

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

EXECUTIVE SUMMARY

May . 2023

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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

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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 for client review	20/03/2023
B	Final Master Plan Executive Summary	06/04/2023
C	Final Master Plan Executive Summary	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

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
- Korijekup 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 identification 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.

Project Overview

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

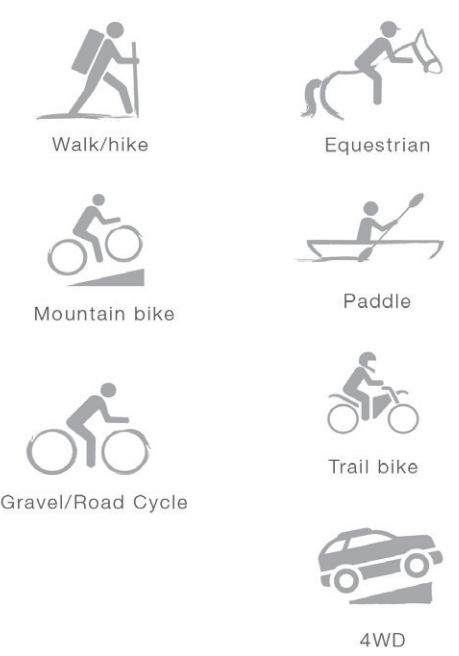
The Shire has the aspiration to develop a diverse range of unique and sustainable trails, and trail and adventure experiences, to attract intrastate, interstate and international visitors, driving visitation, tourism and economic benefits.

The 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.



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.

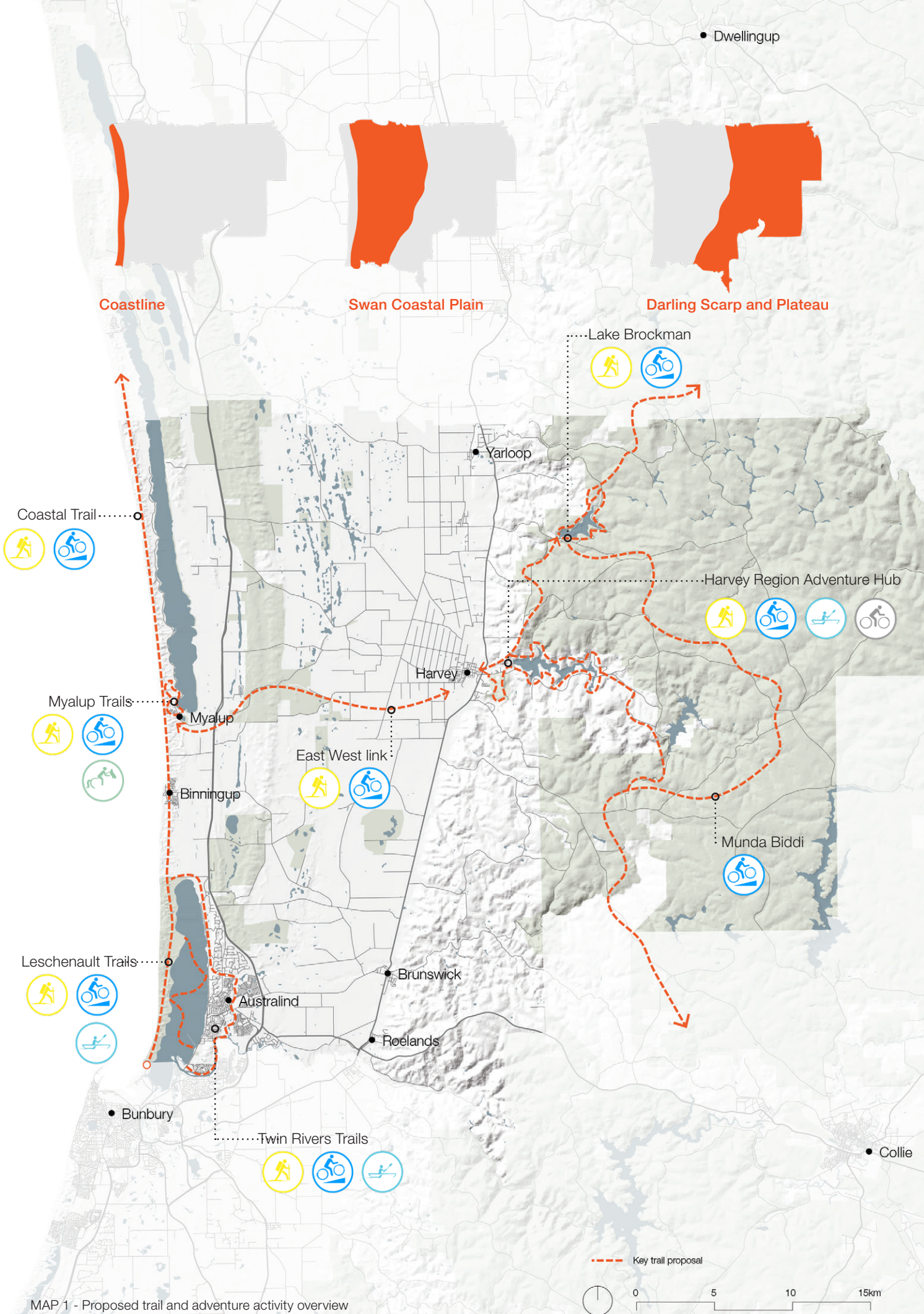
It is recommended that the Harvey Region focus on a collection of high quality and diverse trail and adventure experiences around towns, settlements and existing visitor sites, capturing the needs of both locals and visitors. New walking, mountain biking, paddle and gravel cycling trails and adventure 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.



Grass trees around Harvey Dam

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.



Falls Brook Waterfall

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.

Table 1: Harvey Region Adventure Hub proposed trail and adventure experiences (refer to Map 2)

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.						

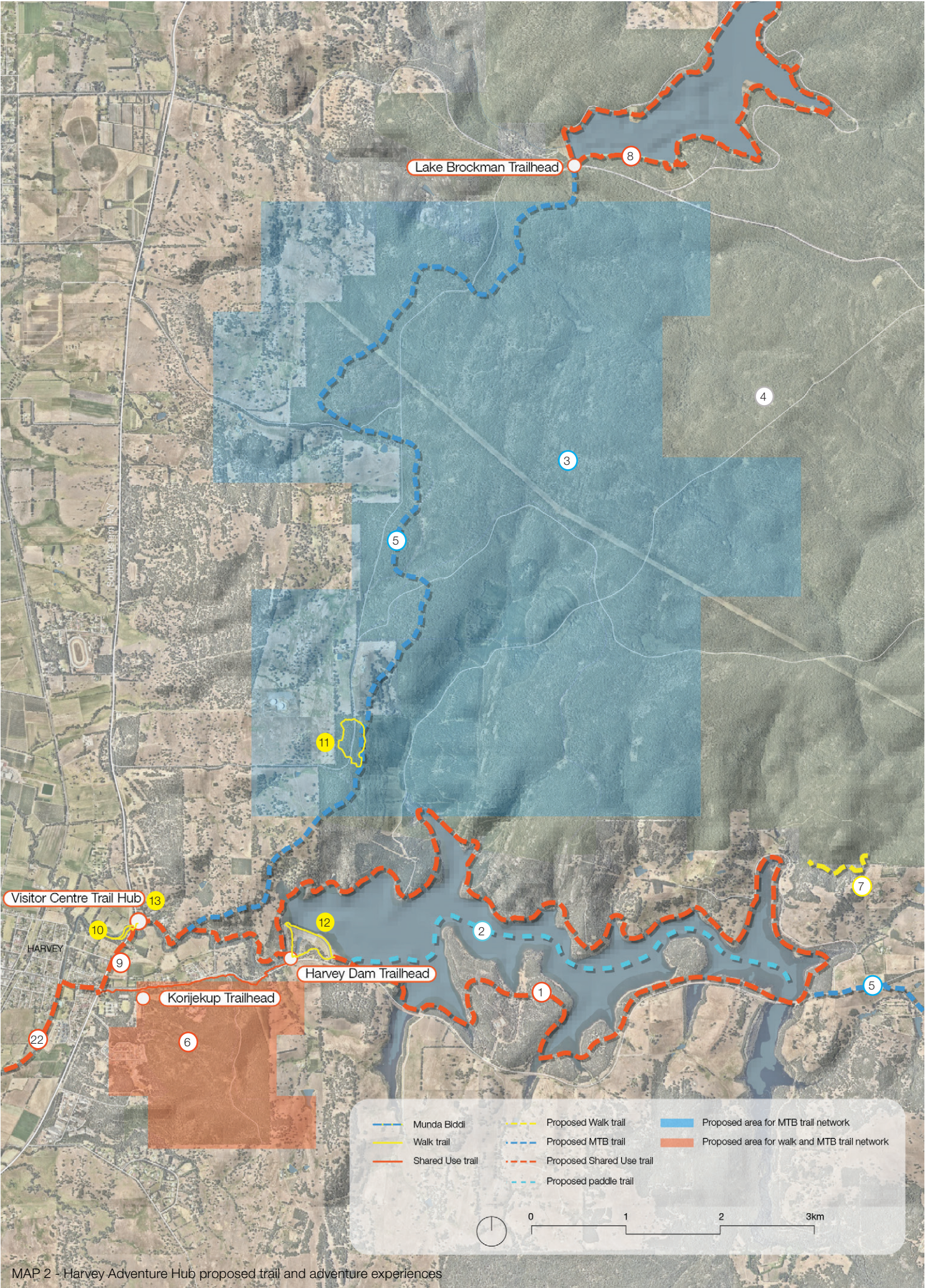
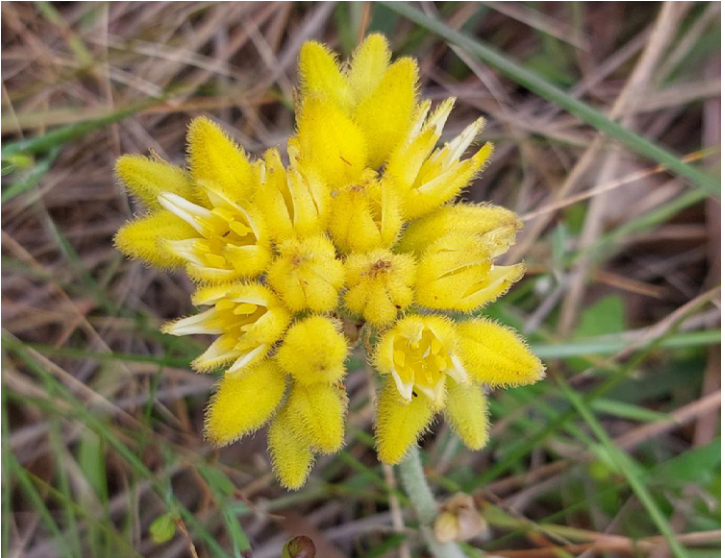


Table 1. continued

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.

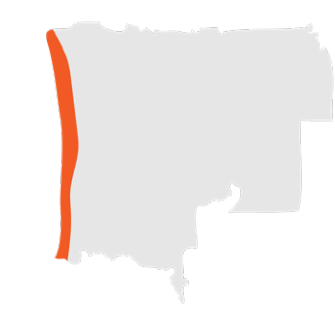
Infill trails will deliver experiences that showcase the best of the Harvey Region and fill the identified gaps in the existing trail offer. Proposed trails and recommended upgrades to existing trails will provide key connections and recreation experiences for local communities, and the unique experiences 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 2 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 2: Coastline precinct trail proposals (refer to Map 3 and Map 4)

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.



MAP 3 - Proposed trail & adventure activities within the southern area of the Coastline and Swan Coastal Plain

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 2 and 3 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 3: Swan Coastal Plain precinct proposals (refer to Map 3 and Map 4)

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 4 - 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 4: Objective one and two actions

AREA	ACTION		RESPONSIBLE AGENCIES	TIMEFRAME
Trail development and delivery	1.1	Develop an implementation plan that includes a timeline for delivery of priority trail projects consistent with the trail development process outlined in Table 5.	SoH, HRTC, DBCA	Short
	1.2	Identify top priority projects, assign a lead agency and progress recommendations identified for priority projects. Refer to Table 6.	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 5.

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 5: Trail Development Process. (DLGSC, 2019)

	STAGE	OUTCOME	DESKTOP	FIELD	
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.

Table 6: 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 Gnaala Karla Boodja 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 7: 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 8: 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



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