

An aerial photograph of a large dam and reservoir. The dam is a long, straight structure made of grey stone or concrete, stretching across the middle of the frame. To the left of the dam is a large, calm body of water reflecting the sky. To the right of the dam is a smaller, more turbulent body of water. The surrounding landscape is lush with green trees and grass. In the background, there are rolling hills and a clear blue sky with some clouds. The overall scene is peaceful and scenic.

HARVEY REGION

TRAILS & ADVENTURE MASTER PLAN

May . 2023

Contents

Executive Summary	3
Introduction	4
Planning Context	8
Methodology and Consultation	9
Trail Planning and Development	11
Current Situation Analysis	18
Trail Vision and Objectives	38
Recommendations	39
Appendix A - Summary of Literature Review	54
References	57

Prepared by Common Ground Trails Pty Ltd for the Shire of Harvey.

Acknowledgements

The authors of this Harvey Region Trails and Adventure Master Plan respectfully acknowledge that the land on which this plan focuses is traditional land of the Bindjareb Noongar people who have a rich social, spiritual and historical connection to this country, which is as strong today, as it was in the past.

Common Ground Trails wishes to acknowledge the significant contribution of Shire of Harvey staff as well as the valuable input from stakeholders, organisation representatives, trail users and individuals.

Images Common Ground Trails unless noted.
Cover image: Haydn Jones. Harvey Dam

Disclaimer

Common Ground Trails Pty Ltd, its employees, directors and associated entities shall not be liable for any loss, damage, claim, costs, demands and expenses for any damage or injury of any kind whatsoever and howsoever arriving in connection with the use of this Plan or in connection with activities undertaken in mountain biking, walking, hiking, paddling, horse riding, trail bike riding, 4wding, trail running and outdoor recreation activities generally.

While all due care and consideration has been undertaken in the preparation of this report, Common Ground Trails Pty Ltd advise that all recommendations, actions and information provided in this document is based upon research as referenced in this document.

Common Ground Trails Pty Ltd and its employees are not qualified to provide legal, medical or financial advice. Accordingly, detailed information in this regard will require additional professional consultation in order to adequately manage and maintain the facilities and reduce risk.

Revision	Description	Date
A	Draft Master Plan for client review	09/03/2023
B	Final draft Master Plan for client/ PRG review	20/03/2023
C	Final draft Master Plan	23/04/2023
D	Final Master Plan	19/05/2023



Executive Summary

Trail based activities are one of the world's fastest growing outdoor recreational and tourism pursuits. They provide substantial economic, environmental, social, health and wellbeing benefits to communities and regions that embrace and support trails. The Harvey Region is largely untapped in terms of trail development and trail experiences designed to attract visitors and contribute to the social, cultural and economic life of the region.

This Harvey Region Trails and Adventure Master Plan (Master Plan) has been developed in consultation with key land managers, peak industry bodies and the local community. Recommendations were developed by assessing the existing supply of trails and infrastructure, identifying gaps and market demand, considering governance, management and trail promotion opportunities. The recommendations will deliver a cohesive network and variety of high quality trail and adventure experiences. Incorporating trails for walking, bushwalking, trail running, mountain biking, cycling, horse riding and paddling and a suite of adventure activities, will position the Harvey Region as a worthy trail and adventure destination with a focus on 'choosing your own adventure'.

The Harvey Region is well positioned to leverage its proximity to Perth and other population hubs of Mandurah, Busselton and Bunbury, and major transport and travel routes including the passenger train from Perth and the South Western and Forrest Highways. The region's diverse landscape, Aboriginal and European history are waiting to be celebrated through a range of trail and adventure experiences.



Myallup Beach

Project Purpose

The Shire has the aspiration to develop a diverse range of unique and sustainable trails, and trail and adventure experiences, to attract intrastate, interstate and international visitors, driving visitation, tourism and economic benefits.

This Master Plan focuses on identifying and prioritising nationally and regionally significant sustainable trail experiences for future development and will guide the Shire in the delivery of trail experiences that:

- Capture the rich and diverse history of the region
- Provide outdoor spaces and places for the local community
- Attract visitors to the region and the associated economic benefits
- Provide community and economic development for Traditional Custodians
- Showcase and protect the region's unique landscapes and biodiversity
- Disperse visitors across the region.

Vision

The Harvey Region will be recognised as a trail destination with a focus on place based trail and adventure experiences that celebrate the diversity of the region.

Essential to achieving the vision for the Harvey Region will be establishing trails and adventure activities and supporting infrastructure that deliver captivating experiences, showcasing the unique and diverse local values. In addition to offering landscape appropriate trail and adventure experiences, a well developed trails destination boasts market and trail community creditability and is backed by strong partnerships with government, government agencies, local businesses and the community. A sense of belonging and camaraderie is developed through user appropriate facilities, services, events, volunteer involvement and social engagement.

This Master Plan identifies four priority areas or objectives that require consideration and development to support the growth of trails and adventure activities in the Harvey Region.

Objective 1: Create a signature trail and adventure hub

The Harvey Region Adventure Hub is proposed as the region's signature trail and adventure destination, making the most of the rugged terrain, steep valleys and rolling hills of the Darling Scarp and Plateau. The hub will offer trail and adventure experiences of varied length and challenge enabling trail users to choose their own adventure to suit their needs. The suite of trail and adventure experiences will provide day and multi-day opportunities linking to a central trail hub and Harvey town.

High priority new trail and adventure experiences included in the Harvey Region Adventure Hub are the:

- Harvey Dam Shared Use Trail
- Harvey Dam Paddle Trail
- Korjekup Trail Network
- Clarke State Forest Mountain Bike Trails
- Clarke State Forest Gravel Riding Routes
- Munda Biddi Harvey Spur Trail
- Falls Brook Waterfall Trail
- Lake Brockman Shared Use Trail.

With Harvey town 90 minutes drive from the Perth CBD, accessible by passenger train from Perth, and in close proximity to the South Western and Forrest Highways, many of the proposed trail and adventure experiences provide opportunities for overnight or multi-day trips, providing connections within and beyond the Harvey Region.

Objective 2: Provide complementary immersive experiences

Complementing the Harvey Region Adventure Hub will be a suite of trails offering a range of opportunities in diverse settings, connecting communities, landscape features, cultural heritage values and history. These trail and adventure experiences will showcase the best of the Harvey Region and fill the identified gaps in the existing trail offer, providing variety and encouraging longer stays and repeat visitation.

Both the development of new trails and upgrades to existing trails are recommended, providing key connections and recreation experiences for locals and unique visitor experiences. Proposals for new trails and upgrades to existing are spread throughout each of the identified landscape character precincts to ensure that the qualities of each are accessible and celebrated.

Objective 3: Implement robust and sustainable governance

A successful trail destination is underpinned by robust, sustainable, effective and efficient governance and management structures. Partnerships with landowners, stakeholder groups and key government agencies will be important to achieving this objective and maximising revenue generation opportunities. The key recommendation within this objective is appointment of a lead agency for implementation of this Master Plan and establishment of a trails committee to drive development of trails, ensuring a consistent approach across all land tenures.

Objective 4: Market and promote the experiences on offer

Marketing and promotion of the experience on offer needs to be appropriate to the level of development and to the intended markets. A comprehensive and cohesive strategy looking at how the diversity of experience can be packaged and marketed is needed to entice longer stays and repeat visits. Development of a strong brand indentification for the Harvey Adventure Hub and proposed developments will be critical to successful marketing and promotion of the Harvey Region as a trail and adventure destination.

Introduction

Located south of Perth within Western Australia's South West and Bunbury Geographie region, the Harvey Region boasts a diverse landscape incorporating the rugged and undulating forest country of the Darling Scarp and Plateau, rich and vibrant Swan Coastal Plains and more than 42km of pristine Indian Ocean coastline.

This location and landscape diversity presents opportunities for the Harvey Region to capitalise on the demand for trails and outdoor adventure. Around 90 minutes from Perth, the Harvey Region has potential to significantly increase tourism market share through the development of a range of trail and adventure experiences.

Acknowledging the potential for the Harvey Region to capitalise on trails and the associated benefits, the brief for the Harvey Region Trails and Adventure Master Plan included a review of trail opportunities within the Region, across multiple trail activities, and aligned with the WA Trails Strategic Blueprint 2022-2027 (the Blueprint). The vision for trails in Western Australia as defined in the Blueprint is by 2027, Western Australia's trails will connect more people to Country through shared experiences in diverse landscapes, resulting in greater community, social, cultural, economic, environmental, health and wellbeing outcomes for Western Australia.

Project Relevance

The Shire of Harvey identified the need for a regional trails plan to help achieve the Tourism Road Map 2031 ambition for the visitor economy to be a key driver of the social, cultural and economic life of the region by 2031. The key objective for this project is to develop a Master Plan which can be used to prioritise, create and sustain a diverse range of trails and trail and adventure experiences in the Harvey Region. The Master Plan will be used to guide future investment in trails and trail and adventure experiences.

Project Purpose

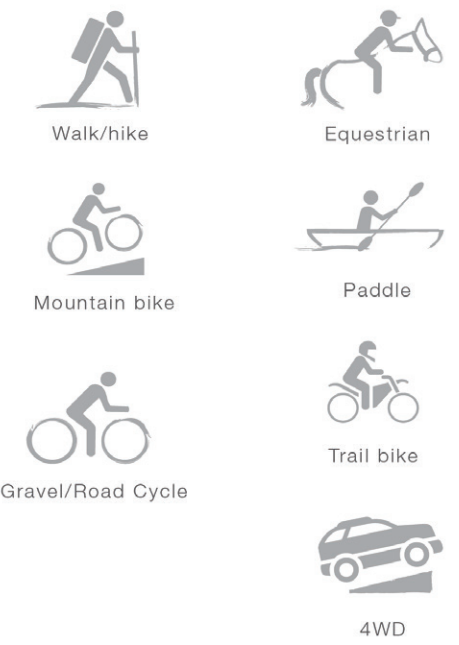
The Shire has the aspiration to develop a diverse range of unique and sustainable trails, and trail and adventure experiences, to attract intrastate, interstate and international visitors, driving visitation, tourism and economic benefits.

This Master Plan focuses on identifying and prioritising nationally and regionally significant sustainable trail experiences for future development and will guide the Shire in the delivery of trail experiences that:

- Capture the rich and diverse history of the region
- Provide outdoor spaces and places for the local community
- Attract visitors to the region and the associated economic benefits
- Provide community and economic development for Traditional Custodians
- Showcase and protect the region's unique landscapes and biodiversity
- Disperse visitors across the region.

Activities

Trail activities considered in the Master Plan include those outlined below.



Project Area

The Harvey Region encompasses an area of approximately 1,766 sq. km with its boundaries stretching 40km north-south and approximately 45km east-west. With an average elevation of 250m above sea level, the Darling Plateau accounts for around half of the Harvey Region and is dominated by an open forest of Eucalyptus mainly managed by the Department of Biodiversity, Conservation and Attractions.

The region has a strong agriculture industry with farmland stretched between the Darling Scarp and coastal communities, and mining occurring in the region's north. Harvey, Australind and Brunswick Junction are the three largest towns, with an additional 14 smaller townships scattered throughout the region. There are a number of wetlands and waterways throughout the region including the Harvey, Brunswick, Collie and Wellesley Rivers, with the Harvey River flowing into the Peel-Harvey Estuary and the Brunswick and Collie Rivers into the Leschenault Estuary. The South West of Western Australia experiences a relatively mild climate, with cool wet winters and hot, dry summers, commonly described as Mediterranean. Over the course of a year, the temperature in the Harvey Region typically varies from 6°C to 31°C.

The region is known for a diverse environment, with tracts of Jarrah forests, rivers, the Leschenault Peninsula and Estuary, Harvey, Stirling and Logue Brook dams, unspoilt beaches, rolling hills and fertile agricultural land. Local industries include dairy, beef, horticulture, mining, commerce, vineyards, citrus, export beef abattoir, silicone smelter, pigment plant, orange juice and milk factory, boutique cheese factory, light engineering and the Binningup Desalination Plant. It's a region known for its sense of freshness, with fresh produce, fresh water, a clean and green landscape abounding with nature's goodness.



Environmental and Cultural Considerations

The project area falls across the Swan Coastal Plain along the coast and inland to the Darling Scarp and Darling Plateau. A range of vegetation types occur across the project area from woodlands, coastal heath and wetland dependent vegetation in the coastal plain, to forests, riparian vegetation and granite outcrop communities in the hills.

The geological stability of southwest Western Australia has led to deeply weathered, infertile soils that have contributed to the amazing diversity of flora species (and fauna species) that have evolved to survive in difficult and unique conditions, in relative isolation from the rest of Australia. It is this geological stability that has also created the landforms that attract trail users to the project area.

The Swan Coastal Plain is characterised by flat, sandy terrain with some undulation and limestone features close to the coast. The coastal plain contains a number of wetlands including swamps, lakes and estuaries. By contrast, the Darling Scarp rises sharply from the coastal plain, from a fault line that extends for over 1,000km from north to south. It contains rugged, rocky and steep terrain with shallow soils and scrubby vegetation. East of the Scarp the Darling Uplands develops into a landscape of gentler slopes with rolling hills. The Scarp is dominated by forests of Jarrah and Marri, with the valleys supporting Blackbutt and Wandoo. Several watercourses traverse the project area including the Harvey, Collie and Brunswick Rivers.

The Harvey Region is recognised as Bindjareb Noongar country. Bindjareb people have a rich and intimate connection with the country within the project area which includes knowledge of, rights to, and responsibility for sites of significance and a desire to protect and celebrate their culture and heritage values. Sites of significance for Bindjareb people relate to mythological and dreaming stories as well as resource rich areas and pathways through the landscape. Early European settlement in the Harvey Region dates back to the 1840’s when the first settlers arrived in Australind as settlement was moving south from Pinjarra. An abundance of water and rich soils made the region highly sought after, with orchards, farming and dairy becoming widespread. The region continues to be an important agricultural centre and one of the dominant industries generating approximately \$204 million in agricultural output in 2021. The high value of agricultural produce is from the significant vegetable, milk and livestock production in the region.



Tenure

The areas identified within the project area publicly available for recreation are located on a variety of tenures each with their own requirements with regards to trail development. These tenures include:

- Crown land
- Shire reserves
- Conservation reserves (nature reserves, national parks and conservation parks)
- Regional parks
- State forests and timber reserves
- Freehold land.

DEPARTMENT OF BIODIVERSITY CONSERVATION AND ATTRACTIONS

The project area falls within the South West Region of the Department of Biodiversity Conservation and Attractions (DBCA). DBCA manages National Parks and State Forest within the project area. These landscapes are managed according to approved management plans. DBCA and the Department of Local Government, Sport and Cultural Industries (DLGSC) have developed and published a Trail Development Series which guides the development of trails on land in their tenure.

LOCAL GOVERNMENT

The Shire of Harvey manages recreation sites and a small number of trails as part of their day to day operations. Trail development is a key strategic priority for the Shire, and this is often achieved through partnerships with community or private developers.

FREEHOLD

Trail opportunities on privately owned land may be developed at the discretion of the landowner and in accordance with Shire’s planning scheme. Trail projects on privately owned land must thoroughly consider as part of the trail proposal and framework stages of the trail development process, the ongoing management, maintenance and future ownership.

Project Constraints

Constraints include key issues that may affect sustainable trail development and provision, including unique environmental factors, location, access, land use, landscape, ground conditions, soil types, existing recreation use, constraints, conflicts, sensitivities, exclusion zones.

Identified constraints in the area include:

- Conflicting land uses and zoning
- Environmental constraints, such as disease risk areas, the presence of threatened species or ecological communities, topography and hydrography
- Aboriginal and non-Aboriginal heritage registered sites and sites of known significance
- Tenure constraints, where potential trails traverse differing tenure types
- Conflicts between trail users
- Unsanctioned trails.

MINING AND EXTRACTION SITES

Mining currently occurs in the Harvey Region in the Darling Scarp east and north east of Logue Brook Dam, and further north in the neighbouring Shire of Waroona, as part of Alcoa’s Willowdale Bauxite Mine. Bauxite mining is a transient lad user - with mining and rehabilitation occurring simultaneously - and the Willowdale mine will move into new areas over time in line with government approvals and mining constraints.

There are significant tracts of land in the Harvey Region which are currently under active mining leases or under application for approval to mine. Discussions with Alcoa indicated a recognition of the value of trails in the community and a strong desire to engage with stakeholders of this Master Plan, to ensure early identification of any potential conflicts and related mitigation strategies. Areas that have been flagged as presenting the lowest risk of future conflict with Aloca mining are the western most portion of the Darling Scarp between Logue Brook and Harvey dams, and in and around the dams themselves. Major constraints are the standards of rehabilitation required to be met (which trails may compromise) and the unknown timing/phasing of active mining across the lease area.

It should be noted that Alcoa has a history of its mining and rehabilitation activities co-existing with other land users, with a number of existing trails traversing sections of Aloca’s historic mine rehabilitation such as Langford Park in Jarrahdale and the Marrinup Cycle Trail near Dwellingup.

Mining company, South32 also has mining operations within the Peel Harvey Catchment. In addition, limestone and sand extraction sites exist at Binningup and Myalup.

ENVIRONMENTAL AND CULTURAL VALUES

The natural vegetation and ecosystems that remain in the project area is highly fragmented and susceptible to a range of pressures including ongoing clearing, weeds, feral animals, pollution, erosion, fire and disease. There are a range of reserves with varying levels of conservation significance which need to be accounted for in trail development recommendations. Striking a balance between protection of values and recreation access is critical.

Disease caused by Phytophthora species, a soil borne fungal pathogen, is wreaking havoc on susceptible native flora species in the southwest of WA, particularly the introduced Phytophthora cinnammomi (dieback). In an effort to contain it’s spread, it is essential to follow strict hygiene protocols and avoid moving between infested and uninfested areas. While detailed disease surveys would need to be undertaken for any trail development, current known extent has been considered when recommending locations for trail development. Map 1 outlines areas identified by DBCA as Disease Risk Area’s, strict quarantine and access restrictions apply to these areas. All areas of forest / vegetation within the state are subject to the risk of infection from ‘dieback’ and require careful management to mitigate this risk.

Aboriginal sites are a diverse range of places including archaeological sites associated with past Bindjareb Noongar land use, and ethnographic and historical sites of ongoing spiritual, historical and cultural importance and significance to Bindjareb people. The Aboriginal Heritage Act protects all Aboriginal sites in Western Australia whether or not they are registered. Should detailed site planning progress for any of the locations recommended in this Master Plan, Traditional Custodians will be consulted in accordance with the relevant legislation and any requirements of the South West native title settlement.

Trail based activities are inherently a nature-based activity and protection of environmental and cultural values is essential for delivering enjoyable trail experiences. By applying sustainable planning, design and construction principles, trails can protect these values by:

- Avoiding sensitive ecosystems and sites of significance
- Keeping users on designated trails
- Reducing fire management risk (i.e. knowing where users will be)
- Applying standard trail widths, minimising the disturbance footprint and associated effects
- Development provides the opportunity to rehabilitate trails that are unsustainable and impact environmentally sensitive areas
- Creating stewards for the environment and cultural history through facilitating a sense of community ownership of the trails
- Providing recreation opportunities to improve physical and mental health
- Connecting people to places
- Creating economic development opportunities through tourism and visitor services
- Creating passive surveillance.

PUBLIC DRINKING WATER SOURCE AREAS (PDWSA) AND RESERVOIR PROTECTION ZONES (RPZ)

Operational Policy 13 (2019) implements the Government’s response to the 2010 parliamentary committee report on recreation within public drinking water source areas. It is aimed at ensuring recreational activities within PDWSA is conducted in ways which maximise water quality to protect public health. It identifies that:

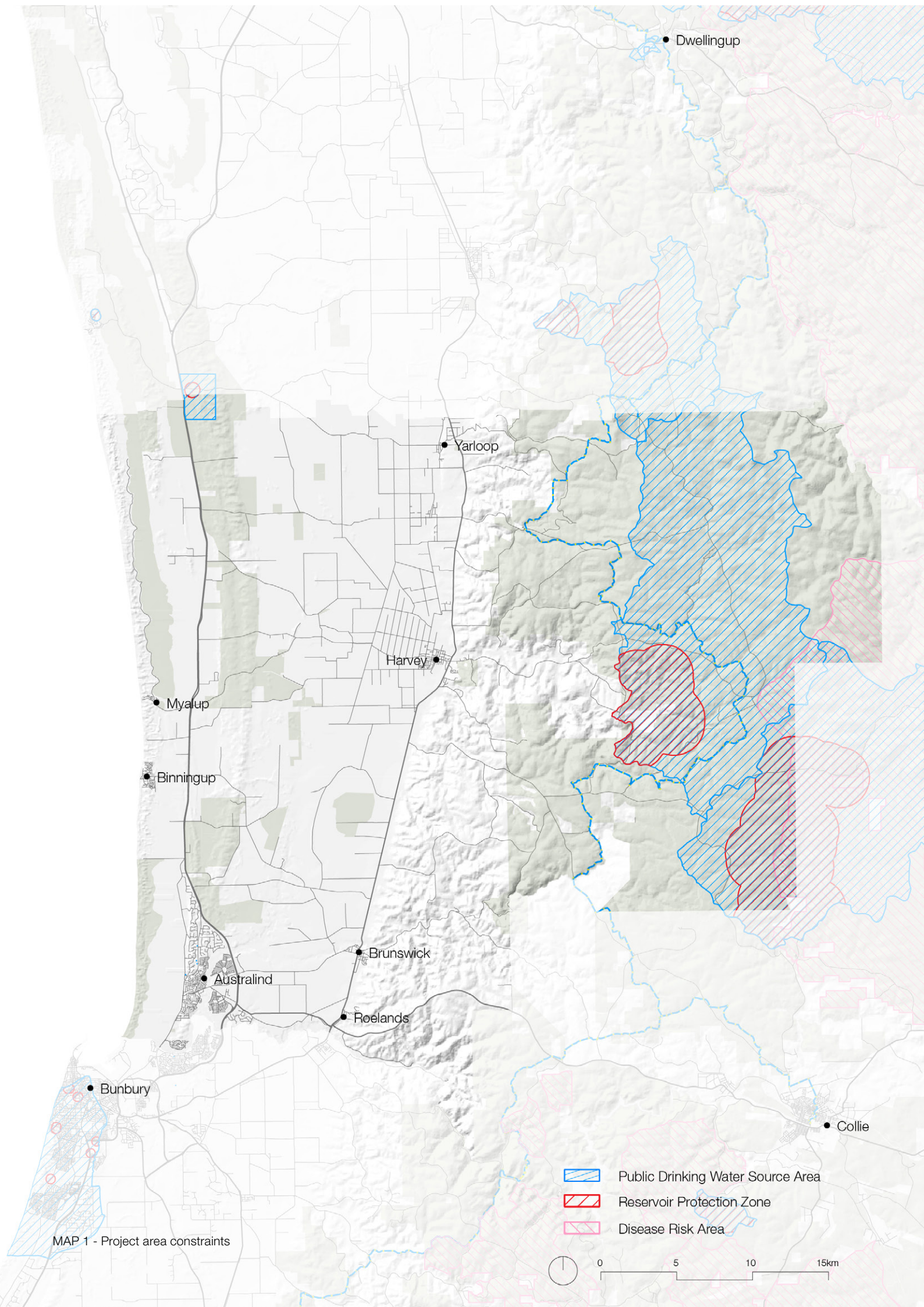
- Existing approved recreation (i.e. events and facilities) should be maintained at September 2012 approved levels. New or enhanced recreation (i.e. events and facilities) needs to be located outside proclaimed PDWSA
- Individuals and groups of under 25 people undertaking passive land based recreation activities (not part of organised events) in PDWSA (such as trail based activities) are:
 - Not supported in Reservoir Protection Zones (RPZ) - public access in reservoir protection zones is prohibited except along public roads and on the Munda Biddi and Bibbulmun Tracks
 - Supported in PDWSA outer catchments, subject to recreation compatibility requirements noting that recreation cannot exceed 2012 approved levels and new or enhanced recreation needs to be located outside proclaimed PDWSA
 - Supported in the wellhead protection zones and outer catchments of groundwater source areas, subject to recreation combability requirements.

Table 1: Summary of PDWSA and compatibility of recreational activities

	PUBLIC DRINKING WATER SOURCE AREA LOCATION			
RECREATION TYPE	SURFACE WATER - RESERVOIR PROTECTION ZONE	SURFACE WATER – OUTER CATCHMENT	GROUNDWATER – WELLHEAD PROTECTION ZONE	GROUNDWATER – OUTER CATCHMENT
LAND BASED ACTIVITIES				
Off road driving – all motorised vehicles	Incompatible	Incompatible (except at legally designated sites)	Incompatible (except at legally designated sites)	Incompatible (except at legally designated sites)
Bike riding / power-assisted pedal cycling on public roads	Supported	Supported	Supported	Supported
Bike riding / power-assisted pedal cycling within approved designated sites - trails, tracks or areas	Incompatible (except on the Munda Biddi Trail)	Supported in designated sites	Supported in in designated sites	Supported in in designated sites
Bike riding / power-assisted pedal cycling (free range / off-trail)	Incompatible	Incompatible	Incompatible	Incompatible
Bushwalking /trekking / hiking / trail running at approved designated sites - trails, tracks or areas	Incompatible (except on the Bibbulmun Track or Munda Biddi Trail)	Supported	Supported	Supported
Bushwalking / trekking / hiking (free range / off-trail)	Incompatible	Supported	Supported	Supported
WATER BASED ACTIVITIES				
Canoeing / kayaks / buoyancy devices / rowing / sailing / model boating/ windsurfing / kite surfing	Incompatible	Incompatible	Incompatible	Incompatible

Operational Policy 13 aims to locate new and increased recreation outside PDWSAs. To help enable this, the Department of Water investigated the abolition (or Country Areas Water Supply by-law removal) of PDWSA which were no longer required in the Perth Hills and South West. The outcome of these investigations has been the abolition of multiple PDWSA including the Harvey Dam and Brunswick Catchment Areas.

Refer to Map 1 for extent of PDWSA within the project area. Recreational trail activities covered by this master plan and their compatibility / incompatibility with PDWSA’s is summarised in Table 1 below.



Unsanctioned Trails

There are currently unsanctioned/ unauthorised or informal trails in the region. These comprise of vehicle access tracks and informal user-created trails. These trails have not been formally planned or designed nor has their construction necessarily been in accordance with best practice. In preparation of this Master Plan none of the unsanctioned trails have been formally assessed for their sustainability or suitability for use.

Whilst it can be argued that the continued construction and use of unsanctioned trails is reflective of the demand in the community, it must be acknowledged that the continued construction and use of unsanctioned trails may lead to further degradation and, in some cases, irreversible impacts on environmental and heritage values.

Implementation of recommendations in this Master Plan provide the opportunity to investigate locations for potential trail development, which would include a formal assessment of some or all unsanctioned trails within relevant areas. The outcome of the assessment could be the closure, replacement or upgrade of unsanctioned trails as part of high quality, sustainable trails/ trail network.

From a land manager's perspective, unsanctioned trails present many challenges and issues including:

- An adverse effect on the site due to lack of planning and/or poor construction or maintenance. Where unsanctioned trails breach environmental legislation, for example through damage to sensitive habitats or designated wildlife and archaeological/ cultural sites, they may constitute criminal offences for which the land managers may be held liable
- Breach planning legislation, leading to enforcement action
- Cause disruption to routine land management practices such as forestry
- Lead to conflict between user groups
- Pose risks to those building or using unsanctioned trails and features if they are not properly designed, constructed and maintained.

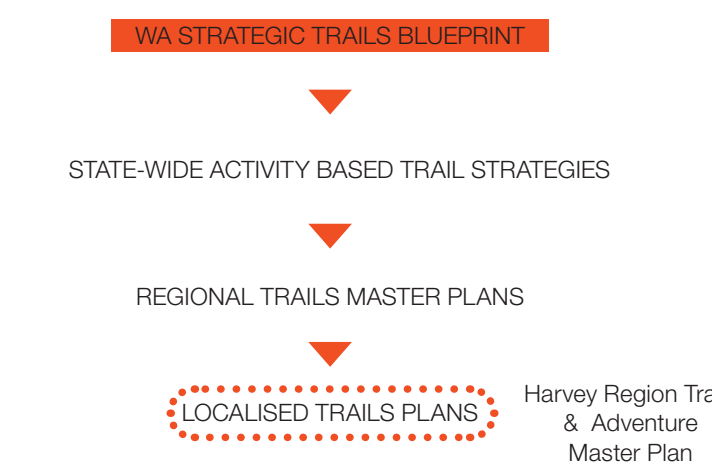
There are a few options for managing unsanctioned trails, however, in all instances clear, transparent and effective communication between the land manager and unsanctioned trail builder/s is required to ensure effective implementation. At one end of the scale the land manager might choose to close the trail and remove any unsafe features, at the other end there may be opportunities for trail user groups/clubs to have full responsibility for trail design, building and maintenance.



Brunswick River

Planning Context

The Western Australia Strategic Trails Blueprint outlines a planning structure for trails state-wide with regional trail master plans encompassing all trail types, falling under state-wide activity based strategies. The Harvey Region Trails and Adventure Master Plan falls under a localised trail master plan.



Benefits of Trails

Trails are pathways or routes that are used for recreation, tourism, transport and appreciation of natural and cultural values. Trails are developed both as local community infrastructure and as a visitor experience (DSR, 2017).

Nature based tourism and in particular trail based experiences are increasing in popularity and can provide significant economic, tourism, environmental, health, social and community benefits. Time spent outdoors in nature participating in trail related activities provides a range of far reaching health, social, environmental and economic benefits for individuals, local communities, regions and government agencies.

Many of the documents reviewed as part of developing this Master Plan, re-enforce the personal growth, health and well-being and economic benefits of trails to local communities and regions through job creation and tourism.

The Australian Transport Assessment and Planning Guidelines (ATAP) provide a framework for estimating the benefits associated with cycling and walking. The ATAP guidelines estimate the health benefits of cycling at \$1.58 per km and walking at \$3.12 per km (in 2020 dollars). This is a cumulative value that includes health and physical activity benefits in terms of increased life expectancy and reduced risk of disease and illness, and health system benefits in terms of a reduction in costs borne by the health system as a result of physical inactivity.

Background Review

A range of background documents and information has been reviewed to inform the development of this Master Plan and ensure alignment with broader state, region and local objectives. Key documents reviewed are listed below with a summary of local level documents provided in Table 2. Refer to Appendix A for literature review summary.

National

- The Australian Physical Literacy Framework (2019)
- Australian Mountain Bike Trail Guidelines (2018)
- Australian Adaptive Mountain Bike Guidelines (2019)
- Blueprint for an Active Australia, Heart Foundation (2019)

State

- Back on Track: WA State Trail Bike Strategy (2008)
- Forest Management Plan 2014-2023
- More People More Active Outdoors
- Recreation within Public Drinking Water Source Areas on Crown Land
- Western Australian Strategic Trails Blueprint 2022 – 2027
- Western Australian Trail Development Series
- Western Australian Mountain Bike Strategy – Mountain Biking and Off Road Cycling in WA 2022-2032
- Western Australian Mountain Bike Management Guidelines 2019
- Western Australian Hiking Strategy – Bushwalking and Trail Running in Western Australia 2020-2030
- Western Australian Recreational Horse Trails Strategy 2015

Regional

- South West Mountain Bike Master Plan
- Bunbury Geographe Tourism Partnership Strategy 2022-2024
- Bunbury Geographe Visitor Economy Strategy 2019–2024
- Bunbury Wellington 2050 Cycling Strategy (2018)
- Kalgulup Regional Park Management Plan

Local

- Shire of Harvey Corporate Business Plan 2022-2026
- Shire of Harvey Strategic Community Plan 2021-2031
- Harvey Region Tourism Strategic Report 2021
- Harvey Region Tourism Road Map 2031 Implementation Plan
- Shire of Harvey Access and Inclusion Plan 2021-2026
- Manjimup Trail Bike Trails Hub Feasibility Report

Table 2: Local document summary

PUBLICATION	SUMMARY
Shire of Harvey Corporate Business Plan 2022-2026	Identified as an advocacy priority in the business plan is the Harvey Trails and Adventure Precinct, more specifically, enhancing the trails experience within the Harvey Region to maximise the economic benefits of mountain biking.
Shire of Harvey Strategic Community Plan 2021-2031	Community consultation to inform the plan revealed footpaths, trails and cycleways and playgrounds, parks and reserves were amongst the priorities identified. In response, the Shire’s objective is a connected and well maintained network of local roads, footpaths, cycle ways and trails.
Harvey Region Tourism Strategic Report 2021	<p>The report identifies, describes and validates a range of recommendations to amplify the Harvey Region as a key tourism destination. Relevant recommendations include:</p> <ul style="list-style-type: none">• Bike trails based around food and beverage options• Identifying and scoping a bike trail from:<ul style="list-style-type: none">• Collie to Brunswick Junction• Harvey Dam to Binningup Beach• Harvey Dam to Brunswick Junction• Yarloop to Logue Brook Dam within a Munda Bididi realignment/ spur• Encourage further development of the 10th Light Horse Trail• Developing multi-modal connectivity along the Harvey Region’s coastline.
Harvey Region Tourism Road Map 2031 Implementation Plan	The document is a strategic and comprehensive 10+ year road map for sustainable tourism development within the Harvey Region. Within six strategic goals, multiple trail related priority initiatives, projects and recommendations were identified including the overarching project of improving and developing trails and routes to connect and disperse visitors, and create unique, on-brand experiences.
Shire of Harvey Access and Inclusion Plan 2021-2026	The Plan includes overarching goals aimed at empowering the access community through providing opportunities to participate, contribute and thrive. Goals are community participation; community capacity building; access information and communications; inclusive placemaking and co-design and access to opportunity.

Methodology and Consultation

Methodology

The following methodology was implemented to develop the Harvey Region Trails and Adventure Master Plan.

STAKEHOLDER AND COMMUNITY CONSULTATION

Meetings, an online survey and drop in sessions with key stakeholders, members of the community and community groups were held.

TRAIL AND FACILITY AUDIT AND GAP ANALYSIS

Site visits to multiple existing and potential trail opportunities was undertaken and an assessment of trail demand and comparison to current supply was completed to identify gaps.

CONSTRAINT DEFINITION AND OPPORTUNITY PLANNING

Identification and review of the region's opportunities and constraints was completed and included existing and potential trail opportunities, social, cultural, environmental and physical constraints.

PRIORITISATION FRAMEWORK

Developed prioritisation framework and assessed identified opportunities.

MASTER PLAN PREPARATION

The draft Master Plan was reviewed by the Project Reference Group prior to finalisation and distribution of the final plan.

Consultation

Consultation was an integral component in developing this Master Plan. Stakeholder and community input assisted in identifying and determining the region's sustainable long-term vision for provision of trail experiences. To ensure the success and longevity of trails and trail experiences it is essential to engage with both the existing and potential trail users and land managers. Through a combination of meetings, workshops and surveys the consultation process aimed to gather input, comments and information to guide the development of the Master Plan.

The consultation undertaken assisted in identifying the following:

- Local trail user profiles
- Existing trails and their demand
- Opportunities and demand for different trail styles
- Local constraints and objectives
- Locations potentially suitable for trail development
- Governance opportunities for on-going management.

To gather information on the above and successfully meet the project objectives, the following mechanisms were employed:

- Project reference group liaison
- User group consultation
- Stakeholder consultation
- Trail user/ community survey.

PROJECT REFERENCE GROUP

A Project Reference Group was formed to oversee project management and consisted of representatives from:

- Alcoa
- Department of Biodiversity, Conservation and Attractions
- Department of Local Government, Sport and Cultural Industries
- Department of Primary Industries and Regional Development
- Harvey Aboriginal Corporation
- Shire of Harvey LGA
- South West Development Commission
- Water Corporation.

The group were consulted, providing advice, guidance and approval for the draft and final Master Plan.



Image credit: Harvey Region, Leschenault Peninsula

KEY STAKEHOLDER CONSULTATION

The Shire of Harvey, project stakeholders and partners have a vested interest in ensuring that outcomes of the Master Plan support their project purpose, objectives and organisations strategic direction. This Master Plan will guide future planning and investment in trail and adventure opportunities in the Harvey Region.

Engagement with stakeholders occurred via email, online survey, meetings and phone calls and included the following organisations.

- Alcoa
- Department of Primary industries and Regional Development
- Department of Biodiversity, Conservation and Attractions
- Relevant local Parks and Wildlife districts
- Department of Local Government, Sport and Cultural Industries
- WestCycle
- Hike West
- Trails WA
- Harvey Aboriginal Corporation
- Water Corporation
- Shire of Harvey LGA
- Harvey Off-Road Cyclists
- Recreational Trailbike Riders Association.

Key feedback from stakeholder consultation included:

- Opportunity to leverage of region’s proximity to Perth, including by train, proximity to Busselton Margaret River Airport and the Harvey Region’s location between trail towns Dwellingup and Collie.
- Focus on shorter, half to one day experiences to cater for diversity in market – eg. time poor, beginners, families, accessible trails, day trippers, long weekenders.
- Initially, improve existing trail experiences within the region through upgrades, signage, better facilities, marketing and promotion.
- Develop and strengthen key partnerships to assist with trail development and ongoing maintenance.
- Ensure the Harvey Region develops its own unique identity, leveraging the region’s diverse landscape, agricultural, cultural, Aboriginal and European heritage.
- Work with key stakeholders to progress potential trail development opportunities – eg. realignments/ upgrades to the Munda Biddi, rehabilitation of mine areas.
- Ensure region has services and infrastructure to support visitors needs and encourage repeat visitation.
- Recognise the challenges and issues land managers face with asset management and provision of recreational / trail experiences.

USER GROUP AND COMMUNITY CONSULTATION

User group and community consultation identified gaps in current trail supply, issues relating to existing trails and potential trail opportunities.

An online interactive survey and map formed an integral component of the consultation strategy for the Master Plan. The survey targeted at trail users, included an interactive map which enabled identification of specific trail and infrastructure opportunities and issues.

The intention of the interactive survey was to:

- Develop an understanding of the local trail user demographics
- Understand user skill level and frequency of usage
- Understand local trail usage and user location preferences
- Understand user needs and requirements based on their current habits
- Identify potential opportunities and constraints.

The survey and interactive map were open for approximately 3 weeks and promoted via the Shire’s Have Your Say portal, social media and direct email to the Shire’s stakeholder database. A total of 290 survey responses were submitted and 138 comments dropped on the interactive map.

The survey identified respondent demographics, established a profile and insight into trail user characteristics, trail preferences and potential trail development locations. It also identified how trail respondents currently use trails, how often and for how long on each visit.

Two community drop in sessions in Australind and Harvey were also held. Discussions reiterated findings from the survey and provided further insights into current issues and potential trail development opportunities in the region.

There was a general recognition amongst survey respondents and drop in session attendees, of the benefits that quality trail experiences can bring to communities and regions and an overall support for development of new site appropriate trails and trail experiences in the Harvey Region.

Key feedback from user groups and the community included:

- The Region’s point of difference includes the diverse landscape from Darling Plateau and Scarp extending to the coast
- Existing trails need maintenance, improvements to signage and adequate facilities
- Existing trail provision is lacking, insufficient and not consistent with demand
- Strong support for a trail/s within the coastal area of the region
- Opportunity to celebrate the region’s agricultural, Aboriginal and European history through trails and trail experiences.

Comments and responses highlighted a range of themes, areas for improvement and potential opportunities.

Trail Maintenance

General comments collected in the survey suggested improved maintenance, signage and promotion of existing trails is required.

Trail Signage and Information

Overall, signage of existing trails was considered average and sourcing information on current trail experiences difficult. Incorporating information on cultural and heritage history, environmental values and significant sites was suggested to enhance trail experiences. Trailhead signage is also an area for improvement, incorporating relevant information to ensure the safety of the trail user and enhance the trail experience.

Trail Types

Consultation activities highlighted a need to address trail supply across all user groups with the exception of equestrian and includes single use and multi-use trails and user compatibility. Improving accessibility and suitability of trails for all abilities including adaptive bicycles, wheelchairs and mobility scooters was recommended.

Connectivity

Trails play an important role in connecting people to where they live, work, learn and play. Consideration of the role existing and future trails can play in providing this connectivity was identified during consultation. Developing a network of regional multi-user trails linking towns and natural areas was considered an opportunity to capitalise on the region’s diverse landscape and improve trail experiences within the Harvey Region.

Many comments and responses received acknowledged the region’s potential to become a unique trails destination, capitalising on the region’s diverse landscape and proximity to Perth. Consultation undertaken to develop this Master Plan was an inclusive and valuable process, providing useful information and insights. In general, consultation highlighted the increasing demand and lack of existing trails in the region. User feedback reflected a desire to develop sustainable trails catering to all trail user types and abilities, for recreation and tourism. The feedback highlighted the need for the Master Plan and reinforced the projects focus to develop a diverse range of trail experiences in the Harvey Region, catering for both the local communities and visitors.

Trail Planning and Development

Successful and sustainable trails require strategic location planning, which involves understanding trail hierarchies, trail types and classifications, and trail users. These are outlined on the following pages.

Trail Hierarchy

Establishing the scope and scale of a trail network is essential to new trail developments and ongoing management. Multiple strategies are implemented to ensure that the right type, size, scale and extent of trails and trail networks are established in the right locations. Factors for consideration include location significance, spatial distribution, event requirements and trail model detail.

Table 3: Trail significance hierarchy

NATIONAL	REGIONAL	LOCAL
A trail facility for a large population centre and/or tourism resource that caters for at least a week of unique trail opportunities.	A trail facility for a small population centre or large community and/or a tourism resource that caters for short breaks or weekend trips.	A trail facility for a small community and/or tourism resource that caters for day trips.

LOCATION SIGNIFICANCE

Location significance defines the scale, reach and connectedness for trail development in a given location. It also identifies the supporting services and infrastructure that is required to meet the significance rating. The location significance indicates a population centre or area’s opportunity, including the desired recreation and tourism outcomes.

Priority locations for trail development in the project area have been categorised as being regionally or locally significant. All locations, when being developed, should be consistent with the relevant development procedures and standards outlined in the WA Strategic Trails Blueprint, the Trail Development Series and the WA Mountain Bike Management Guidelines.

Locally Significant locations cater for a community based trail use with tourism demand limited to day visits. Facilities are developed within a 10-15km zone from population centres unless servicing existing recreation and camp sites, or significant population centres where alternate opportunities do not exist. Locally significant locations can develop around the trail town and trail centre models but can also be stand-alone individual and networked trail systems. They contain limited services and infrastructure but may host events if suitable. Locations of local significance may develop limited trail types and classifications and can expect demand from surrounding regional and national locations.

Regionally Significant locations cater for small population centres or large communities and/or tourism resources that provide for short breaks or weekend trips. Facilities should be developed within a 15-20km zone and be focused on a primary trail centre or trail town model. They provide a minimum level of services and infrastructure and can host national and regional events. Locations of regional significance should encompass broad trail types and classifications. Regional locations will see demand for trails from surrounding nationally significant locations.

Nationally Significant locations capture the tourism market for at least a week of unique trail experiences and can provide a large recreation resource for a major population centre. They are developed to cater for international, interstate and intrastate tourism as a priority and facilities fall within a 20-25km zone, or 30 minutes driving. Trail development is focused on a primary trail town model and can include trail centres, networks or individual trails. Locations of national significance should develop all trail types and classifications where appropriate. These locations will experience very high demand and should provide a high level of services and infrastructure for trail users and also have the ability to cater for major international and/or national events.

The Harvey Region is identified as having the potential to be a destination of local significance offering a diverse range of trail experiences to meet the needs of local residents and encourage visitors to the region. This includes offering a range of experiences across multiple trail activities in diverse locations throughout the region, providing opportunities to ‘choose your own adventure’.

At time of preparing this Master Plan, the Department of Local Government, Sport and Cultural Industries was in the process of the Concentric Circles Trails Project, a project aimed at producing a sub-regional plan to ensure well-planned trail projects, and land managers that are working together to create better and unique experiences for visitors, rather than duplicating experiences. The project identifies the growth in outdoor recreation and trails tourism resulting in more people seeking in a range of quality outdoor recreation experiences close to Perth. This increasing interest has highlighted the need for a coordinated approach to trails and outdoor recreation tourism projects in the 1 - 2 hour concentric circle around Perth.

To capitalise on the Harvey Regions proximity to Perth, the Busselton Margaret River Airport, and trail destinations in Collie, Dwellingup, Nannup and Manjimup, it is imperative that the Shire of Harvey LGA plans and delivers trails and trail experiences that are unique and of outstanding quality to encourage repeat visitation.

Trail Models

A trail model defines how a location’s trail offering can be developed and applied to a population centre or an individual area. The five main trail models, as outlined below, are typically used to plan for development and are not necessarily promoted to the user. This modelling has been developed for multi-modal trails. Trail opportunities for local people and visitors are enhanced by the development of clusters of linked trails in localities. Trails come in a variety of types and configurations and are defined by their model, system, use, direction and classification. They can accommodate a range of user types.

The different categories of trail models or clusters are outlined below.

Individual Trails

Individual linear or looped trails are generally not considered as a development model for a destination. Long distance trails can link individual trails and can also be the precursor to developing a destination. Small individual trails typically form part of a trail town, centre or network or may be standalone individual trail in a community setting.

Short Linear Trails

These are linear, marked routes which can be completed in under a day and are of varying lengths. They are generally marked in two directions as they need to be used as a return journey. Short linear trails are often associated with key visitor attractions such as summits, vistas, headlands and beaches, and may include campgrounds or huts.

Long Distance Linear Trails

Long distance trails often connect towns or locations. These are long multi-day routes which start and finish in different locations and may be broken up into smaller sections. They can be iconic tourism products however the market for end to end use is relatively limited and often specialised.

Loop Trails

Generally, the same attributes as linear trails except they start and finish in the same location.

Trail Network

A trail network is a single site with multiple signed and mapped trails of varying type and classification, with no visitor centre and limited user facilities. A trail network may be standalone within a population centre or individual location, or form part of a trail centre or trail town. If not part of a trail town, trail networks are often located away from population centres, or in a location that does not provide essential visitor services.

Trail networks suit locations where demand does not exist for significant development and there is no supporting population centre. They also suit locations close to residential population centres as passive recreation facilities for community use. With careful planning, trail networks can be designed to accommodate staged development with a view to becoming a trail centre as demand increases.

Trail Centre

A trail centre is a single site with dedicated visitor services and trail facilities, provided by a single trail provider. It includes multiple signed and mapped trails of varying type and classification. A trail centre can be part of a trail town and incorporates a trail network. They are typically located close to major population centres or iconic locations.

Trail Town

A trail town is a population centre or popular recreation destination that offers a wide range of high quality trails and related services, facilities, businesses, strong branding and supportive governance. They can incorporate trail centres and typically have multiple trail networks. A trail town may consist of a number of sites, hosting several signed and mapped trails of varying type and classification. Trail facilities such as car parking and visitor services are available within the vicinity, typically provided by independent businesses.

In order to appeal to the market majority, it is important trail towns are user friendly and have high quality directional signage and maps. Trail towns benefit from having a single central information and service centre to promote and provide access to trails. Although different, these can act similarly to a trail centre. Trail towns should have at least one cohesive trail network offering multiple classifications and trail types within a single uninterrupted area (for example, with no major road crossings).

To be classed as a trail town a location/town needs to be assessed and against the six categories considered critical success factors. Refer to the WA Strategic Trails Blueprint and WA Trail Development Series for additional information on trail town accreditation.

Trail Precinct

A precinct may be designated where there are a number of major opportunities within close proximity to each other and a major population centre. Models can be linked strategically through physical infrastructure or promotion and marketing to create a large and diverse trail destination.

Due to its scale, a precinct has the capacity to serve a variety of different trail user types through the provision of user infrastructure at individual sites.

Table 4: Trail models, significance, scope and extent

	INDIVIDUAL TRAILS	TRAIL NETWORK	TRAIL CENTRE	TRAIL TOWN	TRAIL PRECINCT
National Significance	Only as part of a trail town	Only as part of a trail town	✓	✓	✓
Regional Significance	Only as part of a trail town	✓	✓	✓	
Local Significance	✓	✓			
Population centre based user services & facilities				✓	✓
Site-based user services & facilities			✓	✓	✓
Associated infrastructure	✓	✓	✓	✓	✓
Multiple trail models				✓	✓
Multiple trails		✓	✓	✓	✓
Single trail	✓				✓

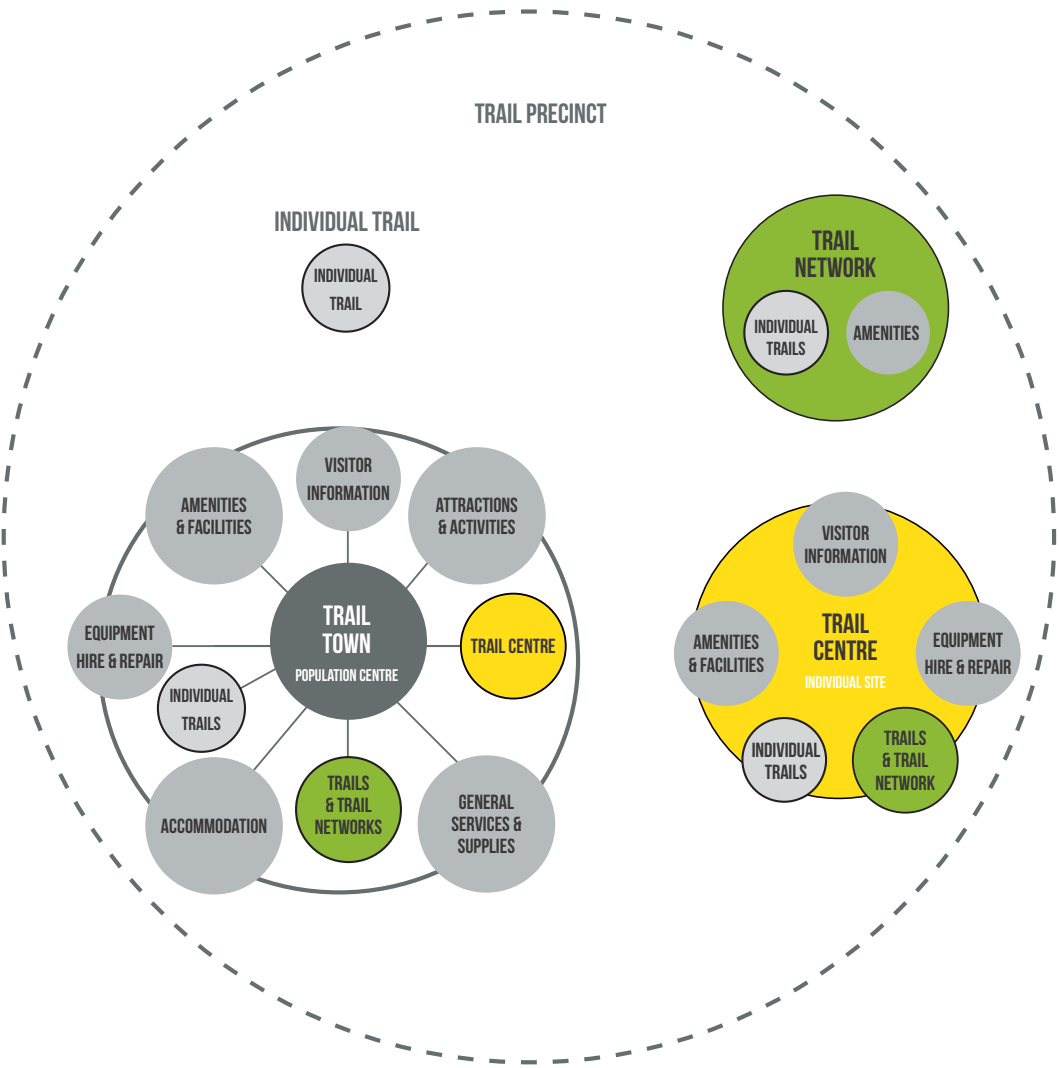


Figure 2 - Trail models

Trail Development

Ensuring trails are sustainable from both a management and experience perspective requires application of a thorough development process. As outlined in the Trail Development Series (DLGSC, 2019), working within a standardised methodology is important in high value areas where trail planning, design and construction needs to be right the first time. Building rigour into the development process will ensure high quality outcomes on the ground.

Following adoption of the Master Plan, the development of new trail proposals must follow this eight stage Trail Development Process. In addition to focusing on planning, the Trail Development Process encompasses constant evaluation, review and improvement process as trails are developed, maintained, extended or renewed.

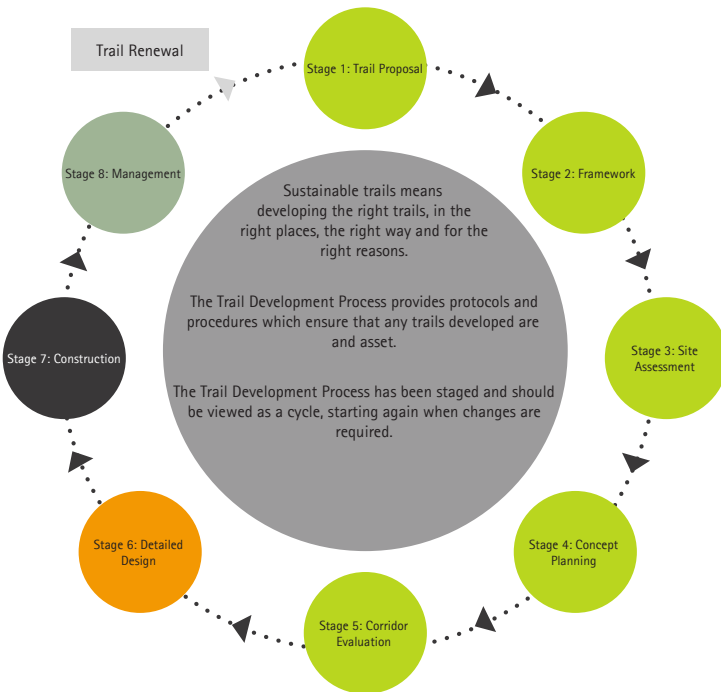


Figure 3 - Eight stage trail development process (DLGSC, Trail Development Series, 2019)

DEVELOPMENT DRIVERS

The needs, drivers or motivators for participation by the various trail users or markets are different and need to be considered when developing a trail location. Trails can be both a primary motivator for travel and an activity undertaken whilst a traveller is visiting an area for another primary purpose. Using trails can also be an activity undertaken by residents of a community that surrounds trail facilities. In addition to primary motivators, the development drivers for a location or site contribute to how attractive the site or location is to visitors. When assessing trail opportunities in the Harvey Region, the development drivers outlined below, were considered.

Table 5: Development drivers and considerations

DEVELOPMENT DRIVER	DEVELOPMENT CONSIDERATION
Recreation	Located within proximity to or with good access from major population centres. Diversity of trail experiences.
Events	Event specific infrastructure designed to cater to specific racing formats and to industry standards. Emphasis on quality of trails and facilities.
Tourism	Located within proximity to other tourism experiences, accommodation and visitor services. Align to unique landscape and biodiversity experiences.
Community	Located within proximity to or with good access from major population centres. Existing community involvement. Ensure good engagement and involvement of community based trail bodies. Emphasis on quality of trails and facilities.

Management Models

Successful trail development is dependent on implementation of an appropriate management model and securing funding for both implementation and ongoing maintenance. Management models need to be given further consideration in future planning, to ensure sustainable growth of trail opportunities within the region. Table 6 below provides a comparison of potential management models.

Trail users are passionate about building and maintaining trails, and typically ‘custodian’ communities naturally form around popular trail networks and parks which can often be leveraged into a volunteer base to assist in trail management. Whilst the responsibility for management generally lies with the trail owner, it is possible to create partnerships to involve volunteers in some trail management tasks, such as:

- Trail auditing inspections and condition reporting
- Trail building initiatives
- Event support
- Emergency response.

Table 6: Trail development management models

	PUBLIC	PRIVATE	PARTNERSHIP
DESCRIPTION	<ul style="list-style-type: none">• Government agency has sole management responsibility of the trail facility.• Commercial and event operators may contribute financially to the management of trails.	<ul style="list-style-type: none">• Private land owner has sole management responsibility of the trail facility.	<ul style="list-style-type: none">• Multiple stakeholders share management responsibility of the trail facility.• Partners could include non- government incorporated agencies, such as peak bodies, state government bodies, private bodies, foundations or trusts, and volunteer mountain bike bodies.• Volunteers may contribute to the management of trails.
ADVANTAGES	<ul style="list-style-type: none">• Clarity on roles and responsibilities.• Majority of tenure is Crown land.• Consistent approach to development processes and standards.	<ul style="list-style-type: none">• Reduced political interference with decision making.• Can be flexible and responsive to market preferences and trends.• Can provide a specific and unique experience to fill a gap without consideration of broader priorities.• Linga Longa Bike Park is a successful example in the South West.	<ul style="list-style-type: none">• Leverage a broad support base for maintenance, development, funding, events and promotion.• Multiple funding contributors.• Risk can be shared.• Funding can come from a range of partners.• Single management entity to take responsibility on behalf of stakeholders.
DISADVANTAGES	<ul style="list-style-type: none">• Maintaining the status quo will mean limitations on resourcing.• Political pressures lead to uncoordinated priorities.• Grants not always available to government bodies.	<ul style="list-style-type: none">• Decisions can be made, such as trail closures, with no public consultation.• Caters to a limited market.	<ul style="list-style-type: none">• Larger number of stakeholders.• Potential for political pressures to influence decision making.

Funding Models

There are a range of trail management and maintenance revenue generation models that have been trialled or implemented in other regions. Some possible revenue sources for consideration in the Harvey Region are summarised below.

Table 7: Potential revenue sources

REVENUE TYPE	DESCRIPTION	EXAMPLE
Facility or attraction fees	Pay to enter or use a specific facility or attraction.	Trail passes/ permits.
Parking fees	Payment for timed parking.	
Licence charges	Charges or % of revenue paid by businesses operating on the trails or within reserves.	Charges to operate café, hire facility, tour operator, coaching businesses, event promoters and accommodation.
Leases	Lease fees for operating a business or concession.	Charges to operate café, hire facility or accommodation.
Rates	Proportion of Council rates paid by residents used for maintenance of community facilities.	
Sponsorship	Individual or company sponsorship or donations for specific area or facility.	Trail sponsorships, bequests, donation boxes, other donation facilities such as tap and go.
Partnerships	Partner with others who derive a benefit from the facility, park or program.	Partner with health funds for exercise programs or facilities in parks.
Volunteers	Individuals or groups of volunteers assist with management and maintenance of a trail or trail network.	
Events	A per participant or flat fee is paid to support facilities and trail maintenance.	



Image credit: Harvey Region, Collier River



Image credit: Tourism WA. Coastal Bluff, Leschenault Peninsula

Market Segments

Trail users come from a variety of backgrounds and are categorised according to whether trail usage was their primary motivation for travel or as an incidental activity. There are three distinct trail user markets - locals, ‘destination trail users’ and ‘trail users while on holiday’. Further research needs be undertaken to determine the size and potential for growth of these markets, as well as the benefits and impacts resulting from increased visitation to the Harvey Region.

LOCALS

Trails are key attractions for international and domestic visitors looking for quality nature-based experiences. Equally important are the local users, many of whom have worked hard to drive the development of trails so others may enjoy them and without whose efforts many trails would not exist. The local trail user market includes trail users who reside in or near the Harvey region. This market is spread across the Harvey Region, as well as the surrounding local government areas. There is potential for sustainable growth in participation within the local trail user markets through ensuring appropriate and sufficient trails are provided and community volunteer sporting and trail care groups are encouraged and supported.

DESTINATION TRAIL USERS

The destination trail user market includes experienced trail users who regularly travel with the trails as a primary motivator. They have likely visited other Australian or international trails destinations and seek high quality trails with good supporting infrastructure in scenic / natural locations. These trail users are usually found at trail destinations and seek good terrain. Locations that combine desirable terrain with tourist activities and infrastructure have the best market appeal for destination trail users. This group also includes event participants who travel to a destination specifically for the event, typically spending additional time pre or post event to explore the area.

TRAIL USERS WHILE ON HOLIDAYS

The trail users while on holidays market includes typically less experienced trail users, whose primary motivator for travel is not the trails. They generally comprise the leisure market and represent the largest market potential. This market view trail use as a secondary motivation for their visit and will participate in trail activities incidentally. They will likely hire equipment as required. They may place less emphasis on the trail and more on accessibility of the facility, the setting and nearby attractions and amenities. These users are usually found in ‘holiday’ destinations and are seeking a unique holiday experience, relating to either culture, nature, cities, comfort, leisure, cafes/restaurants etc. Locations that combine these tourist attractions with trail opportunities have the best market appeal for this market segment.

MARKET SEGMENT COMPARISON

When assessed against two segments of the key markets identified by Tourism WA and Tourism Australia, the similarities and common traits between the two types of trail tourists is evident. Table 8 below provides a summary.

Table 8: Tourism market segment comparison

IDENTIFIED TOURISM MARKET	Destination Trail Users	Trail users while on holiday
Off the Beaten Track		
Love the outdoors, especially hiking and camping	✓	✓
Seek the best value for money	✓	✓
Are practical and carefully make decisions	✓	
Have a lot of free time but keep active with hobbies	✓	✓
Are not too fussed about socialising/shopping/restaurants	✓	
Are environmental and love the simple life	✓	
And are seeking;		
To avoid crowds and touristy destinations	✓	
Nature and wildlife experiences	✓	✓
Holidays within Australia with a preference for regional destinations (rather than cities)	✓	
Affordable accommodation in standard hotels/motels or resorts, with friends and family, or in caravan or camping accommodation	✓	✓
Best value for money	✓	✓
Escape & Connect		
Value relationships and are socially active	✓	✓
Like to challenge themselves and be creative	✓	✓
Are passionate and busy with hobbies & interests	✓	✓
Have a strong interest in food, at home and out	✓	
Are motivated in their careers	✓	
Value fashion and style		✓
And are seeking;		
To disconnect and have a complete break from responsibilities and worries	✓	
A chance to reconnect with their partner	✓	✓
Food & wine experiences and sightseeing	✓	✓
Willing to pay more for a quality experience	✓	
More likely to choose higher end accommodation and have a higher average spend per trip	✓	

Market Motivators and Needs

Depending on the market, different motivators and experiences will be the primary decision for engaging in the activity. Different user groups are driven by varying motivators, depending on whether they are undertaking travel or using the trails for recreation.

Further research is required to understand the primary motivators for travel for all trail activities. The needs of the various markets will be different for different trail user groups and need to be considered when developing a location.

Broadly, the primary motivators are controllable factors that influence destination choice, and can include:

Diversity

A large quantity and variety of trail types and classifications located in varied terrain and topography.

Uniqueness

Iconic, memorable and fun experiences in a unique setting. Typically, in a natural landscape, with high visual and emotional value and often connected to an attraction.

Quality

A range of high quality experiences, predominantly on purpose designed track. Also relates to the provision of quality information, services and infrastructure.

Accessibility

Trails located within close proximity of residences and short stay accommodation. Also relates to the provision of cohesive, well signed, mapped and promoted trails. Connectivity to other trails, transport, services and infrastructure increase accessibility from the trails. Visitor services to improve accessibility for less experienced users.

Community

An established user group community offering market credibility, a sense of belonging and camaraderie through events, volunteer support and social engagement.

Trail Type Specific Markets

WALKING/ BUSHWALKING

Walking, bushwalking and trail running user types fall on a spectrum from recreational to enthusiast or outdoor aware, to outdoor adventure and can be further differentiated based on psychographic characteristics - shared personality traits, interests and lifestyles. Recreational walkers and runners typically use the trails close to home whereas enthusiasts are willing travel to experience specific trails.

According to the WA Hiking Strategy, bushwalkers and trail runners seek experiences in natural environments and access to diverse landscapes. Participants assess elevation, distance, aesthetics, and technical aspects of a trail to decide if it is the experience they desire.

Leisure trail users

Typically holiday makers who seek accessible trails for use with family and friends. Time spent on trails is often short to half day in duration. Key expectations and needs from the trail experience include being close to nature, exercise, a sense of awe and opportunity for learning. Primary visitor benefit of trail proposals is accessibility, accomplished by trails located in trail centres based around existing established destinations. Iconic trails accessible from visitor centres or high visitation locations make trails accessible to the broadest market.

Active trail users

Outdoor enthusiasts who plan their visit to include use of trails. Time spent on the trails is often half to a full day or overnight stay. Key expectations and needs from the trail experience include challenge, exercise, connectivity, variety and socialising. Catering for this market requires creating extended iconic landscape experiences that also provide a bit of challenge.

Adventure trail users

Dedicated trail users who seek out challenging trails or unique extended experiences. Time spent on trails is often overnight and multi-day. Key expectations and needs from the trail experience include escape, solitude and risk. Hikers in this market are seeking less curated and more challenging experiences.

CYCLING - GRAVEL AND ROAD

The peak body for cycling in WA, Westcycle, identifies the following cycling disciplines.

- Commuting
- Road
- Track
- Mountain bike
- Cyclocross/ gravel
- BMX
- Touring
- Race

This Master Plan considers road and gravel under the generic activity cycling.

EQUESTRIAN

As defined by the Australian Trail Horse Riders Association (ATHRA), horse riders can be divided into four user types based on distance and recreation or event based riding.

Table 9: Types of horse riding (ATHRA)

TYPE	STYLE
Horse trail riding	Riding outside of enclosed areas for pleasure, challenge, experiences and educational outcomes.
Endurance riding	A more active and intense form of recreational or competitive horse riding Typically involves riding in organised events generally on loop trails with distances of approximately 80km.
Horse trekking	Long distance point to point riding involving either the use of pack horses or support vehicles to carry overnight camping equipment and supplies, or base camp style which involves self-catering and overnight camping.
Harness driving	Hitching the horse to a 2 or 4 wheel vehicle and driving on the trails.

In addition to the above, there are a number of horse riding disciplines with competitive focus that are categorises under ‘sports’ by Equestrian Australia.

MOUNTAIN BIKING

Mountain biking is a diverse activity with mountain bike riders categorised into five trail user types, which are defined by differing trail expectations and the riding experience/s they seek. Understanding the needs, expectations and requirements of different trail users is essential in ensuring the long term sustainability of trails.

Mountain bikers are generally divided into the following types each with differing trail type requirements, however there are also numerous overlaps between some segments. Different user types also have different barriers to participating in mountain biking and require varying levels of trail user friendliness and facilities.

Table 10: Mountain bike user types (DBCA, 2015)

TYPE	REASON FOR MTB TRAVEL	TRAVEL NEEDS & MOTIVATORS	RECREATION NEEDS & MOTIVATORS	TRAIL STYLE	CLASSIFICATIONS SOUGHT	MARKET POTENTIAL
Leisure	Secondary	Accessibility & uniqueness	Accessibility & quality	Touring & Cross Country	White to green	Large
Enthusiast	Primary	Diversity & quality	Accessibility & quality	Cross Country, All Mountain & Park	Green to blue/black	Moderate
Sport	Primary	Diversity & quality	Diversity	Cross Country & All Mountain	Green to double black	Small but influential
Independent	Secondary	Uniqueness & diversity	Diversity	Touring, Cross Country & All Mountain	White to blue/black	Small
Gravity	Primary	Community & quality	Accessibility	Free Ride, Down Hill & Park	Blue to double black	Small

PADDLE

There is currently no state paddling strategy for Western Australia and therefore no user types, categories or definitions. For the purpose of this Master Plan, user types have been defined as the leisure paddler, adventure paddler and sport paddler.

4WD

There currently is no WA state strategy for 4WDing and no defined 4WD user types or trail classification.

TRAIL BIKE

Recreational trail bike riders generally seek the same type of outdoor recreational experience as many other outdoor enthusiasts. Freedom and enjoying the outdoors were common themes in response to the question ‘what do you like about trail bike riding?’ in the survey undertaken to inform the WA State Trail Bike Strategy. Many trail bike riders in WA are not members of a club, re-enforcing the need for freedom, minimal restrictions on time and place and a desire to recreate in a dispersed setting with some level of isolation.

Table 11: Trail bike riding styles

RIDING STYLE	USER TYPE	TRAIL TYPE
Destination riding/ touring	This style of riding is most closely aligned with the experience sought by bushwalkers and mountain bike riders. Riders value diversity, scenery, companionship, adventure, fresh air and exercise. Riders seek a variety of trails.	A destination ride is a ride to somewhere and back again, ranging from a couple of kilometres of single loop up to many hundreds of kilometres covered over several days. Trails including single track, 4WD and unmaintained tracks and challenging sections such as hills, tutted or rocky sections and water crossings.
Cross Country	Riders enjoy freedom of exploring open spaces and is commonly associated with deserts, wide open landscapes that are devoid of roads.	Informal riding in wide open spaces.
Family	Families riding and spending time together, focusing on enjoying the outdoors, fresh air and environment away from technology and digital distractions. Research undertaken as part of the WA State Trail Bike Strategy identified the growing demand for trail destinations accessible and suited to families.	Similar style and character to a destination ride, but with allowance made for restricted capabilities of smaller bikes and younger riders.
Freestyle	Riders are generally younger and seek obstacles such as jumps and other challenging features as an extension to cross country riding. There are similarities between freestyle dirt bike riding and skate park and skiing terrain park culture.	An extension of Cross country riding with inclusion of features such as obstacle and jumps providing added challenge for riders.
Circuit Riding	Circuit riding provides a high adrenalin, skill and age appropriate technical challenge and experience. Circuit riding is inclusive of both riding and non-riding members of the family with spectator areas enabling parental supervision.	Moto-cross style circuits, in a relatively confined space containing berms, jumps catering to differing levels of technical ability.
Competitive	Riders who enjoy the structured sport or competition aspect of off-road motorcycle racing. Many riders who ride competitively also enjoy riding recreationally.	Organised events.

The table below outlines the type of trail bike registration available in WA and where each level of registration allows riders to ride. This master plan has only considered off road vehicles (ORV) areas, public roads and trails.

Table 12: Types of trail bike registration

PRIVATE PROPERTY/ CLUB TRACK	ORV AREA	EVENTS	PUBLIC ROADS AND TRAILS
Driver's license not required		Drivers license required	
No registration			
Off road registration			
Class B conditional registration			
Class A full road registration			

Current Situation Analysis

Landscape Analysis

There are multiple factors that influence trail planning and use, including access, proximity to population, landscape character, tenure, and natural and cultural values.

ACCESS

The Harvey Region is well serviced by public transport with passenger train connection to Yarloop, Cookernup, Harvey and Brunswick Junction from Perth (refer to Map 2) , and coach services to Australind and Brunswick Junction. Access to public transport will become increasing important as the population grows, providing transport options for both commuting and recreational purposes.

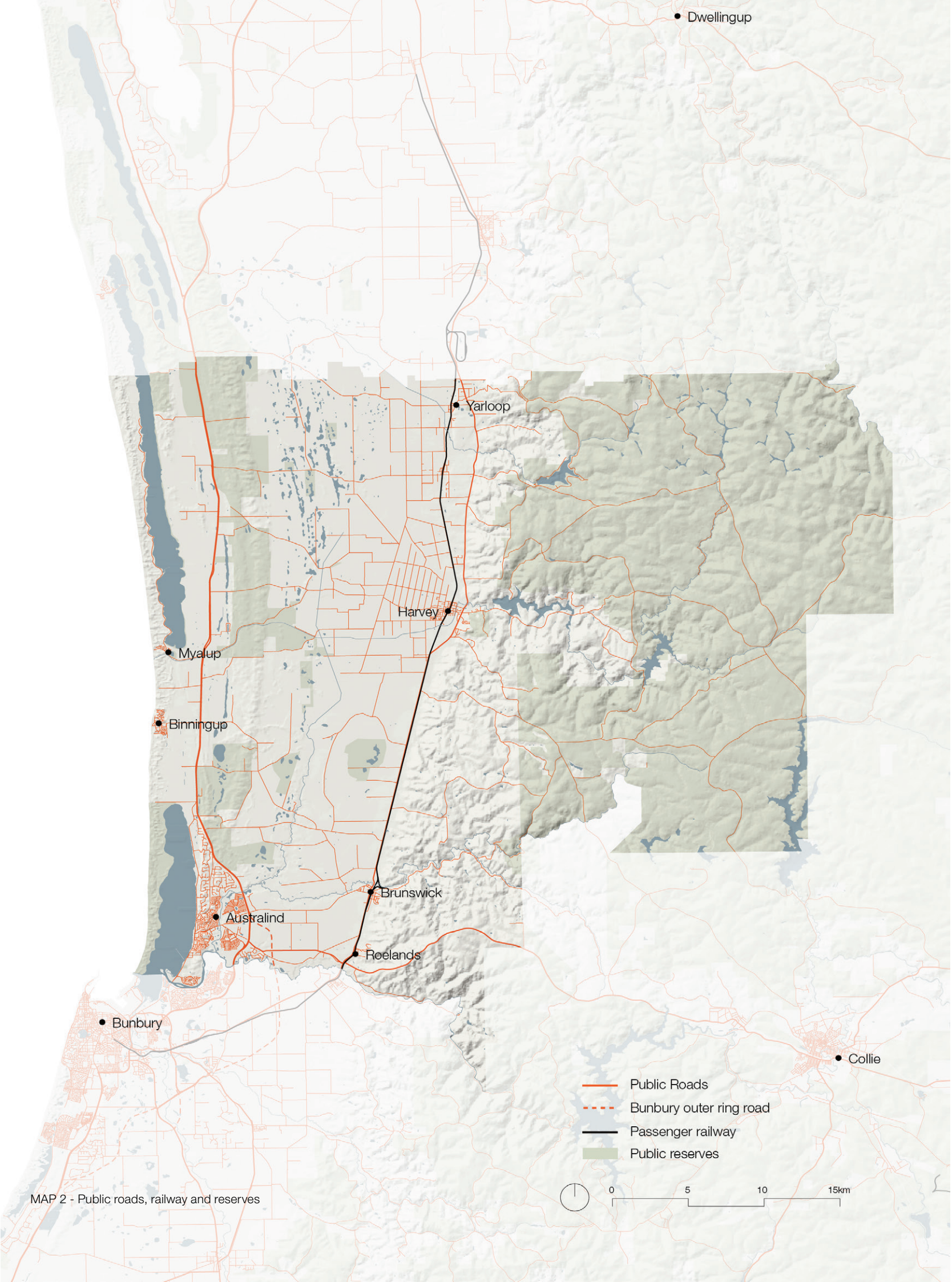
The Harvey Region is well connected to Perth via the Forrest Highway and South Western Highways both of which traverse the region north - south. Harvey Region is 90 minutes drive from Perth and Margaret River, while Busselton Margaret River Airport is approximately 1 hour 15 minutes and currently offers direct flights to Melbourne servicing Australia's east coast.

TOPOGRAPHICAL FEATURES

The Darling Scarp and the Swan Coastal Plain are the dominant features of the Harvey Region landscape, offering different landscapes and trail opportunities.

The plains are broad and flat with the main natural features being the coastline. There are a number of wetlands and waterways throughout the Harvey Region including the Harvey, Brunswick, Collie and Wellesley Rivers, with the Harvey River flowing into the Peel-Harvey Estuary and the Brunswick and Collie Rivers into the Leschenault Estuary.

The Darling Scarp rises abruptly from the Swan Coastal Plain to a height of approximately 300m. Major v-shaped valleys, rolling hills, granite outcrops and several mounts offer varied trail experiences. The Leschenault Estuary and rivers offer a multitude of paddling experiences.



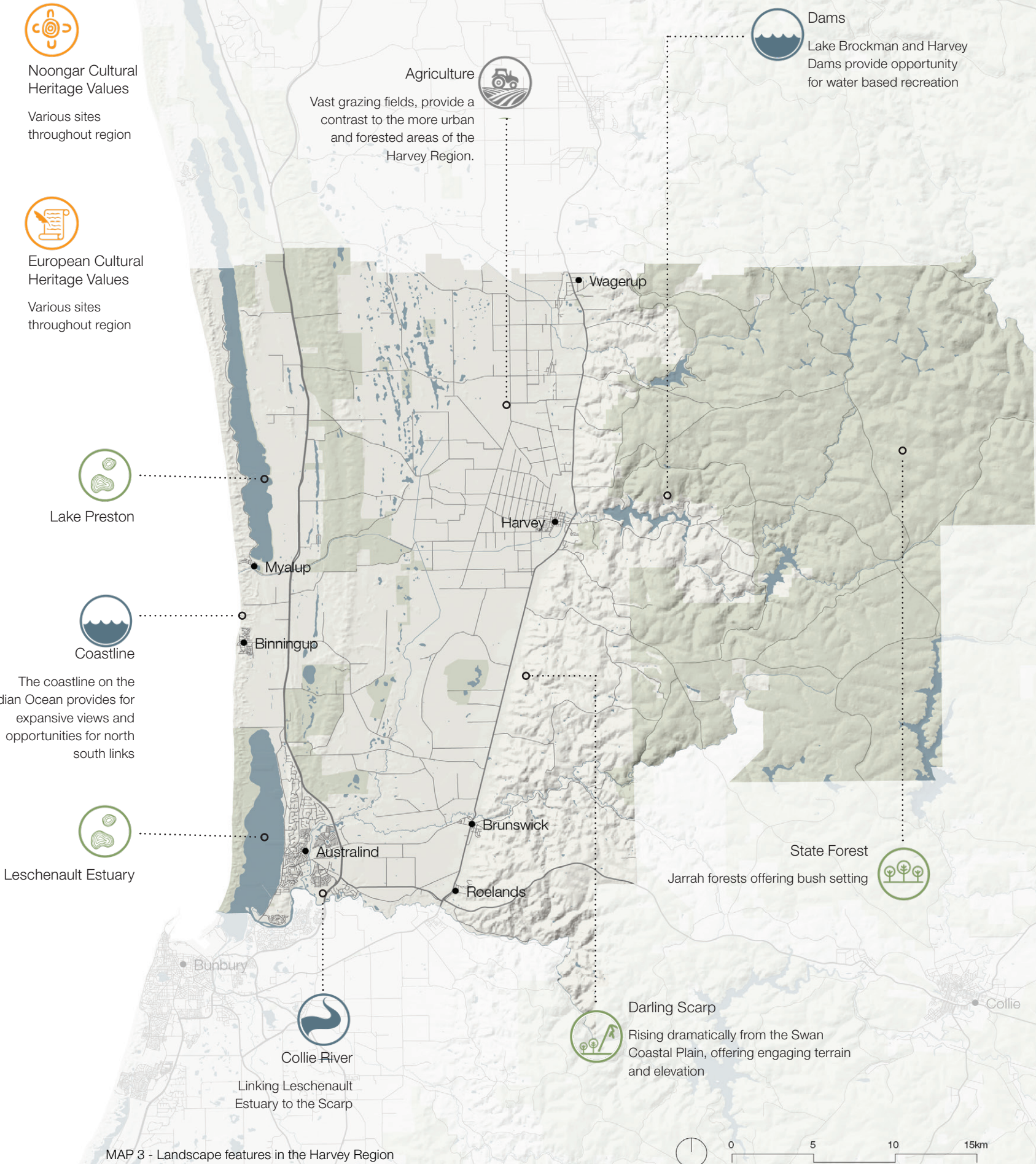
LANDSCAPE CHARACTER

Trail users are often drawn to the trails seeking immersive nature based experiences. The Harvey Region has three distinct landscape character zones – the Swan Coastal Plain, the Darling Scarp and the Darling Plateau.

This area of the Darling Plateau is characterised by a dissected, rolling landscape with major v-shaped river valleys and scattered rough granitic outcrops. Extensive areas of tall dense Jarrah forest form framed and enclosed views. The eastern edge of the plateau develops into a landscape of gentler slopes with fewer distinct dissections (CALM, 1994).

The Darling Scarp is the surface expression of the Darling Fault and is characterised by rugged and rocky landscapes. Shallow soils and exposed extrusions of granitic caprocks are covered by remnants of scrubby vegetation (CALM, 1994).

The Swan Coastal Plain is a low lying sandy plain containing small foothills, alluvial plains and coastal dune systems (CALM, 1994). Waterforms are a distinct feature of this region including the Leschenault Estuary, wetland lakes, and the meandering Collie and Brunswick Rivers.



Demographics

According to the 2021 Census Data there are 29,631 residents within the Harvey Region with a median age of 39 years. From 2011 to 2021 the region’s population increased by 22.9% representing an average annual population change of 2.08% per year over the period. The largest changes in age structure between 2011 and 2021 were in the age groups 55 years and above. This is reflective of a state and nationwide occurrence – an ageing population.

There is an even split between female (50%) and male (50%) residents. When compared to Western Australia as a whole, the Harvey Region has a higher proportion of people in the younger age groups (under 15) and a higher proportion of people in the older age group (65+). Overall, 20.9% of the population was aged between 0 and 15, and 17.2% were aged 65 years and over, compared with 19% and 16.1% respectively for Western Australia.

The major differences between the age structure of the Shire of Harvey LGA and Western Australia were:

- A larger percentage of persons aged 10 to 14 (7.8% compared to 6.4%)
- A smaller percentage of persons aged 20 to 24 (4.5% compared to 6.0%)
- A smaller percentage of persons aged 25 to 29 (5.2% compared to 6.6%)
- A smaller percentage of persons aged 30 to 34 (6.2% compared to 7.4%)

The Shire of Harvey LGA has a lower proportion of households in the medium to high income category compared to Western Australia. Overall, 27.9% of the local workers earned a high income (more than \$1,750 per week), and 14.7% earned a low income (less than \$500 per week), compared to 30.5% and 13.5% respectively for Western Australia. Manufacturing is the largest employer in the Harvey Region, generating 1,782 local jobs in 2020/21. 60% of the total labour force are employed full time, 33% employed part time, and 4.3% are unemployed.

18.1% of the Shire of Harvey LGA population engaged in volunteer work in 2021 which is a smaller portion (19.3%) than regional Western Australia, however, a greater portion (15.9%) than Western Australia. Factors impacting on the level of volunteering in the Shire of Harvey LGA include age structure of the population, and the level of proficiency in English, income and education levels.

The population of the Shire of Harvey LGA is expected to reach 32,567 in 2026, an increase of 9.9%.

Participation and Demand

PARTICIPATION IN ACTIVE RECREATION

Across Australia participation in trail based activities and outdoor recreation has seen significant increase when comparing the Participation in Sport and Recreation (Australia) surveys from 2016/17 to 2020/21 outlined in Table 13.

Compelling evidence shows that increase levels of physical activity can bring wide-ranging benefits to communities, including physical and mental health, personal wellbeing and social cohesion benefits. Accessible recreational facilities in all communities is critical to increasing physical activity and preventing obesity. The cost of physical inactivity to the Australian economy is estimated to be around \$14 billion (\$1.4 billion in WA) and productivity loss equates to 1.8 working days per employee per year at a cost of \$458 nationally (Be Active WA, 2012).

Table 13: Persons participating in sport and physical activity 2016-2021 (Sport Australia, 2021)

ADULT PARTICIPANTS			
ACTIVITY	2016/2017	2020/2021	% CHANGE
Bushwalking	1,252,200	2,077,400	+ 66 %
Mountain biking	297,000	468,400	+ 58 %
Cycling	2,284,000	3,187,600	+ 40 %
Canoeing/ kayaking	322,000	434,800	+ 35 %
Equestrian	193,800	224,500	+ 16 %
Walking (recreational)	8,655,600	9,856,500	+ 14 %
Trail bike riding	41,500	No data	N/A
4WDing	No data	No data	N/A

The same Participation in Sport and Recreation Survey found that overall males engage in recreational activity at a greater rate than females. Whilst females were more likely to walk or horse ride for exercise than males; males were more likely than females to participate in cycling and mountain biking as shown in Table 14.

Table 14: Participation rate by gender for sport and physical recreation in 2020/21 (Sport Australia, 2021)

RECREATIONAL ACTIVITY	PARTICIPATION RATE (%)	
	MALE	FEMALE
Bushwalking	47	53
Canoeing/ kayaking	57	43
Cycling	62	38
Equestrian	15	85
Mountain biking	83	17
Walking (recreational)	38	62

The table below compares participation in trail related activities by adults in regional Western Australia, the state more broadly and Australia.

Table 15: Comparison of participation in trail activities by adults (AusPlay, 2021)

ACTIVITY	REGIONAL AREA OF WA	WESTERN AUSTRALIA	AUSTRALIA
Walking (recreational)	45.6 %	42 %	44.7 %
Cycling	12.6%	14 %	12.5 %
Bushwalking	6.4 %	5.3 %	7.1 %
Canoeing/ kayaking	1.4 %	1.6 %	1.6 %
Mountain biking	2.9 %	1.6 %	1.5 %
Equestrian	2.8 %	1.0 %	1.0 %

People who participate in a trail based activities (walking, bush walking, canoeing, cycling, equestrian and mountain biking) are likely to also participate in other trail based activities.

According to AusPlay data, of an estimated resident population of 28,563, 90.8% of adults (15+ years old) residing in the Shire of Harvey LGA participated in physical activity in the 2021-22 financial year. This was above the national and state participation rates of 89.3%. The top sport and recreation activities for adults residing in the Shire of Harvey LGA are summarised in Table 16.

Table 16: Top sport and recreation activities for adults in Shire of Harvey LGA (Sport Australia, 2021)

ACTIVITY	PARTICIPATION RATE (%)
Walking (recreational)	37 %
Fitness/ Gym	24.3 %
Swimming	19.3 %
Basketball	10.9 %
Cycling	10.5 %
Netball	8.3 %
Australian Football	7.2 %
Running/ Athletics	7.0 %

PARTICIPATION IN TRAIL BASED ACTIVITIES

There was an unprecedented increase in trail participation in Western Australia and nationally during the COVID-19 pandemic. Lockdowns and restrictions on international and interstate travel encouraged many Western Australians to explore their own backyards, seeking experiences in nature for recreation, mental and physical health benefits.

Key findings from the AusPlay report into how Australians’ participation in sport and physical activity is adapting to COVID-normal, estimated an increase of 99,000 and 82,000 people participated in mountain biking in 2020 and 2021. This increase in participation is mirrored by total bike imports into Australia with imports for FY21 just shy of 1.7M, an increase of 44.3%, up from 1.17M in FY20. The report also confirmed that physically-distanced or home based activities are continuing to increase in popularity, including mountain biking, walking, bush walking, and canoeing/ kayaking.

The latest AusPlay national sport and physical activity report estimates 170,000 males aged between 35-54 years participated in mountain biking in 2021-2022 making it the 10th most participated in activity for this group. The same report indicates recreational walking as the most popular non sport related activity in 2021-22 for males aged between 35 – 54 years (1.215M) and over 55 (1.912M), and the second most popular activity for males aged between 15-34 years (1.509M).

Cycling (521,000) was the 3rd most popular sport related activity in 2021-22 for females aged 35-54 years, while equestrian (92,000) was the 7th and canoeing/kayaking (87,000) the 9th. For females aged 55 years and over, cycling was the 2nd (342,000) most popular, with canoeing/ kayaking (78,000) the 8th and equestrian (52,000) the 9th. Walking for recreation was the 2nd most popular non sport related activity in 2021-22 for females aged 15 – 34 years (1.397M) and the most popular activity for females aged 35-54 years (2.134M) and 55 years and over (2.681M). Bushwalking was the 4th most popular activity for females 15-34 years (352,000) and 35-54 years (425,000) and 5th most popular for 55 years and over (285,000).

For males aged 15-19 years, walking (98,000) was the 6th most popular non sport related activity while cycling was the 8th. For females aged 15-19 years walking (179,000) was the 3rd most popular activity.

The most popular sport related activity in 2021-22 for males 18 years and over with a disability was cycling (225,000) while for females, cycling (111,000) was the second most popular activity. Walking for recreation was the most popular activity for both males (724,000) and females (1.08M) over 18 years, while bushwalking was 3rd for males (85,000) and 5th for females (88,000).

According to the 2021 National Walking and Cycling Participation Survey, the vast majority of Australians (96.7%) walk for at least five minutes in a typical week outside their home. This equates to around 24.47 million people walking every week. On average Australians walk for at least five minutes on 5.3 days, spending a median of 3.5 hours per week walking.

Around 18.2% of Australians rode a bicycle (including e-bicycles) in the previous week and 40.3% over the previous year. This equates to around 4.62 million Australians riding in a typical week and 10.19 million riding in the past year. Measured over the previous year the Northern Territory, Western Australia and the Australian Capital Territory all have cycling participation rates significantly higher than the national average.

It is estimated that 1.5% of the Australian population ride an electrically assisted rideable such as an e-scooter, e-skateboard or Segway in a typical week.

Trail bike riding, like bushwalking and mountain bike riding is an activity that can be enjoyed by all family members and all age groups. According to surveys and data collected to aid in development of the WA State Trail Bike Strategy (2008), 85% of riders ride at least a couple of times per month. Motorcycling WA estimated that 85-90% of adult off-road riders and closer to 95% of child off-road riders are not club members. The Strategy states that trail bike riders come from all socio-economic backgrounds and age groups and ride for a variety of reasons. The majority of riders commence riding under the age of 18 with many women returning to riding after the age of 40.

The peak body for Australia’s automotive industry, the Federal Chamber of Automotive Industries (FCAI), a total of 53,118 off-road motorcycles were sold throughout 2021, representing 43% of overall sales and an increase of 18.8% on 2020 figures. The Off Highway Vehicle (OHV) segment of the market had growth of 13.9% on 2020 figures equating to or 28,321 units sold. The FCAI is encouraging governments to take note of the large off road motorcycle sector, which is a widely used form of recreation, providing an opportunity to increase physical fitness, experience the bush and for mental wellbeing.

LOCAL PARTICIPATION

Trails are key attractions for international and domestic visitors looking for quality nature-based experiences. Equally important are the local users, many of whom have worked hard to drive the development of trails and without whose efforts many trails would not exist. The local trail user market includes trail users who reside in the Harvey Region, neighbouring towns and the broader South West Region. There is potential for sustainable growth in participation within the local trail user markets through ensuring sustainable and appropriate trails are provided and community and trail care groups are encouraged and supported.

There are a number of groups and organisations within the Harvey Region and in adjacent LGA's that are active within the community and greater region, encouraging and supporting people to explore the trails. This includes the Harvey Off-Road Cyclists, Bunbury Over 55 Cycling Club Inc, Bunbury Bushwalking Club, Rigs n Ruts 4X4 Group and the Harvey Aboriginal Corporation.

Whilst there is limited access to detailed cycling and hiking data for the Shire of Harvey LGA a review of state, regional and national trends can help provide context to the trail market in Western Australia. Data on activity tracking platform Strava indicates moderate road cycling activity around Australind and activity on key roads across the greater Harvey Region. There is also moderate mountain bike and walking activity around Lake Brockman which in part is due to the Munda Biddi Trail circuiting the western boundary of the lake. Campers will also be using the basic campground and Lake Brockman Tourist Park as a base for riding and hiking around the lake. To a lesser extent there is mountain bike activity within Koriyekup Conservation Reserve. However it is important to note that these trails are not formalised. Radiating from the Harvey Town centre, Koriyekup Conservation Park and around the viewing platform and amphitheatre space at the Harvey Dam also show some moderate trail activity.



Image credit: Bianca Turn, Wildflower Ridge

BARRIERS TO PARTICIPATION

Barriers to participation for each trail user type vary as summarised in Table 17.

Table 17: Barriers to participation

TRAIL ACTIVITY	BARRIERS
Walking / bush walking / hiking / trail running	Availability of trail related information Safe place to park car Accessibility of trailheads
Equestrian	Expense of owning a horse Availability of trail information Under supply of dedicated horse specific trails close to agistment Transport to trails Availability of parking
Mountain biking	Perceptions that mountain biking is an extreme sport/ activity Limited understanding of the benefits Under supply and inaccessibility of appropriate trails Restricted opportunity for skill building and progression
Paddling	Expense of equipment Unclear progression pathways Availability of trail related information
Trail bike riding	Expense of equipment Availability of information on where can legally ride Lack of Off Road Vehicle areas for ORV registered bikes
4WDing	Expenses of equipment Availability of information on where can legally drive

ACCESS AND ACCESSIBILITY

The term access has a variety of meanings in trail planning. For the purpose of this Master Plan, the meaning of access and accessibility are as follows:

- Access is the means or opportunity to approach or enter a physical place to undertake trail based activities
- Accessibility is the degree to which a trail opportunity is available to as many people as possible.

This Master Plan aims to support and reinforce the implementation of the WA Strategic Trails Blueprint by making trails more accessible in the Harvey Region. Strategies include:

- Improving the availability and attractiveness of trails and trail facilities for a greater number of people
- At trail locations, offer opportunities for people to participate, progress and fine tune skills
- Offering a range of trails that suit different levels of technical ability
- Offering trail and style-specific infrastructure to provide for different trail user types, for example, providing shuttle roads that make gravity mountain bike riding opportunities more accessible
- Linking facilities with and advocating for other means of access than private vehicle (for example, public transport and bike paths)
- Offering visitor services to inexperienced trail users, such as equipment hire, maps and guides.

Recognising that the region cannot be ‘everything to everyone’ and not every location can be developed to provide for all trail types, the Master Plan aims to achieve a balance to optimise the above by:

- Providing for specific types of opportunities in the most appropriate locations and sites
- Focusing development on a select number of locations and sites with the objective of quality over quantity
- Delivering high quality infrastructure and trails where development occurs, to ensure high utilisation with minimal maintenance.



Image credit: Bianca Turri. Eaton-Australind Historis Walk Trail

Visitation and Visitor Profiles

The region is predominantly a self-drive destination, with most travelling through the region on the Forrest Highway, and a small percentage taking the inland route along the South Western Highway. Tourism product is dominated by the accommodation market with most experiences centred around self-exploration, the natural environment and a select number of food and wine attractions.

For the period 2020/21 there were 135,000 overnight visitors to the Harvey region (annual average) with 321,000 total visitor nights. The average trip length was 2.4 days with an average trip spend of \$265, totalling an annual average spend of \$31 million. The bulk of visitors to the region are from intrastate markets (98%), and even pre COVID still made up at least 90% of the market, which reflects the high visiting friends and relatives (VFR) market.

In the Harvey Region Tourism Strategic Plan Report 2021 community engagement feedback indicated a very clear preference to attract more thrill seekers and adventurers, with this tourism segment (along with families) far exceeding any other segment. Of the existing visitor audience to the Harvey Region six of the seven identified markets engage in sport and recreational activities. Of those identified the ones that pose the greatest potential and return on investment for trail development are:

DAY TRIPPERS

- Live within close proximity so will likely undertake multiple trips into the region on an ongoing basis
- Have family and friend connections in the region
- Are sport and adventure enthusiasts and enjoy nature-based activities.

SHORT BREAKS / WEEKENDERS

- Live within the Perth metropolitan, South West or Great Southern regions
- Will be attracted to camping facilities in the region, which can link to trail and trail networks
- Enjoy food and beverage experiences
- Have family and friend connections in the region.

In 2019 the top two reasons for visitation to the Shire of Harvey LGA was while on holiday and to visit friends and relatives.

While long stay Holiday Makers are generally high value due to multi-day spend, they require a multitude of varied and established tourism experiences to extend their length of trip beyond a weekend. They should be targeted as a longer term prospect once more product/ experiences have been established within the region.

The Harvey Region lies within the states South West region which extends as far south as Walpole. Tourism across the Experience Perth and Australia's South West region in recent years has seen an ever-increasing growth in cycle tourists, with mountain bikers travelling to enjoy new trail and riding experiences. Extensive trail development in neighbouring areas of Dwellingup and Collie provides opportunities to leverage complementary offerings in the Harvey Region, particularly to those who may be travelling between the two areas.

In financial year 2021, Australia's South West welcomed 3.093 million overnight visitors from intra and interstate spending an average of 3.6 days and \$2.196 billion in total. COVID-19 related travel restrictions restricted international and interstate visitors during 2021. In 2019 the most popular activities for overnight visitors to the South West were social activities and outdoor/ nature activities.

The South West is easily accessible and highly desirable for short trips within the Perth market and provides the diversity of experiences appealing to interstate and international markets. The development of trail and adventure experiences will assist to meet the demand for outdoor recreation and cater to the increasing number of people seeking these outdoor experiences. Even more important will be the ability to drive intra-regional dispersal and visitation and enable the region to capitalise on the visitation to neighbouring trail centres, and through-region travel between these centres. Furthermore, the development of the Busselton Margaret River Airport is increasingly providing direct access to interstate markets and packaging opportunities.

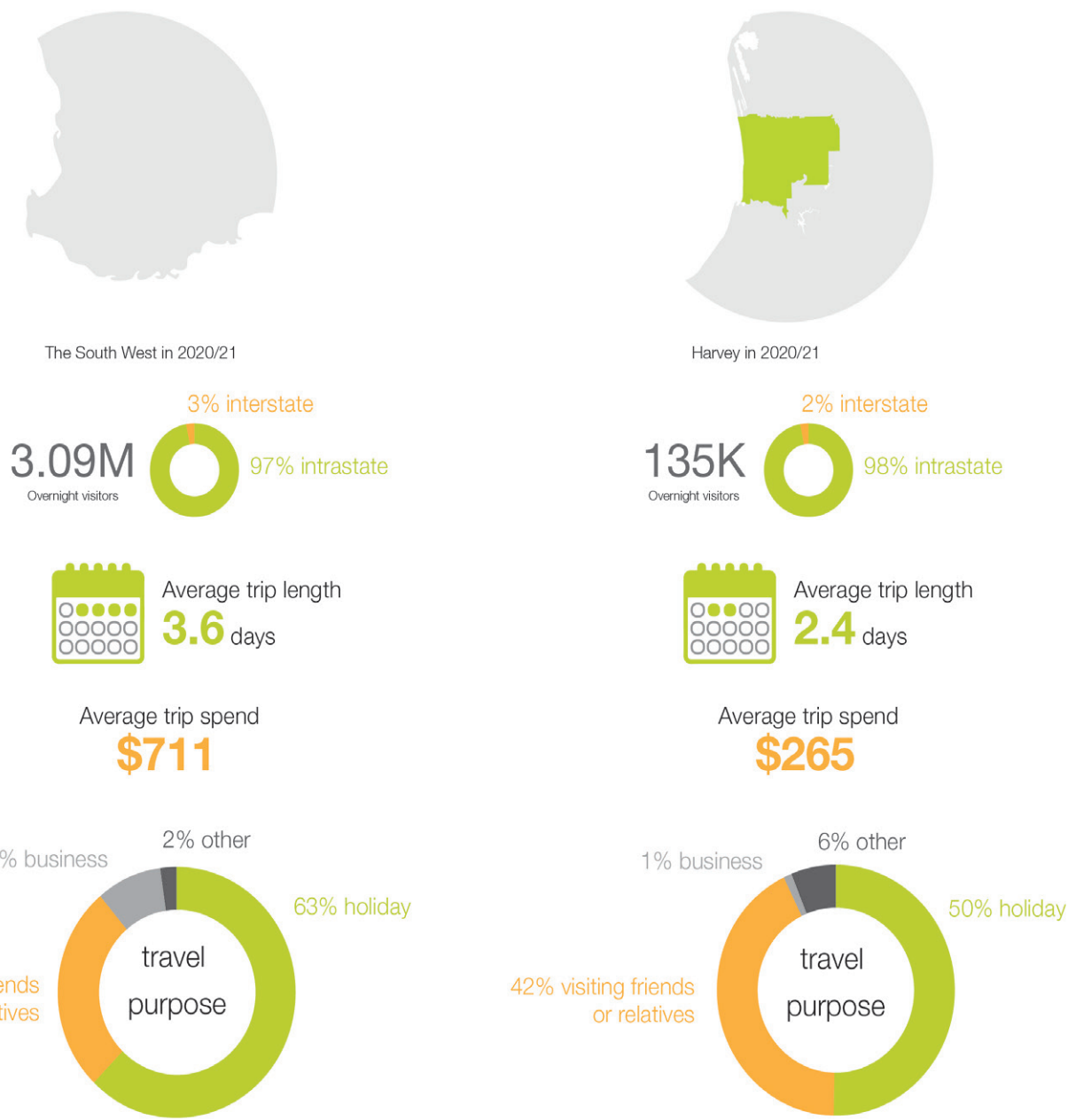


Figure 4 - Harvey Region and South West visitation comparison, 2021. (Tourism WA)

TRAIL USER SURVEY

To better understand the existing trends in trail use across the Harvey Region a trail user survey was conducted. The online survey incorporated an interactive map where respondents could drop pins locating existing trails or potential new trail opportunities. The survey was distributed widely through Shire of Harvey networks, trail user groups and social media and received 290 individual responses.

When considering the data gathered from the survey it is important to note the potential for survey bias where trail enthusiasts are likely to fill out such surveys, whereas those new to trails are less likely to complete a survey. This can results in survey outcomes skewed towards intermediate and advanced trail users.

Below is a summary of key findings from the online trail user survey providing an insight into trail user profile.

- Responses to the survey indicate the most popular activity for exploring the trails in the Harvey Region is walking and/or hiking, followed by mountain biking and trail bike riding.
- The top three preferred recreational activities of survey respondents were walking/hiking, mountain biking and cycling (road or gravel). 86.7% of respondents indicated their level of experience in their preferred recreational activity as intermediate or advanced.
- Of those that responded to the survey and use the trails within the Harvey Region, 66.3% are not a member of a club or incorporated association, while 20.4% are a member of an informal online social media group. From this data it can be concluded that existing trails in the Harvey Region provide an important recreational asset for informal recreation and there is the potential for new trails to encourage the formation of new active recreation clubs.
- The most popular way to explore trails in the Harvey Region is with a friend or partner (37.4%) or in a small group of 6 people or less (27.6), while 20% of exploration of the trails within the region is undertaken solo.

An analysis of the survey results by gender, revealed the following characteristics.

Female

- Typically aged between 35 and 54 years
- Most likely walking or hiking to explore trails within the Harvey Region
- Preferred recreation activity is likely to be walking or hiking
- Most likely to explore the trails with a friend or partner
- Use the trails in Harvey Region for exercise/ fitness, be in nature, and to spend time with family and friends.

Male

- Typically aged between 35 and 64 years
- Most likely to be exploring the trails within the Harvey Region by mountain bike
- Preferred recreation activity is likely to be trail bike riding
- Most likely to explore the trails with a friend or partner
- Use the trails in Harvey Region for exercise/fitness, to spend time with family and friends and to be in nature.



Figure 5 - Top activities of survey respondents by gender



Figure 6 - Summary of survey results

EMERGING MARKETS AND TRENDS

Over the past five years trail use and development within Australia has evolved and matured. Below are a number of noted industry trends and observations.

Multi-modal long distance trails

There is an emerging trend for multi-modal long distance trails such as rail trails and adventure style trails, offering trail users options to tailor experiences to suit their chosen activity, time available and skill/fitness level. Bikepacking is growing in popularity and is particularly relevant when considering the longer adventure style trail experiences such as the Munda Biddi, and connectivity between towns within the region and neighbouring Local Government Areas and Shires.

E-rideables and E-bikes

The use of e-bikes, e-scooters and other e-transport on trails and paths has increased in recent years. E-bikes have revolutionised the bicycle market, opening up mountain biking and cycling to a more diverse range of participants. Terrain is becoming less of a barrier and the leisure cyclist can explore over longer distances with greater ease. With increased technology and affordability e-bikes are playing a positive role in improving the accessibility of trails for people of varying abilities and backgrounds. Bike shops now include e-bikes in the bike hire range, offering an option for riders to ‘try before you buy’ and for hire by holiday travellers. The challenge moving forward for trail development is consideration of the trail planning, design, construction and maintenance requirements of e-bikes, potential environmental impacts, safety and regulatory issues and opportunities increased participation provides.

The use of Electric Trail Bikes (eTrail Bikes) is also increasing and presents additional challenges. The blurring of the lines between eTrail Bikes and eMTB’s requires consideration due to the potential impacts eTrail Bikes present to mountain bike trails.

Indigenous storytelling

Indigenous storytelling has the power to bring the natural world to life. Aboriginal tourism in Western Australia continues to be of great interest to visitors, with four in five visitors indicating they would be interested in experiencing Aboriginal tourism in Western Australia if it were easily accessible (Tourism WA, 2020). However, participation levels remain relatively low, with less than one in five visitors actually having an Aboriginal tourism experience in 2019-20; a decline compared to the previous year. Raising awareness and supply of Aboriginal tourism experiences is critical to meet visitor demand and the Harvey Region has potential to develop experiences which will help fill this gap.

Growth in popularity of trails

Outdoor recreation, including trail running, walking, mountain biking and gravel riding, has increased in popularity. Throughout the world there are examples of trail networks that have become significant tourism destinations attracting international and domestic visitors, contributing to the economic sustainability, and providing health and social benefits for regional and local communities.

AusPlay data highlights the shifting trend in people moving away from participation in structured competitive sport to more recreational and socially focused activities. Key findings from the AusPlay report into how Australians’ participation in sport and physical activity is adapting to COVID normal, estimated an increase of 99,000 and 82,000 people participated in mountain biking in 2020 and 2021.

The report confirms that physically-distanced or home based activities are continuing to increase in popularity, including mountain biking, walking, bush walking and canoeing/kayaking.

Trail running

Trail running is an outdoor sport that provides an immersive experience deep in the heart of natural landscapes. Since the mid 1990’s, the popularity of trail running has grown at a rate of 15% each year with an estimated 20 million trail runners worldwide. Trail runners typically use bushwalking and urban walking trails and in some instances mountain bike trails, vehicle management trails and fire breaks. While trails specifically for trail running are not considered necessary, considering the needs of trail runners in the development of walking and shared use trails is important particularly in terms of offering a range of technical difficulty.

Digital apps

Social media and the use of apps is commonplace within the outdoor recreation and trails industry. Digital apps are available for navigation, performance monitoring, training, marketing and promotion. Trail users are increasingly using digital apps in preference to paper maps and guidebooks as a source of information. Apps present an opportunity to assist in promotion of trails, awareness of environmental and cultural heritage values, capture important participation data, allow users to report maintenance issues, and improve safety on trails. Emergency services and navigation apps are increasing being used to share trail issues and emergency information with trail users.

Inclusion and accessibility

The need to develop inclusive trails and trail experiences for people of all abilities is becoming more widely recognised, with trails catering to a range of abilities being incorporated into trail projects. Additional infrastructure and equipment including high contrast signage, accessible canoe launches, all terrain and back wheelchairs, and adaptive mountain bikes are just some of the equipment in use improving accessibility of the outdoors and trails.

Soft-adventure and guided or self-guided experiences

Other emerging trends include increasing popularity of soft-adventure trails and guided or self-guided experience packages that provide information, accommodation, transport and equipment services.



Harvey Dam Recreation Facilities

Current Trail Supply

The Harvey Region currently has a limited range of sanctioned trails across the different trail user types. None of the existing designated trails in the region are characterised by formalised trail towns or centres. Non-motorised experiences vary from short urban walks (less than 1km), to half day horse rides, through to a multi-day mountain bike ride traversing the region. The region as a whole contains 166km of designated sanctioned trails. Walking makes up 15% of the total kilometres, shared use 19%, equestrian 24% and mountain bike 42%, which is the Munda Biddi long distance touring route.

There are no designated motorised trails or trail experiences within the Harvey Region. Road registered 4WD and trail bikes are permitted to travel on public roads and tracks, accounting for PDWSA and DRA which are off limits to motorised recreation. The length of public roads and tracks within the reserves considered in this Master Plan is approximately 560km. These roads and tracks have not been assessed as part of the trail audit. The community survey conducted as part of this Master Plan, indicated the surrounds of Harvey Dam and Myalup Pines as ‘hotspots’ for 4WD’s and trail bike riding.

TRAIL SIGNIFICANCE

To achieve a consistent approach to the assessment of trail developments each trail has been classified according to their significance at a state, regional and local level. Classifications for trails and trail networks in Western Australia as per the WA Strategic Trails Blueprint are as follows:

State trails – An extended trail or trail network that is of sufficient quality and with appropriate facilities, products and services to be recognised beyond the State and to attract visitors to Western Australia.

Regional trails – A major trail or trail network that services a population centre or large regional community, with facilities and services of a standard and appeal that could attract visitors from outside the region.

Local trails – A trail that services the local community and provides facilities suited to local use. Some local trail may have potential for development to regional status.

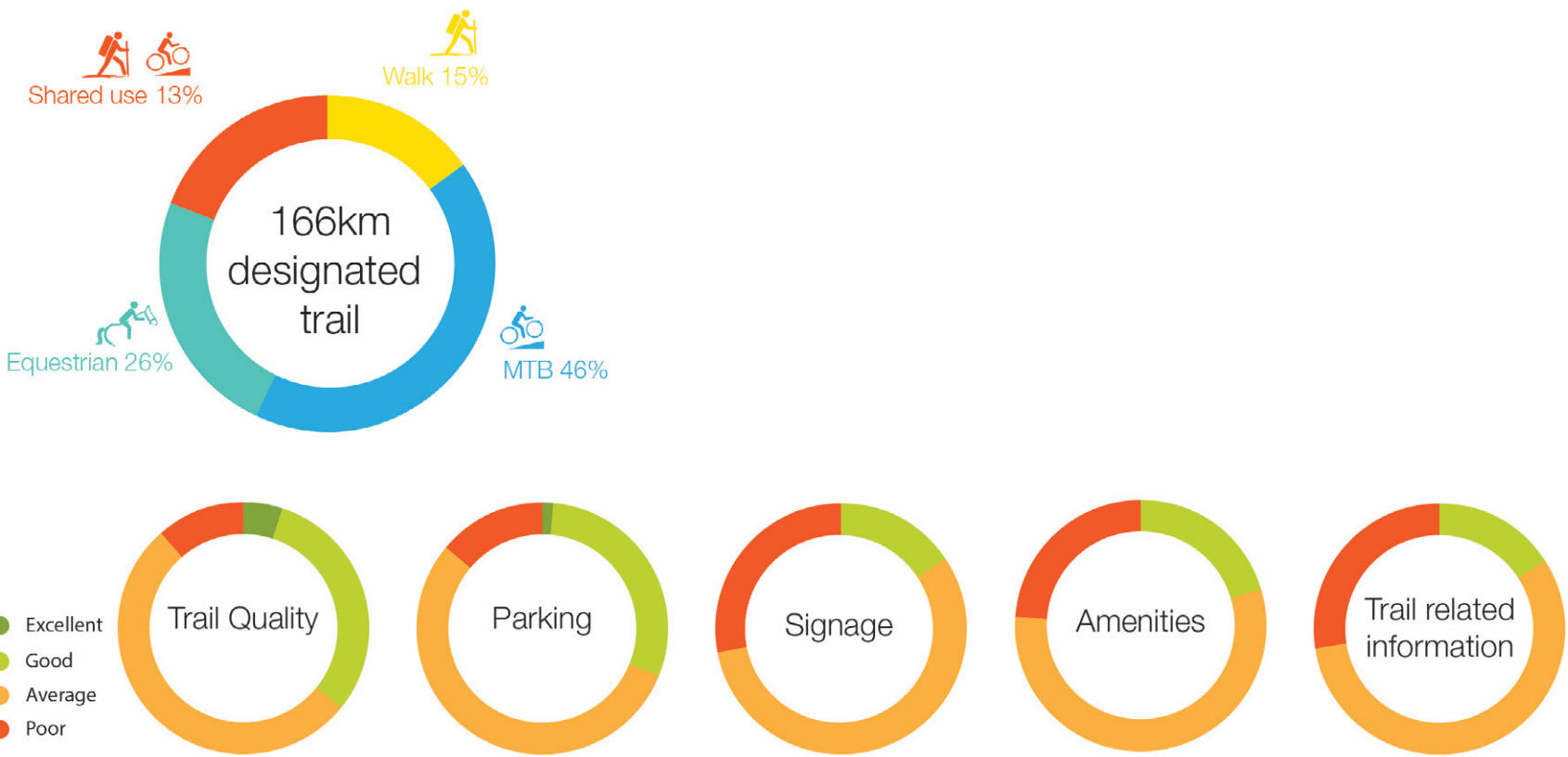


Figure 7 - Snapshot of current trail supply and trail user perception of trail and trail services quality (Source: Trail User Survey)

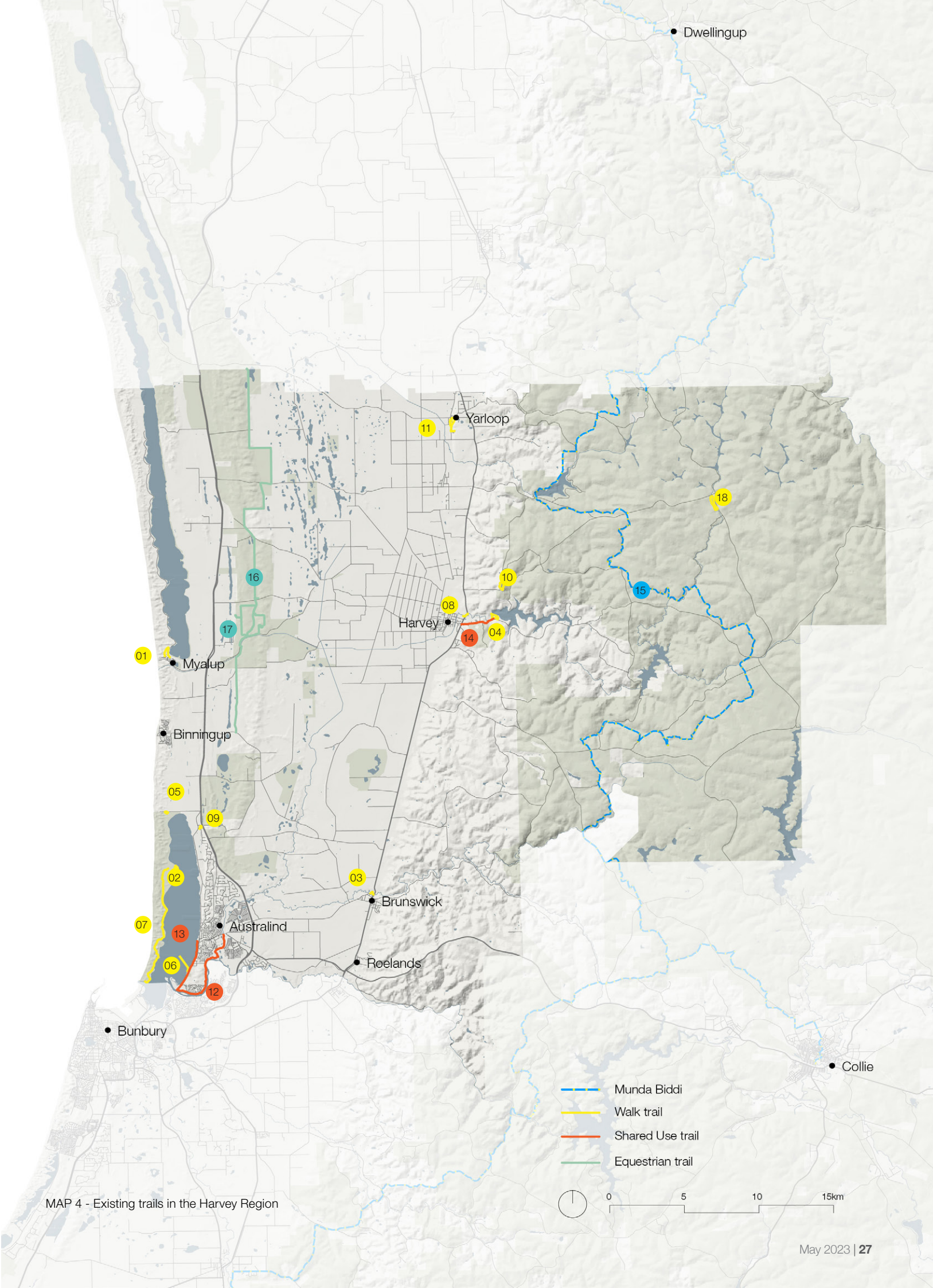


Image credit: Harvey Region. Harvey Dam

Table 18: Existing trails

Map ID	Name	Type	Length (m)	Grade	Land manager	Trail manger
01	100 Acre Woods Trails	Walk	3,610	Grade 3	Shire of Harvey	Shire of Harvey
02	Belvidere Heritage Walk	Walk	1,776	Grade 2	DBCA	DBCA
03	Brunswick River Walk	Walk	559	Grade 2	Shire of Harvey	Shire of Harvey
04	Dick Lofthouse Rotary Trail	Walk	1,688	Grade 2	Water Corp	Water Corp
05	John Boyle O'Reilly Wetland Trail	Walk	665	Grade 2	DBCA	DBCA
06	Leschenault Jetty Walk	Walk	1,164	Grade 2	Shire of Harvey	Shire of Harvey
07	Harris Track Walk	Walk	9,333	Grade 3	DBCA	DBCA
08	Noongar Kaartdijin Bidee	Walk	453	Grade 2	Shire of Harvey	Shire of Harvey
09	Rosamel Wetland Walk	Walk	499	Grade 2	Shire of Harvey	Shire of Harvey
10	Wildflower Ridge Walk	Walk	1,426	Grade 3	DBCA	DBCA
11	Yarloop Heritage Walk Trail	Walk	3,521	Grade 1	Shire of Harvey	Shire of Harvey
12	Urban Forest Trail	Shared	14,052	Grade 2	Shire of Harvey	Shire of Harvey
13	Leschenault Waterfront Historic Trail	Shared	3,766	Grade 2	Shire of Harvey	Shire of Harvey
14	Weir Road Trail	Shared	2,411	Grade 2	Shire of Harvey	Shire of Harvey
15	Munda Biddi Trail	MTB	70,566	Moderate	Varies	DBCA
16	10th Light Horse Trail	Equestrian	30,408	Easy	Varies	DBCA/ LGAs
17	Myalup Pines Horse Trail	Equestrian	8,921	Easy	FPC/DBCA	DBCA
18	Bridges Walk (Hoffman Mill)*	Walk	2,361	Grade 2	DBCA	DBCA

*Closed to public use in 2022 due to mining activity, not included in overall totals



Gap Analysis and Potential Improvements

Following is a summary of the gap analysis for each trail activity covered in this Master Plan. Potential improvements form the basis for recommendations provided in the Recommendations section of this Plan.

WALKING / BUSHWALKING / HIKING

Bushwalking and hiking trails in the region vary from short half hour walks through to half day walks along the Harris Track at the Leschenault Estuary. There is a total of 22.5km of designated walking/ bushwalking trail and 20.2km of shared use trail within the region. Based on the survey, the user profile indicates a majority of bushwalkers are female, participate with a friend or partner and prefer defined basic camping if staying overnight. Mountain biking, cycling and running were identified as the top three other trail based activities walkers participate in.



Image credit: Bianca Turn, Walking near Big Tree Jarrah Hatfield

WALKING / BUSH WALKING / HIKING TRAIL GAPS AND POTENTIAL IMPROVEMENTS

ISSUE	GAPS	POTENTIAL IMPROVEMENTS
Market	A sustainable trails community requires a strong leisure and beginner cohort however only 28% of those surveyed said they were at a beginner level (noting the survey bias towards trail enthusiasts).	Improve access and trail supply to growth participation across all skill levels.
Demand	State-wide participation rates for walking are high and 33% of those surveyed noted walking/ bushwalking/ hiking as their preferred activity. Trail running is a popular activity with participation growing in Australia and globally.	Improve supply of trails that provide quality experience.
Participation	Current participation rates state-wide for recreational walking (42%) and bushwalking (5.2%) are high and growing. 37% of the Shire of Harvey LGA's current adult population participate in walking. This is backed by the trail user survey which indicated walking as the most popular activity for locals. The population of the Shire of Harvey LGA is predicted to increase to 32,567 in 2026, an increase of 9.9%. Therefore, it is likely that participation in walking and bushwalking by local residents, will increase.	Develop recreational walking, bushwalking and shared use trails in population centres connecting key services and destinations.
Location Significance	There are currently no, nationally, regionally or locally significant trail locations within the region.	Prioritise investment in fewer trails with a focus on providing quality experiences and facilities.
Trail Significance	There are both short urban and bush walking trails within the Harvey Region. The multi-day hiking track, the Bibbulmun Track is located inland just outside the Harvey Region boundary.	Identify locations where a potential quality trail experience could be high and focus on developing opportunities in these locations.
Infrastructure and Facilities	National, regional and local trail locations have minimum infrastructure and facility requirements, however few of the trails assessed currently meet these requirements, in particular trailhead, signage and trail markers.	Ensure trail developments have adequate infrastructure relevant to scale of development proposed.
	Trail centres, trail towns and visitor services make bushwalking and hiking more accessible. However, there are currently no locations that have trail centres or the infrastructure to meet trail centre criteria.	Develop trail opportunities focused on trail centres and visitor servicing.
Quality	Trail users are seeking a high quality trail experience however 30% of survey respondents that walk, or hike consider existing trails in the region to be good, 57% average and 12% poor.	Focus investment on consolidation and provision of high quality trails.
Quantity	100% of existing walking/ bushwalking trails are less than 10km in length. However, 40% of those surveyed that walk or hike, indicated they like to spend half a day on the trail, and 20% a full day. There is a lack of day (approx. 20km) and multi-day hike options. Longer walking opportunities are required if the region desires to attract bushwalking and hiking visitors in significant numbers from Perth and further afield.	Improve variety of trail length options in the region, with a focus on day loops taking in key attractions in the region.
Uniqueness and Experience	The trail experiences are dispersed across the region and while some trails are well located in terms of scenic quality and natural attractions, trail alignment often doesn't make the most of the opportunity or maximise the trail user experience.	Improve quality of existing trails and ensure outcomes are sustainable though a rationalisation program which prioritises unique experiences.
Usability	Trail systems should be easy to navigate and intuitive, however, 84% of survey responses indicated that signage quality was average or below and 87% indicated that the availability of trail related information was average or below.	Improve existing trail cohesiveness, signage and pre-visit trail information.
Trail Classification	75% of existing trails are suitable for beginners (grade 1 and 2), however only 25% of survey respondents whose preferred activity is walking/hiking indicated their ability as beginner, whereas 75% rated their ability as intermediate or advanced (noting the survey bias towards trail enthusiasts).	Improve diversity of trail classification to achieve a more suitable mix of trail diversity and technicality allowing for skill progression and challenge.

CYCLE (ROAD AND GRAVEL) TRAILS

The local cycling organisations and community have identified and mapped a number of road cycling routes throughout the region totalling approximately 550km. Information dated April 2015, identifies 15 road cycling routes ranging from 10km to 100km. Routes are both loop and out and back rides.

Of the survey respondents who indicated they participate in road cycling, 57% are female and 43% male with majority (57%) of respondents participating in road cycling with a friend or partner followed by a small group of less than six people. For gravel riding 54% of respondents were female and riding solo was most common followed by with a friend or partner or in a large or small group.

Strava heat map highlights a concentration of road cycling along the coast with a few key connections across the Forrest Highway to the rural areas of the region.

Other than the Munda Biddi Trail which traverses the region, Strava heat map indicates a very minor level of riding on gravel roads within Darling Plateau State Forests including a route connecting the Munda Biddi to Harvey town. During site visits and on ground assessments to inform this Master Plan, a number of organised cycling groups and enthusiasts were observed in the Harvey Region. The 1,200km Perth to Augusta return Audax WA feature ride made its way through the Harvey Region passing through Harvey town and Australind. The annual South West Bike Trek, a charity ride raising money for childhood cancer research passed through the Harvey Region staying overnight in Harvey and hosting a ride with the local primary school students. And finally, a couple riding a tandem touring bike complete with panniers, were spotted replenishing at a local café in Harvey. These encounters highlight that cycle tourism activities are currently being undertaken within the Harvey Region.

The neighbouring Shire of Collie is a trail town with multiple bushwalking and urban walks, in addition to a mountain bike network of national significance and supporting infrastructure.

CYCLE (ROAD AND GRAVEL) TRAIL GAPS AND POTENTIAL IMPROVEMENTS

ISSUE	GAPS	POTENTIAL IMPROVEMENTS
Market	The current participation rate in WA in cycling is 14%. With the population in the Perth, Peel and the Harvey region's expected to increase significantly by 2050, ensuring safe cycling routes for recreation and commuting will be critical.	Increase provision of safe designated cycling routes and off road trails in strategic locations.
Participation	An estimated 14% of Western Australian adults' cycle and 13.2% of Perth residents ride a bike recreationally. Participation in cycling in by Australian adults was within the top ten most popular activities during 2021/22 across multiple age groups, genders and abilities.	Develop and promote on-road and off-road cycling routes in population centres for recreation and transport, connecting key services and destinations.
Location Significance	No location within the region has enough identified trail or adequate facilities to rate as a nationally or regionally significant cycling location.	Prioritise investment in providing quality experience and supporting facilities.
Location	40% of gravel and road cyclists that responded to the survey indicated they would travel between 21-50km to access cycling routes/trails and 27% over 100km.	Develop and promote on-road and off-road cycling routes/trails in population centres for recreation and transport, connecting key services and destinations.
Infrastructure and Facilities	National, regional and local trail locations have minimum infrastructure and facility requirements. However, none of the locations assessed meet these requirements. Trail centres, trail towns and visitor services make cycling more accessible. However, there are currently no locations that have trail centres or the infrastructure to meet trail centre criteria.	Ensure future promoted cycling routes have adequate infrastructure and services to enhance the riding experience.
Quality	Safety and connectivity of on-road cycling routes was identified as a concern for riders. 69% of road and gravel cyclists that responded to the survey indicated the quality of existing road and gravel trails as average or poor.	Focus investment on consolidation and provision of safe cycling routes on sealed and unsealed roads.
Uniqueness and Experience	Uniqueness is a primary travel motivator. The current on road cycling routes offer diversity, however in some instances lack formalisation and safe connectivity.	Develop and promote safe on and off road cycling routes focusing on connectivity and unique riding experiences.
Usability	Trail systems should be easy to navigate and intuitive, however 84% of survey respondents rated trail signage and 87% rated the availability of trail information average or below.	Improve trail and route markings, signage and pre-visit information.

EQUESTRIAN TRAILS

There are limited formalised equestrian trail opportunities in the Harvey Region with a total of 39km of dedicated equestrian trail. The 10th Light Horse Trail commences on the west side of the Harvey River bridge on Lake Clifton Road, traverses the region ending in Binningup. The 8.9km Myalup Pines Horse Trail takes riders through the pine forest with connectivity to a local brewery.

All respondents to the trail survey that indicated they horse ride, were female. Most riders spend up to 2 hours on the trail per visit, ride with a friend or partner, rate their skill level as advanced and prefer a basic camp site if staying overnight.



Image credit: Harvey Region. 10th Light Horse Trail

EQUESTRIAN TRAIL GAPS AND POTENTIAL IMPROVEMENTS

ISSUE	GAPS	POTENTIAL IMPROVEMENTS
Market	A sustainable trails community requires a strong leisure and beginner cohort, however no survey respondents indicated they were of a beginner level (noting the survey bias towards trail enthusiasts).	Ensure the current supply of equestrian trails and supporting infrastructure are regularly maintained and signed.
Demand	The ooutcome of consultation activities suggest a low demand for additional equestrian trails in the region with only one potential new trail opportunity suggested.	Continue to maintain existing equestrian trails and monitor usage and demand for new trails.
Participation	<p>An estimated 1% of Western Australian adults and 2.8% of adults based in regional Western Australian participate in equestrian activities. Nationally, participation in sport related equestrian activities was within the top ten most popular activities during 2021/22 for females aged 35 – 54 years and over 55 years.</p> <p>Locally, consultation activities indicated a low participation rate in horse trail riding with only 3.8% or eight survey respondents currently exploring trails by horse and only 2.4% or five respondents indicating horse riding as their preferred activity.</p>	
Location Significance	No location within the region has enough identified trail or adequate facilities to rate as a nationally or regionally significant equestrian location.	
Infrastructure and Facilities	National, regional and local trail locations have minimum infrastructure and facility requirements. However, none of the locations assessed meet these requirements.	Ensure trail developments have adequate infrastructure relevant to scale of development proposed.
Quality	Generally, trail users are seeking a high quality trail experience, however the majority (75%) of equestrian trail users rated the existing trails as average.	Focus on improving current trail quality and supporting infrastructure.
Usability	Trail systems should be easy to navigate and intuitive, however 84% of survey respondents rated trail signage and 87% rated the availability of trail information average or below.	Improve trail and route markings, signage and pre-visit information.
Trail Classification	The two equestrian trails are classified as easy, however 100% of survey respondents indicated their technical ability as intermediate or advanced. (noting the survey bias towards trail enthusiasts).	Improve diversity of classifications to achieve a suitable mix of classifications and allow progression of trail users.

MOUNTAIN BIKE TRAILS

With the exception of the long distance touring route, the Munda Biddi Trail which traverses the region, there are currently no sanctioned mountain bike trails or trail networks in the Harvey region. There are informal/unsanctioned trails within Korijekup Conservation Area, however these are not considered in the analysis below. The neighbouring Shire of Collie is a trail town with a mountain bike network of national significance, bushwalking and cycle trails and supporting infrastructure.

Based on the user survey 51% of respondents currently explore trails by mountain bike with a friend or partner and 63% rate their ability as intermediate. According to AusPlay data, other activities likely to be undertaken by those who mountain bike include bushwalking, walking and cycling.

Cycling has become more and more inclusive over recent years with the development and availability of adaptive bikes. These adaptive bikes include recumbents, trikes, hand bikes and wheelchair bikes for differently abled riders. They do however require a certain type of trail to enable the bike to be ridden.

At a national level, Break the Boundary, advocates for accessibility and the inclusion of people with physical and neurological disabilities in mountain biking and provides information on adaptive trails in Australia. Trailforks also provides information on adaptive mountain biking trails. The trail network in neighbouring Collie includes some adaptive mountain bike trails.



Wellington National Park

MOUNTAIN BIKE TRAIL GAPS AND POTENTIAL IMPROVEMENTS

ISSUE	GAPS	POTENTIAL IMPROVEMENTS
Market	A sustainable trails community requires a strong leisure and beginner cohort however only 10% of those surveyed said they were at a beginner level (noting the survey bias towards trail enthusiasts).	Improve access and trail supply to provide for the current market and grow participation.
Demand	Gathering accurate participation data for mountain biking is difficult due to the informal nature of the activity. However, investment in trails and trail development in WA and throughout Australia is at an all time high. Mountain bike riding was the second most preferred activity of respondents to the user survey. 34% of survey respondents who mountain bike currently travel over 50km to access trails.	Improve trail supply to meet demand and diversity of riding experiences.
Participation	An estimated 1.6% of Western Australian adults participate in mountain biking and 13.2% of Perth residents ride a bike recreationally. Since 2017, participation in mountain biking in Australia has grown by 119%.	Develop recreational mountain bike trails in population centres connecting to key services, facilities and infrastructure.
Location Significance	There are currently no, nationally, regionally or locally significant trail locations within the region.	Prioritise investment in fewer trails with a focus on providing quality experiences and facilities.
Trail Significance	With the exception of the long distance touring trail, the Munda Biddi, there are no formalised mountain bike trails/ trail networks in the region.	Identify where the potential for a high quality trail experience is high and focus on developing opportunities in these locations.
Infrastructure and Facilities	National, regional and local trail locations have minimum infrastructure and facility requirements. Trail centres, trail towns and visitor services make mountain biking more accessible. However, there are currently no locations that have trail centres or the infrastructure to meet trail centre criteria.	Ensure trail developments have adequate infrastructure relevant to scale of development proposed. Develop trail opportunities focused on trail centres and visitor servicing.
Quality	Trail users are seeking a high quality trail experience however 66% of survey respondents that mountain bike consider existing trails in the region to be average or poor.	Focus investment on consolidation and provision of high quality trails.
Quantity	The only formalised mountain bike trail in the region, the Munda Biddi is a long distance touring trail providing for a multi-day riding experience. However, 31% of those surveyed that mountain bike indicated they like to spend up to 2 hours on the trails and 48% a half day.	Provide mountain bike trails offering a variety of trail length options, with a focus on providing up to a half day riding experience.
Uniqueness and Experience	There are currently no formalised mountain bike trails/ trail networks within the region providing the opportunity to create a unique riding experience.	Provide quality sustainable trails prioritising unique experiences that have the potential to interconnect with surrounding experiences.
Usability	Trail systems should be easy to navigate and intuitive, however 84% of survey respondents rated trail signage and 87% rated the availability of trail information average or below.	Improve existing trail cohesiveness, signage and pre-visit information.
Trail Classification	10% of survey respondents whose preferred activity is mountain biking indicated their ability as beginner and 90% intermediate or advanced (noting the survey bias towards trail enthusiasts).	Provide a range of trail classifications to achieve a suitable mix of trail diversity and technicality allowing for skill progression and catering to market demand.

PADDLE TRAILS

According to Trails WA, there is one paddle trail located within the Harvey and Bunbury regions. Commencing at the Eaton boat ramp, the 4km Eaton to The Cut trail meanders along a short section of the Collie River into the Leschenault Estuary and Leschenault Peninsula Conservation Reserve. There are, however according to Strava heatmap, other waterways currently used by paddlers such as Logue Brook Dam, and the Collie and Brunswick Rivers.

Of the survey respondents who indicated they participate in paddling, 58% are female and 42% male with the majority (87%) of respondents participating in a paddling activity individually or in a group of up to six and preferred to spend up to half a day (4 hours) out paddling.

PADDLE TRAIL GAPS AND POTENTIAL IMPROVEMENTS

ISSUE	GAPS	POTENTIAL IMPROVEMENTS
Market	A sustainable trails community requires a strong leisure and beginner cohort, however 4.6% of survey respondents indicated they were of a beginner level (noting the survey bias towards trail enthusiasts).	In consideration of water safety, develop and promote a diverse supply of paddle trails and launch sites to cater for all skill levels.
Demand	The outcome of consultation activities suggest a moderate demand for additional paddle trails in the region with nine potential new trail opportunities and/or infrastructure installments suggested.	Maximise use of waterbodies within the region for paddle trails and activities.
Participation	<p>An estimated 1.6% of Western Australian adults and 1.4% of adults based in regional Western Australian participate in canoeing or kayaking activities. Nationally, participation in paddling activities was within the top ten most popular sport related activities during 2021/22 for females aged 35 – 54 years and over 55 years.</p> <p>Locally, consultation activities indicated a moderate participation rate in paddling activities with 20.4% or 43 survey respondents currently paddling to exploring trails. However, only 2% or 4 respondents indicated paddling as their preferred activity.</p>	Formalise paddle trails and opportunities within the regions waterbodies to provide safe and promoted paddling routes.
Location Significance	No location within the region has enough identified trail or adequate facilities to rate as a nationally or regionally significant paddling location.	Prioritise future investment in developing a few trails with a focus on providing quality experience and facilities.
Infrastructure and Facilities	National, regional and local trail locations have minimum infrastructure and facility requirements including trailhead signage and launch infrastructure. However, none of the locations assessed meet these requirements.	Ensure trail developments have adequate infrastructure relevant to the scale of proposed trail development.
Quality	Generally, trail users are seeking a high quality trail experience. The majority (88%) of paddlers rated paddle trails in the region good or average.	Focus on improving current trail quality and supporting infrastructure.
Uniqueness and Experience	The trail experience is currently limited, however there is the potential to offer a variety of unique and diverse experiences within the estuary, rivers and dams.	Improve quality of existing trails and ensure outcomes are sustainable.
Usability	Trail systems should be easy to navigate and intuitive, however 84% of survey respondents rated trail signage and 87% rated the availability of trail information average or below.	Improve trail and route markings, signage and pre-visit information.
Trail Classification	The current formalised, marketed and promoted paddle trail is classified as suitable for beginners (flat water) however 95% of survey respondents who paddle indicated their technical ability is intermediate or advanced.	Improve diversity of classifications to achieve a suitable mix of classifications and allow progression of trail users.



Image credit: Harvey Region, Leschenault Peninsula

TRAIL BIKE TRAILS

Formalised/ sanctioned trail bike riding opportunities in the Harvey Region are available on private land and on public roads and trails in state forests.

There are no designated trail bike trails in the region. Road registered trail bikes are permitted to travel on public roads and tracks, with the exception of PDWS and DRA which are off limits to motorised recreation. The length of public roads and tracks within the reserves considered in this Master Plan is approximately 560km. These roads and tracks have not been assessed as part of the trail audit. There is no provision within the region for ORV registered trail bike riders to legally ride.

The Australian 4 Day Enduro with an estimated 250 riders is scheduled to be held in May 2023 utilising trails within the Harris River State Forest and making use of Camp Mornington on Mornington Road as the event village.

Based on the trail users survey and responses received from those that trail bike ride, the majority of riders are male aged between 35 and 64 years of age (85%) and rate their technical ability as intermediate or advanced. Riders spend a half or full day per trail visit, ride in a small group of less than six and prefer either a defined basic camp site, formal campground or wild undefined camping.



Image credit: Blanca Turri. Harris River State Forest.

TRAIL BIKE TRAIL GAPS AND POTENTIAL IMPROVEMENTS

ISSUE	GAPS	POTENTIAL IMPROVEMENTS
Market	There is insufficient data available regarding the current and potential trail bike user market.	Source data on market potential.
Demand	Potentially, a significant proportion of unauthorised/ illegal riding and development of trails has occurred in public reserves throughout the region. The community through consultation activities provided 31 potential trail bike and 4WD opportunities. This indicates there is a demand for suitable places to trail bike ride within the region.	Provide an area suitable for development of trail bike trails and legal trail bike riding.
Participation	There is insufficient data available regarding current and potential participation in trail bike activities. However, local consultation activities indicated a moderate participation rate in trail bike riding activities with 26.5% or 56 survey respondents currently exploring trails by trail bike. This is similar for preferred activity, with 22% or 46 of survey respondents indicating trail bike riding was their preferred activity. Lack of dedicated facilities is a barrier to participation in trail bike riding.	Provide an area suitable for development of trail bike trails and legal trail bike riding.
Trail Significance	There are currently no designated trail bike trails or designated off road vehicle area in the region.	Provide trails in high demand areas where the potential for a high quality trail experience is also high.
Infrastructure and Facilities	National, regional and local trail locations have minimum infrastructure and facility requirements including trailhead signage and launch infrastructure. There are no locations within the region that meet these requirements.	Ensure trail developments have adequate infrastructure relevant to the scale of proposed trail development.
Quantity	No formalised designated and signed trails exist in the region. It is unclear where riders can legally ride registered trail bikes and there is no trails or areas provided for unregistered trail bikes in the region.	Creation of designated routes and an Off Road Vehicle Area.
Quality	Although there are no authorised or dedicated trail bike riding trails or facilities in the area, some survey respondents suggested terrain in the region is ideal for trail bike riding.	Investigate options within the broader South West to provide high quality trail bike trails that respond to identified demand.
Uniqueness and Experience	Riders generally are seeking an unmaintained challenging track experience. One of the main barriers is lack of available information on where riders can legally access and ride.	Focus investment on improving available information on publicly accessible roads and creation of an ORV area in the region.
Usability	Trail systems should be easy to navigate and intuitive, however 92% of survey respondents that trail bike ride rated trail signage average or poor and 94% rated availability of trail information as average or poor. 43% of respondents that trail bike ride rated the quality of trails in the Harvey Region as excellent or good.	In development of any dedicated ORV area and/or trail bike riding trails, ensure trail and route markings, signage and pre-visit information is accessible and accurate and conveys the appropriate information.

4WD TRAILS

Road registered 4WD’s are permitted to travel on public roads and tracks, with the exception of PDWSA and DRA’s. The length of public roads and tracks within reserves covered by the Master Plan is approximately 560km. These roads and tracks have not been assessed as part of the trail audit. The informal Bob’s Track is renowned as one of the state’s most challenging 4WD tracks and is located within the DBCA managed Harris River State Forest.

Based on the trail user survey, the majority (62%) of survey respondents that participate in 4WD activities are male and rate their technical ability as intermediate or advanced. They generally participate in 4WD activities in a small group of less than six or alone and 88% of respondents rate the quality of the 4WD trails in the Harvey Region as good or average. If staying overnight those that 4WD prefer defined basic camp site with toilet and fire pits or a formal campground.

4WD TRAIL GAPS AND POTENTIAL IMPROVEMENTS

ISSUE	GAPS	POTENTIAL IMPROVEMENTS
Market	There is insufficient data available regarding the current and potential 4WD user market. In terms of SUV/ 4WD sales nationally in July 2022, the top 20 vehicle sellers list included two large, six medium and two small SUV’s.	Source data on market potential.
Demand	The community through consultation activities identified 31 potential trail bike and 4WD opportunities within the Swan Coastal Plain and Darling Plateau area. This indicates there is a demand for suitable places to 4WD within the region. No new opportunities were identified along the coast.	Investigate options in the broader South West to provide high quality 4WD trails that respond to identified demand.
Participation	There is insufficient data available regarding the current and potential participation in 4WD activities. However, local consultation activities indicated a moderate participation rate in 4WDing activities with 24.2% or 51 survey respondents currently exploring trails in a 4WD. However only 2.9% or 6 survey respondents indicated exploring trails by 4WD as their preferred activity.	Investigate options in the broader South West to provide high quality 4WD trails that respond to identified demand. Investigate methods to capture participation data.
Quantity	There are currently no designated or formalised 4WD trails in the region. 4WD’s are permitted to be driven within designated beach areas and must comply with a range of conditions including the Road Traffic Act 1974, observe a 40kph speed limit, stay clear of other beach users and out of sand dunes and restoration areas.	Investigate options in the broader South West to provide high quality 4WD trails that respond to identified demand.
Uniqueness and Experience	Drivers generally are seeking an unmaintained challenging track experience. One of the main barriers is lack of available information on where drivers can legally access.	Focus investment ton improving available information on publicly accessible roads in the region.
Usability	Trail systems should be easy to navigate and intuitive, however 88% of survey respondents that 4WD rated trail signage and availability of trail information as average or below.	Improve trail and route markings, signage and pre-visit information.



Image credit: Haydn Jones. Binningup Beach

Governance and Management

The stakeholders involved in trail development can be very diverse. State government departments and agencies, local governments, regional councils, community advisory committees, development commissions, tourism organisations and user group organisations all play a vital role in the governance of trails and trail networks.

Typically, organisations involved in trail development across the state have worked in isolation, however, more recently there has been a movement towards cooperative governance structures. The emerging hierarchy of trail governance includes key organisations listed in Table 19.

Many of these organisations have an interest in both trail advocacy and events. They have or aspire to have formal governance and management structures and are capable of assisting the trail development process. Trails in a number of locations rely heavily on volunteer trail bodies for sustainable development and management of the activity. While significant progress has been made in recent years in the administration and coordination between agencies

There is an opportunity to establish robust governance structures from the outset to support trails within the Harvey Region by establishing partnerships responsible for effective trail governance, management and maintenance. The WA Trails Strategic Blueprint recommended development of best practice guidelines for the design, construction and maintenance of trails and support programs for community and user group involvement in trail development, maintenance and management.

Table 19: WA trail governance organisations

GOVERNANCE ORGANISATION	ROLE
WA Trails Reference Group	Advises on implementation of State trail strategies and monitors progress and proposed actions and outcomes reporting back to government and industry.
Trail WA	Established to advocate for the development of trails and marketing of trails and trail experiences in WA.
Local Government	Development and management of trails on local government estate for recreation and tourism benefit.
Department of Biodiversity, Conservation and Attractions	Development and management of trails on State Government estate for recreation and tourism benefit
PEAK INDUSTRY ORGANISATION	ROLE
HikeWest	Promotion of bushwalking and the interests of bushwalkers in WA.
WestCycle	Peak body for bike riding in WA and a representative voice for all bike riders.
Australian Trail Horse Riders Association	Supports clubs and members in all states and territories within a non-competitive leisure horse environment.
Recreational Trailbike Riders Association	Peak body representing recreation trail bike riding in WA.
Paddle WA	Peak body in WA for all forms of paddling including as a sport, adventure, recreation and competition.
The Western Australian Four Wheel Drive Association Inc.	Peak body for 4WD clubs in WA.

Promotion and Marketing

Promotion of trails can increase the recreation, tourism and event markets. Trail destinations that harness the power of word-of-mouth marketing can build a strong brand and market presence. Generally, the promotion of trails in the Harvey Region is limited and haphazard. In the past there have been attempts to establish a single resource for the trail related information. However, much is incomplete and often with conflicting and out of date information.

State, regional and local tourism organisations, and visitor centres play an important role in marketing and promoting regions and destinations. Typically, promotion is focused on local signage, websites, social media and printed material such as visitor guides.

Various tourism organisations are responsible for promoting regions within Western Australia. Australia’s South West provides marketing opportunities to its members and has a focus of attracting interstate and intrastate visitors to the South West. Bunbury Geographe is a partnership between local governments in the area and is the local tourism organisation providing more localised promotion with a focus on attracting Perth residents to the region and encouraging those passing through to stop for a day or overnight.

The WA Strategic Trails Blueprint 2022-2027 outlines a number of strategies for a coordinated and supportive approach to the effective promotion and marketing of trails, including collaborating with local government and others to ensure a two-way flow of trail information, marketing and promotion.

Events

Social and competitive events contribute to the creation of strong trail communities and deliver social, health and economic benefits. Events can be a major motivator for some cohorts within each trail user type and often play a significant role in increasing participation.

Suitable trails and supporting infrastructure are required to deliver national, state and regional events. Social or community focused events often require less infrastructure, however, still require quality trails and visitor services. Many event villages are established using temporary infrastructure such as marquees, food trucks and portable toilets. It is recommended future event requirements be considered during the planning process for new trails and trail networks.

The development of suitable trails, supporting infrastructure and with business and community support, the Harvey Region is well placed to host a variety of participation, recreational and competitive trail based events in trail running, mountain biking, adventure racing, and off road multi-sport events. It is likely private event promoters and/or local clubs will be required to deliver events with support from the Shire of Harvey.

Economic Benefits Analysis

As a way of engaging with their community and driving tourism, many local councils and governments Australia wide are investing in trail and/or bike infrastructure, whether that be inner city pump tracks or regional trail networks. A strategic focus on developing a diverse range of trail experiences across multiple trail activities in the Harvey Region, will provide many region wide economic benefits.

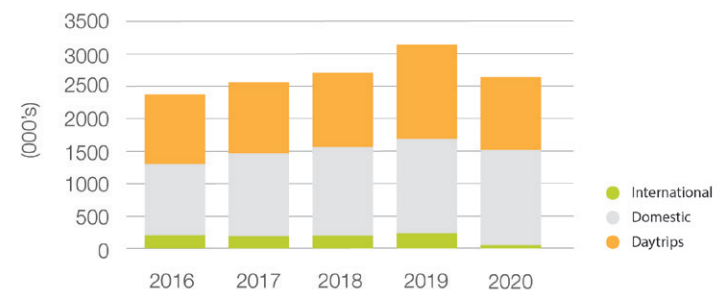
In regard to trail tourism, it is recommended the Harvey Region focus on trail development/s which meet the needs of locals and fosters further development of a vibrant and welcoming trail community. A supportive and inclusive community combined with quality trail developments and experiences will establish the Harvey Region as a destination where locals and visitors can 'choose their own adventure'. The survey undertaken to inform this Master Plan, suggests there is already an established trails community, although more prevalent in some trail activities than others. An engaged, supportive and enthusiastic trails community can have a positive impact on the local economy through equipment hire, purchases and repairs and frequenting food and beverage establishments and part of their regular trail experience.

Additionally, the physical and mental health benefits of being outdoors, immersed in nature often has a positive impact on the local economy. Just as important is the marketing potential that a passionate local trails community provides. Word of mouth is by far the most effective form of marketing with potential for the local trails community to become the region's greatest advocates.

Trail tourism is a growing niche market with tourism playing a significance role in the development of trails, as visitors look for interesting, challenging, authentic and unique experiences as part of their holidays and travels. The following two sections provide insights into bushwalking and cycling visitors to Western Australia. Although this is not specific to the Shire of Harvey LGA this data can be used to identify trends and market opportunities.

Figure 8 below shows the number of visitors who participated in a bushwalking activity whilst visiting Western Australia.

Figure 8 - Bushwalking visitors to/in WA (Tourism WA)



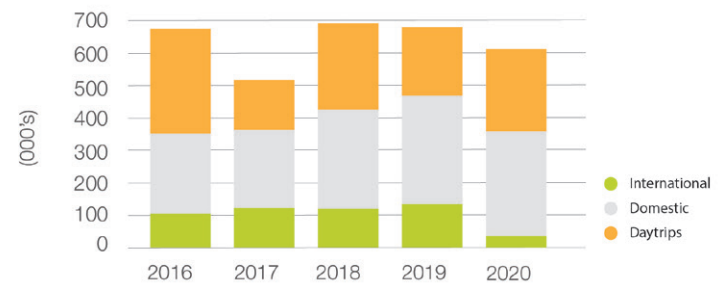
The number of international bushwalkers and domestic bushwalkers on overnight trips was increasing up to 2019. The drop in international visitation dropped in 2020 due to the decrease in international visitors overall was a result of the impact of COVID-19 rather than a reduction in the popularity of this activity. In addition, the data outlined the popularity of bushwalking in WA with 14.4% of total domestic visitors participating in bushwalking while in the state.

Further analysis of the data outlined the following characteristics of the bushwalking visitor market in WA:

- 75% were on holiday, followed by visiting family and friends (VFR) at 18%
- Over half (56%) stayed on average 1-3 nights
- The predominant travel party were adult couples (31%) followed by friends/relatives (30%) and families (24%)
- The majority of the market were between the ages of 20-34 and 35-49, with an almost equal split between male and female
- Almost half of bushwalkers visited the Australia's South West Region (47%), way ahead of the next region of Experience Perth at (22%).

Similar patterns can be seen in the cycle tourism market as bushwalking. While growth does drop over the last two years this is again a reflection of reduction in international visitation.

Figure 9 - Cycling tourism visitors in/to WA (Tourism WA)



The data reveals that cycling is more popular with domestic overnight visitors to WA than those to other states, ahead of New South Wales, Victoria and Queensland in that order. Additional highlights of the cycle tourism market include:

- 67% were on holiday, following by VFR at 22%, with VFR being a higher percentage amongst cyclists than bushwalkers
- Over half (54%) stayed on average 1-3 nights
- The predominant travel party were family groups (33%) followed by friends/relatives (26%) and families (22%)
- The majority of the market were between the ages of 35-49 and 50-64, with a slightly higher percentage of male cyclists than female
- Almost half of cyclists visited Destination Perth (46%), slightly ahead of the next region of Australia's South West at (42%).

The cycle tourist is considered a high yielding visitor with above average day and overnight spend. The average daily spend for a domestic overnight cycle tourist is slightly lower than the general visitor, however they tend to stay longer contributing to an overall higher trip spend. Cycle tourists are more likely to travel to regional areas, spending locally at supermarkets, restaurants and cafes as well as engaging in other outdoor activities. They also have the tendency to become repeat visitors to a region.

Both day and overnight cycling visitors generate economic benefits through expenditure on food and beverage, accommodation, value add activities and support services. Key figures in the 2021 Australian Cycling Economy Report reveals cycling represents a significant economic impact throughout Australia.

- \$6.3 billion is directly contributed to the Australian economy
- Cycling directly supports 34,295 jobs across the country
- Bicycle related tourism and services was the second highest component of direct expenditure at \$1.2 billion
- State and local government spent \$428 million on cycling infrastructure and promotion in 2020
- The impact of COVID-19 saw bike imports increase by 500,000 in financial year 2021 to 1.75 million.

Throughout WA and Australia, there are many examples of the economic benefits derived from quality trail developments that not only meet local demand, but also attract visitors and tourists to a region. As an example, more than 31,000 riders visited La Larr Ba Gauwa Park in Victoria in the first 18 months of opening. This visitation provided a huge economic boost to the region, with visitors spending an estimated \$ 1.6 million in the first 12 months. Many of the visitors originated from outside the region, with the majority travelling from Melbourne or Bendigo to ride the new trails.

According to a 2021 AusCycling study, mountain bike riders:

- Expend \$1,707.95 on intrastate mountain bike holidays, per trip
- Expend \$2,485.75 on interstate mountain bike holidays, per trip
- Expend an annual average of \$2,282.90, per rider
- Expend an average of \$ 27.10, per ride
- Typically go on intrastate mountain bike specific holidays between one and three times per year.

The Munda Biddi Foundation estimates over 25,000 riders use the Munda Biddi Trail every year and:

- Spend approximately \$ 5.8 million each year mostly in regional areas, on accommodation, meals, fuels, trail supplies, laundry and attractions
- 44% of rides are overnights
- An average day trip rider spends from \$70 - \$180 as a result of their rider
- Riders on a 2-3 day trip averages around \$338, while those on an end to end spend more than \$2,700.

Dwellingup is a more local success story. Through strategic planning and core partnerships, significant Federal and State government investment, community support and involvement, the Dwellingup Trails and Adventure Hub was developed. Dwellingup's economic success is being measured through increased visitation and spend, return for local business, new investment in town and increased local jobs.

According to the Spring/Summer 2021 edition of Peel magazine, the Dwellingup Trails and Visitors Centre welcomed over 80,000 visitors in September 2021, its first 12 months of operation. Counters installed on 12 of the new trails recorded 111,000 rides between October 2020 to May 2021. Feedback from local tourism and small business sector confirms a significant uplift in economic returns since opening of the Centre and completion of some of the trails. Seven new small to medium enterprises have established in the town as a result of the emerging visitor economy and 11 established businesses have expanded or upgraded their infrastructure and buildings to better cater for increased visitors, and improve efficiencies and services, which has had flow on benefits for the local and regional construction industry. Conservative estimates place new FTE local jobs at 24 within the hospitality and tourism sector alone, which have been created as a result of the new visitor economy.

An economic impact study of the Murray to Mountains Rail Trail, Warburton Rail Trail and East Gippsland Trail - all located in Victoria - found that, on average, for every visitor day at the trails, \$51 of expenditure is injected into the economy. Another study conducted on the Murray to Mountains Rail Trail found that the average expenditure per person per day visiting the trail was \$483, again reinforcing the appeal of rail trails, and more broadly, trails as economic generators.

A 2016 study into Western Australia's nature based outdoor economy prepared for SkillsIQ highlighted the following key findings about outdoor recreation in Western Australia.

- 38 million - the number of times Western Australian residents participated in nature-based outdoor recreation
- 117 million - hours of outdoor recreation participation by Western Australian residents
- \$2.1 billion - estimated total spending on outdoor recreation in Western Australia
- 18,500 FTE - full-time equivalent jobs attributable to outdoor recreation in Western Australia
- \$1.1 billion - estimated direct gross value added attributable to outdoor recreation in Western Australia
- \$208 million - lifetime avoided healthcare costs from outdoor activity in Western Australia.

Being 90 minutes drive or train journey from Perth, close to population centres of Mandurah, Bunbury and Busselton, and situated between key mountain biking destinations of Dwellingup and Collie, and further afield, Nannup and Margaret River, presents considerable opportunity for the Harvey Region to capitalise on the day trip and domestic overnight market who are seeking trail and outdoor adventure experiences. There is an opportunity to package and promote long weekend trail, adventure and mountain bike road trips that include the proposed Harvey Region Adventure Hub, access to a range of trail experiences, and to neighbouring mountain bike and trail destinations.

The proposed new and upgraded suite of trails and trail experiences would elevate the Harvey Region as a locally significant trail destination. When combined with effective marketing and promotion, this change could deliver significant visitation from outside the local and regional area.



Harris Track, Leschenault Estuary

Trail Vision and Objectives

Vision

Place based trail and adventure experiences that celebrate the diversity of the Harvey Region.

The key to achieving the vision for the Harvey Region will be establishing trails and infrastructure that deliver captivating experiences, showcasing the unique and diverse local values. In addition to offering landscape appropriate trail and adventure experiences.

Supporting this vision are four key objectives that are critical to ensuring development of the Harvey Region as a vibrant and sustainable trails destination.

1. CREATE A SIGNATURE TRAIL AND ADVENTURE HUB

Establish the Harvey Region Adventure Hub, offering trail and adventure experiences across a range of trail activities and types.

2. PROVIDE COMPLEMENTARY INFILL IMMERSIVE EXPERIENCES

Create a suite of infill experiences showcasing the diversity of landscape experiences, connecting key destinations, and attractions. Ensure trail experiences are of high quality and deliver social, economic and tourism benefits for the community.

3. IMPLEMENT ROBUST AND SUSTAINABLE GOVERNANCE

Optimise governance and management structures across trail land owners, stakeholder groups and regional partners to ensure the Harvey Region is positioned as a sustainable and viable trail and adventure destination.

4. MARKET AND PROMOTE THE EXPERIENCES

Comprehensive and coordinated marketing presence to promote the trail and adventure experiences within the Harvey Region.

The region has a variety of trail opportunities that will deliver a diversity of experiences across distinctive landscapes, providing a compelling visitor destination. A key point of difference for trail and adventure experiences within the Harvey Region will be the diversity of landscape, activities, history, heritage and culture. It is important that Harvey Region's trail and adventure experiences are unique and have the potential to interconnect with surrounding experiences

The Darling Scarp and Plateau are ideally suited to a range of trail and adventure activities and experiences with its landscape diversity, terrain, cultural heritage and environmental values lending itself to development as a key trail and adventure destination. The coast with 42km of coastline, offers stunning views of the Indian Ocean, long stretches of pristine beaches, Yalgorup National Park, Lake Preston and Lake Josephine, the Leschenault Peninsula and Estuary and small coastal settlements. The Swan Coastal Plains encompasses wetlands and waterways including the Collie, Brunswick and Harvey

rivers and fertile agricultural land. The master plan proposes a series of trail and adventure experiences in each of these landscape character zones.

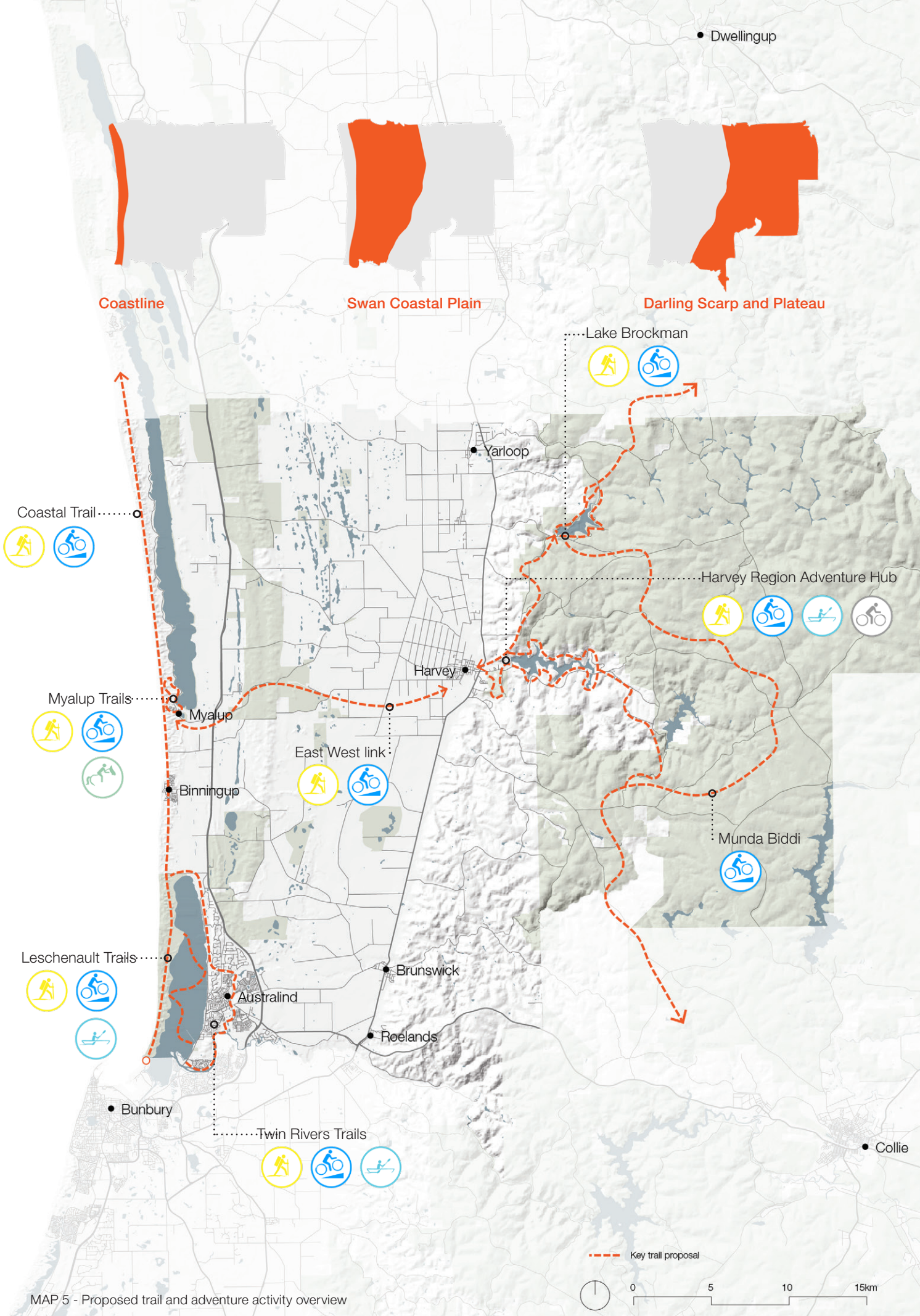
It is recommended that the Harvey Region focus on a collection of high quality and diverse trail and adventure experiences around towns, settlements and existing visitor sites, capturing the needs of both locals and visitors. New walking, mountain biking, paddle and gravel cycling trails and adventure experiences are proposed as these experiences have emerged as having the most potential given the landscape opportunities and the insights gained through consultation and market analysis.

The town of Harvey, Harvey Dam and the surrounding areas have been identified as the Harvey Region Adventure Hub which will form the signature experience within the region. The elevation range, rugged terrain, waterbodies and views towards the coast all within proximity to Harvey itself offer significant potential for a range of diverse and engaging trail and adventure activities.

A range of new and existing complementary immersive infill trail and adventure experiences within areas or precincts throughout the Harvey Region will also showcase the best of the region and fill the identified gaps in the existing trail supply, providing variety and enticing longer stays and repeat visits. Proposed trails and recommended upgrades to existing trails will provide connectivity and accessible recreation opportunities for local communities and a unique visitor experience. Locals and visitors can 'choose their own adventure' from a range of trail and adventure activities suited to their skill, ability and the experience sought.

Developing and delivering captivating trail and adventure experiences should be a focus in the coming years. Secondary to trail development will be ensuring Harvey town evolves into a vibrant trail town, with facilities and services that cater for trail users, with the Stirling Gardens Precinct as the primary trail and adventure hub supported by a trailheads at Harvey Dam, Lake Brockman, Korijekup Conservation Park, Australind, Myalup and Leschenault Peninsula.

Marketing and promotion of the trail and adventure experiences needs to be appropriate to the level of development and intended markets. Implementation of a comprehensive and cohesive strategy addressing how the diversity of experiences can be packaged and marketed is crucial to enticing longer stays and repeat visitation. Equally important is establishing the right governance and management model with the key recommendation being establishment of a trails committee to drive the development of trails and adventure activities, ensuring a consistent approach across all land tenures.



Recommendations

To achieve the trail vision for the Harvey Region, a range of recommendations and actions have been assigned for each objective. Each action has been assigned a time frame for delivery as follows.

Short term - within 2 years, Medium Term - 2-5 years, Long term - 5+ years and Ongoing.

Objective 1. Create a signature trail and adventure hub



Establish the Harvey Region Adventure Hub, offering trail and adventure experiences across a range of trail activities and types.

Darling Scarp and Plateau Precinct

The Harvey Region Adventure Hub is proposed as the region's signature trail and adventure destination. Making use of attributes of the Darling Scarp and Plateau, the Harvey Adventure Hub offers new walking, mountain biking, paddling, gravel and road riding trail and adventure activities and experiences, bolstered by upgrades and improvements to existing trails.

With Harvey town 90 minutes drive from the Perth CBD, accessible by passenger train from Perth, and in close proximity to the South Western and Forrest Highways, many of the trail and adventure experiences below provide opportunities for overnight or multi-day experiences, providing connections within and beyond the Harvey Region, and showcase key cultural, historical and environmental values. In addition, the long distance off road cycling trail, the Munda Biddi, traverses the region and the long distance walking/hiking trail, the Bibblumun Track passes just outside the Shire of Harvey LGA's eastern boundary.

Making use of existing facilities and infrastructure at Stirling Cottage Gardens and Harvey Dam, it is proposed that these locations serve as either a trail hub and/or trailhead and a gateway to activities and experiences.

The existing Stirling Gardens Precinct to serve as a hub, providing information regarding trail and adventure activities in the region, equipment hire, tour operator collection and drop off location, and provide an opportunity for visitors to learn about the areas cultural

Harvey Region | Trails & Adventure Master Plan

heritage before heading out onto the trails. In addition the hub will serve as the start of existing and proposed trail and adventure activities and experiences, including the Munda Biddi Harvey Spur Trail which will provide connectivity from the hub directly to the dam and its suite of trail and adventure experiences. Unique accommodation suited to cyclists and walkers could be developed at the adjoining Internment Camp to complement the experience.

To leverage off existing facilities and infrastructure at Harvey Dam it is proposed this area function as a primary trailhead and gateway to both proposed and existing trail and adventure activities and experiences, offering equipment hire and tours. The shared use Weir Trail connects the dam precinct to town passing the Korijekup Conservation Park, and with potential to connect to the Stirling Cottage Gardens trail hub via sealed path.

The Adventure Hub also provides a variety of small business opportunities including but not limited to accommodation (including around the dam itself and at the Internment Camp), mountain bike shuttles, tours such as guided cultural tours, and equipment hire. The following trail and adventure experiences are proposed.

HARVEY DAM SHARED USE TRAIL

An unsealed walk/cycle trail navigating the circumference of Harvey Dam, taking in key sights such as the grass trees, existing quarries, the dam itself, and supported by interpretive signage. Picnic facilities at strategic locations will provide places to rest and enjoy the environment. A trail from this shared use trail linking to the existing Wildflower Ridge Walk is proposed.

HARVEY DAM PADDLE TRAIL

With an absence of motorised watercraft, Harvey Dam provides an opportunity for a low impact paddle trail experience with signage, launch sites, picnic facilities/ rest stops located around the dam.

CLARKE STATE FOREST MOUNTAIN BIKE TRAILS

As proposed in the South West Mountain Bike Master Plan, a locally significant mountain bike trail network within the Clarke State Forest with a focus on All Mountain trails descending into town/ Stirling Cottage Gardens. The point of difference being the networks connectivity and proximity to Harvey town. The majority of trail networks in neighbouring towns are located out of town requiring a short drive to the trailhead. This trail network will provide riding opportunities for locals, in addition to those travelling from further afield.

CLARKE STATE FOREST GRAVEL ROUTES

Develop a series of marketable gravel routes throughout the area utilising the extensive network of unsealed roads in the state forest and region. The routes could connect key points of interest such as heritage buildings, natural features, the dams, pubs and artworks. These routes should be detailed in online and print and signposted at key intersections on the ground. Information for each route should include, access, distance, elevation, optional features, points of interest and scenic values.



Image credit: Harvey Region, Wildflower Ridge.

MUNDA BIDDI HARVEY SPUR TRAIL

Development of a spur trail off the Munda Biddi Trail at Lake Brockman to Harvey Dam and Stirling Cottage Gardens, before heading south east to link back to the Munda Biddi. It is proposed that the spur trail could make use of existing roads/ trail and a significant portion of purpose built single track, providing connectivity to Harvey town and bringing associated economic benefits through food and beverage purchases and accommodation. Unique accommodation to complement the experience suited to cyclists and walkers could be developed at the Internment Camp which adjoins the Stirling Gardens precinct.

This spur trail provides an opportunity for a loop ride of approximately 80km, making use of the existing Munda Biddi Trail. With connectivity to Harvey town and the passenger train from Perth, this trail experience would appeal to the independent cyclists looking for a short multi-day off road cycling adventure.

This Munda Biddi Harvey Spur Trail concept is recommended in a number of existing planning and strategic documents.

KORIJEKUP TRAIL NETWORK

With proximity and connectivity to Harvey town, Harvey Dam and the high school, this site is ideal for development of a network of purpose built mountain bike and walking trails, showcasing flora, fauna and cultural heritage with opportunities for interpretive experiences.

This cross country mountain bike trail network of local significance with beginner and intermediate trails suitable for adaptive mountain bikes, will cater to locals and encourage visitors to the region.

FALLS BROOK WATERFALL TRAIL

Situated on Water Corporation managed estate and within the Falls Brook Nature Reserve, this small waterfall is a local favourite. There is an opportunity to develop a walking trail to view significant sites within the reserve including the waterfall, and potentially only accessible on an Aboriginal ranger led guided tour.

LAKE BROCKMAN SHARED USE TRAIL

An unsealed walk/cycle trail navigating the circumference of Lake Brockman, taking in key sights and linking to existing services and facilities including the tourist park. Picnic facilities at strategic locations will provide places to rest and and enjoy the environment.

WEIR ROAD SHARED USE PATH LINK

Providing a sealed shared use path linking the Weir Road shared use path from the junction of the South Western Highway to Stirling Cottage Gardens, will provide off road connectivity from the proposed Adventure Hub trailhead to Korijekup and Harvey Dam.

TRAIL BIKE AND 4WD TRAILS/ ORV AREA

Further investigation of the feasibility of providing a location for trail bike and 4WD trails and/or an Off Road Vehicle Area within the Harvey Region or within neighbouring Shire/s is recommended. A feasibility study would include identifying and investigating suitable locations.

ADVENTURE ACTIVITIES

The proposed Adventure Hub focused on Harvey Dam is an ideal location to investigate potential adventure activities. For example, the small quarry located on the northern side of Harvey Dam once catered for rock climbing activities and was a favourite recreation spot for locals in the 1990's. With the closest climbing sites located north in Pinjarra and south at Wellington Dam, subject to thorough investigation and support, the quarry site could potentially be reactivated for recreation, including rock climbing and abseiling.

Consultation highlighted the popularity of the Mornington State Forest for camping and outdoor recreation activities. The largest Jarrah tree in Australia at more than 10 metres in circumference and over 260 years old, the Jarrah Hadfield is located on Big Tree Road within the state forest. With support of DBCA, further investigation of suitable activities in the Mornington State Forest is recommended.

EXISITING TRAILS

Upgrades to the trail alignment, surface and signage, on a number of existing trails within the Harvey Region Adventure Hub precinct will enhance the visitor experience and improve trail user safety.

NOONGAR KAARDIJIN BIDEE TRAIL

The concrete path and compacted gravel trail that runs along the banks of the Harvey River, includes ten pieces of art created by the local Noongar community. Analytics from Trails WA indicates this trail is the most visited trail in the Harvey Region on the Trails WA database. Extending this trail along the river and diversion drain into Harvey town will improve accessibility and connectivity between town and the Stirling Gardens precinct.

STIRLING GARDENS / MAY GIBBS WALK

A short walk within the Stirling Gardens precinct, this walk celebrates the region's connection with author May Gibbs. Upgrades to trail signage and regular maintenance of the trail will ensure it remains a popular walk within the region.

WILDFLOWER RIDGE WALK

A popular walk offering views over the backwaters of Harvey Dam to the east, and west to the coast, the trail passes several large granite outcrops and is ablaze with wildflowers in spring. Upgrades to the trail surface, signage, amenities and car parking facilities will improve the overall quality of the trail and trail experience. A trail connecting the Wildflower Ridge Walk to the proposed Harvey Dam Shared Use trail will diversify the trail experience and provide a longer immersive trail.

DICK LOFTHOUSE ROTARY WALK

This popular trail takes walkers to the top of Harvey Dam, across the wall and down the other side. Currently walkers need to negotiate their way from the south eastern end down the road to the car park/ start of the walk. This is not an ideal nor safe situation and extending the trail to provide a safe route to the lower car park is recommended.

YARLOOP HERITAGE TRAIL

A leisurely walk through Yarloop, the Heritage Trail meanders through the town's streets to the sites of former and current historical buildings and infrastructure lost in the January 2016 bushfires. An important memorial, regular audits to maintain the trail experience and signage is recommended.



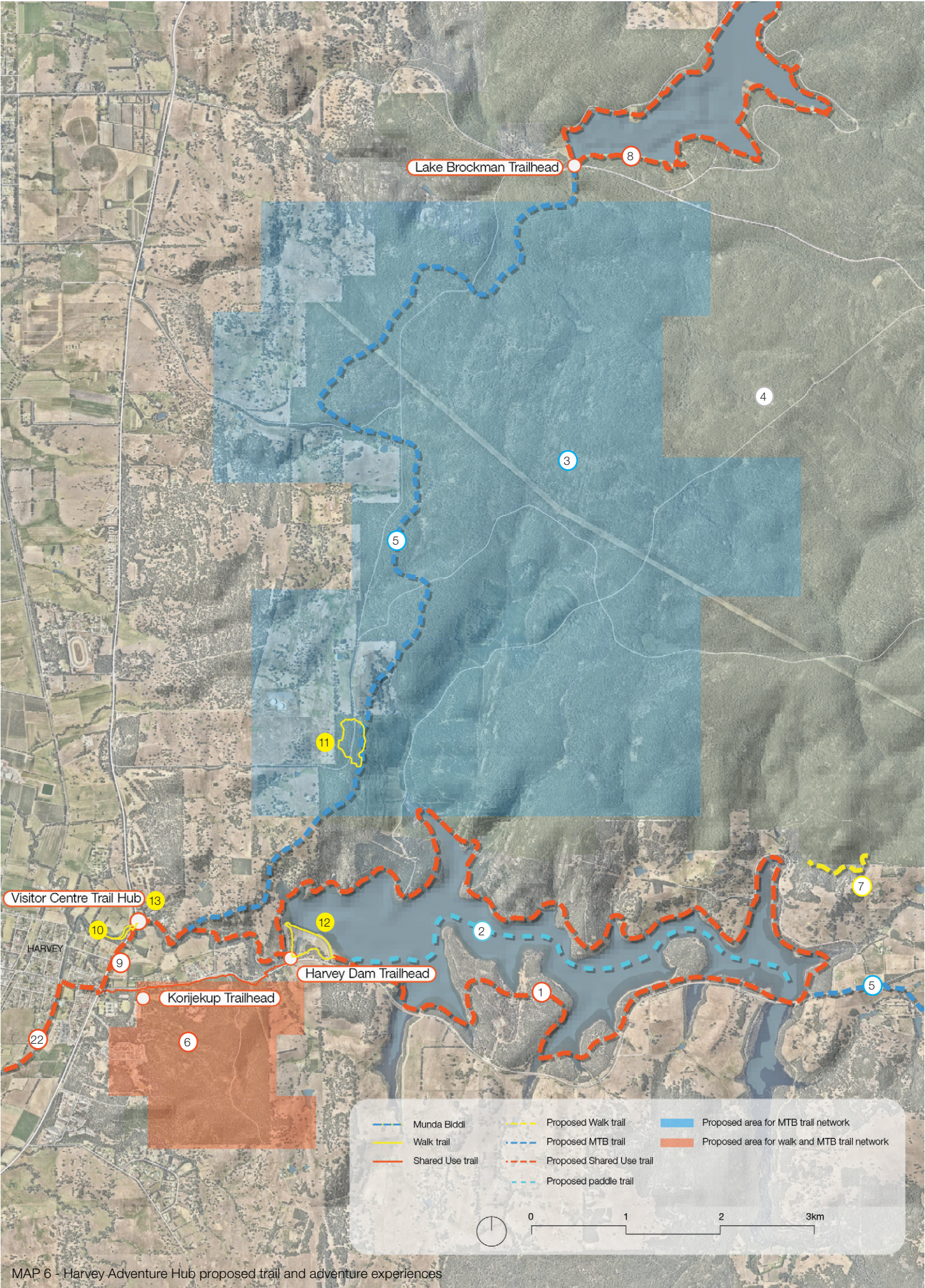
Grass trees around Harvey Dam



Falls Brook Waterfall

Table 20: Harvey Region Adventure Hub proposed trail and adventure experiences (refer to Map 6)

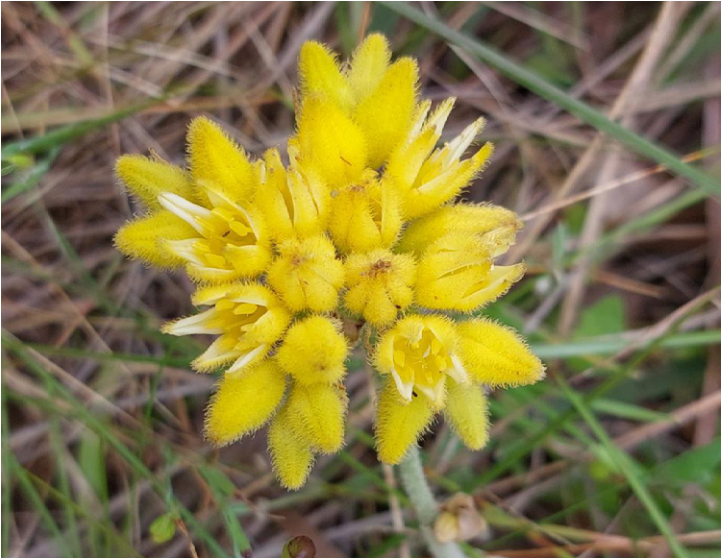
Map ID	Trail Name	Significance	Length (km)	Trail Activity	Classification	Target Market
Proposed Trails						
1	Harvey Dam Shared Use Trail	Regional	~18km	Walk Gravel/ Mountain Bike	Grade 3 Easy/ Moderate	Leisure, active Leisure, enthusiast and independent
Investigate developing a regional scale shared use trail around the perimeter of the dam making use of the existing facilities as the trailhead.						
2	Harvey Dam Paddle Trail	Local	~5km	Paddle	Grade 1	Leisure, active and adventure
Investigate developing a paddle trail around the perimeter of the dam complete with signage, soft launch sites and access to picnic facilities.						
3	Clarke State Forest Mountain Bike Trails	Local	Up to 20km	Mountain Bike	Easy/ Moderate	Leisure, enthusiast and gravity
Further investigate the potential to develop a locally significant mountain bike trail network within the Clarke State Forest with a focus on Cross Country, Flow and All Mountain trails descending into the Stirling Cottage Gardens Hub.						
4	Clarke State Forest Gravel Routes	Local	Ranging from 20-100km	Gravel/ Mountain Bike	N/A	Leisure, enthusiast
Investigate potential gravel routes throughout the area, utilising unsealed roads and connecting to key points of interest.						
5	Munda Biddi Harvey Spur Trail	Regional	~45km	Gravel/ Mountain Bike	Moderate	Enthusiast, independent
Investigate developing a trail off the Munda Biddi Trail at Lake Brockman to Harvey Dam/ Harvey and connecting back to the Munda Biddi south east of Harvey.						
6	Korijekup Trail Network	Local	Up to 20km	Walk Mountain Bike	Grade 2 Easy/ Moderate	Leisure, active Leisure, enthusiast
Develop a master plan for a network of purpose built and shared use walking and mountain biking trails, and opportunities for Aboriginal ranger led guided tours.						
7	Falls Brook Waterfall Trail	Local	1km	Walk	Grade 2	Leisure, active
Investigate development of an Aboriginal ranger led guided walking experience within Falls Brook Reserve including supporting facilities such as parking and signage.						
8	Lake Brockman Shared Use Trail	Local	~11km	Walk Gravel/ Mountain Bike	Grade 3 Easy/ Moderate	Leisure, active Leisure, enthusiast and independent
Investigate development of a shared use trail around the perimeter of the lake linking the existing basic campground, tourist park and other facilities and infrastructure.						
9	Weir Road Shared Use Link	Local	0.8km	Walk Cycle	Grade 2 Easy	Leisure, active Leisure, enthusiast and independent
Investigate extension of the Weir Road shared use path along side the South Western Highway to the Stirling Cottage Gardens will provide connectivity from the propose adventure hub trailhead to the proposed trail development at Korijekup and on to Harvey Dam.						



MAP 6 - Harvey Adventure Hub proposed trail and adventure experiences

Table 20. continued

Map ID	Trail Name	Significance	Length (km)	Trail Activity	Classification	Target Market
Existing Trails						
10	Noongar Kaartdijin Bidee Trail	Local	453m	Walk	Grade 2	Leisure
Investigate with adjacent landowners the possibility of extending the trail potentially along the river and diversion drain into Harvey Town to enhance the trail user experience and improve accessibility. It is recommended a detailed trail audit be completed to determine works required to improve the trail surface, signage and develop a schedule for routine maintenance activities						
11	Wildflower Ridge Walk	Local	1.4km	Walk	Grade 3	Leisure, active
Undertake a detailed trail audit to determine works required to improve the trail surface, signage and parking facilities and develop a schedule for routine maintenance activities. Investigate the potential to provide a connecting trail to the proposed Harvey Dam Shared Use Trail.						
12	Dick Lofthouse Rotary Walk	Local	1.7km	Walk	Grade 2	Leisure, active
Investigate the creation of a separate trail from the eastern side of the dam wall to the car park to improve safety and trail experience.						
13	Stirling Gardens Walk/ May Gibbs Walk	Local		Walk	Grade 1	Leisure
Undertake a regular trail audit to determine works required to improve the trail surface, signage and develop a schedule for routine maintenance activities.						
N/A	Yarloop Heritage Walk	Local	3.5km	Walk	Grade 1	Leisure
Undertake a regular trail audit to determine any works required to improve the trail surface, signage and develop a schedule for routine maintenance activities (refer to page 27 for trail location).						



Objective 2. Provide complementary immersive experiences

Create a suite of complementary immersive experiences showcasing the diversity of landscape experiences, connecting key destinations, and attractions. Ensure trail experiences are of high quality and deliver social, economic and tourism benefits for the community.

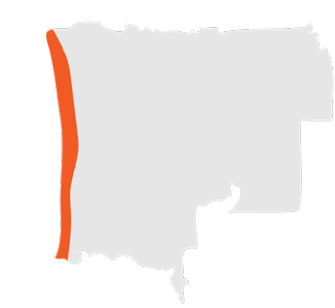
Infill trails will deliver experiences that showcase the best of the Harvey Region and fill the identified gaps in the existing trail offer. Proposed trails and recommended upgrades to existing trails will provide key connections and recreation experiences for local communities, and the unique experiences that visitors are seeking. Proposals for new trails and upgrades to existing are spread throughout each of the identified landscape character precincts to ensure the qualities of each are accessible and celebrated.

The recommendations outlined below will assist to ensure the ongoing management of existing trails and development of new trails and adventure experiences is consistent and implemented to a high standard.



Image credit: Harvey Region. Binningup Beach

Coastline Precinct



A number of new and enhanced existing trail experiences and activities are proposed to showcase the scenic beauty and diversity of the 42km of coastline within the Harvey Region. There is potential within the Leschenault Peninsula Conservation Park to provide additional walking/hiking loop trails highlighting the varied landscape and offering a diverse trail experience.

COASTAL SHARED USE TRAIL

This shared use trail provides an ideal opportunity to connect the coastal communities of Myalup, Binningup and Australind, and to celebrate the region’s cultural and environmental values. A shared use trail from Preston Beach and Yalgorup National Park in the north, to the settlements of Myalup and Binningup, continuing to Australind, will leverage the improvements being undertaken by DBCA in the National Park, provide a scenic coastal trail experience, and also connectivity to services and infrastructure for local residents.

The proposed trail provides an opportunity to connect to the existing Harris Track, and the Belvidere Heritage Walk and campground within the Leschenault Peninsula Conservation Park.

The trail will appeal to both the leisure and active walkers providing the opportunity for shorter immersive experiences and slightly longer more challenging adventures. The leisure mountain bike market will enjoy the opportunity for short trail experiences, while the more adventurous bikepacking and cycle tourist can link the coastal trail with other existing and proposed trails in the region and beyond, to provide a multi-day experience.

RIVER TO ESTUARY PADDLE TRAIL

As promoted on Trails WA, an existing paddle trail starts at the Eaton boat ramp and takes paddlers to The Cut at the southern end of the Leschenault Peninsula. There is an opportunity to extend this paddle trail to other key locations within the estuary and include soft launch sites.

To create a point of difference and enhance the trail experience, sculptures in keeping with the local environment could be placed at strategic locations along the trail creating an art trail only accessible by paddle craft.

Enthusiastic and well equipped paddlers can make use of campgrounds at Belvidere and The Cut for an overnight adventure.

EXISTING TRAILS

Upgrades to the trail alignment, surface and signage to a number of existing trails within the Coastal precinct will enhance the visitor experience and improve trail user safety. Existing trails are outlined in Table 21 and include the following.

HARRIS TRACK

The out and back ~9.3km Harris Track walking trail within the Leschenault Peninsula Conservation Park starts near the Belvidere campground and finishes at The Cut at the southern tip of the estuary. Making use of vehicle management tracks the Harris Track meanders along the estuary shoreline, within peppermint-tuart woodlands. Although promoted as a walking trail the width of the track makes it suitable for use by both walkers and off road cyclists, providing good sight lines.

There is potential to enhance the trail experience, which may include realigning sections to maximise the terrain, views, natural and cultural values, inclusion of purpose built sections of trail, improving interpretive and directional signage, and extending the track to Buffalo Road to connect with the proposed Coastal Trail. Improvements to the trail will increase usability and broaden the tracks market appeal, provide multiple route options and multi-day walking and riding experiences, and provide a safe route for all trail users to the Belvidere Heritage Walk and campground. There is potential to transport walkers and cyclists by watercraft from The Cut across the estuary to Clifton Park/ Australind, providing a loop trail connecting the western and eastern side of the estuary.

BELVIDERE HERITAGE WALK

The existing 1.7km easy circular walk offers views of the estuary and opportunities to observe native wildlife and is one of a number of trail experiences within the Leschenault Peninsula Conservation Park. Given the varied history of the site and other trail experiences offered within the Park, improvements to the trail alignment and signage would enhance the trail user experience. There is potential to provide short walking trail experiences for campers at the Belvidere Campground by extending the heritage walk and/or creating smaller loop trail/s.

JOHN BOYLE O’REILLY WETLANDS TRAIL

A short easy trail within the Leschenault Peninsula Conservation Park that tells the story of John Boyle O’Reilly, an Irish republican convict from the 1860’s. The trail traverses through wetlands providing an opportunity to view wildlife.

100 ACRE WOODS TRAILS

Developed by members of the Myalup Community Association, the 3.6km walking trail network is located in an area of approximately 100 acres. Traversing through sand dunes and virgin remnant tuart forest, the trails provide views of the southern portion of Lake Preston and the Darling Range and are home to a variety of small animals and insects. Suitable for walkers and trail runners, the trails are an important recreational experience for locals and tourists and are worthy of an upgrade and re-design including links to Lake Josephine, to maximise the landscape and improve trail quality and experience.

ROSAMEL WETLANDS WALK

A haven for water birds and wetland wildlife, the short walk is an easy stroll through the wetlands with interpretive shelters.

Table 21: Coastline precinct trail proposals (refer to Map 7 and Map 8)

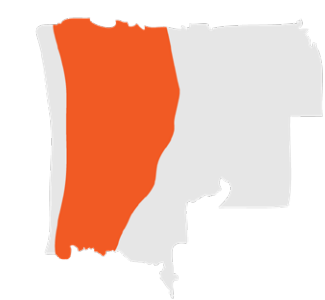
Map ID	Trail Name	Significance	Length (km)	Trail Activity	Classification	Target Market
Proposed Trails						
14	Coastal Shared Use Trail	Regional	~37km	Walk Gravel/ Mountain Bike	Grade 3 Easy	Leisure, active Leisure, enthusiast and independent
Investigate development of a regional scale shared use trail connecting Yalgorup National Park and the coastal communities to Australind.						
15	River to Estuary Paddle Trail	Local	12km	Paddle	S03	Active, adventure
Investigate creating a paddle trail from the mouth of the Collie River to key locations within the Leschenault Estuary, complete with signage, soft launch sites and sculptures.						
Existing Trails						
16	Harris Track	Local	up to 19km	Walk Gravel/ Mountain Bike	Grade 3 Easy	Leisure, active Leisure, enthusiast and independent
Investigate possible improvements to the Harris Track including, trail alignment, surface and signage, to enhance the trail experience and connectivity.						
17	Belvidere Heritage Walk	Local	2km	Walk	Grade 2	Leisure, active
It is recommended a detailed trail audit be completed to determine if works are required to improve the trail surface, signage and develop a schedule for routine maintenance activities.						
N/A	John Boyle O'Reilly Wetland Trail	Local	~1km	Walk	Grade 1	Leisure
It is recommended a detailed trail audit be completed to determine if works are required to improve the trail surface, signage and develop a schedule for routine maintenance activities (refer to page 27 for trail location).						
18	100 Acre Wood Trails	Local	~3km	Walk	Grade 2	Leisure, active
It is recommended a detailed trail audit be completed to determine potential re-design of trail network, works required to improve the trail surface, signage and develop a schedule for routine maintenance activities.						
19	Rosamel Wetlands Walk	Local	.499km	Walk	Grade 2	Leisure
It is recommended a detailed trail audit be completed to determine works required to improve the trail surface, signage and develop a schedule for routine maintenance activities.						

ADVENTURE ACTIVITIES

The Shire of Harvey LGA has undertaken some investigation into kitesurfing opportunities within the Leschenault Estuary and identified the area near Ridley North car park as an ideal location. The development and promotion of kitesurfing in this area needs to consider the potential impacts on the swan population and implement strategies to mitigate potential impact including provision of signage and online material.



Swan Coastal Plain Precinct



A number of accessible trail experiences and activities with a focus on the Collie and Brunswick Rivers are proposed within the Swan Coastal Plain. Connectivity from residential areas and tourist accommodation will ensure both locals and visitors have access to a variety of trail experiences. A key east west link within the precinct is proposed along the Harvey Diversion Drain connecting the Scarp with the coast.

TWIN RIVERS SHARED USE TRAIL

The existing sealed path commencing in Clifton Park and adjoining an informal off road trail along the banks of the Collie and Brunswick Rivers, currently extends to the Forrest Highway and is well used by locals. It is proposed to create a continuous shared use trail providing connectivity to services and infrastructure as well as an enhanced recreational trail experience. The trail has potential to provide loop walks/ runs and rides connecting to the Australind Coastal Trail via Paris Road and an opportunity for the trail to share the areas history and cultural values.

TWIN RIVERS MOUNTAIN BIKE TRAILS

Locally significant cross country trails making use of the proposed shared use trail as the spine of the network. A suitable site for a trailhead is to be determined, however, possibilities include the Bunbury Golf Club, the junction of the Collie and Brunswick Rivers and/or Leschenault Leisure Centre. This trail network will provide riding opportunities for locals and the leisure target market.

To provide a complete urban bike park experience, it is recommended that consideration be given to developing an asphalt pump track catering to a range of wheeled craft, and a skills loop trail, at the trailhead. Both of these facilities provide an inclusive recreational experience and opportunities for skill development and progression.

Connectivity with residential areas, tourist parks and visitor accommodation will ensure the trails are easily accessible for locals and visitors.

TWIN RIVERS PADDLE TRAIL

The Collie and Brunswick Rivers are key features within the Harvey Region’s landscape. There is an opportunity to explore the rivers by paddle with soft launch sites, picnic facilities/ rest stops and interpretive signage at key locations.

Clifton Park and Eastwell Road boat ramp provide ideal trailheads/ launch sites as well as a number of reserves on the Bunbury side of the Collie River. Connectivity with the River to Estuary Paddle Trail provides an opportunity to extend the trail experience for the more adventurous paddler.

HARVEY TO MYALUP DIVERSION DRAIN TRAIL

Following the diversion drain from Harvey to Myalup, this shared use trail will provide an important east-west connection between the Swan Coastal Plains and the coast. Linking with other proposed trails provides an opportunity for multi-day experiences encompassing the Darling Scarp and Plateau, Swan Coastal Plains and the Coastal landscapes of the region.

EXISTING TRAILS

Upgrades and improvement of a number of existing trails within the Coastal precinct will enhance the experience for both visitors and the local community. Existing trails are outlined in Table 17 and include the following.

10TH LIGHT HORSE TRAIL

This mainly flat limestone surfaced trail with large sandy firebreaks travels 56km from Island Point, Mandurah in the north, to the junction of Runnymede and Wellesley Roads in the south. Steeped in history this trail is an important short and multi-day recreational trail.

MYALUP PINES HORSE TRAIL

An easy 10km loop trail popular with local riders takes riders on an adventure through the Myalup Pine Forest and connects with the Old Coast Brewery.

BRUNSWICK RIVER WALK

A short walk close to the town centre the trail follows the banks of the Brunswick River. There is potential to convert the trail to shared use for walking and cycling and connect to the town centre along the western side of the highway to provide a loop trail and connectivity to services and facilities.

LESCHENAULT WATERFRONT HISTORICAL TRAIL

A coastal sealed path popular with locals and visitors that provides expansive views of the estuary, there is potential to provide loop trail options, making use of existing footpaths and shared use infrastructure to connect to the proposed Coastal Trail and Twin Rivers Shared Use Trail. This will improve connectivity and provide loop trail and multi-day experiences.

ROAD CYCLING ROUTES

Making use of the existing road cycling routes, develop a series of marketable routes throughout the area and across the landscape character precincts. Utilising the network of quieter sealed roads in the region, the routes could connect key points of interest such as heritage sites, scenic lookouts, cafes and pubs. These routes should be detailed in online and print and signposted at key intersections on the ground. Information for each route should include, access, distance, elevation, optional features, points of interest and scenic values.



View along the Collie River corridor

Table 22: Swan Coastal Plain precinct proposals (refer to Map 7 and Map 8)

Map ID	Trail Name	Significance	Length (km)	Trail Activity	Classification	Target Market
Proposed Trails						
20	Twin Rivers Mountain Bike Trails	Local	10km	Mountain Bike	Easy	Leisure, enthusiast
Develop a network of mountain bike trails adjacent to the Collie River and the proposed Twin Rivers shared use trail. Investigate location of trailhead facilities including a pump track and short skills loop trail.						
21	Twin Rivers Paddle Trail	Local	~3km	Paddle	Grade 1	Leisure, active
Create a paddle trail along the Collie and Brunswick Rivers with interpretive signage and soft launch points.						
22	Harvey to Myalup Diversion Drain Trail	Local	~20km	Walk	Grade 3	Active, adventure.
				Gravel/ Mountain Bike	Easy / Moderate	Enthusiast, independent
Investigate development of a shared use trail along the diversion drain with supporting signage, facilities and infrastructure.						
Existing Trails						
23	Twin Rivers Shared Use Trail	Local	~10km	Walk	Grade 2	Leisure, active
				Gravel/ Mountain Bike	Easy	Leisure, enthusiast
Investigate upgrading and extending the existing shared use trail from Clifton Park to Forrest Highway along the banks of the Collie and Brunswick Rivers with connectivity to Leschenault Waterfront Historic Trail via Paris Road and residential areas. Investigate as stage 2, extending the trail further along the banks of the Brunswick River from Forrest Highway to Brunswick Junction.						
24	10th Light Horse Trail	Local/ Regional	30.4km/ 56km	Equestrian	Easy	Trail riding
Continue to maintain this equestrian trail, undertaking regular trail audits to determine works required to improve the trail surface, signage and develop a schedule for routine maintenance activities.						
25	Myalup Pines Horse Trail	Local	10km	Equestrian	Easy	Trail riding
Continue to maintain this equestrian trail, undertaking regular trail audits to determine works required to improve the trail surface, signage and develop a schedule for routine maintenance activities.						
N/A	Brunswick River Walk	Local	4km	Walk	Grade 2	Leisure
It is recommended a detailed trail audit be completed to determine potential to convert the trail to shared use for walking and cycling and connecting to the town centre along the western side of the highway (refer to page 27 for trail location).						
26	Leschenault Waterfront Historic Trail	Local	3.8km	Walk/ Cycle	Grade 2	Leisure, active
Investigate using existing footpath and shared use infrastructure to connect to the proposed Coastal Trail and Twin Rivers Shared Use Trail.						
N/A	Road Cycling Routes	Local	Up to 100km	Road Cycling	N/A	Leisure, enthusiast and independent
Investigate and develop a series of marketable road cycling routes connecting to key points of interest.						



MAP 8 - Proposed trail & adventure activities within the northern area of the Coastline and Swan Coastal Plain precincts

Objectives one and two are about delivering trail and adventure experiences that will achieve the trails vision for the Harvey Region and purpose of this Master Plan. The signature trail and adventure experiences and complementary immersive trail experiences collectively provide a diverse range of opportunities and experiences. It is important that these trail and adventure experiences are delivered to the highest possible standard ensuring they meet or exceed visitor expectations.

Responsible lead and partner agencies include the following:

- SoH - Shire of Harvey LGA
- DBCA - Department of Biodiversity, Conservation and Attractions
- DLGSC - Department of Local Government, Sport and Cultural Industries
- FPC - Forestry Products Commission
- HAC - Harvey Aboriginal Corporation
- HRTC - Harvey Region Trails Committee (Refer to objective three, action item 3.1)
- MBF - Munda Biddi Foundation
- WC - Water Corporation
- CoB - City of Bunbury

Table 23: Objective one and two actions

AREA	ACTION		RESPONSIBLE AGENCIES	TIMEFRAME
Trail development and delivery	1.1	Develop an implementation plan that includes identifying top priority projects, assigning a lead agency and a timeline for delivery consistent with Table 25 below.	SoH, HRTC, DBCA	Short
	1.2	Progress recommendations identified for priority trail projects. Refer to Table 25.	HRTC, SoH, DBCA	Short
	1.3	Prepare a policy and process to guide access to private land with consideration given to lease or licensing arrangements. Work with private land owners to develop public trails and supporting facilities at iconic locations.	HRTC, SoH, DBCA, DLGSC	Medium
	1.4	Identify opportunities to create public-private partnerships for trail development and prepare a strategy and steps to form these partnerships.	HRTC, SoH	Medium
	1.5	Ensure appropriate engagement with Aboriginal stakeholders is undertaken in all stages of trail development, consistent with the relevant legislation, DBCA policy requirements, the WA Strategic Trails Blueprint and the South West native title settlement.	All stakeholders	Ongoing
	1.6	Based on the Harvey Region signage guide, develop a signage plan to help deliver a regionally consistent approach to trail signage, covering the full hierarchy of signage from trailhead to wayfinding and interpretation. Ensure consistency with the branding and marketing strategy.	SoH	Short
	1.7	Develop a maintenance plan for existing and proposed trails as part of trail development process and investigate and implement the most sustainable and suitable management model for each development.	SoH, DBCA, WC	Short
	1.8	Undertake a study to investigate and identify opportunities and appropriate locations for 4WD and trail bike trails and/or areas, working with neighbouring LGA's and key partners.	SoH, Neighbouring Shires, Alcoa, DBCA	Short
	1.9	Manage the impact of 4WD and trail bike use on non-motorised trails.	DBCA, WC, SoH	Ongoing
	2.0	Investigate potential adventure activities as part of the Harvey Region Adventure Hub including rockclimbing, abseiling and camping.	SoH, HRTC	Short / Medium
	2.1	Further investigate establishing a kitesurfing zone on the Leschenault Estuary and develop collateral to support and promote the activity.	SoH	Short



MULTI-CRITERIA ANALYSIS

Existing and proposed trails have been assessed on an individual basis against the following criteria and assigned a priority rating. It is important to note that assessment has been undertaken with a ‘tourism lens’ to align with the purpose of the master plan and provision of a diverse range of unique and sustainable trail and adventure experiences, that will attract intrastate, interstate and international visitors, driving visitation, tourism and economic benefits.

Economic Impact

Economic impact refers to the potential for the trail to have an economic impact for the region. It also assess the potential for the trail to generate revenue to contribute to ongoing management of the trail/s. The higher the rating the more economic value the trail potentially has.

Community - Tourism

Community - Tourism rating refers to the nature of the trail opportunity being primarily related to community recreation value or tourism value. The higher the rating the more potential for tourism value the trail has.

Opportunity

The opportunity rating refers to the potential value of the trail experience, taking into consideration the landscape features, scope and scale of the trail/s, accessibility and support infrastructure.

Redevelopment Need/ Deliverability

For existing trails, this criteria refers to the need for redevelopment to bring the quality of the trail in line with the opportunity. The higher the rating the less need for redevelopment.

For proposed trails, the deliverability rating refers to the general location of the trail considering trail supply, management, planning and land use. The higher the rating the easier to deliver the trail improvements/ development.

Prioritisation Outcomes

Proposed trail and adventure recommendations have been assigned, a high, moderate or low priority based on outcomes of applying the above criteria and level of demand.

High priority projects offer the most significant opportunity and prompt deliverability and are recommended as the focus of initial resource investment and development. Initial delivery of this Master Plan should focus on progressing these opportunities generally within a two year timeframe.

Moderate projects offer good opportunity and deliverability, and resource investment is recommended to assist development following high priority projects. Generally moderate priority projects should be fully developed within a five year timeframe.

Low priority projects offer limited opportunity and deliverability, and resource investment to assist development is recommended within a ten year timeframe.

A summary of proposed trail projects are listed in Table 25. For each project the following have been identified:

- Responsible agencies - lead agency and supporting agencies
- Priority for development - high, moderate, low
- Timeframe for implementation of recommendation
- Next steps as per the Trail Development Process outlined in Table 24.

It should be noted that some projects assigned a lower priority rating may not provide a tourism opportunity or benefits. However, they may provide a significant local community recreation benefit, improve connectivity to services and infrastructure and can be developed within the short term. With this in mind, some projects have been assigned a shorter timeframe.

Table 24: Trail Development Process. (DLGSC, 2019)

	STAGE	OUTCOME
PLANNING	1. PROPOSAL	The trail development is either supported in principle for trail development, or is not supported due to environmental, social or cultural constraints. The purpose of the proposal could be to identify suitable areas for consideration.
	2. FRAMEWORK	A project outline, developed by project steering group (stakeholders), including: project objectives, project management model, stakeholder roles, target market, requirements, standards, execution, and ongoing trail management model.
	3. SITE ASSESSMENT	Undertake a broad scale study of the area and identify constraints, soil types, vegetation etc.
	4. CONCEPT PLANNING	Identify opportunities and conceptual trail plan including broad trail corridors and infrastructure requirements.
	5. CORRIDOR EVALUATION	Detailed assessment of trail corridors for use in determining the final trail alignment.
	6. DETAILED DESIGN	Detailed trail design produced and physically flagged in the field, including: trail classifications, technical trail features (TTFs), construction types and specifications.
CONSTRUCTION	7. CONSTRUCTION	Trail is constructed in line with the detailed design.
MANAGEMENT	8. MANAGEMENT	Management plan implemented detailing maintenance and monitoring requirements.

Like any other community facility, a trail needs to be well planned and may be subject to various approval requirements. Trail proposals outlined in this Master Plan need to progress through the eight stage development process and navigate land tenure, cultural and environmental assessments and other potential constraints.

DESKTOP

FIELD

Table 25: Summary of trail project recommendations

MAP NUMBER	MAP ID	TRAIL PROJECT	PROPOSED OR EXISTING	RESPONSIBLE AGENCIES	PRIORITY	NEXT STEP/S	TIMEFRAME
6	N/A	Harvey Region Adventure Hub Centre	P	SoH, Harvey Water, TAFE	High	Master plan for the Stirling Gardens Precinct adventure hub centre.	Short
WALKING/ BUSHWALKING							
6	12	Dick Lofthouse Rotary Trail	E	WC, SoH	High	Site assessment	Short
6	07	Falls Brook Waterfall Trail	P	SoH, WC	High	Proposal / Framework	Short
6	10	Noongar Kaartdijin Bidee Trail	E	SoH, HAC	High	Site assessment	Short
6	13	Stirling Gardens/ May Gibbs Walk	E	SoH	High	Management	Ongoing
6	11	Wildflower Ridge Walk	E	DBCA, SoH	High	Management	Ongoing
7	17	Belvidere Heritage Walk	E	DBCA, SoH	Moderate	Management / Proposal / Framework	Ongoing / Short
4	05	John Boyle O'Reilly Wetland Trail	E	DBCA, SoH	Moderate	Management	Ongoing
7	19	Rosamel Wetland Walk	E	SoH	Low	Management	Ongoing
4	11	Yarloop Heritage Walk Trail	E	SoH	Low	Management	Ongoing
8	18	100 Acre Woods Trail	E	SoH, Myalup Community Association	Low	Site assessment	Short
SHARED USE (WALK/CYCLE)							
7 & 8	14	Coastal Trail	P	DBCA, SoH	High	Feasibility study and master plan	Short
6	01	Harvey Dam Shared Use Trail	P	WC, SoH	High	Proposal / Framework	Short
6	06	Korijekup Trail Network	P	DBCA, SoH	High	Proposal / Framework	Short
6	08	Lake Brockman Shared Use Trail	P	DBCA, WC, SoH	High	Proposal / Framework	Short
7	16	Harris Track	E	DBCA, SoH	Moderate	Management / Proposal / Framework	Ongoing / Medium
8	23	Twin Rivers Shared Use Trail (Urban Forest Trail)	E/P	SoH, DBCA	Moderate	Concept	Medium
6	09	Weir Road Link Trail	P	SoH	Moderate	Concept	Medium
8	22	Harvey Myalup Diversion Drain Trail	P	SoH, WC	Low	Proposal / Framework	Long
4	03	Brunswick River Walk	E	SoH	Low	Site assessment	Medium
CYCLING (ROAD & GRAVEL)							
6	04	Clarke State Forest Gravel Routes	P	DBCA	Moderate	Proposal / Framework	Short
N/A	N/A	Road Cycling Routes	E	SoH	Moderate	Management	Short
EQUESTRIAN							
8	25	Myalup Pines Horse Trail	E	DCBA, FPC	Moderate	Management	Ongoing
8	24	10th Light Horse Trail	E	DBCA, FPC, SoH	Moderate	Management	Ongoing
MOUNTAIN BIKE							
6	03	Clarke State Forest Mountain Bike Trails	P	DBCA, SoH	High	Proposal / Framework	Short
6	05	Munda Biddi Harvey Spur Trail	P	DBCA, MBF, SoH	High	Proposal / Framework	Short
7	20	Twin Rivers Mountain Bike Network	P	SoH, DBCA	Moderate	Proposal / Framework	Short
PADDLE							
6	02	Harvey Dam Paddle Trail	P	WC, SoH, DBCA	Moderate	Proposal / Framework	Medium
7	15	River to Estuary Paddle Trail	P	SoH, DBCA, CoB	Moderate	Proposal / Framework	Medium
8	21	Twin Rivers Paddle Trail	P	SoH, CoB	Moderate	Proposal / Framework	Medium

Objective 3. Implement robust and sustainable governance

Optimise governance and management structures across trail landowners, stakeholder groups and regional partners to ensure the Harvey Region is positioned as a sustainable and viable trail and adventure destination.

Key to the sustainability and longevity of any trail development is an effective and efficient governance and management structure. Given the range of stakeholders with an interest in trails, it is important to ensure management arrangements have broad representation and a willingness by all parties to accept some level of responsibility. To ensure these roles and responsibilities are understood and implemented to a high standard, a governance hierarchy should be formally adopted by all relevant stakeholders.

Characteristics of effective governance models include:

- Structure and accountability which is clear and simple to implement in the long term
- Clearly defined and allocated responsibilities and authority for each stakeholder
- A focus on ensuring quality visitor experience, product development and marketing
- Robust range of funding sources with revenue raising avenues established to ensure cash flow and enable self-generated investment into maintaining and enhancing trails, facilities and services
- Risk management protocols and processes are considered and implemented to reduce risks to staff, volunteers and trail users
- Direct liaison and involvement of user and community groups to build support within the local community.

To maintain sustainability and consistency across the region it is recommended that a trails committee be formed and given responsibility for implementation of this Master Plan. The committee should contain representation from the Shire, DBCA, DLGSC, Harvey Aboriginal Corporation, other key government and non-government agencies, and tourism and trail type peak bodies. The Shire of Harvey is ideally suited to take a leadership role within this committee. The role of the committee would be to oversee all strategic trail development, marketing and management with a particular focus on seeking funding for high priority trails. At a minimum, the committee should meet quarterly to coordinate key stakeholders and project priorities.

To ensure existing and proposed priority projects are adequately resourced, it is recommended a Harvey Region Trails Coordinator be employed to oversee trail development and maintenance across the region, and management of volunteer trail programs.

The involvement of local trail user groups, other trail organisations and volunteers who have driven advocacy and management of trails in the region, is important to the sustainability and viability of trails. The successful delivery and ongoing management of trail developments will depend on the participation and awareness activities generated by these groups, as well as the communities they have created. Collaboration with the Bindjareb Noongar people of the Harvey Region is also important to ensure quality outcomes and maximisation of opportunities for involvement in trail development.

Trail maintenance is one of the key operational considerations of any trail destination. In general terms, a high-quality trails destination will require regular maintenance, to ensure trails are maintained to a standard expected by the trail users. It is recommended that current volunteer groups are supported to ensure they have the opportunity, desire and resources to provide a meaningful contribution to trail development and maintenance.

FUNDING AND PARTNERSHIP OPPORTUNITIES

There are a range of current funding sources available for trail development. Given many of the proposed and existing trail developments in the Harvey Region are on DBCA Parks and Wildlife and Water Corporation estate, it is critical that long term partnerships between stakeholders and agencies including Alcoa are developed to ensure the trails vision is achieved.

Some of the government organisations that provide funding for trail planning, design and construction include:

Department of Local Government, Sport and Cultural Industries - Sport & Recreation

The Department is the key driver in developing the WA Strategic Trails Blueprint and a key supporter of Trails WA. They also support Local Governments and community organisations with sourcing trail planning and construction funding.

Department of Biodiversity, Conservation and Attractions - Parks and Wildlife Services

Parks and Wildlife is a key agency in setting standards for trails in the State and works with a large number of stakeholders to provide quality trails that meet the needs of trails users and protect the environment. A collaborative and productive partnership with Parks and Wildlife will be critical in realising the Harvey Region trails vision.

Department of Transport

The West Australian Bicycle Network (WABN) grants program is one of the key actions detailed in the Western Australian Bicycle Network Plan 2014-2031 which sets out a framework for the provision of a safe and sustainable cycling network across WA. Funding is available to local government authorities in WA, for a percentage of the total project cost, for the design and implementation of bicycle network infrastructure and programs in accordance with State Government priorities set out in the WABN Plan.

Regional Development Australia

Nationally, Regional Development Australia managed the now discontinued Building Better Regions Fund (BBRF) Infrastructure Projects Stream. The BBRF has been a source of funding for many trail development projects throughout Australia. The BBRF is to be replaced in mid 2023 with the Growing Regions Program.

BUSINESS AND COMMUNITY “BUY IN”

Establishing the Harvey Region as a key destination for trail and adventure experiences will require a collective ownership of the trails identity by local businesses and the community. Potential initiatives to encourage businesses and community to support the trails and trail users include:

- Encouraging businesses to promote trail use and opportunities
- Encouraging businesses to provide cycling infrastructure (bike racks etc)
- Host workshops with the community to keep them informed of the progress with the development of trails and listen and respond to concerns and ideas
- Charging stations for electric bikes at strategic locations throughout the region, particularly at the adventure hub trailhead, cafes and accommodation
- Mobile phone charging capacity at cafes
- Priority to cyclists and pedestrians in the main street
- Extended opening hours to include weekend trading, cafes open later in the afternoon and evening. More options during the evening for families and the younger demographic
- Support location appropriate accommodation developments such as trail side glamping and cabin accommodation
- Deliver workshops on the economic and business opportunities provided through trail development and increased visitation - equipment hire, shuttles, tours, accommodation and food and beverage services - and support appropriate new business ventures.

A sustainable trails destination and trail experiences require good management models, a governance hierarchy with clear responsibilities, a comprehensive understanding of the market, strong partnerships between key stakeholders including the community, and diverse revenue generating pathways.

Table 26: Objective three actions

AREA	ACTION		RESPONSIBLE AGENCIES	TIMEFRAME
Governance	3.1	Establish a Harvey Region Trails Committee with representatives from the Shire, DBCA, Water Corporation, Harvey Aboriginal Corporation and other key stakeholders and trail type peak bodies.	SoH	Short
	3.2	Determine preferred/ most suitable governance model for the Harvey Region as a trails destination including creating a permanent trails coordinator position for the Shire of Harvey to fit in the recommended governance structure.	HRTC, SoH	Short
	3.3	Conduct an annual audit and review of the Master Plan recommendations to monitor progress, ensure outcomes are achieved and carry out a review of the Master Plan within 10 years.	HRTC	Ongoing
Management	3.4	Develop or adopt a volunteer program involving local clubs and community organisations to assist with the ongoing management and maintenance of trails across tenures. Formalise roles and responsibilities and ensure the program is accessible, well promoted, coordinated and adequately resourced.	HRTC, SoH, DBCA	Medium
	3.5	Record and analyse trail usage data and market visitation for all existing trail facilities. Establish a central reporting system to provide information for industry.	HRTC, SoH, DBCA	Medium
Partnerships	3.6	Support community led formation of local clubs with a focus on trail activities. Eg. mountain bike/ off road cycling club, bushwalking.	SoH, HRTC, DBCA	Short
	3.7	Investigate the opportunity for a partnership for LGA management of trails on DBCA estate.	HRTC, SoH, DBCA	Short
	3.8	Encourage and support new trail business opportunities and identified gaps in service provision. Explore opportunities for Aboriginal enterprise and interpretation.	HRTC, SoH, DBCA, DLGSC	Short
	3.9	Strengthen partnerships with Alcoa, Water Corporation, Munda Biddi Foundation, DBCA and other agencies to facilitate delivery of trail development outcomes.	HRTC, SoH, DBCA, WC, Alcoa, MBF	Short / Ongoing
	3.10	Identify opportunities to create public-private partnerships to deliver services and infrastructure to support trail experiences and trail users, and deliver workshops on the economic, business and community opportunities and benefits.	SoH, HRTC	Short
Revenue	3.11	Investigate establishing and implementing a diverse range of revenue raising pathways to support development, management and ongoing maintenance of trail developments.	HRTC	Medium



Image credit: Harvey Region. Myalup Beach

Objective 4. Market and promote the experiences on offer

Comprehensive and coordinated marketing presence to promote the trail and adventure experiences within the Harvey Region.

Marketing and promotion of the experience on offer needs to be appropriate to the level of development and to the intended markets. A comprehensive and cohesive strategy looking at how the diverse range of experiences can be packaged and marketed is needed to entice longer stays and repeat visits.

On an ongoing basis, it will be important to maintain up to date trail information to ensure accurate and accessible communication for all trail users. Content development and management (including continual updates) is often the biggest challenge for destinations as no one agency takes the lead. It will be vital to identify and invest in a resource who will be responsible for generating or commissioning editorial, imagery and management of the brand. This will ensure consistent messaging, inspirational content development and that the key messages are adopted by the industry and promoted through external partners and networks.

Events can provide considerable economic benefit to the local communities in which they are hosted. With implementation of this Master Plan, there will be a multitude of trail opportunities to create new events and improve existing. These opportunities will be of interest to organisations already delivering events as well as the existing and emerging private event promoter market. It will be important to manage the increase in competition in the events market, and to grow it sustainably, ensuring adequate infrastructure and support.

At a state level there has been a noted increased in the promotion of cycle tourism over the past few years, particularly since the launch of the WA Cycle Tourism Strategy. Traditionally this has been driven by event marketing, though specific cycle tourism promotions have started to appear and significant funding has been made at a state level to the development of trails and cycle tourism across the greater south west.

BRANDING

The Harvey Region currently engages the brand of ‘a breath of fresh air’. It is recommended that branding for the Harvey Region as a trails destination be an intentionally developed product and developed in consultation with neighbouring Trail Towns in WA to enable opportunities for joint marketing. Any branding strategy development should engage with the local community to ensure buy-in and ongoing support.

PROMOTION

Promotion of trails can increase recreation, tourism and event markets. Trail destinations that can harness the power of word-of-mouth marketing will build a strong brand and market presence. State, Regional and Local tourism organisations, and visitor centres are the bodies which market and promote the region and its destinations. Typically, promotion is focused on local signage, websites, social media, media organisations, and printed material such as visitor guides and maps, but can include television commercials and travel documentaries.

PACKAGING

With the expansion of the Busselton Margaret River Airport and interstate flights potentially due to expand, there is viability in developing a range of air and land packages which could both increase awareness of the destination but also extend length of stay in the region. With direct flights from Melbourne to Busselton there is an opportunity to develop and market itineraries/package products for eastern state visitors to the South West region. The Harvey Region could leverage off the recognition of Mandurah, Dwellingup and Bunbury in the east coast markets and be promoted along with other destinations such as Collie and Dwellingup.

Promotion and packaging has been realised in Tasmania with select travel agencies coordinating cycling tours and independent travel itineraries for cyclists to Maydena, Derby and other key mountain bike destinations. In order for businesses in the Harvey Region to profit from this, it will require tourism businesses to become ‘trade ready’ and be registered with domestic wholesale agents. Packages can be developed either by an independent travel agent, inbound tour operator, event partners or industry driven (as land packages only). Representation and assistance to deliver content to the East Coast and at trade shows is available through Australia’s South West, the Regional Tourism Organisation once operators have completed the required registration process with agents and developed fact sheets and tariff cards.

ITINERARIES

Itineraries are an effective marketing tool in educating visitors on how to travel to and through the region. Whilst many destination trail users are passing through the Harvey Region it is important to leverage of the opportunity this provides for increased visitation. Expansion of experiences into other areas (cultural and community events, food & beverage experiences, staying overnight, shopping locally) provides incentive for trail tourists to come more often, stay longer and spend more money. Creating a resilient tourism industry depends on diversification with the sector and encouraging operators to connect and explore they ways in which they can link with other operators and expand their offerings.

There are business opportunities for travel and tour companies locally to partner with accommodation providers in developing itineraries, offering airport pick-up and drop-off services and on trail support.

With trails and infrastructure in place the key to a successful trails destination is the marketing and promotion of the experiences on offer. Below are a suite of actions to ensure trail development is backed by robust and appropriate marketing and promotion strategies and activities to encourage visitors and repeat visitation.

Table 27: Objective four actions

AREA	ACTION		RESPONSIBLE AGENCIES	TIMEFRAME
Strategy	4.1	Develop a cohesive, hierarchical marketing and promotion strategy for the Harvey Region that incorporates a trails brand and identifies promotional opportunities through partnership with Australia’s South West, Bunbury Geopraphe Tourism Partnership and Tourism WA.	HRTC, SoH, DBCA	Short/ Ongoing
	4.2	Develop a coordinated marketing presence, linking signage, maps and other marketing collateral to increase awareness of trails and services in the Harvey Region. Use Trails WA as the online platform.	HRTC, SoH, DBCA	Short/ Ongoing
Itineraries	4.3	Develop a range of multi-day itineraries which demonstrate how trail users can experience the Harvey Region (including travel distances, times, complementary experiences).	SoH	Medium
	4.4	Work with neighbouring LTO’s and Australia’s South West to develop cycle-touring itineraries across the broader south west.	SoH	Medium
	4.5	Develop a WA cycle tourism campaign with other iconic trail and riding destinations. ie Dwellingup, Collie.	SoH	Long
Packages	4.6	Develop packages which appeal to the identified target markets to increase awareness of trail and adventure opportunities and for marketing and promotional purposes.	SoH	Long
Events	4.7	Where appropriate, encourage the creation of new events in consideration of the potential impacts on established events and recreation participation.	All stakeholders	Ongoing



Image credit: Harvey Region. Offloading horses at Harvey Dam

Summary of Background Literature Review

THE AUSTRALIAN PHYSICAL LITERACY FRAMEWORK

Promotes a shared vision, common language and consistent understanding about what physical literacy is and how it can be developed.

Physical literacy is about developing the skills, knowledge and behaviours to assist and motivate us to lead active lives. It is holistic lifelong learning through movement and physical activity and integrates physical, psychological, social and cognitive capabilities. It can help Australians at every stage of life develop and maintain positive physical activity behaviours and delivers physical, psychological, social and cognitive health and wellbeing benefits. The Framework identifies 30 elements across the four physical literacy domains – physical, psychological, social and cognitive – and helps people understand the progression through each element, using a simple, staged approach.

The Framework is based on the following guiding principles:

- We all have the potential to learn through movement and physical activity.
- Everyone will progress at different rates through the stages of the Framework.
- Sport is an excellent way to develop physical literacy, but it can also be increased through physical activity and incidental movement.
- Use consistent and accessible language when using and promoting the Framework.

There are four domains and key elements that contribute towards the development of physical literacy.

- Physical – the skills and fitness a person acquires and applies through movement
- Psychological – the attitudes and emotions a person has towards movement and the impact they have on their confidence and motivation to move
- Social – A person’s interaction with others in relation to movement
- Cognitive – A person’s understanding on how and why they move.

AUSTRALIAN MOUNTAIN BIKE TRAIL GUIDELINES

The aim of the guidelines is to ensure a consistent approach to planning, design, construction and management of sustainable mountain bike trails, including alignment with landholder expectations, meet the needs of riders, minimise environmental impacts and provide opportunities for the public to connect with the environment.

Key points to note include:

- Trails cannot be developed in isolation, they must ‘fit’ within a strategic and legislative context.
- The trail owner is the entity that owns the physical structure of the trails and is usually the owner or manager of the land. The trail owner carries the liability for health and safety of all trail users.
- The trail operator is the entity that maintains the trails to the agreed standards of the owner.
- Sustainable trails align with user’s needs, provide social and economic benefits, minimise environmental impact and require less maintenance.
- To achieve sustainable trails, land managers must develop the right trail, in the right area, the right way and for the right reasons.
- Sustainable in mountain bike trail development refers to, trails users, social, economic, environment, trails and infrastructure and land use.

AUSTRALIAN MOUNTAIN BIKE TRAIL GUIDELINES

The aim of the guidelines is to ensure a consistent approach to planning, design, construction and management of sustainable mountain bike trails, including alignment with landholder expectations, meet the needs of riders, minimise environmental impacts and provide opportunities for the public to connect with the environment.

Key points to note include:

- Trails cannot be developed in isolation, they must ‘fit’ within a strategic and legislative context.
- The trail owner is the entity that owns the physical structure of the trails and is usually the owner or manager of the land. The trail owner carries the liability for health and safety of all trail users.
- The trail operator is the entity that maintains the trails to the agreed standards of the owner.
- Sustainable trails align with user’s needs, provide social and economic benefits, minimise environmental impact and require less maintenance.
- To achieve sustainable trails, land managers must develop the right trail, in the right area, the right way and for the right reasons.
- Sustainable in mountain bike trail development refers to, trails users, social, economic, environment, trails and infrastructure and land use.

AUSTRALIAN ADAPTIVE MOUNTAIN BIKING GUIDELINES

The guidelines were developed to help improve the accessibility and inclusion of mountain biking in Australia. The intent of the guidelines is to establish the entry level requirements for inclusive and effective eMTB programs, events, races, equipment, support and riding.

The document provides a trail rating system, signage information, supporting facility requirements, trail design criteria specifically for adaptive mountain bike trails. Mountain bike trails designed with a basic and essential level of access for adaptive riders creates trails which riders of all abilities can ride. Trails designed or being upgraded for use by adaptive handcycles must consider, trail width, turning radius, gradient, camber, berms, log rolls, drops and rock gardens, jumps, tabletops, rollers and other undulations, tread surfaces, demarcations and alternative riding lines.

BLUEPRINT FOR AN ACTIVE AUSTRALIA

The Blueprint outlines the case for change for a more physically active Australia with the premise that a daily dose of physical activity can significantly reduce the risk of type 2 diabetes, heart disease and some cancers.

Active living plays a key role in broader economic and social goals for our nation:

- walking, cycling and public transport are affordable and sustainable solutions to traffic congestion
- these same behaviours contribute to cleaner air, reduced carbon emissions and sustainable environments
- active neighbourhoods and cities are more liveable, with higher levels of social capital and community cohesion and lower levels of crime
- in the context of an ageing community, physical activity enables older Australians to live more active lifestyles with reduced risk from disabling and costly chronic diseases
- fit and active workers are more productive, take fewer sick days and make a positive contribution to our economic wellbeing.

The value of sport and active recreation is of significant value to the Australian economy. It provides an estimated \$83 billion in combined economic, health and educational benefits each year with a return on investment of \$7 for every dollar spent.

Local government is the closest tier of government to communities and has a vital role in physical activity service provision and in providing and maintaining physical activity infrastructure such as walking and cycling paths, sport and recreation facilities, local community parks, open space and local natural areas.

Polices to promote and encourage participation in sport and active recreation include:

- Continue funding local government to maintain, improve and expand local sporting and recreation facilities
- Develop public open-space policies and strategies to ensure residents have access to a diverse range of adequate quality functional open spaces
- Protect existing public open space

- Existing provision should be protected
- Public open space and sports facilities should be designed for ‘multifunctional open space’
- Facilitate cooperative planning, funding and management partnerships
- Joint use agreements to overcome resource constraints
- Strengthen the corporate and governance structure
- Improve the quality and functions of public open space
- Address the unique and changing needs of the community in terms of facility demands and requirements.

BACK ON TRACK: WA STATE TRAIL BIKE STRATEGY

The Strategy proposes a framework for planning and managing recreational trail bike riding on public and private lands and for coordinating cooperation between the relevant State Government agencies, Local Government, local communities and recreational trail bike riders.

Recreational trail bike riding in Western Australia is growing in popularity.

The strategy states that designated trails and venues must be planned, developed and maintained to attract trail bike riders and to ensure minimal environment and community impact.

Recommendations include:

- Upgrading existing ORV areas safely to attract more riders
- Transition to designated trails to prevent user created trails
- Provide more opportunities for legal recreational riding, including specific areas for family riding, to reduce illegal riding
- Local authorities to include trail bike riding requirements in trail master planning activities.

South West Forests were identified in a rider survey, as the 4th most popular riding location in the state.

FOREST MANAGEMENT PLAN 2014-2023

Outlines the Department of Biodiversity, Conservation and Attractions approach to forest management in Western Australia’s national parks, conservation parks, nature reserves, state forests and timber reserves. The purpose of the plan is for biodiversity to be conserved; the health, vitality and productive capacity of ecosystems to be sustained; soil and water resources to be protected; and the contribution to global carbon cycles to be sustained. Further, the social, cultural and economic benefits valued by the community are to be produced in a manner taking account of the principles of ecologically sustainable forest management.

OPERATIONAL POLICY 13: RECREATION WITHIN PUBLIC DRINKING WATER SOURCE AREAS ON CROWN LAND

The intent of this policy is to protect drinking water quality and public health by managing recreation in PDWSAs on crown land. The policy outlines recreation activities that are accepted in PDWSAs.

MORE PEOPLE MORE ACTIVE OUTDOORS

The document provides a framework for outdoor recreation in Western Australia to guide local and regional outdoor recreation planning by government, corporate and community stakeholders.

It outlines the significant benefits of outdoor recreation, and tracks and trails through natural environments and how they are key to creating lifelong connections with outdoor recreation. Highlights investment in trails as integral to the journeys that outdoor activities take users on and re-enforces that well-planned and well-designed tracks and trails provide access, attract visitors, reduce environmental damage and encourage uptake in outdoor recreation.

WESTERN AUSTRALIAN CYCLE TOURISM STRATEGY

This strategy identifies four priority areas that require consideration and development to support the growth of cycle tourism in Western Australia, investing in the industry, marketing and events, and delivering a great riding experience.

Three types of cycle tourists are identified in the strategy - recreation, events and touring, and that travel behaviours of cycle tourists indicate they are a highly valuable visitor market due to their propensity to stay longer, travel outside of urban centres and spend more.

WESTERN AUSTRALIAN HIKING STRATEGY - BUSHWALKING AND TRAIL RUNNING IN WESTERN AUSTRALIA 2020-2023

The strategy provides a strategic direction and proposes opportunities and benefits of bushwalking and trail running for Western Australia. Addresses existing challenges and provides guidance and structure for decision makers, land managers, trail planners and the community. Advises on infrastructure and facilities, trail classifications, Code of Conduct, Management and Governance It seeks to maximise the opportunity for all Western Australians and visitors to benefit from access to an appropriate range of hiking experiences and will guide the sustainable development of hiking activities and associated trails’ infrastructure.

Health, social, cultural, environmental and economic benefits of bushwalking and trail running are documented. Strategies to maximise participation outcomes, grow the visitor economy, to ensure sustainable trail development and maintenance and effective governance and advocacy are outlined.

WESTERN AUSTRALIAN MOUNTAIN BIKE MANAGEMENT GUIDELINES

Provides guidelines for development and management of mountain bike trails in WA. The guidelines aspire to the adopted by all land managers in the state.

WESTERN AUSTRALIAN MOUNTAIN BIKE STRATEGY - MOUNTAIN BIKING AND OFF ROAD CYCLING IN WA 2022-2032

The purpose of this strategy is to provide an updated strategic direction for mountain biking in Western Australia.

The strategy recommends:

- Master planning to identify and prioritise locations for mountain biking trails
- Mountain bike trail developments are strategically coordinated by applying the significance hierarchy
- Applying the eight stage Trail Development process to trail developments
- Foster and encourage community engagement and involvement at commencement of planning for mountain bike trail developments
- Establish governance models addressing management and maintenance
- Determine costs of ongoing management and maintenance upfront to ensure included in trail business model
- Actively support Local Government to overcome barriers to develop urban trails, pump tracks and skills park improving accessibility to mountain bike experiences
- Encourage new mountain bike trail developments to cater for a variety of user riding preferences with an emphasis on trails for beginners and families
- Review and continue to improve long distance off-road cycling trails
- Support Local Government to identify and develop transport and recreation trails such as gravel trails and trails that connect to mountain bike trails
- Continue to develop iconic and unique mountain bike experiences that capitalise on the diversity and unique features of West Australian landscape
- Support the appropriate development of Aboriginal cultural experiences within the WA mountain bike experience.

TAKING THE REINS: WESTERN AUSTRALIAN RECREATIONAL HORSE TRAILS STRATEGY

Proposes opportunities and benefits of horse trail riding for Western Australia. Addresses existing challenges and provides guidance and structure for decision makers, land managers, trails planners and the community. Advises on infrastructure and facilities, trail classifications, Code of Conduct, Management and Governance.

Proposes opportunities and benefits of horse trail riding for Western Australia.

Priority 2: Trails Access - Develop easily located trails with accurate

Priority 3: Facilities and infrastructure - Develop facilities appropriate for horse use and well maintained

Priority 5 Trails management and governance - Establish a strong sustainable and coordinated approach.

WESTERN AUSTRALIAN STRATEGIC TRAILS BLUEPRINT 2022-2027

An overarching guide for consistent and coordinated planning, development and management of quality trails and trail experiences throughout the state. It outlines a vision, guiding principles, strategic directions and actions for consideration across the state by government, landholders, trail managers, trail organisations, tourism operators and the community.

Emphasises the larger and more significant role tourism is playing in the development of trails, as trail users’ look for interesting, challenging, authentic and unique experiences. It also recommends that in the future, there will be an increased focus on ensuring trails are inclusive, accessible, have robust funding and management models, and are developed through engagement with all stakeholders including Traditional Custodians.

WESTERN AUSTRALIAN TRAIL DEVELOPMENT SERIES

Provides best practice guidance covering the trail development process, community consultation, multi-criteria decision analysis and checklists and templates, to assist groups developing a trail project to:

- Follow a standardised process
- Consider all issues and approvals
- Develop an approach to gather support from the local community and relevant government agencies.

Acknowledges the social, economic and environmental values associated with recreational trails and the need to understand and consider these values throughout the the eight stage process for developing trails in the state.

KALGULUP REGIONAL PARK MANAGEMENT PLAN

The purpose of the Management Plan is to provide for the protection and enhancement of the conservation, recreation and landscape values of the Kalgulup Regional Park. The management plan encompasses the Leschenault Peninsula and lands surrounding the Leschenault Estuary, inlet and the lower reaches of the Collie, Brunswick and Preston Rivers and south of Bunbury from the Preston River to the ocean. It focuses on the park’s high biodiversity value and identifies opportunities for further enhancement or expansion of recreation sites and experiences within the regional park.

The most popular recreation activities in the park include bushwalking, cycling, nature observation, fishing, picnicking, dog walking and scenic driving.

The plan suggests there is considerable scope for recreational development across the park, for the improvement or expansion of sites, new sites and facilities, while managing and minimising environmental impacts.

Different management zones have different permitted uses.

Conservation and protection - Some facilities, such as interpretive information, nature trails, boardwalks, cycle paths and through access, is acceptable in certain locations, with measures to mitigate environmental impacts.

Natural environment use - Public access primarily by nature trails and cycle paths.

One method identified in the plan for the cultural ties between Noongar people and boodja to be better appreciated, include developing walk trails that tell stories of Aboriginal Dreaming, the significance of key sites and other aspects of Noongar culture.

SOUTH WEST MOUNTAIN BIKE MASTER PLAN

Proposes aspirational locations for development of and strategic investment into mountain biking opportunities, to establish the South West as an international mountain biking destination.

Recommendations and commentary specific to the Harvey region include:

- Network significance - local
- Opportunity – good
- Deliverability – medium
- Recommended development – 15km
- Priority – moderate
- Planning and construction phase within 3-5 years of completion on Master Plan (2015)
- Planning should focus on developing trails which are aimed at core enthusiasts but accessible to all cohorts and abilities
- The region has an excellent opportunity to develop mountain bike facilities and a trail centre close to the town centre
- Using the existing infrastructure, the primary focus should be on developing a trail network from Harvey Visitor Centre connecting to the excellent topography of Clarke State Forest
- Realignment of the Munda Biddi Trail into Harvey and connection to Logue Brooke is a key consideration
- If developed well trails would provide an excellent and accessible recreation resource, and attract day use and potentially short break markets due to its proximity to Perth.

BUNBURY GEOGRAPHE VISITOR ECONOMY STRATEGY 2019–2024

The Strategy outlines the key actions required to further the achievements of the Bunbury Geographe Tourism Partnership and capitalise on the ongoing transformation of BunGeo’s visitor economy.

Relevant Industry and Product Development aspirations include:

- Stay Ahead of the Curve - Anticipate and effectively respond to supply trends and infrastructure demand growth to maximise customer satisfaction
- Encourage Iconic Experiences - Identify opportunities and encourage new, quality product and iconic experiences that grow capacity, satisfy visitors and generate positive economic outcomes.
- Drive Dispersal – Support the creation of experience-pillar trails and itineraries to drive dispersal.

BUNBURY GEOGRAPHE TOURISM PARTNERSHIP STRATEGY 2022-2024

The strategy was developed to guide the direction of the Partnership over the three year period, 2022-2024 with long term goal for Bunbury Geographe to be a highly desirable destination with a diverse range of outstanding experiences that attract more visitors, drive jobs and sustainable investment across the region. Currently within the Harvey Region, cultural visitor experiences are offered the most followed by food and wine, nature and adventure.

BUNBURY WELLINGTON 2050 CYCLING STRATEGY

This long-term, aspirational strategy reflects the priorities shared by Local and State Government and is accompanied by a short-term action plan. Its aim is to help inform future investment through the Regional Bike Network Grants Program, as well as other funding sources.

Key themes include:

- Enhancing waterfront cycling routes
- Making better use of watercourses
- Connecting people to places of education and employment
- Linking our towns to the coast
- Harnessing the potential of rail corridors
- Re-engineering local streets to create low-stress environments
- Developing safe routes for road cyclists
- Getting cycling infrastructure right from the start
- Taking advantage of Bunbury-Wellington’s cycle tourism potential.

Primary cycling routes and tourist trail opportunities identified within the Harvey Region include:

- A tourist trail between Harvey and Myalup alongside the Harvey River diversion drain
- A tourist trail following the Perth-Bunbury railway (and/or South Western Highway)
- A coastal tourist trail along Lake Preston Road to Myalup, Binningup, connecting to the Leschenault Peninsula Ridge Walk
- A bridge across The Cut to facilitate a future cycling loop around the Leschenault Estuary
- A tourist trail extending north along the Indian Ocean coastline linking together Binningup, Myalup and potentially Preston Beach
- Links extending from Brunswick and Burekup to Collie (via Beela and Collie River Roads, respectively)
- A tourist trail along the Collie and Brunswick Rivers connecting Eaton to Brunswick
- Improving linkages to the Munda Biddi providing users with the option of starting or finishing a stage in Harvey.
- Cycling routes to enhance the waterfront and connect to Mandurah and Bunbury.

SHIRE OF HARVEY CORPORATE BUSINESS PLAN 2022-2026

The Plan is a business planning tool used to deliver priorities identified in the Community Plan into outcomes. It describes the community’s vision and aspirational goals and outlines the region’s strategic direction. The Harvey Trails and Adventure Precinct, more specifically, enhancing the trails experience within the Harvey Region to maximise the economic benefits of mountain biking, is identified as an advocacy priority.

SHIRE OF HARVEY STRATEGIC COMMUNITY PLAN 2021-2031

The plan is the principal strategic guide for future planning and activities over the next 10 years and will ensure the Shire focuses on the priorities set by the community.

Community consultation to inform the plan revealed footpaths, trails and cycleways and playgrounds , parks and reserves were two of eight priorities identified. In response, the Shire’s objective is a connected and well maintained network of local roads, footpaths, cycle ways and trails.

HARVEY REGION TOURISM STRATEGIC REPORT 2021

The report identifies, describes and validates a range of recommendations to amplify the Harvey region as a key tourism destination. The Harvey Trails and Adventure Precinct is documented as a major project. Sport and recreational facilities and trail experiences were noted as a key requirement for six of the seven identified existing visitor audiences and formed the basis of the ‘Adventurers’ proposed visitor segmentation.

Relevant identified recommendations include:

- Bike trails based around food and beverage options
- Identifying and scoping bike trail from:
- Collie to Brunswick Junction
- Harvey Dam to Binningup Beach
- Harvey Dam to Brunswick Junction
- Yarloop to Logue Brook Dam within a Munda Biddi realignment/ spur
- Encourage further development of the 10th Light Horse Trail
- Developing multi-modal connectivity along the Harvey Region’s coastline.

HARVEY REGION TOURISM ROAD MAP 2031 IMPLEMENTATION PLAN

A strategic and comprehensive 10+ year road map for sustainable tourism development within the Harvey Region. Within six strategic goals, multiple trail related priority initiatives, projects and recommendations were identified including the overarching project of improving and developing trails and routes to connect and disperse visitors, and create unique, on-brand experiences.

SHIRE OF HARVEY ACCESS AND INCLUSION PLAN 2021-2026

Overarching goals aimed at empowering the access community through providing opportunities to participate, contribute and thrive. Goals include community participation; community capacity building; access information and communications; inclusive placemaking and co-design and access to opportunity.

MANJIMUP TRAIL BIKE TRAILS HUB: FEASIBILITY REPORT

A report to investigate the feasibility of developing a trail hub in the town for trail bikes, ATV’s, and off-road vehicles. Economic modelling indicates the trail hub could generate substantial economic return to the Shire.

References

- Be Active WA. (2012). Active Living for All: A Framework for Physical Activity in Western Australia 2012-2016.
- CALM (1994) Reading the Remote -Landscape Characters of Western Australia.
- CWANZ (2021) National Walking and Cycling Participation Survey 2021. Retrieved from <https://www.cwanz.com.au/national-walking-and-cycling-participation-survey-2021/>
- Department of Local Government, Sport and Cultural Industries. (2020) WA Hiking Strategy: Bushwalking and Trail Running in Western Australia 2020 -2030.
- Department of Local Government, Sport and Cultural Industries. (2022) WA Strategic Trails Blueprint 2022-2027.
- Dr Sue Beeton. Latrobe University. (2003) An Economic Analysis of Rail Trails in Victoria.
- Ernest and Young for We Ride Australia. (2021). The Australian Cycling Economy.
- GHD Advisory for AusCycling. (2021) Mountain Biking in Australia: an economic and participation analysis
- Latz, P. (2021) 'Its Official – 2020/21 was Record Year for Bicycle Imports'. The Microbility Report. Retrieved from <https://micromobilityreport.com.au/micromobility-products/bikes/its-official-2020-21-was-a-record-year-for-bicycle-imports/#:~:text=In%20total%2C%201%2C690%2C635%20bikes%20were,over%20half%20a%20million%20bicycles%E2%80%A6>
- Marsden Jacob Associates for SkillsIQ. (2020) Western Australia's Nature-Based Outdoor Economy - Key estimates and recommendations.
- Munda Biddi Foundation. Economic impact of the trail. Retrieved from <https://mundabiddi.org.au/pages/business-affiliates>.
- Peel Development Commission. (2021) Peel Magazine. Spring/ Summer Edition 2021. Economic Development Success.
- Recreational Trailbike Riders Association of WA - <https://rtra.asn.au/>
- Shire of Harvey. (2021) Harvey Region Tourism Strategic Plan Report 2021
- Shire of Harvey. About Us. Retrieved from <https://www.harvey.wa.gov.au/shire/about-us/about-the-shire-of-harvey>
- Sport Aus. (2022) AusPlay: Sport and physical activity reports. Retrieved from <https://www.clearinghouseforsport.gov.au/research/ausplay/results>
- Sport Aus. AusPlay: State and Territory Participation. Retrieved from <https://www.clearinghouseforsport.gov.au/research/ausplay/results>
- Sport Aus. (2022) AusPlay: How Australians participation in sport and physical activity is adapting to COVID normal – July 2022 update. Retrieved from <https://www.clearinghouseforsport.gov.au/research/ausplay/results>

- Sport Aus. (2021) AusPlay Mountain Biking Report. Retrieved from <https://www.clearinghouseforsport.gov.au/research/ausplay/results>.
- Sport Aus. (2022) AusPlay. National Sport and Physical Activity Participation Report – November 2022. Retrieved from <https://www.clearinghouseforsport.gov.au/research/ausplay/results>
- Tourism WA. (2021) Bushwalking Tourism in WA and Australia.
- Tourism WA. (2022). Overnight Visitor Factsheet 2021
- Tourism Research Australia. (2019). Harvey, Local Government Area Profiles, 2019 Tourism Research Australia, Local Government Profiles (2019), Retrieved from <https://www.tra.gov.au/Regional/local-government-area-profiles>
- Trail Bike Management Australia and Motorcycling WA. (2008). Back of Track: WA State Trail Bike Strategy.
- Transport and Infrastructure Council (2016), Australian Transport Assessment and Planning Guidelines. M4 Active Travel
- Victorian Government Media Release. 2019. Mountain bikers flock to Mount Alexander region.
- WestCycle. (2022). Western Australian Mountain Bike Strategy 2022-2027
- World Athletics. Trail Running. Retrieved from <https://www.worldathletics.org/disciplines/trail-running/trail-running>
- .idcommunity Demographic Resources. Shire of Harvey Economic Profile. Retrieved from <https://economy.id.com.au/harvey/value-of-agriculture>
- .idcommunity Demographic Resources. Shire of Harvey Community Profile. Retrieved from <https://profile.id.com.au/harvey>



PO Box 277 Margaret River WA 6285
www.commongroundtrails.com
info@commongroundtrails.com