the local pub is beautiful, but old and worn. A pair of faded flowery armchairs sits at the top of the stairs. In between is a coffee table covered with a doily and a pile of brightly coloured mountain biking magazines. The riders have brought mobile phone charging stations, Lycra and menu items such as woodfired pizza and smashed avocado to town. Some locals go to the new restaurants and enjoy the change.

For others it's bewildering. One of the locals in the pub comments on the price of a block of land in the main street. "You wouldn't have been able to give that away a few years ago. Now they want something like $120,000 for it," he said. The men sit quietly in their hi-vis jumpers taking in what that means. Tasmanians don't like change and Derby is changing fast.

The last time a quick change hit Derby was in 1929 when a dam burst, flooding the mine and killing 14 people. The mine closed and the town faded away. From 3,000 people in its heyday it dwindled down to 173 with farming and forestry being the biggest employers.

In his neat office at the Dorset Council Chambers in nearby Scottsdale, Mayor Greg Howard confirms beginner trails are being built around the mine hole. Mr Howard's relaxed demeanour sharpens as he talks about plans to build a zipline down from the cliff to the town and have water sports on the lake. There is even a plan to sell the council depot, an area of prime real estate across the road from the start of the

mountain bike trails, to developers. "I would imagine it would be a motel-like complex but with a reasonable amount of stars," the Mayor says.

Talking about the figures being driven by the mountain biking gets the Mayor sitting up straight in his chair; 30,000 visitors on the trails every year, tourists are staying four to five nights in Derby then another five days elsewhere in Tasmania. It adds up to an estimated $30 million-a-year return on that $3.1 million investment.

He is proud of the transformation but can see some locals struggling to adapt, having to deal with "people they simply have never met before in their lives, and having to deal with them on a daily basis and but not for long enough to get to know them very well".


Fig x - World Enduro Series in Derby (Source: Enduro World Series)

'We come to see the nature' The eyes of the mountain biking world were on Derby in April 2017 when for the first time a stage of the Enduro World Series was held in Australia. The professional mountain bikers who also competed in places such as Canada, New Zealand and France voted Derby as having the best trail in the competition.

Detonate — the name of one of the stages — is as terrifying as it sounds. The trail runs through a gap in huge granite rocks barely wide enough to let handlebars through. But it's not just the quality of the trails that has made Derby one of the best places in the world to go mountain biking, it's the scenery.

The trails cross granite boulders, run next to pristine streams and wind though dark rainforests with tree ferns and trees with trunks so big that there's no way you could fit your arms around them. That doesn't stop Canadian couple Uwe Homm and Anja Braun from trying. The self-described "tree huggers" are

downing a beer and steak sandwich at the Weldborough Hotel after finishing a 20km ride through the rainforest. Anja laughs as she explains how she felt she had to stop riding so she could hug a tree. The pair have ridden mountain bike trails around the world but are particularly impressed by Derby. I definitely think this is one of the most beautiful places I've biked so far," Uwe says. "It's so different, there's so many different, like, little microclimates and it's absolutely pristine. It's beautiful. "It's, like, heaps of ferns — like, massive ferns — and very thick bush, and then you just get to ride through it. It was pretty awesome; really flowy and fun. "Then sometimes it opens up and you see, like, an amazing view from up there and you can even see the ocean from the trail."

The pair is horrified to learn the Tasmanian Government has a plan to allow some of the forest which the trails go through to be made available for logging. "I think it will impact the tourism and biking community hugely and hence the town and people in Derby," Anja says. "I think biking tourism is just about to take off here and, I mean, we come to see the nature and if that's not there anymore then the bike tourism will just stop."



**Ghost town to boom town**

The mountain bike shop sits in the main street of town. Inside are bikes many locals would never be able to afford to ride. What was the home of one of the richest tin mines in the world is now home to people living on an average household income of $556 a week. That's welfare kind of money, but Derby used to be a place where you could live on the dole or a pension and own a house.

The shop's owner Buck Gibson is so busy his eyes are circled in red. He arrives at work by 7:00am and is still there 12 hours later. His mobile phone doesn't stop ringing from bikers who want to book his shuttle bus which will take them to the best spots on the mountain. To him, the success in Derby is about more than money. He hires a few teenagers who come around after school to wash the bikes. He sees their pride and confidence in witnessing the transformation of their hometown. Miles Smith, a lively 14-year-old with shoulder length dreadlocks, moves with confidence and quick cheer as he runs a cloth over a bike.

Fig x - Miles Smith not in a rush to get out of his country town (Source: ABC News - Felicity Ogilvie)

It's exceptional just to know I live in what once felt like a ghost town to me, now is a booming [town] where people come from NZ, Canada, all around the world just to ride our tracks," he says. A lot of teenagers in regional Australia may want to get out of small towns as quickly as possible but Miles loves riding the world-class trails in his backyard. The only reason he wants to leave Derby is to see other mountain biking trails around the world "to see what we're up against".

Farmer Derek drives through town in his ute and Buck yells out a hello. Derek sometimes works as Buck's shuttle bus driver. "I don't need to do it full-time because other people here need jobs, so I let them have the jobs," Derek says. He enjoys talking to the tourists. To him, the changes in Derby are for the better and he feels confident his little town is "going to be the mountain bike capital of the world". But he won't stay. "I'll sell the farm and move on, I reckon," he says. "Maybe a mountain biker will buy it off me."

**Ditching tourism for forestry**
The Blue Derby Mountain Bike Project is backed by a $2.5 million Federal Government grant aimed at developing a new industry to help the region recover from the collapse of the forestry industry and the timber giant Gunns. Most of the investment in Derby itself is coming from outsiders. Launceston is about as local as the investors get — the bulk are from interstate.

One Queensland rider who came down and saw there was nowhere to eat dinner bought the old butchers shop. It's now a woodfire pizza place called the Hub and, true to its name, its the social centre of Derby. Several cafes have opened and about a quarter of the houses in town have been bought by investors and turned into accommodation.

An exception to the investor profile is a family of logging contractors from nearby Scottsdale. The Hall family runs a logging business, own the local newspaper and recently bought a Derby house to convert into accommodation. The idea to invest came when daughter Candice Wood was working at the local pub in Scottsdale. One of the men building the mountain bike trails encouraged her to invest because "in another couple of years this place is going to be huge."

There have about three real estate booms in the town since then. Candice estimates house prices have gone up by 95 per cent in some cases. A lot of older locals took the money and moved away. Candice's mother Karen Hall helps upkeep the investment property and says the mountain biking boom built up quickly. Firstly, there was only one or two trails so people would ride from Launceston and only ride one or two trails and go home," she says. "Now the accommodation is booked out for three to four nights because there are too many trails to ride in just one day so you have to stay overnight and ride more."

Candice walks into the kitchen of her Derby house wearing a hi-vis shirt, shorts and bright pink work boots. Karen points to the polished floorboards saying they are a family that likes timber. But Candice has decided to sell their tourism business in Derby. She says she won't have time to manage it because she is joining other members of her family working in a pine tree plantation. She will be driving a logging machine. "Being in the bush is amazing for me," she says. "My husband, two kids and I live in Scottsdale, which for some people is living in the bush but for me I need an outlet. I need to be able to get out to the bush and experience the clean air and we're in a softwood plantation at the moment, so as soon as you get out of the car and the harvester is at work you can smell the pine trees and it's very soothing."

Fig x - Candice Wood, Logger & Accommodation Owner (Source: ABC News - Felicity Ogilvie)

The 36-year-old is as bright and cheery as her pink work boots, but she says working in the logging industry has brought conflict. Tasmania has been embroiled in a forest war for Candice's entire lifetime and she her pro-forestry stance can make that war personal. At her high school reunion someone who opposed the planned Gunns pulp mill screamed in her face. She was pregnant at the time.

Those who are labelled as greenies where forestry and agriculture have traditionally been the major employers are still too scared to put their names to their stories of being bullied. They talk about being excluded from social activities and friendship groups.

The conflict around forestry and the radical change tourism is bringing to Derby is a microcosm of what is happening across Tasmania. Tasmania is a small state with a population that is mostly poor and highly reliant on industries like agriculture and forestry. And while the State Liberal Government is doing all it can to revive the native forestry industry, it also wants to see Tasmania become the eco-tourism capital of the world. Can Derby show the rest of Tasmania how to navigate the notoriously tricky territory to reach a peaceful co-existence between the forest industry and eco-tourism?

Fig x - Trail through heavily forest near Derby.(Source: Enduro World Series)

'No-one will be cutting down trees on the trails' The political situation being played out about forestry in the corridors of power in Hobart might as well have the same name as Derby's world class mountain bike trail — Detonate. In 2013, 360,000 hectares of forest around Tasmania was originally set aside under the Labor State and Federal governments as future potential reserve land. It was designed to end the forest wars and stood as the culmination of a so-called "forest peace deal" negotiated by the forest industry, conservation groups and the unions. The State Liberal Government came to power in 2014 with a promise to rip up the deal. The quarantined land is now known as Future Potential Production Forest and will be available for logging from 2020. Tasmania's Minister for Resources Guy Barnett calls it a wood bank.

Fig x - The first stage of the 80 kilometre network (Source: Enduro World Series)

"We want to make it clear that we support jobs in regional areas," he says while stating that hundreds of new forestry jobs have been created under his government. The Minister is also a keen cyclist and has ridden some of the Blue Derby mountain bike trails. He makes clear no-one is suggesting there should be "harvesting right on top of the trails". What can happen is logging near the mountain bike trails with consideration given to proximity to the trails and the visual impact on those using them. As he goes into the details about the dispute about opening the forests for logging, Mr Barnett puts his elbow on his desk and lets his face slump down into his hand. He looks bored but maybe he's tired. Many Tasmanians are weary of the forest wars. But Mr Barnett insists he isn't reigniting a forest war but giving the forest industry jobs while being adamant that logging and tourism can coexist.

But buffer zones where forest near the trails is logged will never satisfy the Tasmanian campaigner for the Wilderness Society Vica Bayley. He wants the forest turned into a national park. Mr Bayley says the disputed forests were the focus of conservation campaigns "before the mountain biking craze even came to Tasmania, so they're protected predominantly for their nature conservation benefits". Mr Barnett confirms no-one has asked to go into the areas near the mountain bike trails yet. But the person most likely to is a man who describes himself as a true environmentalist.

Fig x - Tony Stonjek in a forest near Derby (Source: ABC News - Felicity Ogilvie)

**The environmentalist logger**

It's quiet in the cold dark rainforest that surrounds a clear creek within the Blue Derby trail area. Little waterfalls cascade down granite rocks ending in a deep pool of water at the top of the Dam Busters trail. Tony Stonjek points out the little ferns he sometimes sees people stealing from the forest. He chastises them gently, suggesting the ferns look better by the creek than in their gardens.If more native forests around the mountain bike trails become available for logging it will be private operators such as Tony who will have the opportunity to go in.



Tony Stonjek says he is willing to negotiate wide buffer zones if he logs in the future. Tony sees no reason to go logging in highly contentious areas now, but one day he says there may be logging there. He's willing to negotiate about having large buffer zones between the trails and logging areas. He has already been selectively logging native forest regrowth close to this trail and he says mountain bikers who have ridden past the machinery in the coupe tell him "it's great to see a working forest".

Fig x - Tony Stonjek (Source: ABC News - Felicity Ogilvie)

In the divisive forestry debate people such as Tony are often said to be set on destroying the environment. But Tony worries that if he doesn't thin the trees near the mountain bike trails the whole thing could go up

in flames during a bushfire. It can get very emotional," he says. "Forty years of working in the forests — I'm very, very proud of being a forester."

Tony is a talkative man who can't seem to stand or sit still for long. But as soon as he hears the rainforest birds he stops moving and falls silent, listening. Then he starts naming the birds one by one, starting with the ones that live at the top of the canopy and working his way down to the mossy forest floor.

### A model of balance in the forestry rift

Just a few kilometres away Christine Booth is also getting excited about the native birds. She quietly moves towards a nest and proudly points out a Grey Shrike-thrush. She walks through a bush trail, explaining the mining history of the area before standing under a large green tree fern breathing in the fresh Tasmanian air.



Fig x - Detonate Trail (Source: Enduro World Series)

It's been almost two years since the owner of an Eco Spa retreat near Derby was part of a campaign to try to stop native forest logging near one of the mountain bike trails. It ended with the state-owned logging company Forestry Tasmania hiking up the trail with mountain bikers and standing in the mud negotiating a compromise that got the buffer zone extended so riders wouldn't see the cut down trees.

The light is a bit brighter there but no-one is likely to notice the nearby forest had been cut down unless they knew where to walk 50 metres from the track. The forest industry is planning its operations around the mountain biking and people in Derby seem satisfied. Christine Booth says as far as the locals are concerned the forestry fight is over.

"I didn't know there was a fight to be honest." she laughs. "I think it's something fabricated. I don't know. Perhaps there's a state government election in the wind, and perhaps certain parties on different sides of the spectrum think this is a good idea to rev up a bit of a fight.



Christine Booth says most Derby locals believe the decades-long forestry war is over. I think you'll find that most locals here are not really interested in that particular fight, and we are feeling a lot more trustful that whatever government we have they will be wanting to preserve and look after this beautiful area." Christine believes there will be no logging anywhere near the trails and that the informal reserves will be left untouched.

Fig x - Christine Booth (Source: ABC News - Felicity Ogilvie)

"It does appear the Government is trying to have their cake and eat it too," says Opposition tourism spokesman Scott Bacon. "They're threatening to log these areas but saying they're not going to impact the tourism industry." The Tasmanian Greens want to ensure the forests are never logged but the local member, Andrea Dawkins, says the locals she recently met at a public forum were more concerned about the price of pizza in Derby's new restaurant than talking about the old forest wars.



Fig x - Environment and Tourism in Balance (Source: Steven Penton, Flickr)

The woodfire pizza at Hub is delicious, but it's so hot that if you try to eat it too fast it will burn the roof of your mouth. It seems that amid the quick changes in town that there are still some things in Derby best taken slow. Inside, locals who work in the logging industry sit beneath photos of mountain bikers riding through fern filled forests. Tourism operators come in for dinner and to sip craft beers that some locals describe as "newfangled grog". People who are known as the local greenies also come in. No-one is screaming in anyone's face about forestry.

This is the new Derby. The people living here have discovered a new way of negotiating the forest debate in Tasmania. They seem to have found the peaceful solution decades of political fighting couldn't bring.

## CASE STUDY 2 – PHOENIXVILLE, PENNSYLVANIA, USA

**Author: GRAHAM COPELAND**

**Publication: BIZJOURNALS.COM**

**Date: 5 APRIL 2018**

**How Phoenixville was able to rise from the ashes – and what other towns can learn from it.**

Just what is in that secret sauce, the stuff applied to revitalize our older downtowns? The right formula requires a measure of art and science. The secrets of Phoenixville's highly successful revitalization efforts are now revealed here.

Once a downtrodden, disinvested mill town and now one of Chester County's sparkling gems, Phoenixville has experienced an urban rebound like few other towns in the Philadelphia region. New apartments, restaurants and shops have opened, adding to the authentic vibe of this charming historic downtown.

Envious observers seeking to replicate Phoenixville's renaissance should know that this did not happen overnight; it is the result of a decades-long campaign. Over the years, Phoenixville's leaders have redefined the town, to attract new life and reinvestment to the Borough. Forward-thinking planning, persistent implementation, local entrepreneurship and public-private cooperation in the community have led to these results.

Settled in 1732, Phoenixville had once served as an important hub of industry. Phoenix Iron Works and other mills located their operations along French Creek, where it flows into the Schuylkill River. Like many other historic towns, the mills' closure changed everything. After the Iron Works ended production in 1984, the local leaders had to boldly reinvent the steel town to remain economically viable.

A revitalization plan in 2000 called for the construction of new office space, explained Jean Krack, Phoenixville's current Borough Manager. However the lack of a transportation network prevented that approach. In 2008, the town planners refocused on a "live – play" strategy, relinquishing the "work" element to other municipalities nearby, rezoning the Borough to allow development of new housing and an entertainment destination.

Meanwhile, since 1989 Chester County's planners have been proactively countering suburban sprawl with a 'Smart Growth' land use initiative. This combines assertive open space preservation with the concentration of new development in the existing towns and infrastructure systems. In the Phoenixville area, this strategy is implemented cooperatively between the Borough and its four surrounding municipalities.

"The rising tide lifts all ships," said Mr. Krack. "The Phoenixville Regional Planning Committee's projects that benefit the collective include the vital expansion of water and sewer capacity, and construction of the Schuylkill River Trail." This well-used trail network interconnecting the region enables alternative

transportation - to reduce traffic congestion and parking requirements, promote healthy lifestyles and support locals' use of downtown businesses.

# Schuylkill River Trail
## Philadelphia City Line to Phoenixville section
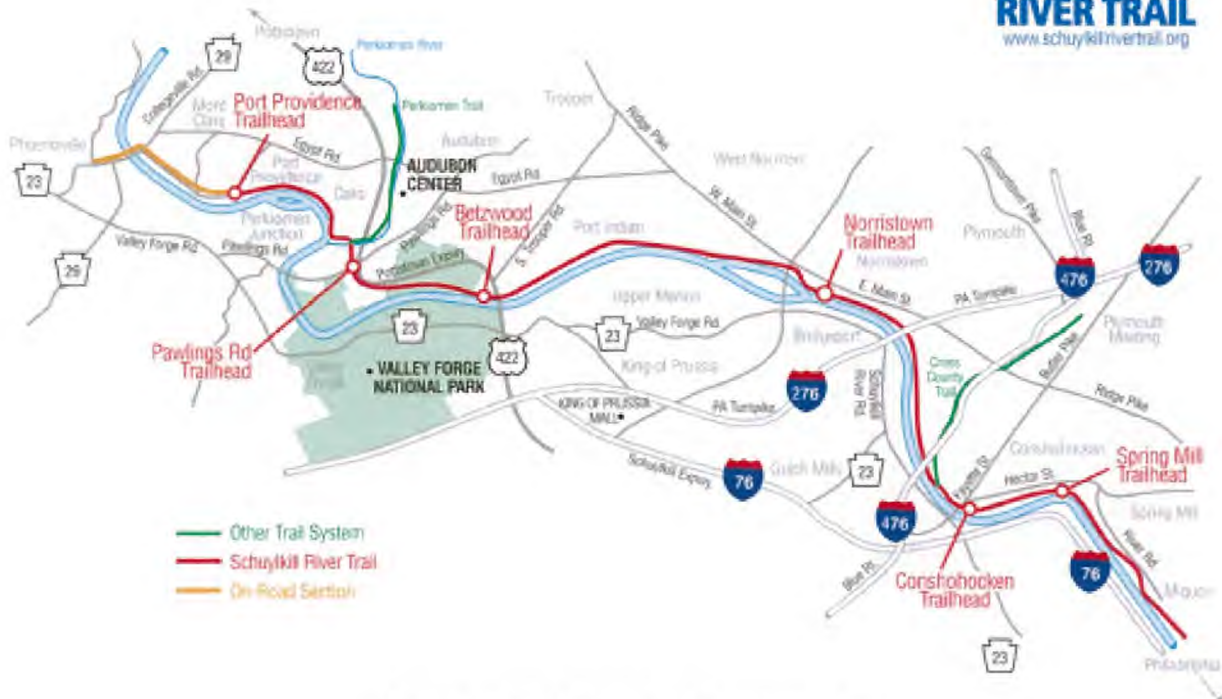


Schuylkill River Trail (Source: schuylkillrivertrail.org)

James Kovaleski, Phoenixville Borough Council President, said that the economic growth strategy required buy-in and support from the elected officials - past and present. To implement these Smart Growth and placemaking projects over the years, the Borough has assertively fundraised, obtaining grants from public and private sources to supplement its municipal spending.

In 2001 Phoenixville formed a 'Main Street' downtown revitalization program. The grass-roots nonprofit organization, which operated until 2010, improved the commercial district's blighted conditions through renovations of public spaces and private properties, new business attraction and event organizing.

Vacant storefronts have been filled with fashionable shops, eateries, pubs and entertainment venues – supporting Phoenixville's strategy to develop as a regional destination. Today the dining scene is well-established with 25 restaurants. Now home to seven craft breweries, Phoenixville claims to be the brewpub capitol of Pennsylvania. The historic Colonial Theater and Steel City Coffee continue to serve as cultural hubs for the town.

A busy yearlong public event series supports the local businesses and property owners, says Jessica Capistrant, President of the Phoenixville Regional Chamber of Commerce. The series, which draws thousands of people into town each year, includes First Fridays, the Dogwood Festival, Blobfest, food truck festivals and the Farmer's Market; and culminates in December with the Firebird Festival - the symbolic burning of the Phoenix, a massive wooden sculpture. This ambitious event schedule is produced

collaboratively through 'Phoenixville First,' a group comprised of the Borough, the Chamber, the Phoenixville Area Business Association and the Phoenixville Area Economic Development Corp.

The Borough's strategy has paid off, stimulating large-scale residential and mixed-use real estate projects. DeMutis Group, a third-generation local developer, partnered with Fox Realty to develop Phoenix Village, a mixed-use project located on the former Phoenix Steel site. Fronting on the downtown's main corridor, the project consists of 270 apartments on three floors, over street-level retail space. And across French Creek, Toll Brothers and The Davis Companies developed Riverworks - a six-building apartment complex with 349 rental units, now being leased.

Since 2014, 625 new residential units have been built or are in the pipeline, and an additional 2,000 units are planned. The estimated increase of 2,900 residents since 2010 represents a growth rate of 20%. The Borough's tax base has grown by $200 million from 2004 to 2014, amounting to a 21% increase in assessed valuation.

However as Krack pointed out, with this success came the unintended consequences of growth, and its costs – in economic and human terms. He cited affordable housing as an issue as the heated real estate market displaces lower-income residents. Increased traffic congestion and downtown parking are also concerns being addressed by the Borough. As Phoenixville enters a new stage in its now-mature revitalization, its challenge now is to manage these impacts of growth with the same proactive approach that led to its success.

## CASE STUDY 3 – HARCOURT, VICTORIA

**Author: ANDREW FENTON**

**Publication: ADVENTURE.COM**

**Date: 26 APRIL 2018**

**How mountain biking is saving tiny towns around the world**

From the depths of the Ecuadorian jungle to Nepal, Australia and Canada, a massive upsurge in global mountain bike tourism is helping turn around the fortunes of small, struggling towns the world over.

"It's bloody magical," says mountain biker David Bannear as we survey the view from the top of the Girra trail at Mount Alexander. We're at the newly-built La Larr Ba Gauwa mountain bike park, 90-minutes from Melbourne, Australia. Below us, framed by trees, a panorama of Central Victoria, all golden-brown hills and ancient volcanoes. "We looked at other mountain bike parks around the world that were successful and all of them showed off a unique landscape," explains Bannear, vice-president of the local Rocky Riders Club.

In this spot sacred to the traditional owners, the Dja Dja Wurrung, the $1.9 million, 21-mile trail network was built to breathe new life into Harcourt. A pretty town of 900, Harcourt has long been famous for apples and cider, although there are fewer than half a dozen growers now, following an influx of imported fruit. Around 10,000 cars a day used to pass through here on one of the state's main highways, but they disappeared when a new freeway bypassed the town in 2009.



Source: Victoria Parks and Reserves

Source: Tread



Source: Tread

A 21-mile mountain bike trail network has breathed new life into the town of Harcourt in Australia. After spending a full day riding on trails with breathtaking views, riders can relax at new cafés and accommodation, like Tread (pictured).

So, like thousands of other tiny towns and struggling economies—from the Himalayas to British Columbia— locals turned to mountain bike (MTB) tourism. Riders are wealthier than average (more than half earn over $80,000 a year) and they're easily convinced to travel long distances to beautiful and remote regions to

check out trails. For rural towns dealing with the economic devastation of a mill or a mine closing, for example, MTB tourists are like manna from heaven.

Some 25,000 mountain bikers are expected to visit Harcourt in the first year—within five years that's projected to reach 100,000 riders annually, worth $7.6 million to the local economy and 900 jobs.

Bannear and I make a fast descent down 'Girra'. It's a ridiculously fun trail with berms—sloped corners—higher than your head and endless jumps. The trail builders have done an impressive job transforming this pine plantation into a MTB park, incorporating giant boulders as trail features.

*A ghost town of just 173 people just three years ago, Derby is now a renowned MTB hotspot that generates $23 million a year.*

But the real transformation is in the town itself. The rundown pub has been reborn as a café and accommodation called Tread. The old General Store is being refitted by a Danish chef, a bakery is opening soon and there's talk of finally reopening the railway station. High-end hipster-style accommodation has also appeared, with the top-rated place a renovated former Boy Scout Hall with all the luxury bells and whistles.

"I bought it in expectation of the mountain bike park opening," explains owner Jacqueline Brodie-Hanns. She says that while tourist numbers are up in the month since the trails opened, the hordes are yet to arrive. "We haven't seen a massive influx just yet but the café has had a real boost and there's a real buzz around town from the bikers," she says.

Locals built the trails after hearing similar turnaround stories—like the former mining and forestry center of Derby in Tasmania. A virtual ghost town of just 173 people just three years ago, it's now an internationally renowned MTB hotspot that generates $23 million a year for the state.

Fifteen-year-old Derby rider Miles Smith says long-term locals like his granddad love the fact mountain bikers have rescued the town from oblivion. "He's seen it change from a mining town, to a ghost town and now to a mountain biking phenomenon," Smith says. "He thinks it's awesome."

Governments around the world are cottoning on to the benefits and developing MTB strategies. In Scotland, riders contribute $70 million to the economy. In Wales, it's $32 million. In South Africa, cycling events like the Absa Cape Epic—'the most televised MTB race in the world'—boost the Cape's economy by $82 million a year.

Source: Gravity Bolivia

Mountain bikers and thrill seekers journey to Bolivia to ride 'the world's most dangerous road'.

In La Paz, Bolivia, the biggest tourist attraction in town is riding a mountain bike down 'the world's most dangerous road'. There are now 30 different companies offering the tour and it's a major source of wealth for the villages at the bottom. That's a big deal for South America's poorest country.

The effect is particularly pronounced in North America, where swathes of rural towns have had to grapple with sharp economic changes.

Oakridge, Oregon struggled after the local mill closed in the 1980s. But since 2004, when the town rebranded as a MTB destination, riders have pumped around $5 million a year into the economy. The same thing happened in Squamish, British Columbia when the town's pulp mill and biggest employer shut down in 2006. Today however, a 90-mile trail network brings in $8 million a year.

*"Not only is mountain biking serious business, but it can change lives for the better."*
*Lee Lau*

There are plenty of other examples, including former steel town Anniston, Alabama, and mining town of Copper Harbor, Michigan. As with Harcourt, each town is transformed. In the seven years since another old mining town, Crosby, Minnesota, opened a trail network, at least 15 new businesses opened up—including a wood-fired pizza joint, a yoga studio and a craft brewery.

But even destinations that don't rake in millions still see some pretty inspiring benefits. Take the small Ecuadorian village of Telimbela, where locals cleared an old smuggling route through the jungle to create a trail. Today, the annual Mama Rumi Downhill race attracts hundreds of competitors and even more spectators. The money generated was responsible for the 2016 construction of a water system bringing drinking water into the centuries-old village for the first time. On MTB news site Pinkbike, writer Lee Lau says it shows that "not only is mountain biking serious business, but mountain biking can change lives for the better."





Source: Pokhara Mountain Bike Adventure

Mountain bikers from around the world are flocking to Nepal to ride iconic routes through the Annapurna Circuit and Mustang Valley.

In Nepal, more and more people are choosing to ride famed routes like the Annapurna Circuit or the trails through the stunning Mustang Valley, and there's been a sharp increase in the number of MTB tour operators. "The Lower Mustang single tracks and Upper Mustang is known as 'Mountain Biking Mecca' and is one of the top destinations for mountain biking," explains Jagan Biswakarma, founder of Pokhara Mountain Bike Adventure. "I believe MTB tourists make a big contribution to the local economy and will do much more in future."

The money Biswakarma generated from MTB tours enabled him to set up a mountain bike training institute for local youth so he can share his passion with a new generation. He says riders from different countries all bond over their shared passion—and that's why he loves his job. "We get to share our fun-filled adventure with like-minded people from all over the world," he says.

For mountain bikers addicted to taking thrilling rides through some of the planet's most beautiful natural environments, it will always be about the experience. But these newfound economic benefits of mountain biking show that tourism has the power to do more than just provide a great time.

# APPENDIX 3

**Community Consultation**

**Responses: 346**

**Question 1. Where is your primary place of residence?**

7 (2.0%)

49 (14.2%)

79 (22.8%)

142 (41.0%)

69 (19.9%)
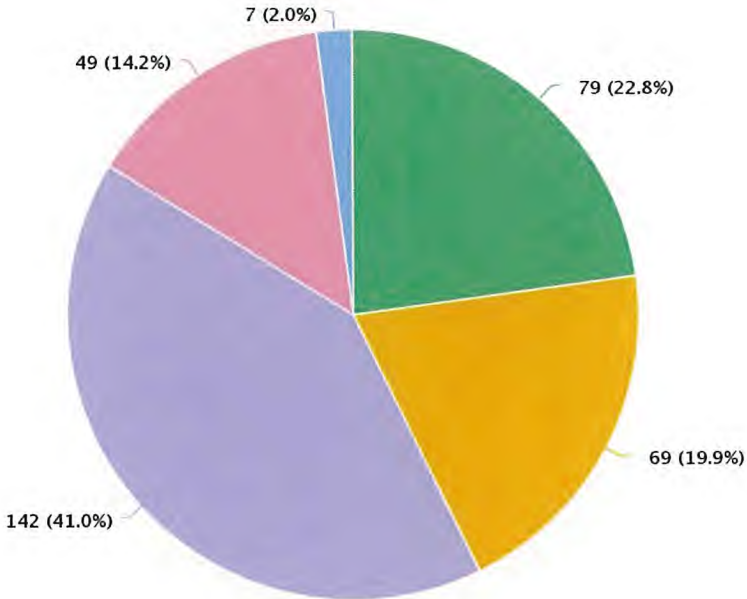
- Within the Shire of Collie
- Within 1 hour from Collie
- Within 2 hours from Collie
- Within 3 hours from Collie
- Other

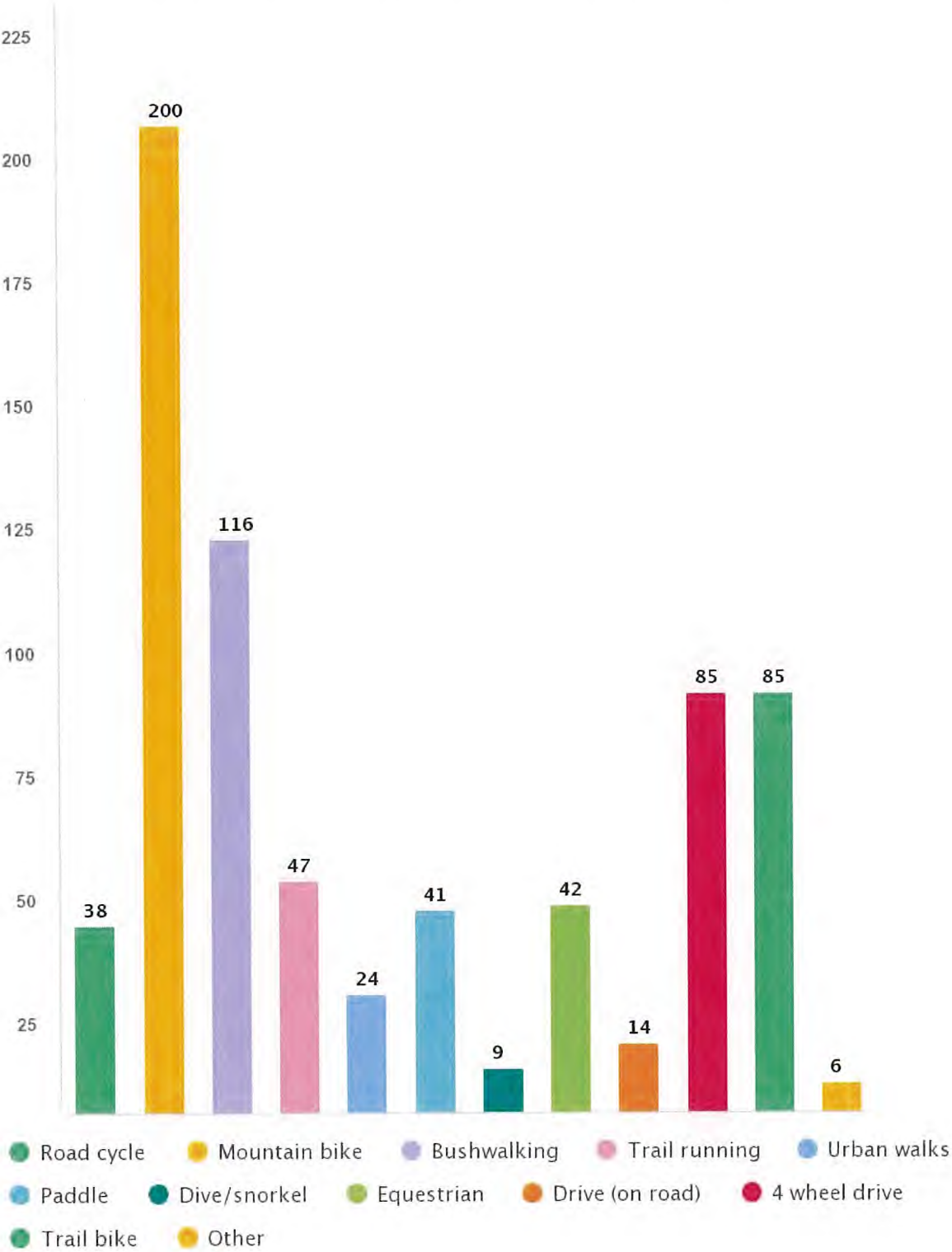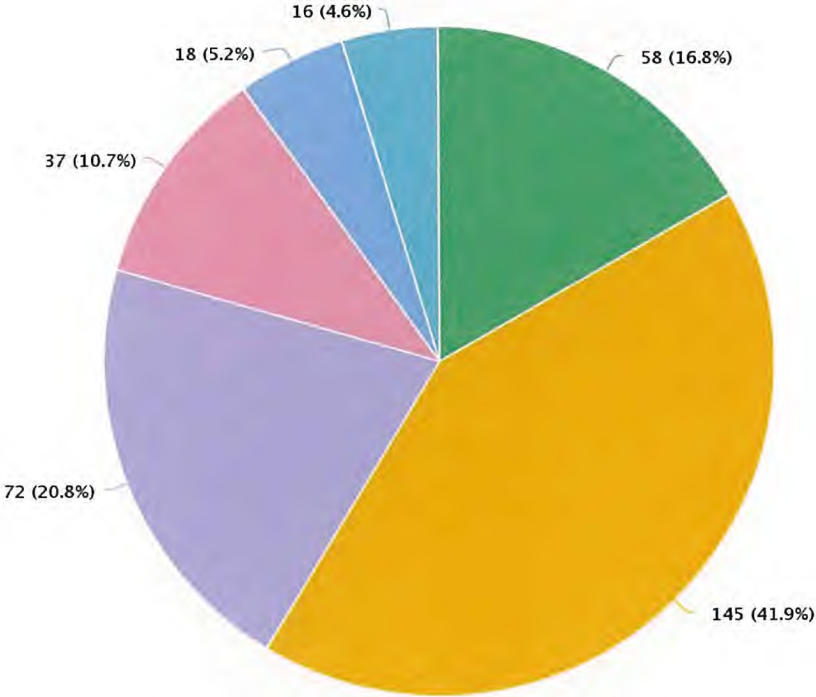**Question 2. Do you support the development of more high quality trails near Collie as a Trails Town?**

2 (0.6%)

4 (1.2%)

340 (98.3%)
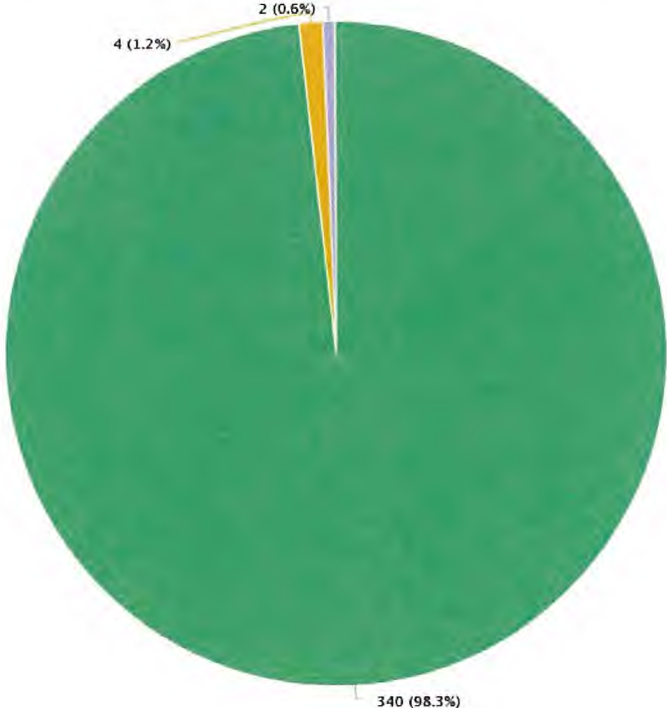
- Yes
- No
- No opinion

**Question 3. If yes, what types of trails should be developed? (select one or more)**



Bar chart values:
- Road cycle: 78
- Mountain bike: 259
- Bushwalking: 178
- Trail running: 109
- Urban walks: 55
- Paddle: 96
- Dive/snorkel: 33
- Equestrian: 74
- Drive (on road): 24
- 4 wheel drive: 114
- Trail bike: 126
- Other: 7

Legend:
- Road cycle
- Mountain bike
- Bushwalking
- Trail running
- Urban walks
- Paddle
- Dive/snorkel
- Equestrian
- Drive (on road)
- 4 wheel drive
- Trail bike
- Other
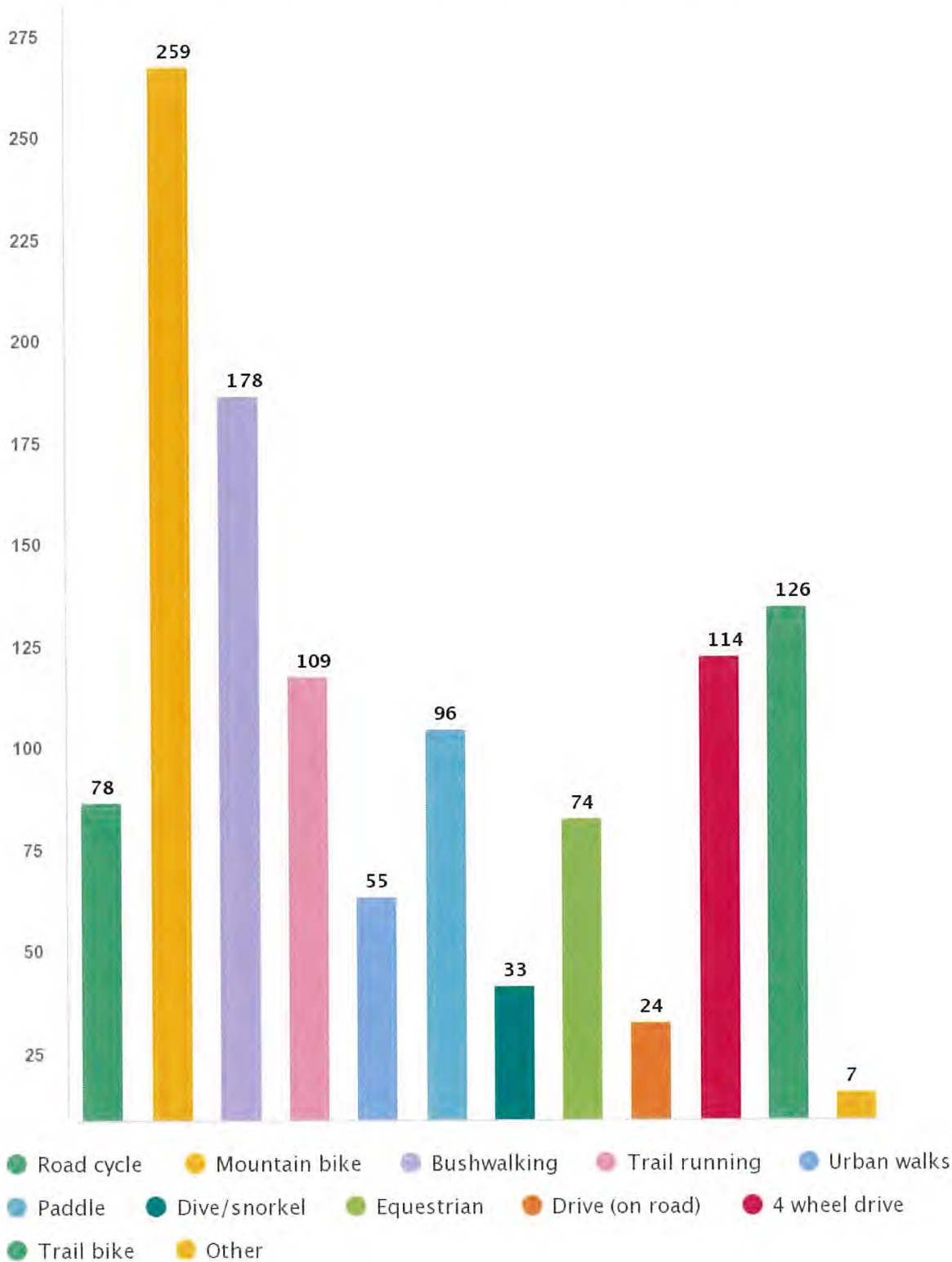
**Question 4. What types of trails would you use the most? (select one or more)**



Legend:
- Road cycle
- Mountain bike
- Bushwalking
- Trail running
- Urban walks
- Paddle
- Dive/snorkel
- Equestrian
- Drive (on road)
- 4 wheel drive
- Trail bike
- Other

Values shown:
- 38
- 200
- 116
- 47
- 24
- 41
- 9
- 42
- 14
- 85
- 85
- 6

**Question 5. How frequently do you use the existing trails?**



16 (4.6%)
18 (5.2%)
58 (16.8%)
37 (10.7%)
72 (20.8%)
145 (41.9%)

● Seldom if ever    ● Once every 6 months    ● Once every month    ● Once per week
● 2-3 times per week    ● Most days

**Question 6. If more high quality trails were developed near Collie, would you use them more frequently?**



17 (4.9%)
329 (95.1%)
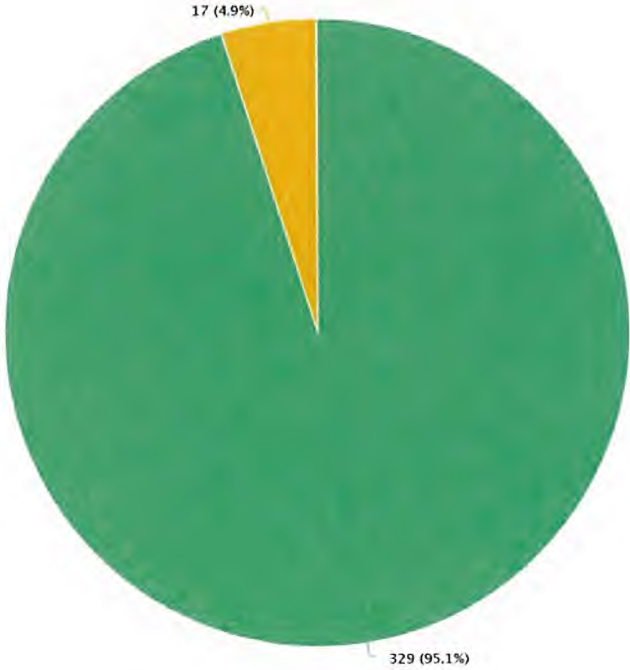
● Yes    ● No

**Question 7. If yes, how frequently would you then use the trails?**
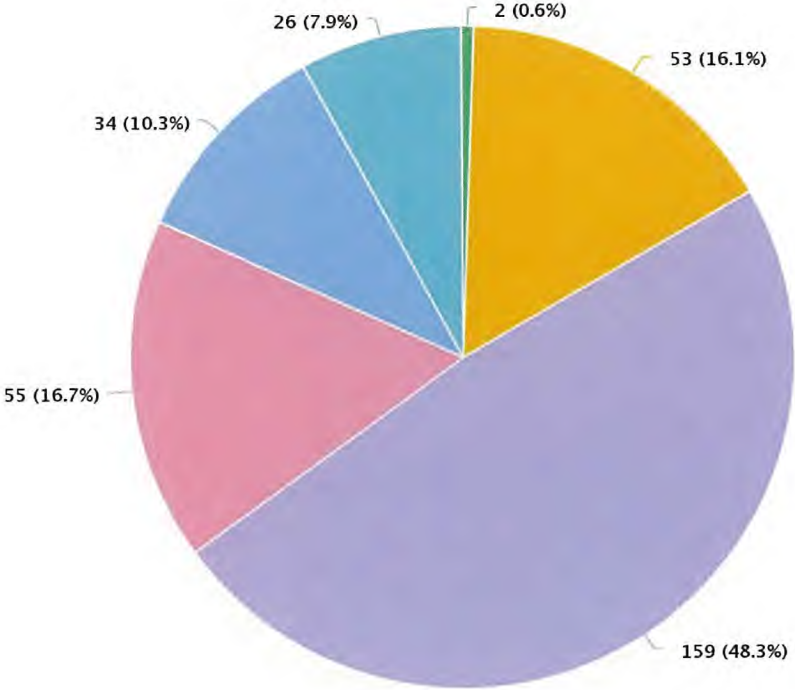
2 (0.6%)

26 (7.9%)

53 (16.1%)

34 (10.3%)

55 (16.7%)

159 (48.3%)

- ● Seldom if ever
- ● Once every 6 months
- ● Once every month
- ● Once per week
- ● 2-3 times per week
- ● Most days

**Question 8. If you do not live in the Shire of Collie, how far would you travel to use these trails?**

25 (7.2%)

74 (21.4%)

73 (21.1%)

44 (12.7%)

130 (37.6%)
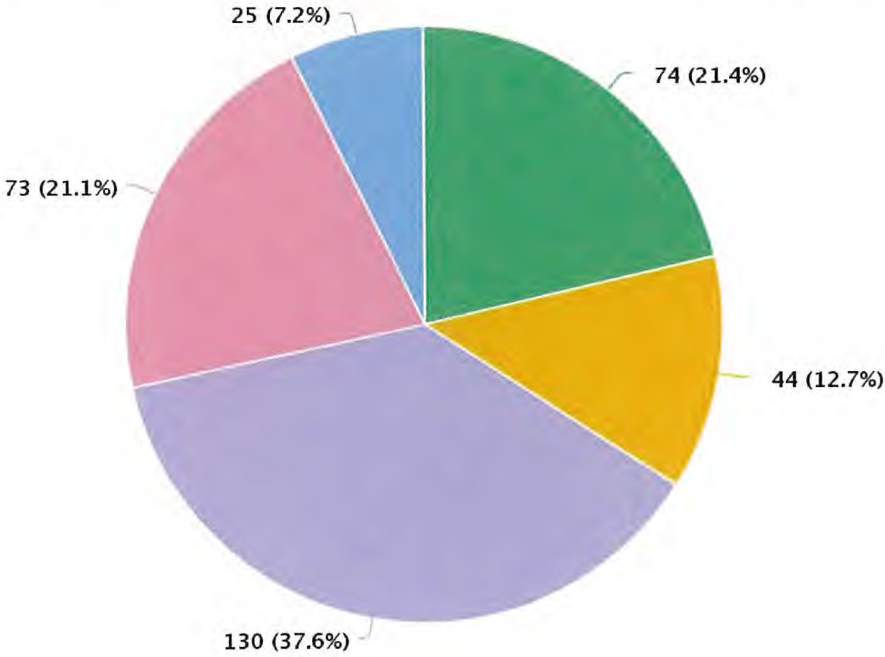
- ● I live in the Shire of Collie
- ● Up to 1 hour
- ● Up to 2 hours
- ● Up to 3 hours
- ● More than 3 hours

**Question 9. What do you anticipate to be the positives of the development of more trails near Collie? (select one or more)**



- Economic development
- Greater use of existing facilities/amenities/services
- Attracting and retaining tourists
- Bringing friends/community/social together
- Sport/recreation
- Increased amenity
- Commuting from place to place
- Exploring nearby natural/cultural/historical places
- Protecting nearby natural/cultural/historical places (by redirecting users onto sanctioned trail rather than cutti path)
- Connecting to nature
- Fitness/physical health
- Seclusion/mental health
- Other

**Question 10. What do you anticipate to be the negitives of the development of more trails near Collie?**



- ● Damage to natural/cultural/historical places
- ● Pollution (i.e. litter and waste)
- ● Undesirable change
- ● Additional visitors/traffic
- ● Opportunity cost (the potential for this money to be spent elsewhere)
- ● Pressure on existing facilities/amenities/services  ● Other
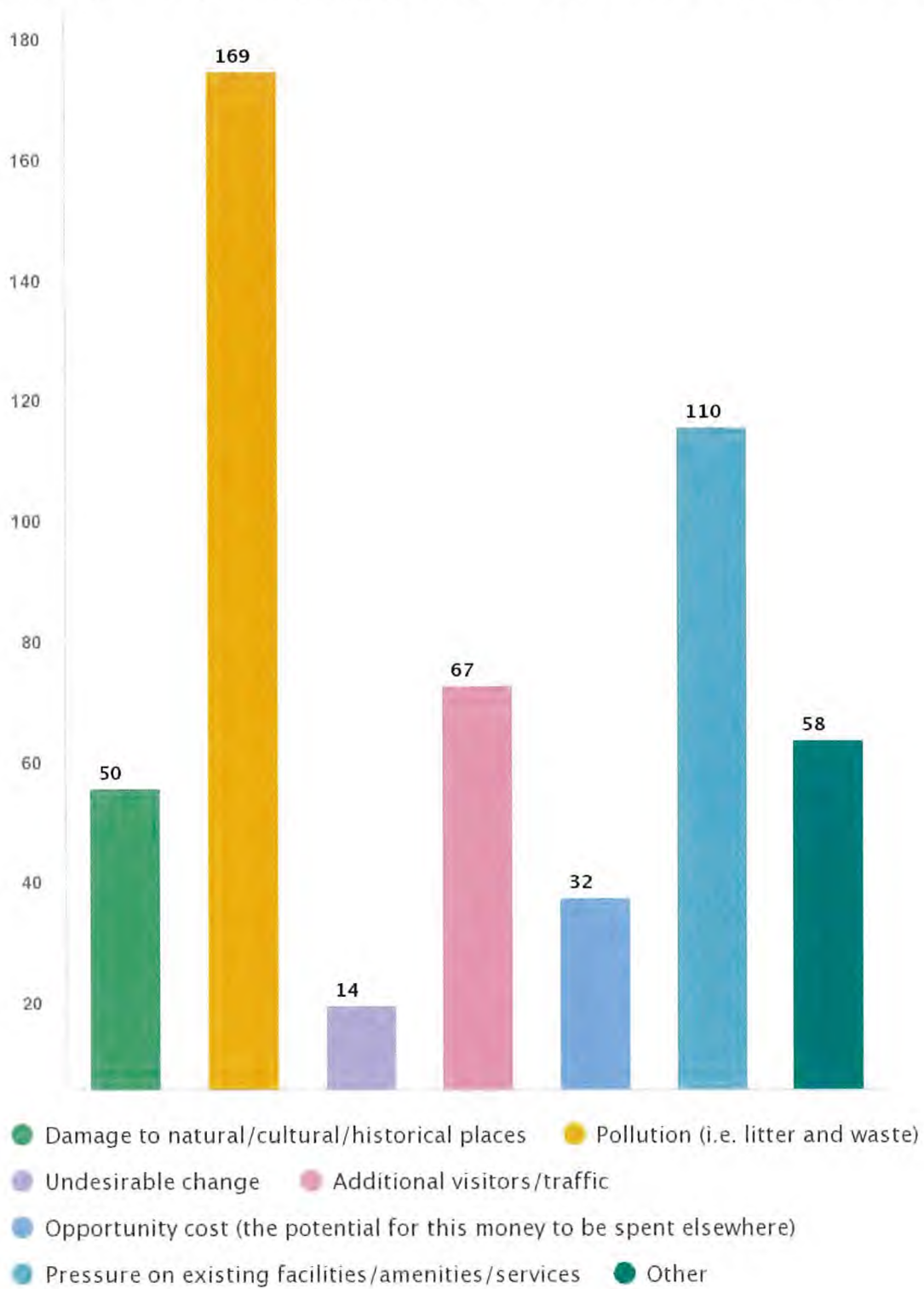
**Question 11. In your opinion, what additional or improved services or facilities could be provided to enhance the trail experience in Collie?**

1. Removal of rubbish from the bush around town. Rehabilitating the gravel pit areas on the outskirts of town. Eliminating motocross bikes from the bush. (Not sure how you would do this).
2. Shuttle services - drop off pick up services
3. Accommodation providers may need to meet the challenges of new visitors I would like to see some new quirky retail outlets for visitors to browse in Businesses will need to get up to speed with trail info so they can assist visitors
4. Some of these trails to be dog friendly. A few rubbish bins along the way might reduce litter. A few benches or even picnic benches to sit at and enjoy the view at picturesque spots.
5. More public toilets as folks using trails from out of town can't just f*** home for a quick number 2
6. Good wayfinding signage. Mountain Bike friendly accommodation and facilities (bike storage, bike wash. If trails are built in the hills to the West a shuttle service to the top of the hills.
7. I think improvements would be made over time with the addition of extra tourists
8. Comprehensive guidebook with maps
9. More Handcycle trails...
10. Better signing with maps. Parking areas with toilet and BBQ facilities A shuttle bus service - could be run as a tourism business or by an MTB club
11. More accommodation options and improved restaurants
12. Better accommodation, activities and events
13. Trail events
14. I believe proper signage to designate and delineate the trails is necessary to them being recognised and utilised more often. Also the town should spend money advertising new trails to their target audience. For example if you build a new mountain bike trail start marketing the trail to mountain bike magazines, websites and recreational clubs around the state so they know it exists. Also I believe the one thing that needs to be added to the trails is parking, ensure the users of the trail have access to well maintained flat ground with facilities.
15. trail bike trails stop focusing so heavily on mtb
16. Widespread, easily accessible, affordable and well-run microbusinesses established to support trails activities.
17. More advertising
18. rain water tanks toilets parking information boards
19. Good signage
20. cheaper fuel
21. Advertising and signage.
22. Nothing
23. Unsure exactly, but I dare say seating Barbecues etc would be needed for rest areas,
24. Maps to indicate the location of trails: a mobile phone app for navigation and points of interest; a rescue or retrieval contact for those who overestimate their abilities (emergency and private rescue); refreshment businesses along the routes; tour guide facilities and assistance guides for those who want an in-depth authentic experience.
25. make the trails accessible to everyone young and old
26. Regular rubbish removal. Increased number of indigenous rangers.
27. Advertising
28. More signage Education through the school Positive image of collie
29. Incorporating current businesses wherever possible. Also catering to a range of levels, particularly with the bike trails.
30. Better/more maps and signage , perhaps even conducting guided/escorted tours during the spring wildflower season. We have some magnificent country around here ; I have often wondered whether it would be possible to have tram tours through the bush like they do around Pemberton. The Collie Trails Strategy sounds exciting ; properly implemented it could really lift Collie's image . Currently a lot folk visiting Collie can only be described as yobbos [and that is being kind.] They

spend very little money in town , mainly only stocking up their booze and ice and a little fuel. Not usually the sort who will dine at the local eateries , visit the art gallery or the museum or contribute in other ways to boosting the tourist income or profile. In return for their "free" camping , they leave in their wake mountains of litter and excrement , damaged native vegetation , wrecked bush tracks and creek crossings and dead or injured native fauna . In the long term they actually cost the local community a lot of money. By upgrading and due diligent marketing and pricing of the amenities ; we might attract visitors that will carefully and considerately visit and enjoy our beautiful countryside.

31. Unsure, sorry
32. Signage and trail markers, toilets (good around town, but none at Telfer's Pool for example).
33. Having a fun skill building area for all levels of motorbike riding would be fantastic. Having a course set with motorcross/balance obstacles would be fantastic. There is no where you are allowed to take kids in bikes without being told to leave or told you can't be there. It would be nice to have a place to go without travelling miles out in the middle of the bush just to be able to ride. Is dangerous being that far out for anyone. We have many groups of families that would definitely love this. This will also attract Bunbury riders with families.
34. Better promotion of the area as an adventure get away that is affordable and fun for everyone
35. Relevant information sign boarding relating to such things as Cultural & Historical Significance / Natural and Environmental aspects common or unique to the area , particularly as people from outside any area are often not educated or aware of the specific relevance to such matters, and I do think that the with increased understanding comes increased respect for those matters. I have had only limited personal experience with Collie , but I have noticed it does get very busy in certain periods, we did go for a visit but as we like the nature it was too busy in those natural areas so we will return again. Also I have intended to attend the MTB group ride on a Sunday so that will be a good opportunity to see more. Rubbish on roadside stop areas was excessive and rubbish disposal facilities and signage needs to be improved imho , of course that is a problem not limited to Collie but one requiring attention nonetheless. Camping parking and Toilet facilities should also be considered as an important aspect to maintain quality of the area and services. Management and regulation of the use of vehicles in natural areas and on roads would also be an important consideration.
36. Town beautification and streetscapes improvements.
37. Tour guides and other services to help tourist on the trails
38. Facilities for people to camp in designated areas, other than what is already around because during the holiday periods these areas cannot cope with the numbers of people.
39. better caravan park and camping locations
40. Improve Mountain bike trails and links to businesses. Improved sporting/triathlon trails as there are a number of short course triathlons each year in the shire - Increase this. Increase urban/nature walks for residents and possibly the elderly - safety & accessibility becomes a priority here. It may be too difficult to improve road bike trails within the shire due to commercial heavy vehicle traffic - unless a separate road bike trail was constructed adjacent existing roadways like Perth.
41. Tours finishing with bbq and the likes and training days/facilities, classes to improve technical skills for all ages.
42. upgrade collie caravan park
43. A trail bike track and 4wd track would be used heaps
44. Greater verity of Mountain bike trails to accommodate all disciplines.
45. It would be good to see the opportunities for local not for profit clubs be offered opportunity's to host say a BBQ at the end of guided rides on trails enabling the local groups a chance to fundraise easing pressure on relying on local business owners. There could be a set of rides offered on given days through the year and before the rides set menus could be given to the trail riders to fill out and pay for prior to attending guaranteeing that the clubs will raise money. Also if you are a local and work within helping each other discounts for locals could be offered. For many years it has been spoken about getting lake kepwarri up and running for Ski boats also could be linked in with

the race track and off road buggy circuits and accommodation with limited numbers allowed and a restaurant /bar could be developed at kepwarri. Further to online bookings limiting numbers allowed just like a caravan park there could be use made of the old railway line getting redeveloped allowing for day trippers to get a lift out possibly running twice daily to kepwarri and back. Once again discounts for locals so that locals can visit family and friends that convene on the lake without hurting the hip pocket too much. Again the likes of the collie mens shed could take on the role of maintaining say an old steam engine just like Dwellingup do going into the forest and back out. Again some of the fees injected back into the mens shed would support a local non for profit group.

46.  I love Collie and look forward to more trails!!! Of utmost importance though, even more so than developing new trails in my opinion, is to deal with the rubbish dumping and vandalism problem! This is a blight on Collie's reputation, as is the reputation for bully-bogan behaviour at campsites and in the bush in general (many Bibbulmun hikers feel nervous about the Collie section for that reason). Until that happens, any new 4wd or dirt bike access should NOT go ahead. And I say this as someone who enjoys 4wding as well as hiking. What would be absolutely fantastic: * circuit hike and bike trails * more overnight hikes (or mixed use with mnt bike) - short self-contained 2 to 4 day ones. * canoe and kayak rental for the Collie River with short and overnight options

47.  buses to trailheads with facility to take bicycles, more rubbish bins at all trailheads and at locations where paths cross roads accessible to rubbish collectors, water tanks at all camp grounds and at vehicle accessible areas along trails/river

48.  Anything that could help to make a solo walker feel safer. I don't go out to Collie to bushwalk because I'd feel uncomfortable being alone. I would join a weekend walk or paddle with a few people rather than go alone.

49.  I would like to see longer walking trails, that involve over night stops, with designated places to sleep and more bush toilets on the trails.

50.  Cafes, bars and restaurants opened 7 days and nights

51.  Nil

52.  more trail bike trails and general council acceptance

53.  Many trail users believe that their use is the only legitimate use. Very selfish attitudes

54.  no opinion

55.  Adding more of them

56.  Be great to see the community come together using the facilities and keep it from being destroyed.

57.  Just more trails

58.  Toilets Coffee

59.  Access to mo walking and kayaking trails

60.  Well signed safety measures, directions to nearest main road, better phone service in the valleys in case of emergency

61.  Creating a dedicated one-way trail bike loop will greatly reduce the risk of collision with other bikes and trail users and provide a safe and enjoyable way for families and friends to ride together socially

62.  Marked routes, maps, rest areas, parking, toilets.

63.  More trail bike riding trails

64.  Better signage in certain areas, easier access to trails via bike/foot paths

65.  MTB trails like Margs.

66.  Toilets, picnic sites with tables & more camp sites that are pay on arrival, not booking in advance online.

67.  Parking toilets

68.  4wd track

69.  More camping and tracks

70.  Separate trails for walkers and motorbikes - preferably a dedicated area for motorbikes well away from walkers and mountain bikes (too which they are a menace). Dedicated mtb trails area with features for mtbs.

71. Some form of marked bushwalking trails, similar to Bibbulmun Track
72. More tracks
73. family areas for trail bikes
74. For the police to be more lenient on four wheel drives
75. Trail bike tracks.
76. None
77. Camping and accommodation.
78. Signs about plants/wildlife/history. I love reading about the local plants/wildlife/history while walking.
79. Definitely need a trail for motorbikes it's a very popular motor sport for all ages in collie I would love to see a designated area motorbikes are encouraged
80. More legal singletrack trails for dirt bikes & designated parking areas
81. Additional accommodation choices
82. More off road motorbike loops around the region for adventure riders
83. Public toilets and bins at trail heads. More maps in trail networks
84. Gravity based mountain bike trails. Big climbs with big descents
85. Camping spots with toilets and rubbish facilities
86. Canoe/kayak hire Shuttle services for Mtb and walkers
87. Places to stay, eat and drink. Suggest using Derby in Tasmania as an excellent example of how mountain bike trails have reinvigorated a country town.
88. Segregated area for different disciplines
89. Quality trails need quality infrastructure, look into case studies and projects throughout BC to see what benefits infrastructure has had to popularity and tourism to the areas.
90. Better trail signage .
91. Free camp sites
92. The facilities are there .Just might be used more
93. Trails that start from existing camping areas in the Collie region, so you can ride from the campsite or close by. Limit the use of trails to licensed vehicles only is a must.
94. Long trails and tracks for registered motorbikes.
95. Challenging trails, with rest stops at good viewing areas. Parking for trails, parking with trailers at cafes
96. Specialised stores, restaurants, service stations, etc. Some infrastructure and amenities with public toilets, resting areas, parking lots, etc.
97. Secure car parking and toilets amenities
98. Signage along new and existing walkways and trails that draw attention to the specific flora and fauna. Such as the variety of trees or wildflowers that grow in the area and what wildlife live in the area. Also an art trail would be great. For example; a walk ride or drive that showcases art by local artists in unconventional areas. Such as murals on silos or sheds and barns, town murals or local sculptures. A stair climb type walking trail would be great for health purposes too. Similar to the Jacobs ladder climb in Perth.
99. Shuttle buses or access to shuttle roads for gravity trails mtb
100. Professionally, long term planned events/festivals/races/culture fully govt funded with 10+year plans.
101. Skip bins at trail heads for rubbish. Some basic wayfinding signs (keep unobtrusive and not too many). Some kind of trail rating system especially for 4wds so that novice, intermediate and extreme are catered for.
102. More trails leading directly to/ from town - to the hub so people can stay in town and make that their base.
103. Sanctioned motorbike trails, mtb trails with toilets and information points
104. The Perth to Albany trails plan needs to go through Manjimup future trails hub
105. Good signage and the Shire following up on conditions of trails or whomever is in charge
106. Provide rubbish bins around high visitation areas.

107. More expensive mtb trail network, Tasmania is a very good example of how that can help a small town.
108. Public change facilities
109. I probably wouldn't use it myself, but bbq facilities near trail start/finish areas may be an option and appeal to groups and families.
110. Disability friendly. Link to other nearby communities...not just Collie but region. Profile indigenous cultural knowledge and experiences. Wildlife conservation opportunities.
111. Clearly marked trails.
112. Toilets and parking are always good
113. cheap accommodation
114. Adequate rubbish disposal and public toilets, near location of trails.
115. More rubbish bins in trail areas and Black Diamond
116. Heritage Walk Trails Throssell and timber bush heritage walk trails
117. access and bbq/ picnic and camping areas.
118. Water supplies at horse riding areas as well as yards or tie up posts
119. More areas to ride with amenities and rubbish bins
120. more camp grounds showers toilets trails and signage
121. Quality float parking and camping for horse riders
122. More trails
123. Equestrian trails
124. More specific trails
125. Horse yards for camping
126. Definitely better toilet facilities serviced regularly on trails to protect our natural habitat and clean up of dumped material in our bushland especially asbestos.
127. Just good bush trail to ride on and may be some toilets
128. More, large bins placed at entrances to popular places and bushlands to encourage people to not litter.
129. An area where people can cook BBQ, toilets and more camping areas
130. Good signage
131. picnic tables and bbq's
132. Toilets and bins
133. Just bringing something different to town is a positive in itself.
134. A safe place to park your car. Lockers. Wash down pads for bikes
135. Signage, picnic facilities, approved access.
136. More camping grounds
137. More higher level MTB trails
138. Rubbish collection facilities and signage.
139. An inter grated trail hub where people wanting to participate/use the trails can park their cars, get information on the trails, have a shower, use toilets and pay fees ect.
140. Maps and marked trails.
141. Camping areas along the river, camping off of goat rd (I think) would be great
142. I heard people want a loop in and out of Collie, this is smart. Loop access is preferred as it moves you forward and you experience new terrain. Loops invite a visit to and merchants
143. Indigenous Cultural stories and art. (signs with cultural information)
144. Areas to park horse floats and toilet facilities
145. Maps/signage longer trails/linking trails. Safety features throughout
146. Fun mtb trails with flow and fun features
147. Permanent free campgrounds along 4x4 trails
148. Parking
149. There should be more extreme black level trails with jumps and berms and more downhill enduro biased stuff
150. More jumps burmers and downhill and gravity enduro

151.  More adrenaline type mountain biking trails to attract more visitors. More mtb trails as what we have is not sufficient. Start moving sooner rather than later on the trails strategy to keep momentum. More burms, jumps and downhill for mtb
152.  Trail hubs with unloading facilities, parking etc. Use-separated trails so mountain bikes and trail bikes don't have to share trails with 4WDs, and bushwalkers and horse riders can enjoy a passive experience without having to content with mountain bikes and trail bikes on the walk trails. Use-appropriate trails, eg single trail for mountain bikes and trail bikes.
153.  Maintained trails would allow riders of all experience levels to go riding bringing in way more people.
154.  Allow access to the existing tracks for people to use and explore like the Victorian high Country.
155.  Single trail rides for trail bikes
156.  Additional camp sites (with or without full services) as existing ones are often fully booked, especially on major weekends.
157.  Horse float parking and turn around Toilets Camping ground Water available
158.  More trails and direction on them to decrease safety concerns
159.  Camping areas
160.  None
161.  Drinking water spots and toilets.
162.  The existing facilities are adequate with friendly informative staff. Better signage could be of assistance and extra waste bins could help any litter problems.
163.  Greater marketing - TV/Radio/Social media
164.  Cafe's Chalets
165.  Not sure
166.  One directional trails for safety
167.  The motorplex is a fantastic venue to have trail bike events out of
168.  Picnic and camp facilities
169.  unsure as I would like to see what further developments arise from this draft
170.  Great signage - not in your face just informative
171.  Signage showing the trails shape/ pathway in relation to the surrounding area. E.g. Rays trail goes near winery, 220 goes near Harris river... or just to give the rider an idea of what they're about to ride. Also info regarding the area/ history or photos of tree species, plants, wildlife you might see.
172.  More engaged Collie retail sector - they should recognise more the value of tourism and make their businesses more 'open-friendly' for visitors to town
173.  Trail guides available for each trail
174.  road/track/trail signage & clean toilet facilities
175.  Open Lenard's track straight away after the wet, stop closing it too early, open some of the mines that can be used for water sport and camping,
176.  Some signage showing significance and direction.
177.  Not sure.
178.  Clearly marked trails with completed distance stated at start. Degree of difficulty
179.  Not sure
180.  Improved trails or designated areas for motorbikes and 4wd
181.  accommodation. Bike friendly accommodation. Range of accommodation to suit singles, families, budget and high-end visitors. More eating places open longer hours, with range of fare offered (vegetarian, healthy choice not fast food, local produce). Information sessions for local businesses to learn what services visitors would welcome, and how to offer them. Sensitivity to the natural environment which is Collie's greatest asset so that developments enhance not spoil it.
182.  None
183.  Toilet and picnic tables and horse yards
184.  Just to make sure trail bike riders are aware that horses riders have been riding on the tracks in bush long before they claimed them as their own mountain bike tracks
185.  Horse Trails would be fantastic

186. From an equestrian perspective, marked, horse specific trails would be brilliant. Especially those currently utilised frequently by the WAERA.
187. Hire facilities for river activities
188. more equestrian trails if possible
189. Camping for people with horses & dogs.
190. 48 hour free stay bays
191. Services relevant to trail i.e. camp kitchens / ablution block at camp site, signage on track i.e. mixed uses/ I feel most of this is already in place at Harris river, honey moon pool collie cardiff, Stockton lake, we will need paw too come on bored too as they have done down in warren district
192. More promotion, easier access to information. More bike facilities around town for visitors. Having said that a lot of really fantastic initiatives have already been happening, keep up the great work!
193. Camping Areas
194. To make a series of horse trails with horse friendly camping, i.e. padlocking facilities
195. Just need a general tidy up.
196. Better float parking / turn around at start of Collie Darkan Rail Trail .
197. Secure overnight accommodation for horses to give riders the chance to ride a trail and then participate in some other experience in Collie eg go out for a meal or visit a point of interest
198. don't know.
199. Camp grounds near water
200. parking and toilet facilities.
201. Less regulation and restrictions from DBCA. We want to attract young people and they don't like rangers hassling them. Promote the area as an adventure town so as much freedom as possible is the aim. Rubbish is an unfortunate side-effect so allow funding for cleanups and provide lots of bins in all areas.
202. More equestrian trails, and they can be shared with walkers and cyclists, they do not have to be exclusive equestrian trails. (see Bicentennial National Trail https://www.bicentennialnationaltrail.com.au/ Ensure that where possible these trails join up with other trails being developed by other Shires, to link right across the South West. You will get a lot of people visiting Collie to ride on these trails. Encourage farmers and property owners that are adjacent to trails, to install some basic yards/camping area/B&B's, for trail users. Farmers can derive an alternative income from this. Trail riders must have suitable parking, that is wide enough for the turnaround of towed vehicles. Having maps uploaded to the internet, so people can see what is available, trail type and terrain, facilities, so they can decide what trail area suits them best and know what to expect, plan their trip.
203. Maps, or an information centre that is manned by people that know the trails and their difficulty levels to be able to advise visits of where to go for their level of experience. They could also give advice on accommodation and local services and food.
204. Provision of multi use trails (successfully implemented in SA). Walkers, riders and cyclists can use the same tracks. Point to point option with basic facilities (horse yard, toilet and hut for shelter). Trails that interconnect. Provision of options and ranges of distance/terrain for horses. Please do not limit the horses to a circular once off track but provide similar options as for bush walkers. Horse riders can be your friend. With a little basic training, we can be your eyes / ears on the ground. We are passionate about proving, protecting and maintaining our heritage and can work cooperatively to secure a safe, natural environment.
205. End of trail facilities, place to eat and drink. Skills Park with jumps (for adults)
206. Realign to Munda Biddi trail to get rid of the Spur trail and have a direct or near direct route into collie .
207. Trail hub, clear signage, never have too much signage
208. More trails.
209. Better parking although these may have a detrimental effect on the areas.
210. Dustbins and start/end of trails to prevent litter.
211. Accommodation and businesses that supports mtb-ing Clear maps, signage trail marking, variety of trail difficulty including black trails. Quality up trails eg switchbacks 30+km of single trail if you wish

people to stay more than one day. Separate users eg mtb/runners/walkers on downs and tech trails

212. Longer loops 40 - 50 km with same start and finish point.
213. Don't know, I don't live there, but I'd visit for the MTB trails.
214. campsite facilities and training parks. possibly even spectator facilities as more events start occurring
215. More trails and good quality maps and signage of them
216. Trail head with toilets, showers and a basic repair stand
217. Parking near the trail head
218. Extended bike and hiking trails for varying levels but also for physical limitations, such as wheelchairs and limited mobility
219. As a avid biker I continually holiday in such areas as Margaret river, Derby (Tasmania) and in Stromlo (Canberra) I have also been to Rotarua and Christchurch in NZ and to Canada for Mountain biking.
220. Develop natural bush trails as well as manicured speed trails. The latter are great for younger fast riders who bounce when the come off but are uninteresting when not ridden fast. Natural twisty bush trails with roll overs and rock gardens are interesting/ challenging at any speed. Well marked A & B lines are important for more technical sections.
221. More well marked trails, maintained regularly
222. Remove all the meth heads, stop them from thieving all our shit
223. more B&B type accommodation for cycle tourists would help. Also, encourage the motoring population of Collie to be actively friendly and considerate towards cyclists on the roads of the town and district.
224. Better quality trails with easy accessibility and sustainability
225. More single tracks, trail maps and signage.
226. Clear trail marking
227. picnic and toilet facilities at trail hub
228. I have found that some of the mountain bike trails aren't very well labelled and a first time rider / hiker could potentially get off track. Other things is I have seen is a lot of rubbish (dead cats trail) and a few others but otherwise it is an awesome spot
229. Parking and signposts
230. Definitely more family friendly mountain bike trails.
231. Parking, signage and waste disposal
232. Amenities, cycling outlets, coffee/food/beer
233. Different level of trails ranging from beginners to advanced
234. Ablutions along or near trail heads
235. Increased number and signage
236. Trail rules
237. Great Trails, supportive businesses, great trail guides and information, well planned and executed marketing, craft beer, good coffee, bike hire, shuttle services
238. Signage and trail markers
239. Haven't ridden the existing trails yet. Tend to drive to Dunsborough or Margaret river from Perth for weekend MTB trips
240. More trails, more signage for those new to the area
241. More trails more bush camping More food and fuel outlets in town
242. Better education as to where they are and how to use them.
243. Varied skills level. Safe secure parking.
244. Additional toilets - as on Bib track and water tanks
245. Bins and toilets at the trail heads before any construction or expansion
246. Signage, dedicated trails for mountain bikes
247. More trails!
248. Well designed trails to suit range of riders and tourists. Capitalise in the South West traffic that usually passes Collie.

249. Bike hire/guided tours of nearby cultural and historical places/free bike repair stations/clearly documented and signposted trails
250. I'm fine with
251. Better jump trails
252. Better signage
253. A good variety of difficulty of trails, green blue black, and double black ☐
254. Trail head. A point where visitors can come and park, learn about the area and trails, purchase anything needed, ride the trails, come back and relax after riding, repair if required, have a feed and a drink before heading home and telling their mates.
255. Better maintained and more advertisement
256. Toilet facilities
257. None that I can think of other than the basic water and toilet facilities near the trails
258. More black trail as there doesn't seem to be any unless you go to Wellington mills
259. More varied and reasonably priced food outlets and open on weekends.
260. more markers on routes
261. More signage around town indicating where the Wagyl Biddi trailheads are
262. Cheap low coast accommodation. Maybe a youth hostel for travellers or bed and breakfasts like crystal valley
263. Similar amount of trail to the camel farm So you can do 2-34 hour of riding
264. Making Collie a tourist friendly destination. We recently stayed in Lowden and rode trails there several times a day while our son was at a scout camp in Collie. The area has loads of potential. We'd come again. Collie it's self was a bit frighteningly run down (we shopped at Coles) and it put us off the town but not the area.
265. Toilet facilities
266. Good signage/online information. Adequate parking and ablution facilities.
267. Further public knowledge of where the trails are and what they are for (running etc) Consideration on the management of waste around Collie to prevent people dumping house hold items and waste everywhere in the bush.
268. Clearly marked and signed trails. Longer loops 60-80 km for trail bikes. One way signage. Would gladly ride such a loop. Join loops up for longer weekend rides. Loop out from town and back. Variety of terrain. Some hills, some single trail, some open and flowing.
269. Restaurants, Coffee shops, micro breweries, accommodation.
270. Population of Collie does not warrant the expenditure Could be better spent elsewhere
271. more map signs and track signage , regular inspection of the tracks leading to quicker attention to obstacles
272. Trail maps, public transport (bikes allowed). Drop off and pick up services. Bike hub (Hairy Marron Margaret River).
273. Bike friendly accommodation Mountain Bike Race / Community Event Bike friendly access trail from town to trail head
274. not sure, perhaps a well priced bike hire facility
275. Just build them
276. My best reference is the Ferguson Valley trails - same distance from home. I have visited FV a few times for riding. Ideally would have a Collie weekend - need overnight accommodation rather than flog South 3 hours and flog back as a one day trip. Need to include complementary attractions. FV has brewery, wineries, restaurants. Collie could do the same. FV trails are good, flowing , cross-country rather than downhill/extreme. Focus should be participation level rather than black runs. Send someone to Derby (Tas.) and see how they have made it work for them.
277. economic returns for the area
278. Accommodation options
279. Recognition that there are two distinctly separate activities that are currently grouped as Mountain Biking. Of the two, the overnight off road trail cycle touring/camper (using mountain bikes) is too often ignored or expected to use challenging trails developed for the day mountain biker that is not carrying any gear at all.

280. Bicycle transfer options to Collie from Perth
281. Accommodation Services, Bike Service Shop, MTB Maps
282. More mtb trails near the town in the natural bush like ray trail
283. Look at Derby in Tasmania for the many benefits
284. Toilets/ change facilities, cafes, bike service faculties
285. Signage. Links to trails.
286. More gravity specific trails that WA gravity enduro could use as an event location
287. Food outlets / cafe. Mountain bike cleaning stations. Affordable accommodation options.
288. Look to Blue Derby for inspiration.
289. Possibly rain water tanks at various distances to allow for riders to refill water. Make the trails varied from easy family friendly trails to harder for the more experienced riders.
290. A trail hub to show access and location of all trails
291. Hiking circuits.
292. Please make black diamond runs ppl will travel for difficult trail they can't get in Kalamunda
293. More organised rides of all levels to encourage greater use of existing trails & promotion of future trails
294. Great trail head location close to town. Included at the trail head plenty of parking, great signage of the trail network and suggested trail loops, water, toilets, bike racks, bike repair stand and bike wash area.
295. Kids nature playground near the trails
296. Toilets and drinking water
297. Better trails and features. Signs shuttles races
298. Make the trails fun and beautiful. Make the. Great and people will travel...
299. Better signage
300. Greater variety of types of trails.
301. A wider range of trails with plenty for all levels, Margaret River trails are a great example. Also provide a cafe / visitor centre for after ride / walk refreshments with free simple bike tools (similar to snow fields). The cafe should also cater for people who want to just hang out while another in their group uses the trails. Wales (UK) does this well...
302. Signage on trails and to trails. Maps and other marketing materials eg website or social media to attract people. Support to existing and aspiring local businesses to service or grow alongside this initiative.
303. Additional campsites and quality food
304. Amenities at trail heads Combine trail heads as much as possible
305. Trail hub, areas to fix bikes, get lunch, purchase supplies
306. I'm sorry, I don't know collie area that well (yet).
307. Circuit trails for bushwalkers which are not on roads/forestry tracks. i.e. purpose built walking trails.
308. Cafes etc open past 3pm. More budget accommodation options.
309. Toilets
310. More black rated mountain bike trails.
311. Maintenance of Collie trails is an issue. Inspection will confirm this. Ratepayers should not shoulder these costs. I see more people using the Collie Allanson footpath in preference to bush and river versions. I do not see any great economic benefit to Collie generated by bike trails. Trails cannot replace industry benefit.
312. Brochures with maps showing the trails, facilities, accommodation and dining options etc. See Augusta/MR tourism map
313. Historical / indigenous trails information / signage Events - competitive / non-competitive Further camping ground(s) - to book in advance Conservation
314. The construction of mountain bike trails that MEET THE CURRENT market so as to make the town a MTB destination. The trails constructed and "renewed" during the past year were an ill-informed attempt to attract riders as tourists to the town. Poor planning, research and execution. I've ridden them but would never bother to ride them again.

315. Variety of different trails. Long/ overnighters, short fun technical
316. Secure parking, or monitored parking. Loop trails heading into, out of town.
317. More accommodation options.
318. variety of accommodation at or near trail heads...i.e. camping, basic huts or more luxurious depending on budget. Many of us have spouses that aren't that interested in the trails but we need a way to convince them to come away and spend a day or two. It's a big call but cafes where the other half can have a chat whilst the other half does the trails works well in other areas. In the extreme, treat the trails like golf courses where showers etc are available after a big work out. Huge business potential.
319. More trails with an extensive trail hub of varying difficulty.
320. Shower. Better signage
321. Focus on trail development first and foremost. Then the rest will follow.
322. Getting rid of the feral pig problem. A better attitude by locals to tourism and tourists
323. Adequate rest stops, areas for private businesses to work (eg coffee vans etc), large area for gathering (eg for an event). Signage and bins. History of Collie and surrounding areas could be displayed at the start/finish of the trails.
324. Provide plenty of float parking areas.
325. Trail cafe .Bike guiding
326. Safer town to stay in
327. More affordable accommodation

**Question 12. The vision of the Draft Collie Trails Strategy 2018-2021 is to:**

> *'Build on Collie's natural resources, location, infrastructure, amenities and status as a Trails Town by developing and maintaining high quality sustainable trails of all types by 2021 for the enjoyment, health and wellbeing of locals and to enhance the visitor experience.'*

**Should this vision be changed? If yes, please outline the changes required.**

1. The main attractor for trail type tourists is natural beauty. Collie competes against towns that have ocean and coastal views or giant karri forests, unless Collie has trails with fabulous beauty then they will not attract tourists. Nearly all towns have technically good trails, but very few have truly beautiful trails.
2. No
3. No its good. It will evolve into what it needs to be by user demand over time
4. No
5. No
6. Sounds like a solid vision.
7. No
8. Its maybe a bit long but no
9. Sounds good to me
10. This vision perhaps needs to be more aggressive, the growth of MTB riding has been strong, people are looking for great places to visit and ride. There is a lot of potential if good events and locations are developed.
11. No agree with the direction.
12. No
13. No
14. I believe the idea to redevelop existing trails and create new ones is a good one, but focusing only on this strategy to improve our economy is dangerous. I would like to see other plans to help develop Collie especially in the attraction of residents. Ultimately we need more people to grow and attract business and get collie back to where it was 10 years ago.
15. trail bikes

16. Too wordy. Collie to become Western Australia's premier destination for trails of all types by 2021.
17. No
18. nil
19. No
20. why so long to wait
21. No
22. No
23. No! I think it should go ahead.
24. No, it's good.
25. no
26. No
27. Nope time for a change the town is dying
28. Too long
29. No.. it sounds good as it is.
30. I think this is fine.
31. No
32. Happy with the vision.
33. No
34. No
35. Nature and environmental aspects should be heightened in planning.
36. Master plan and goals to get there.
37. no
38. no change
39. no
40. I like the draft.
41. no
42. No
43. No, but the more trails and type trails should attach more riders
44. It would be good to see the opportunities for local not for profit clubs be offered opportunity's to host say a BBQ at the end of guided rides on trails enabling the local groups a chance to fundraise easing pressure on relying on local business owners. There could be a set of rides offered on given days through the year and before the rides set menus could be given to the trail riders to fill out and pay for prior to attending guaranteeing that the clubs will raise money. Also if you are a local and work within helping each other discounts for locals could be offered. For many years it has been spoken about getting lake kepwarri up and running for Ski boats also could be linked in with the race track and off road buggy circuits and accommodation with limited numbers allowed and a restaurant /bar could be developed at kepwarri. Further to online bookings limiting numbers allowed just like a caravan park there could be use made of the old railway line getting redeveloped allowing for day trippers to get a lift out possibly running twice daily to kepwarri and back. Once again discounts for locals so that locals can visit family and friends that convene on the lake without hurting the hip pocket too much. Again the likes of the collie mens shed could take on the role of maintaining say an old steam engine just like Dwellingup do going into the forest and back out. Again some of the fees injected back into the mens shed would support a local non for profit group.
45. Seems good
46. Sounds great to me, could add something about encouraging outdoor adventure related businesses to start up in Collie
47. No
48. No
49. No
50. Nil
51. Sounds spot on
52. No

53. no opinion
54. No
55. Nil
56. No
57. No
58. No
59. It's a good vision, the input of peer groups should be listened to and taken seriously or the time, money and effort will be a waste
60. No
61. No
62. No
63. Not at all, it's a great vision and collie needs to get away from the fossil fuel dependency to survive for longer
64. No
65. No
66. No
67. development 4wd track
68. No sounds good
69. No
70. Trying to work out how you could separate 4wd/Trail bike type activity from the rest
71. No
72. possibly
73. No
74. More
75. No
76. No
77. No
78. No
79. No
80. No
81. No
82. No
83. Sounds good to me
84. No
85. No, this vision is spot on.
86. No
87. No
88. No
89. No
90. No ,Should not be changed
91. No. Collie is a beautiful place and getting more people to enjoy it is only a good thing.
92. 4wd roads/ trails or tracks for long adventure riding 80+km for adventure riding with registered bikes. There is a big need for this. Like Fawcett track/ Holland track.
93. No, but build on the great camping around your dams/lakes, so a camp ride area, camp walk areas
94. No
95. No
96. I think it's a great goal.
97. No its spot on mate
98. Yes, there needs to be changes. Existing plan puts mtbing into specific locations and is limited to areas without linkage of single-track connections. Comparing it to locations around the world where mtb trails towns have over 150 kms of single-track(not duel track) connecting riding locations. There is a lack of vision for the quantity of trail to attract to truly make the region a multiday visit and keep adventure tourist for days on end. Quote Glen Jacobs(world trails) there

needs to be a critical limit of trails before it becomes a destination. Collie needs at least another 80kms of mtb single-track trail to create an adventurous wilderness affect for riders to stay for multiple days (single track not dual track)

99. No
100. No
101. No
102. No this town is slowly dying so anyway we can bring tourists dollars in, then it is a good idea
103. Will put collie on the map as a tourist attraction in the south west.
104. No
105. No
106. No.
107. ok
108. No that sounds spot on to me.
109. no
110. no
111. Sounds fantastic. Where do I find the full strategy?
112. Sounds good
113. No
114. yes
115. I think it's great
116. I support the vision
117. no
118. No changes
119. No
120. no
121. No sounds fantastic
122. I like the vision.
123. Focus on wellness and tourism is great
124. It does not have to be high quality trails just permission
125. No
126. No
127. No
128. No
129. No
130. No
131. No
132. No
133. Seems ok as is.
134. No
135. No
136. I think the vision is a good one
137. No vision looks good
138. No changes
139. Ok to mention to help boost local economy and support industry and provide optimum facilities for guests. Like merchants and hikers should be a happy pair
140. Add history and culture
141. The vision is good just need improvements to facilitate group Horse Riding Trails
142. No
143. No
144. No
145. Yes
146. No
147. No

148. This is a great vision! No changes needed.
149. no
150. Sounds like an excellent idea.
151. No
152. No
153. No
154. No I think it's good
155. It's fine.
156. I believe the direction Collie is going on the trails is a good idea, it is an area I take my extended family for outings that they would not normally they experience.
157. NO
158. No
159. Designated trails , with signs for what the trails are for
160. Include trail bikes
161. No
162. No
163. the vision as is should not be changed
164. No changes required
165. No
166. No, I believe the vision says it all about a lovely town setting within a fabulous surrounding forest environment - this could be the envy of many a place and should be more appreciated by those living here
167. No. Keep it up!!!! We love Collie!
168. No
169. The vision is great as it is.
170. Not sure
171. No thats good
172. No
173. No
174. I endorse the vision, it is exactly what I hope for.
175. Camping with horses
176. I haven't seen the draft vision
177. No
178. No
179. No
180. I like the vision .
181. No.
182. I feel this vision is a great one but should be fluid and have scope to grow
183. No
184. No
185. all good
186. No opinion.
187. No
188. don't know.
189. No
190. No- sounds great to me.
191. No. You are doing a brilliant job!
192. no changes
193. Vision is OK
194. No
195. none
196. No
197. No

198. No.
199. No
200. No
201. As a family we are always travelling to explore trails improve our skills and have some fun. Don't spread your $ to thin spend it on quality mtb trails so it is worth the long drive for us. Don't be confused that family means nice easy green trails - we want a challenge blue, black or DH trails will attract the families groups and club members
202. No.
203. It's a great idea.
204. No
205. No
206. No
207. No
208. Not at this time.
209. NO.
210. No
211. Seems like a good plan to me
212. don't know
213. No
214. no
215. I think this is a great initiative
216. more single track flowing mtb trails, preferably in the Wellington national park continuing on from the Mt Lennard trails with more elevation opportunities and a little less pea gravel soil
217. No
218. No
219. No, sounds perfect.
220. No
221. No
222. No
223. No
224. NA
225. No
226. No
227. Just build the trails already. The Govt -local and state - needs to realize the potential that Trails have to make Collie a go to destination and change the perception of Collie from a began mining town to a cool trail town
228. No
229. No
230. Government funding to support the local volunteers plus promo dollars
231. Hell no
232. And increase tourism and tourism spend in the area?
233. No
234. If by "trails of all types" it includes 4x4 and trail bikes, then I would change that. I believe motorised vehicles damage the land, create noise pollution and has the potential to create physical pollution too
235. No
236. No
237. No
238. No
239. No
240. No
241. I'm fine with
242. No

243. No
244. No
245. Yes
246. Unsure
247. Perhaps and 'sport' in there somewhere
248. No. Should not be changed
249. No
250. Change 2021 to 2020, make it happen quicker
251. none
252. No
253. No I think collie gap a lot of taught to offer.
254. No
255. No
256. Yes
257. No
258. No but trails should be linked with a vision to connect key parts of the area such as lakes and Wellington Dam and Harris River Dam etc.
259. No, sounds great to me. I like the 2021 target. Too many of these projects take bloody years to get anywhere. Many never progress beyond consultation. Manjimup is an example, a lot of momentum a couple of years back and nothing since. And accept that it cannot be done on a shoestring, relying on volunteers. Local and state govt should commit funds for establishment and operation.
260. No
261. Population of Collie does not warrant the expenditure Could be better spent elsewhere
262. no
263. no
264. No
265. no
266. No
267. No, if that is what Collie wants, that is entirely reasonable
268. no
269. No
270. it's okay
271. No
272. No reads well
273. It's great as is
274. Not sure
275. No
276. No.
277. As above, a focus on gravity trails to appeal to trail and enduro riders
278. Nil
279. No, perfect.
280. No.
281. No
282. No
283. No it's a good vision
284. No
285. Yup! time frame should be reduced to make it happen ASAP. you only need to look at the growth of small towns in Tasmania to see the huge benefits spending money on MTB trail infrastructure. Derby, Mydena, St Helens, Wild Mercy MTB towns ( Latrobe, Railton and Sheffield).
286. No
287. No
288. No sounds great

289. No
290. No
291. No
292. Sounds ok.
293. Fine as is
294. No
295. No
296. No
297. That seems lovely.
298. no.
299. No
300. None
301. No
302. no, it's a bit long but has everything in it
303. Great vision. No changes.
304. No
305. No.
306. No.
307. No, seems a good vision
308. No
309. Couldn't say
310. No, Just build trails and they will come.
311. no
312. No
313. No
314. No

**Question 13. Do the recommendations of the Draft Collie River Valley Trails Strategy 2018-2021 support this vision?**



22 (6.4%)

324 (93.6%)

● Yes    ● No
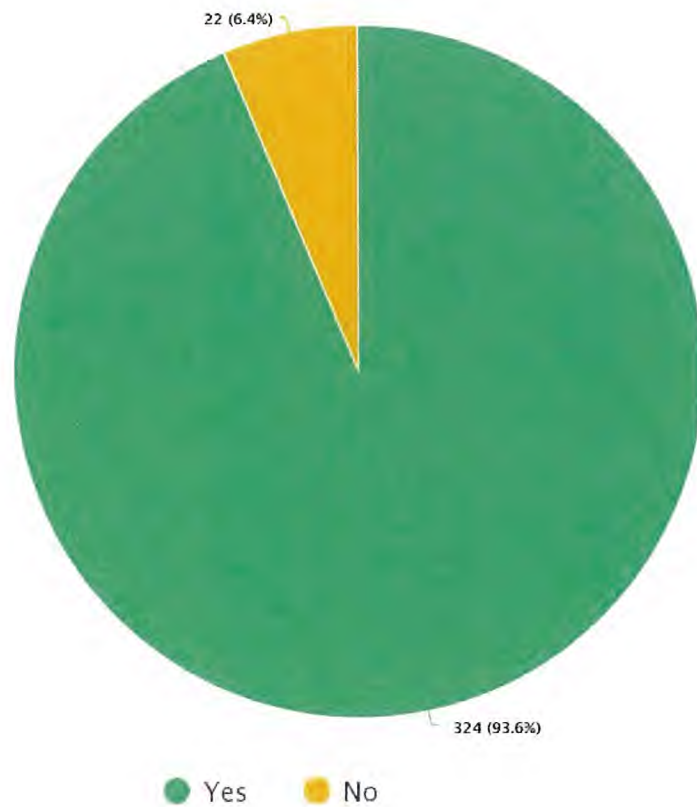
**Question 14. Do you have any further comments to make about whether the Strategy supports the vision?**

1. The strategy has a lack of singletrack type mountain bike trails, which is what mountain bikers mostly like to ride. The vast majority of the mountain bike tracks show in the plan are just normal car type roads, mountain bikers aren't going to come to Collie to ride those, they will go to towns that have more interesting trails.

2. I may be biased but I would think to gain significant traction as a trail town mountain bikes need to be the focus. Trail bikes may also be a significant source of tourism but have a significant impact in terms of damage to the environment and noise.

3. I found the draft strategy document very tedious reading and am concerned that a bureaucratic mire will result in very little real world outcomes being delivered for the town and the various groups interested in using the potential recreational spaces.

4. Further trail networks to attract MTB tourists from Perth. For example, a group of my friends and myself (10-15 approx), annually stay in Margaret river for a MTB riding weekend as the amount of trails and standard, natural environment, restaurants, make it worth it.

5. make it open to trail bike

6. If Collie residents build/make trails then name the trails after them for the historical and personal value

7. it will probably be hijacked by a politician wanting to make money

8. Currently every lovely bush track is being ruined by paths that are a waste of money. Asking for more vandalism

9. would like to see it happen

10. Care should be taken to acknowledge and protect the natural environmental and cultural aspects locally and awareness of the obligation, responsibilities and benefits

11. No additional comments, only that I hope we don't add prices to things that restricts locals from utilizing or experiencing them, or maybe have some package that is competitive and attractive for locals so that if the features and options are excellent it may help attract people to move to Collie if it suits their lifestyles or hobbies and is a good saving?

12. Ensure that we always think outside of the square as the most odd attractions could be the best we have lots of abandoned areas not just for trail but could set up say world class Paintball or water theme park i.e. like adventure world and mazes and so on.

13. I want to reiterate how important it is to combat the littering etc. And if Collie makes a big difference here it could serve as an example to other places where this is a big problem, such as Jarrahdale and Yanchep/Bullsbrook. More school camp facilities like they have in Dwellingup could be a boost to outdoors adventure businesses.

14. Include all users. Not just walkers and MTB

15. All good, well done to those instigating this effort, I sincerely hope it's carried through

16. maintenance

17. I can't see how you could separate trail bike/4wd from the rest...without spoiling it for the rest

18. Seems to be spot on

19. more enduro road trail bike areas to ride

20. Make hard trails

21. The strategy may be spread a little thin.

22. Great work. Reach out to the communities and society in general for more transparency and support.

23. Lacking connection with local communities such as Dardanup, Brunswick, Harvey. all excellent riding opportunities with elevation. Lacking singletrack near water ways. dams and rivers. Needs local govt support with a "no fail clause" for long term sustainability of events n trail development. (there is sooo much funding not being applied for) Sustainable long term funding program.

24. The Perth to Albany trails plan needs to go through Manjimup future trails hub

25. Disability friendly. Link to other nearby communities...not just Collie but region. Profile indigenous cultural knowledge and experiences. Wildlife conservation opportunities.
26. Well done
27. There are not enough good bush trail in Western Australia more the merrier
28. Let's do it
29. When developing strategies to enhance our facilities we must remember not to exclude the use of such trails from the public and other users.
30. I think as long as the projects are well supported, and operated correctly they will become a massive draw card for the local economy.
31. Great idea
32. Good luck
33. I think some horse specific things would be nice. Open areas with tie up rail and benches to stop n rest etc
34. If it doesn't support more extreme trails it won't get tourists and will fail
35. Generally supportive, however the vision for off-road trails is very limited and pre-supposes that trail bike riders want only short loop circuits within an Off Road Riding Park. While this concept is very important for families, and if well executed would be very popular, the opportunity for trail loops of up to 100km which would cater for and attract riders of road registered trail bikes does not appear in the strategy. As this is a significant market opportunity it should be further explored. Were Adventure Bike or Enduro Bike riders consulted in the development of the strategy?
36. How can the draft support the vision of developing trails of ALL types when "there is no strategic plan at either the state or national level for the development of 4WD trails"?
37. Good work Collie
38. seems like a good match
39. The strategy is most comprehensive and if all actions can be followed through then the vision will well and truly be satisfied.
40. Our last few visits to Collie have impressed us with the emphasis on tourists & local visitors.
41. Do not underestimate the huge amount of tourist dollars generated by 4wd clubs, keep areas designated for access at all difficulty levels .
42. It is wonderful for the whole community to be able to enjoy the trails together. To learn to get on together and respect each other. Most people love to see the horses and we love to see and chat to them.
43. I'm happy to have input as we as a shire improve the experience in collie
44. Only that I am doubtful the trail bike proposals will get support. Trail bikes are a HUGE potential to attract young people so make sure areas are set aside and supported, not just 'lip service'.
45. Broadly, the recommendations appear encouraging. I wouldn't like to see too many restrictions (out of bounds/limits) imposed.
46. To ensure integrity of the natural terrain remains, where possible.
47. Hurry up and get it done . Start cashing in on it .
48. MTB is a growing sport and WA has the perfect settings for it to grow and develop
49. Make it the best downhill MTB location in WA
50. If you build it.... They will come !!!
51. Don't get too hung up on everything having to be directly connected to town. If it's close, it's Collie and that includes Wellington NP
52. Look what it has done for Margaret river, and other towns across Australia. It's going to be a big part of attracting tourists to the area
53. Money where your mouth is
54. Good luck. Great ambition and goals.
55. More advertising
56. Easy transport for tourists with bikes to get to collie
57. Build them and they will come
58. It's town centric and doesn't look at fitness based tourism
59. Collie appears to be a long way behind other towns like Dwellingup and Margaret River etc.

60. No - if you are fair dinkum, just make progress and commit to get things done. 'Build it right and they will come etc'
61. WestCycle developed State Wide Strategy Is spending money in Collie consistent with the State Wide Strategy
62. Keep up the good work!
63. Just do it and it can evolve
64. Look to Derby in Tasmania for a successful model to build upon.
65. Build it and they will come!
66. Build technical trails
67. Great Green and Blue flow trail will quickly increase the number of riders turning up. In my experience from riding all over the country and the world the trail head and signage is the key to a successful trail hub. in WA this gets f***ed up at every signal mtb trail hub in WA. Look at Margaret River it has awesome professional built trails of Compartment 10 plus the new additions going in now with piss poor trail signage and pretty much no trail head at all!
68. Keep up the great work .
69. Ablution faculties at trail heads.
70. Ensure you build quality over quantity
71. Trails funding for Collie region was meant to be for the areas around Collie as well. Future Greater Wellington National Park should get some of the trails funding as should the surrounding shires.

**Question 15. What changes (if any) should be made to the Draft Collie Trails Strategy 2018-2021 to ensure that Collie is developed as a Trails Town?**

1. Access to the south side of the Wellington Dam area needs to be improved. Whether you are a walker or mountain bike rider there are no short cuts across the Collie river. everyone has take the long route to use the Griffin Bridge on Mungalup road. Some stepping stones or simple bridges to cross the river at strategic points would be great. Canoeing in the back waters of the Wellington Dam is dangerous from the point of view that if someone gets into difficulty there is very little road access to a lot of the shoreline, additionally the many little inlets make it very easy to get lost . Lastly, virtually the whole waterline area of Wellington dam is contaminated with broken glass, in fact you can't go anywhere in Collie without encountering broken bottles. Another point, don't use old railway lines for walk or mountain bike trails as they are incredibly boring.
2. No
3. The ability to be flexible to meet demand as it arises
4. A good marketing strategy to get the visitors and tourists here to use the trails
5. You can't have too many trails. Always remember though that they need maintenance.
6. Look to align (it already does quite well) with the SW MTB master plan.
7. It's almost 200 pages which is a little excessive for the average person to read
8. Higher focus on bushwalking trails especially loops
9. Inclusion of user ideas in the process.
10. It should be simplified - Does it really need 145 pages to say 'let's build some trails for various uses' Most people aren't going to engage with the strategy simply because they aren't inclined to read 145 pages of bureaucratic waffle. The really keen locals are off building and riding unauthorised trails, not sitting around waiting a few years for the strategy to be finalised and implemented.
11. none
12. None
13. none
14. open it up to trail bikes
15. No
16. Additional trails added to the ALLTRAILS APP Promotion of the app could also help
17. get it happening sooner
18. None

19. Not one through the golf course as I'm sure that it will not become your cost when a golf ball hits someone in the back of the head.. and to cyou ver that you'll fence of the stunning view in hopes to stop the issue
20. None
21. None I can think of.
22. good equestrian trails
23. None
24. Allow riding of trail bikes from "residence" campsite or caravan park to trails
25. Na Another information session Aimed at the school ages kids make it fun and engaging
26. None
27. None to be made at this moment.
28. Happy with the document, though it is pretty long. Perhaps a summarised version could be developed and circulated.
29. No
30. None
31. Need to be aware that with increased traffic / access / use of areas there is also increased risk to natural and other significant areas . As such an environmental natural and cultural management plan should be an important aspect of any planning and ongoing management thereafter.
32. Improve facilities including cafe culture, local businesses, in and out of town.
33. no changes
34. No Changes
35. none
36. Maybe
37. No additional comments, only that I hope we don't add prices to things that restricts locals from utilizing or experiencing them, or maybe have some package that is competitive and attractive for locals so that if the features and options are excellent it may help attract people to move to Collie if it suits their lifestyles or hobbies and is a good saving?
38. none
39. None
40. No
41. Look at incorporating some features that no other towns have that make it truly unique possibly working in with say the mines to have the equivalent of the old Griffin Coal gate to gate fun run but on mountain bikes down into the pits and back out a once a year event ensures all people are actually coming through town. Again it could be offered to the not for profit groups to set up stalls for supplying tasty nutritious snacks and supply's on the day all sorts the likes of The Allanson Market committee recently done a fantastic job for the Bendigo Bank Criterioum Race.
42. Not sure
43. A bike path from SW Highway to Collie would help. Coalfields Hwy is horrible to cycle on with all those trucks.
44. Nil
45. No
46. Nil
47. Projected 4wd/ ORV /trail bike track should join through intended Manjimup trails hub.
48. Include off road motorcycling
49. Nil
50. It is looking good
51. Looks good, but above all be practical
52. None
53. None
54. None
55. None
56. None
57. None

58. none
59. Maybe some more trail and enduro events to showcase the area to dirt bikers
60. More networking
61. more enduro bike trails joining different shires
62. No
63. No
64. I think collie would thrive being known as a trail town the money visitors the more money that the town will make
65. Keep horse/MTB/Walking trails separate to trail bike trails to avoid arguments. Designated signed trails. Need 200km+ graded trails for trail bikes to make it worthwhile & keep trail diversity/preservation
66. None
67. None
68. Nil
69. Nil
70. None
71. None
72. I think wait and see the response from the survey
73. Nil
74. None that I know of.
75. None
76. Be able to access great trails straight from the town. Gravity trails should end in the town or close to it where possible
77. create more long distance singletrack trails such as multiple "Epic trails" to other locations. Build it and they will come. Sustainable long term events Use locals for trail maint and building of trails for the long term trail development business.
78. Ensure you have great trail head facilities, accommodation options, and small business helps drive this as no one can do it better than motivated businesses . Councils rule should be support and basic management. Ensure DBCA and state govt meddling doesn't mess it up by getting in the way because rest assured they will if given half an opportunity
79. Couldn't open the link but - Trails starting and ending at the town site - like town in Tasmania - Derby to keep visitors and business local
80. None
81. The Perth to Albany trails plan needs to go through Manjimup future trails hub
82. Can't think of any
83. A mix of trails for all abilities.
84. Nil
85. Disability friendly. Link to other nearby communities...not just Collie but region. Profile indigenous cultural knowledge and experiences. Wildlife conservation opportunities.
86. Nope to incorporate everything I love about the great outdoors in one location is a winning combination well done Collie.
87. unsure
88. none
89. I would like to read the full strategy if possible.
90. All good
91. Promotion internally..i.e. schools, aged care services, community groups.
92. no
93. No sure
94. None
95. more trails
96. No changes
97. don't know

98. Just to make sure threes some dedicated dirt bike tracks, to save people just going wherever they want, if trail bikes had their own enduro tracks etc keep them off the other ones and away from walkers etc too
99. None
100. It would be great to see this go ahead
101. Harmony with native areas Removal of weeds in native areas in conjunction with development of trails.
102. My only concern is locals will be charged to use these trails. This would anger a large amount of people including myself. Because as things are now, I can go driving or riding for free, and if we were to be charged I and many others would prefer just leaving things the way they are. Also my other concern is heavy policing, I understand that there will have to be some means of control or management but for someone who lives here and is a regular trail user, this could become a great annoyance and would most likely result in turning people away to find somewhere else to go where they won't be bothered. Another thing to consider is the difficulty of some trails to accommodate for the more experienced enthusiast. For example I'll use 4wding. If trails are made to easy and or are close during wet weather it will not attract many 4 wheel driving enthusiasts. One trial we already have is doing this, the Lenard 4WD track. During the summer it open to use but it's boring and easy to drive for a 4wding enthusiast, great scenery though. But once we have rains and the track becomes somewhat of a challenge which most enthusiasts look for, it is closed to public use. I know this turns people away, it would be close to 60 to 70% of trail user's.
103. none
104. No
105. None
106. None
107. None
108. NA
109. Implement
110. More camping grounds
111. In regards to MTB. W.A. is lacking more difficult trails. Private locations such as Linga Longa are a indicator that people are willing to travel a long distance if the trails are worth it. Collie has a good opportunity to service this need.
112. None
113. I can't think of any changers at this stage
114. Further advertising
115. No
116. Ensure merchants and guests are seen as a positive pair
117. Unknown
118. More advertising for awareness
119. Nil
120. None
121. Unknown
122. More black level trails
123. More jumps burmers and downhill and gravity enduro
124. In order to satisfy the vision of "trails of all types" further consideration should be given to longer (up to 100km) loops consisting of a mix of fire-trail and logging roads and single-track to cater for road registered trail bikes.
125. More allowance needs to be allowed for motorised transport offroad
126. No
127. Please get this underway asap. It seems like a great idea
128. 4WD trails need to be included and planned for (especially near Wellington Dam and the Collie river), as 4WDing is one of the most popular ways to see our beautiful country. 4WD trails can vary from graded gravel accessible to all, to simple dozer tracks that are not maintained and intended for drivers to challenge themselves. I understand the risk of these trails is additional damage to the

environment due to excessive usage but is contained, managed use of the environment not a lesser evil than the offroad community simply making their own tracks wherever they like due to lack of guidance in this regard?

129. Incorporate horse trails please
130. Just more trails
131. None
132. It's fine
133. Increase the amount of short stay caravan (self contained) and camping areas both free camping and nominal charge areas.
134. Create a 'go-to-market' strategy.
135. None...keep up the great work
136. The Perth to Albany ORV Trail that is shown in the plan should be directed through Manjimup to the future Trails Hub.
137. Nil
138. None
139. I'm not sure there should be changes other than to say the strategy should be fully understood by all residents and especially by local business people as without their support and commitment the road ahead will be difficult.
140. Keep the costs for access low or it will all fail
141. improved public transport to & from collie & extended trading hours to cope with trail visitors needs
142. I need to read the whole proposal
143. None.
144. Not sure
145. None
146. None
147. Designated areas for noisy dirk bikes
148. I need more time to read it thoroughly
149. Horse trails separate to motorbike trails
150. Cant make changes if I don't know what it is
151. No
152. Unsure
153. None
154. none
155. None
156. It needs to be open and working progress
157. No
158. None
159. no change I know of
160. No opinion.
161. None
162. don't know
163. No
164. nil
165. Perhaps more focus on the sport of Downhill and gravity Enduro mountain biking as Collie has some excellent potential areas such as on east side of rowlads hills in pine plantation area, also mumbalup pines area
166. Nil
167. no changes
168. None currently
169. Realign Munda Biddi trail as outlined above
170. No
171. none

172. Prioritise mtb trails
173. None.
174. None
175. None
176. None
177. None
178. Get the schools involved in the process of building. If they have a part of making it, they're more likely to use it with their families.
179. With further influx of tourists (such as myself), accommodation, and essential services (hospital, GP and rescue personnel, as well as restaurants and food industry need to be also developed.
180. No
181. Make sure that the town caters for mountain bikers - coffee and beer! Keep walkers and mountain bike trails separate; the MTBers can upset walkers on shared trails which can end with dangerous sabotage to MTB trails (Margaret River). If sections are shared, clear signage detailing trail etiquette is important.
182. None
183. don't know
184. None
185. Not sure
186. more flow and gravity based trails
187. More mountain bike trails
188. none
189. None ☐
190. None
191. None
192. None
193. Nil
194. None
195. None
196. Strategies help but wha5 we need is investment in bloody Trails. Forget focusing on documents and start focusing on building more trails and trail infrastructure
197. None
198. No
199. Commitment
200. None
201. Plan for more.
202. As mentioned earlier
203. None
204. No
205. Unsure
206. No
207. Nil
208. None
209. Anything
210. A good variety of difficulty of trails, green blue black, and double black ☐
211. Improve the importance of a trail head meeting location.
212. Create a proper MTB network
213. Unsure
214. Might have missed seeing this but .... Add a strategy to plan a series of events for each trail type that link chronologically, locally, state level and National level .... for example Apologies to Brendon Morrison but maybe there is a lead up event to 'Seven' (Nannup MTB CX challenge) called 'Six' - Erik Mellegers/Brendon Morrison/Rod Lakelin ? how about it
215. None

216. None
217. Correct the details about the correct ownership of the relevant coal mines. Refer page 115, Yancoal runs Premier Coal and Lancô own Griffin Coal. Also believe Muja Pit is Griffin(Lanco).
218. none
219. None
220. Variety of food options available at differing times. A place to replenish supplies for bib and munda trail users
221. Nil
222. Be more inclusive of outside visitors
223. No
224. None
225. All the emphasis and talk seems be about mountain biking. People need to start talking about other activities.
226. Can't say any really stood out. It is an extraordinarily well put together and comprehensive document. My compliments to the authors. The case studies are amazing, just shows what can be done if people commit and funding and resources are available. Trails like these could easily revitalise the whole district, and even boost the state economy.
227. None
228. nil
229. Network with other towns in the vicinity
230. No
231. not sure
232. Cater for all types of riding downhill to cross country and it will become a Mecca for biking
233. You have my thoughts - best if you work out how that sits with the Collie Trail strategy. Focus needs to be on what are people looking for, what works elsewhere and why.
234. no
235. Nothing
236. None
237. None
238. Variety of accommodation options
239. Not sure
240. Unknown
241. Not sure.
242. Perhaps a private bike park could be factored in?
243. Nil
244. Nil
245. None. Keep moving forward with it.
246. None
247. Can't think of anything
248. No change
249. None
250. Don't reinvent the wheel, copy the models that prove very successful in other places in oz. Good flow trail, great trail head with awesome signage and don't f*** around using Common Ground Trails. they waste money with huge quotes and lengthy delays in design. the work will never be complete on time.
251. None
252. Just do it look at Tassie
253. Start building more now please
254. none
255. not sure.
256. None
257. None
258. None

259. None that I could see
260. unsure
261. Don't know
262. None
263. unsure - it's a long strategy!
264. Nothing different.
265. See above
266. None
267. None
268. just more and faster
269. Nil
270. Unknown
271. Will detail in email later
272. It's OK as is
273. no
274. Maybe have a camping area for floats and horses.
275. None
276. No changes

GOVERNMENT OF
WESTERN AUSTRALIA

## COLLIE TRAIL TOWN FORUM
## PROCEEDINGS REPORT

### 1.0    BACKGROUND

The Western Australian Strategic Trails Blueprint 2017-21 (Blueprint) is the guiding document for government and communities to develop, maintain and manage a broad range of trails across metropolitan and regional WA.

Supported by the Department of Local Government, Sport and Cultural Industries (DLGSC), the Trails Reference Group (TRG) is a cross agency organisation and community reference group that influences and guides the strategic planning, development, implementation and communication of the Blueprint.

The TRG identified the need to support the development and accreditation of 'trail towns' across regional localities and with support from DLGSC and the Department of Biodiversity Conservation and Attractions (DBCA) facilitated the Collie Trail Town Forum, along with a further two workshops in Pemberton and Albany. All of the forums were further supported by a range of government agencies, LGs and industry bodies.

These forums/workshops aimed to communicate a methodical and strategic approach to developing major trails destinations, building upon the recognised economic and local jobs growth derived through establishing and supporting trails and Trail Towns.

The Collie Forum was held on the 29 May 2018 and was structured around creating an understanding for participants, through case studies, statistics and experience of presenters, of the significant economic, social, health and environmental benefits that global, national and local trails and Trail Towns can create through strategic planning and intervention.

It was acknowledged throughout the proceedings that there has been a considerable amount of strategic, business case and implementation planning, both at a state and local level, undertaken on trails and their development.

The Collie Forum brought together businesses, local government, government agencies, industry organisations, local cycling groups and trail users to highlight and recognise the economic and social benefits of these activities and encourage them to take action to establish Collie as a Trail Town.

### 2.0    EXECUTIVE OVERVIEW

- The Minister for Sport and Recreation, the Hon Mick Murray MLA publicly confirmed support for the further development of Collie as a Trail Town;

- Strong localised support for the initiative was received through the local mountain bike club and trail users including members of the mountain biking community;
- Sectors of the local business community had been active in encouraging trail users to spend time and money in the town creating a good opportunity for further growth;
- General recognition of the economic potential that could be derived through increased mountain bike (MTB) and trails activity was evident through discussions and presentations;
- Significant work had been undertaken by officers of the Shire of Collie in preparation of a 'Confidential Draft' of the Collie Valley Trails Strategy 2018-2021;
- The degree of co-operation between the Shires of Murray and Collie and the DBCA in progressing a joint application to the Commonwealth Government's Regional Growth Fund is recognised as an important step in moving Dwellingup and Collie forward as Trail Towns; and
- The need to identify and promote the next steps to progress thinking, opportunities and intervention actions for Collie to move towards Trail Town status.

## 3.0    PROGRAM AND PRESENTATIONS

The following overview highlights the content of presentations delivered by enthusiastic and knowledgeable presenters to the group of over 40 attendees (Attendees list at Appendix 1). The Trail Town forum provided the backdrop for presenters to focus upon examples of communities that have embraced trails planning, design and construction and Trail Town attributes. Presenters also focussed on interventions required to move plans into actions and eventually outcomes.

**Trail Town Attributes**, as per the Blueprint:

**Introduction**                                                     Evan Stewart, DLGSC

- Focus on all aspects of trails
- Cross regional focus provides strength in partnerships
- Opportunity to creates jobs and economic activity
- Close proximity and access to trails are being used by the real estate industry in some localities to increase the attractiveness of properties
- Essential that the design and construction of trails is done right with maintenance and sustainability in focus
- Government is seeking views and a commitment from the forum to move Collie forward as a Trail Town
- Linkages to tourism and state-wide connections are important considerations

**WA Trail Town Nomenclature**                                    Linda Daniels, Trails WA
- Critical mass of activity is required to create a Trail Town
- Showcase trails through signage and street furniture including bike racks
- Trail friendly businesses can create activity and focus through marketing, furniture, layout and user related facilities like bike storage
- Website visitation and statistics confirm trails promotion and marketing as a good investment
- Trails WA is working on an upgrade of the website, Trails App and completion of the database to cover all good trails
- Trails WA progressing aspects of the Blueprint related to marketing and promotion of trails, trail products and services

**How Prepared is WA for Trails Towns?**                            Steve Bennett, DLGSC

- Vast array of reports, strategies and business plans completed for trails and localities across WA
- Rottnest Island opportunities as a case study
- Importance of planning and issues with too much planning
- Exceptional trails, what do they deliver
- Bushwalking and Trail Running Strategy under development with public consultation underway
- WA Mountain Bike Management Guidelines and development processes positively recognised nationally
- Re-imagining Collie is an opportunity for the forum

**World-wide Snapshot of successful Trail Towns**                    Rod Annear, DBCA

- Snapshot of trail and Trail Town profiles across Canada, US, Europe, New Zealand and Australia highlighting economic and employment growth
- Whistler, British Columbia (BC), Canada MTB in summer, economic impacts –
    - 533,000 rides; $44.6m direct visitor spend; $75.9m economic activity in BC; 389 jobs; $14.1m taxes

- Highlighted opportunities to capitalise now on MTB trails
- Majority of successful Trail Towns and trails are fantastic places to visit with spectacular landscapes and vistas
- Trails provide visitors opportunities to observe and enjoy the environment
- Trail planners and designers use their local landscapes and environment to create great trails
- Build quality trails in quality locations
- Profile of MTBikers trending around young (30 to 45), well-educated and well resourced - know what they want and are prepared to pay
- Aim to attract the 75%ers of trail users who access a broad range of trails but not the highly technical or extreme, includes family groups and occasional users
- Mobility apps and signage (Switzerland Mobility App)

**Case study of Collie as a developing Trail Town**        Andrew Dover, Shire of Collie
                                                           Leon Price, DBCA

- *Collie River Valley Trails Strategy 2018 -2021 (Confidential Draft)* tabled seeking comment
- Local trails and diversity of trails emphasised
- Inner and outer trails identified around natural and man-made infrastructure
- Opportunity for alternative trails (hand cranked bikes)
- Trail linkages to Collie and attractions (Wellington Dam)
- Interaction with Collie Mountain Bike Club and the Collie Trails Reference Group
- Overview of existing and planned trails (as identified in the Strategy) including cycling, walking, running, equine, driving, aquatic and off road

**Case Study of Dwellingup Trail Town planning**        Dave Arkwright, Shire of Murray

- Shire of Murray proceeding with the Dwellingup National Trails Development project
- Alignment of project with local, regional and state level strategies
- Dwellingup as a Trail Town - priorities and development
- Economic and jobs boost and long-term growth
- Master planning for all facilities and physical connections
- Joint application with the Shire of Collie and DBCA to the Regional Growth Fund for infrastructure development (estimated total project cost $20m)
- Marketing and planning benefits activity underway
- Small business support program being established

**Case Study of Blue Derby Trail Town in Tasmania**        Chris  Hughes,  Break  O'Day
                                                          Council, Tasmania

- Trails identified as an economic opportunity to grow a disadvantaged regional economy
- Derby in North East Tasmania with declining population, mining and forestry industries collapsed

- Revisited and reviewed studies and plans previously developed and published
- Investment by Commonwealth Government of $2.5m towards $3.1m project resulted in construction of a series of looped trails in and around the two north eastern local government areas
- Over 100 km of trails with MTB visitation growth in 2016 of 51.7%
- Co-operation, consistency of focus and vision, local leadership
- Need to bring business along with the vision, focus, long and short-term benefits
- Local, particularly family businesses, benefiting from development
- New businesses sprung up and existing business growth
- Loss of identity and small town feel outweighed by economic and jobs growth with young families moving to the area
- Growth in real estate values (Prices risen 200 - 300%), hospitality with innovative, traditional and MTB focussed accommodation (55 AirBNB)
- Hospitality and food services industry growth (30,000 Visitors PA)
- Economic impact of $3.1m investment estimated at $18m
- Fully funded next project valued at $4.5m with a 46 km trail, from different location but still in north East corner of Tasmania, leading to the ocean; 11 new trails totalling 66 kms around St Helens
- New projects conservative estimate of annual benefit $18.5m and 85.8 FTE jobs; less conservative estimates $32.4m with 154.7 FTE jobs
- State Government now financially supportive after recognising economic growth and returns
- Blue Derby focus on being Australia's number one Trail Town destination


**The trends in Tourism that relate to Trail Towns**          Jennifer Horner, Tourism WA

- Visitors to WA just below 30 million with an estimated spend of $9.6 billion
- Visitors to Australia's South West (ASW) region 6.9 million with an estimated spend of $2.1 billion
- Most visited areas in ASW are Busselton, Augusta Margaret River and Albany
- 17% of visitors to WA are in the Active Outdoor Sports sector with Bushwalking being the 3rd most popular activity
- 635,000 visitors reported cycling during their holiday or visit
- Profiles of visitors in the cycling category vary between cruisers (9%); Explorers (8%); Socialites (7%); Achievers (2%) - Profiles available on TWA website
- For example - Explorer is typically a single male in his early 30's with a good income, an adrenaline junkie and wants bragging rights with his mates over achievements and challenges
- Focus efforts in marketing to the user of your trails
- Focus on place not brand, what does the place look like?
- Embrace what you are and who you are
- The DNA of the place flavours the product experience

## 3.1    Q and A Session

Blue Derby Trail maintenance – *The local Government leases a 20-metre strip of land on which the trails have been constructed and covers the cost of maintenance, recognising that by sustaining the trails the benefits flow to the town and the economy. Estimated cost for current trails maintenance is around $25k pa*

How was new business encouraged in Derby? – *Demand based growth, medium to high market accommodation, local businesses having a good understanding of needs of users, for example packed lunches for MTBikers, good coffee, good beers, good meals, good service, trail knowledge*

How to cope with multi-use trails and competition between users? – *Trail manager to make sure that trails are managed properly*

Closure of Blue Derby trails through adverse weather conditions – *Not all trails are affected however when necessary trails are closed to keep them in a good shape otherwise the maintenance budget will blow out*

Heli-biking in Derby – *Not prevalent but if you can't get there any other way then helicopter is an option, but most trails around Derby have a trail head with road access and limited parking thus encouraging transfer businesses for riders and bikes. Heli-biking can have negative environmental impacts, unless it's in the right place*

## 3.2    Comments

Munda Biddi trail runs close to Collie – *Recent user of trail commented that Collie was one of the friendliest towns on the trail, influence of bike shop presence in town made a difference to locals and focus*

Department of Transport - *Progressing Bunbury Wellington Cycling Strategy, developed from a transport perspective. Consultation in August 2018*

Quality landscape and trails – *Essential that they are high quality to support a Trail Town*

Planning and action – *Good plans have been produced, review and update them, then put together an action plan as there is currently genuine appetite for development*

## 3.3    Dinner Forum and Guest presenter

- Minister for Sport and Recreation reaffirmed the state government's support for developing Collie as a Trail Town with over 60 local business, community and agency representatives present
- President of the Shire of Collie confirmed support for trail development acknowledging the potential financial growth for the town which is transitioning from coal mining over the next 20 years

- Large presence of businesses confirmed their support for growth and development around trails and Trail Town status
- Keynote Presenter, Chris Hughes, provided further focus on trails, economic benefits; build quality infrastructure/trails; top 'easy tips' to get started and bring the business and local community along the development pipeline
- Local MTB community reinforced their unwavering support for development of Collie as a Trail Town seeking interest from local businesses and groups to participate in a future workshop to work through an action plan to move Collie forward

## 4.0    SUMMARY

The list of attendees both at the forum and the business dinner was diverse and obviously the opportunity to move Collie forward to Trail Town status is seen as important by the broader business and community sectors, based on such a high level of participation.

Of particular note is the interest of the Minister for Sport and Recreation who attended both functions and was there to receive the presentations which provided a really strong case for supporting construction of trail related infrastructure to grow the economy. This is particularly important for Collie due to the winding down of the coal industry upon which the town has been reliant upon for decades and the need to access government funds to assist with this next stage of progressing Collie's sustainability through trails.

The presentations by Rod Annear (DBCA) and Chris Hughes (Break O'Day Council) highlighted the opportunities for small town revitalisation and the subsequent economic and social growth attributed to trails. The recognition of towns providing great trail experiences, as highlighted in the presentations, places Collie in a good position to move forward into this space particularly with its evident environmental and cultural values and exceptional natural landscapes.

Collie already has a number of quality trails and a strong mountain bike trail community. The intersection of the Munda Biddi cycle trail and the Bibbulmun walk track, about 10 kms from Collie CBD, provides a great opportunity to capitalise on the proximity to Collie and heighten awareness and marketing to travellers on these world class trails. Some businesses in Collie are already embracing the opportunity that trails bring with expansion and growth plans in various stages of development.

The visitor centre located on the western entry to Collie (Goldfields Highway adjacent to the CBD) has a good glossy town centre map with summaries of attractions, accommodation and 'Eating Out' options with a map of tracks and trails, places to visit and activities. Detailed maps of the Munda Biddi and Bibbulmun trails are available for purchase. However, the lack of trail focussed prominent signage and Trail Town street furniture, be it bike racks or 'quirky' seating or meeting places around the town, highlight the need for a concerted effort to focus on these small but important profile-raising opportunities.

Key points and issues highlighted by presenters and participants during the forum session and dinner include, but are not limited to, the following:

- Ensure that the community is brought along with the establishing of the Trail Town, support is essential as its difficult to gain this retrospectively;
- Inform the community and business sector of the impacts and outcomes that goes with Trail Town focus, create good customer service principles and actions;
- Recognise the effort required, both voluntary and financial, to design and construct more trails and establish the Trail Town;
- Establish good linkages with experts in the field of trails and Trail Town development, either through DLGSC or directly with industry professions;
- Determine what is the DNA/character of Collie and surrounds and capitalise on that to make Collie stand out above other Trail Towns;
- Don't compete with other Trail Towns for business but build on the growth of the trails industry and create linkages with other Trail Towns to potentially create a network of Trail Towns enabling joint marketing and economic benefits;
- Focus efforts on linking trails to the CBD, the Visitor centre and capitalise on the strength of the natural and man-made infrastructure available in and around Collie;
- Development will have to be staged, with the immediate focus on MTB trails due to the potentially high returns on investment and current unmet demand in WA;
- Create the 'Trail Town feel' through inexpensive and easily achieved initiatives such as street signage, business and street furniture
- Build quality trails and infrastructure which will avoid expensive repair and maintenance costs in the long term;
- Sustainability of the industry and the health benefits that accrue through such activities need to be regularly highlighted to the community;
- Develop relationships with existing marketing and promotion organisations (such as ASW Tourism) in preparation for their input and ongoing support;
- Think long term about events and festivals that will be catalytic to growing and sustaining the trails industry; and
- While focussing on one type of trail, don't neglect all of the other tourism experiences and trail activity that needs to be grown and supported over time, they are all part of a package for economic growth and job creation.

## 5.0    NEXT STEPS

5.1    Relevant agencies, business and community groups to review the *Collie River Valley Trails Strategy 2018 -2021 (Confidential Draft)* and provide comment to officers of the Shire of Collie.

5.2    Progress the development of the *Collie River Valley Trails Strategy 2018 -2021 (Confidential Draft)* and support for its implementation through:
- Shire of Collie Executive and Council;
- Relevant state and commonwealth agencies or organisations;
- Local Businesses and business/industry associations;
- Major companies operating in the locality;
- Marketing and promotion organisations
- Funding agencies and organisations

5.3    Gauge the commitment and depth of financial and 'in kind' support available through the Shire of Collie to establishing Collie as a Trail Town.

**5.4** Senior Executives of the Shires of Murray and Collie to meet to discuss and appreciate the economic and social outcomes of developing both towns as Trail Towns along with the opportunities that will arise through joint marketing, promotion, linked activities and events.

**5.5** Engage with the Collie Chamber of Commerce and businesses to assess its commitment and capacity to assist in and support moving Collie forward to Trail Town status.

**5.6** DLGSA confirm local support for a workshop on Collie Trail Town development to detail and agree on actions that will move the Trail Town initiative forward. Confirmation of support from the Shire of Collie is essential, with the community leading the development of Collie as a Trail Town and therefore facilitate the Trail Town workshop later in 2018. (Facilitation, co-ordination and support available through DLGSA, DBCA and Common Ground Trails).

**5.7** Subject to receiving support for a Collie Trail Town Workshop, engage with Shire officers, DBCA and the Collie trails community to establish the arrangements for the timing, venue, catering etc and establish a list of invitees ensuring that, in addition to Shire Executive and Council, invites are extended to:
- Businesses and individuals that have expressed support for the initiative;
- Businesses that have been active in promoting Collie to trail users;
- Collie Visitor Centre and Australia's South West Tourism;
- Local trails groups
- Government departments where trails and tourism fit within their areas of focus and/or responsibility
- Potential funding sources (Lotterywest, SWDC, RDA and others)
- Trails WA

**5.8** Encourage trail groups, broader community and business sector (in particular accommodation, retail, cafes, restaurants) to drive the developments through regular updates of plans, focus and benefits of developments in the trails industry. With support from the Collie Chamber of Commerce this could be accomplished through a series of 'Business After Hours' functions focussing specifically on Trail Town and trail development activity.

## Collie Trail Town Forum

| Attendance | First Name | Surname | Organisation |
|---|---|---|---|
| 1 | Rod | Annear | Department of Biodiversity, Conservation and Attractions |
| 2 | Lucas | Annese | Department of Local Government, Sport and Cultural Industries |
| 3 | David | Arkwright | Shire of Murray |
| 4 | Kelvin | Barr | Common Ground Trails (Rapporteur) |
| 5 | Jamie | Bennett | Outdoors WA |
| 6 | Steve | Bennett | Department of Local Government, Sport and Cultural Industries |
| 7 | David | Blurton | Shire of Collie |
| 8 | Linda | Daniels | Trails WA |
| 9 | Andrew | Dover | Shire of Collie |
| 10 | Mark | Exeter | South West Development Commission |
| 11 | Steve | Roney | Why I #visitcollie |
| 12 | Matt | Fulton | WestCycle |
| 13 | Jo | Gibellini | Department of Local Government, Sport and Cultural Industries |
| 14 | Drew | Griffiths | Department of Biodiversity, Conservation and Attractions |
| 15 | Wenona | Hadingham | Department of the Premier and Cabinet |
| 16 | Mitch | Hardy | Department of Local Government, Sport and Cultural Industries |
| 17 | Julie | Hillier | Harris River Estate |
| 18 | Jennifer | Horner | Tourism Western Australia |
| 19 | Chris | Hughes | Break O'Day Council |
| 20 | Charles | Jenkinson | Regional Development Australia - South West |
| 21 | Troy | Jones | Department of Local Government, Sport and Cultural Industries |
| 22 | James | Khan | Traditional Custodian - Welcome to Country |
| 23 | Lenore | Lyons | Great Southern Centre for Outdoor Recreation Excellence |
| 24 | Chris | Mcnamara | Bunbury Geographe Economic Alliance |
| 25 | Erik | Mellegers | Collie Mountain Bike / Crank'N Cycles |
| 26 | Ian | Miffling | Shire of Collie |
| 27 | Wendy | Muir | Peel Development Commission |
| 28 | Hon Mick | Murray | Minister for Sport and Recreation |

| Attendance | First Name | Surname | Organisation |
|---|---|---|---|
| 29 | Wei | Ng | Department of Local Government, Sport and Cultural Industries |
| 30 | Wendy | Perdon | South West Development Commission |
| 31 | Leon | Price | Department of Biodiversity, Conservation and Attractions |
| 32 | Michelle | Prior | Department of Transport |
| 33 | Emma | Ramage | Chief of Staff, Minister Murray |
| 34 | Steve | Ryan | Department of Jobs, Tourism, Science and Innovation |
| 35 | Peter | Sharp | Department of Biodiversity, Conservation and Attractions |
| 36 | Kate | Smith | Department of Jobs, Tourism, Science and Innovation |
| 37 | Sarah | Stanley | Shire of Collie |
| 38 | Evan | Stewart | Department of Local Government, Sport and Cultural Industries |
| 39 | Chris | Thompson | Department of Local Government, Sport and Cultural Industries |
| 40 | John | Wallace | South West Mountain Bike Club |
| 41 | David | Willcox | Trails WA |
| 42 | Anissa | Williams | Bunbury Geographe Tourism Partnership |
| 43 | Craig | Wooldridge | Department of Transport |
| 44 | Ross | Verne | Media Officer, Minister Murray |