

A photograph of a forest with tall, slender trees and dense green undergrowth. A semi-transparent green rectangular box is centered in the upper half of the image, containing the title text in white.

PEMBERTON TRAILS MASTER PLAN

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Prepared by Common Ground Trails Pty Ltd for the Shire of Manjimup for a joint project with Pemberton Visitor Centre, the Department of Biodiversity, Conservation and Attractions and the Department of Local Government, Sport and Cultural Industries, April 2021

Acknowledgments:

Common Ground Trails wishes to acknowledge the significant contributions of the Project Steering Committee including representatives from the Shire of Manjimup, the Department of Biodiversity, Conservation and Attractions, the Department of Local Government, Sport and Cultural Industries, Pemberton Visitor Centre and Pemberton Cycling Association.

The authors of the Pemberton Trails Master Plan acknowledge the Traditional Custodians of the land on which we work and live, and recognise their continuing connection to land, water and community. We pay respect to Elders past, present and emerging.

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Department of Biodiversity,
Conservation and Attractions



Department of
Local Government, Sport
and Cultural Industries



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A full-page background image of a Karri forest. Tall, slender trees with light-colored bark and dense green foliage fill the frame. Sunlight filters through the canopy, creating a dappled light effect. In the lower right foreground, there are some purple flowers and green leaves.

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EXECUTIVE SUMMARY

Trail based pursuits are one of the world's fastest growing recreational and tourism activities and communities that support trails can enjoy a range of economic, social and environmental benefits. Pemberton has the opportunities, which are spread across the region, the diversity of experiences and the landscapes which provide a compelling destination to visit. It is ideally positioned to reap the many and varied benefits of trail development.

This Master Plan has been developed in partnership with key land managers, community groups and tourism agencies. Recommendations were developed by assessing the existing supply of trails and infrastructure, events, tourism and commercial products, governance, management and promotion of trail opportunities in the region. Recommendations provided will work towards developing an innovative, high quality and cohesive network of trails, which offers varied experiences, and caters for progression and diverse trail styles while maintaining local character. Incorporating trails for bushwalking, trail running, mountain biking, cycling and paddling positions Pemberton as a formidable trails destination.

VISION

Pemberton will be recognised as a premier destination for enjoying the outdoors, with trails as the focus providing captivating, memorable experiences and connections. Signature multiday trail experiences will enable a deeper connection with the landscape and a diverse suite of shorter immersive trail and outdoor experiences will entice visitors to stay and play.

Investment in trail infrastructure, business support, tourism products and improved marketing and information will firmly establish Pemberton as a trails destination.

Key to achieving the vision for Pemberton will be the establishment of trails and infrastructure which deliver captivating experiences showcasing the unique local values. In addition to offering landscape appropriate trail experiences, a well-developed trails destination boasts market and trails community credibility. This is developed through a sense of belonging and camaraderie through user appropriate facilities, services, events, volunteer support and social engagement.

The Master Plan identifies five priority areas that require consideration and development to support the growth of trails in Pemberton;

OBJECTIVE 1. CREATE SUSTAINABLE GOVERNANCE

Key to the success of establishing the region as a trail destination is an effective and efficient governance and management structure. Partnerships will be important, as will diversifying management models implemented and maximising revenue generation opportunities. The key recommendation is appointment of a lead agency for delivery of the Master Plan and establishment of a trails committee or body that is driving the development of trails, ensuring a consistent approach across all land tenures.



Pemberton MTB Park Credit: Tim Bardsley Smith

OBJECTIVE 2. CREATE SIGNATURE ICONIC TRAIL EXPERIENCES FOR HIKING AND MOUNTAIN BIKING

The backbone iconic trail experiences in the region are the Munda Biddi Trail and the Bibbulmun Track, both providing a key connection through and a meeting point in Pemberton townsite. These iconic trails are internationally recognised long distance trails and Pemberton has opportunity to capitalise on this notoriety with establishment of loop experiences emanating from these already established trails. These signature adventure loop trails for hiking and mountain biking will provide 2-4 days of immersive trail experience linking directly to Pemberton town and other existing visitor sites in the area. Creating signature iconic trail experiences including a long distance 'backcountry' mountain biking trail and a 3-4 day hike loop will provide the 'hook' enticing trail users to visit Pemberton.

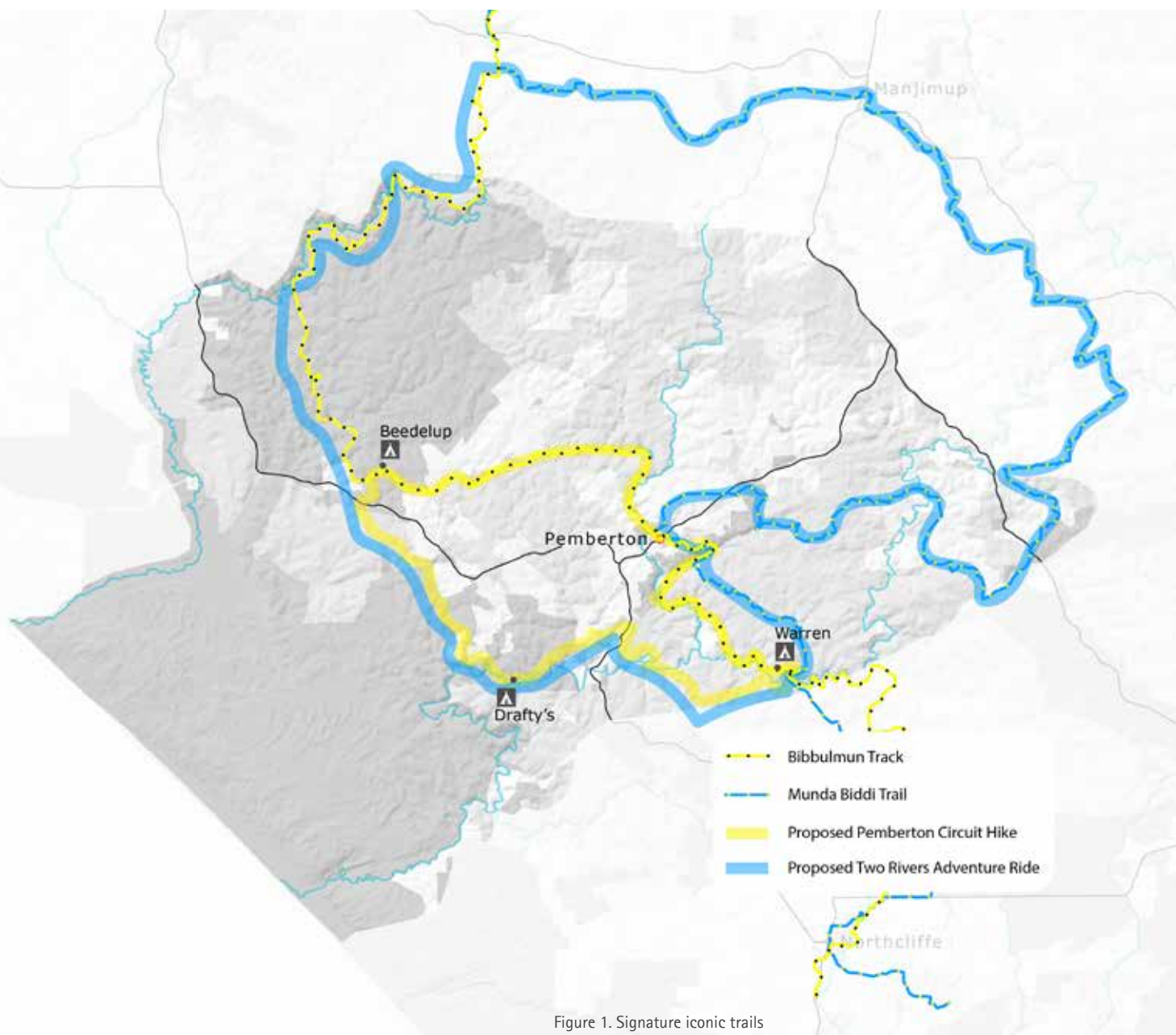


Figure 1. Signature iconic trails

OBJECTIVE 3. PROVIDE COMPLEMENTARY IMMERSIVE EXPERIENCES

Complementing the signature experiences will be a suite of trails that offer shorter duration opportunities in diverse settings which connect features in the landscape including natural spaces, food and wine experiences and cultural heritage values. These trail experiences will showcase the best of the Pemberton Region and fill the identified gaps in the existing trail offer, providing variety and enticing longer stays and repeat visits. Trails proposed and recommended upgrades to existing trails will provide key connections and recreation experiences for local communities and provide the unique experiences that visitors are seeking.

The priority complementary trail experiences identified include:

- Pemberton MTB park redevelopment, including refresh of hike trail opportunities in this area
- Pemberton Arboretum MTB Network (includes MTB and hike trails)
- Gloucester National Park MTB Trail Network
- Rainbow Trail redevelopment
- Pemberton to Cascades Trail

OBJECTIVE 4. CREATE A VIBRANT TRAIL TOWN

Delivering captivating trail experiences should be a focus for development in the coming years. Secondary to trail development will be ensuring Pemberton townsite evolves into a vibrant trail town, with events, facilities and services that cater for trail users.

OBJECTIVE 5. 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.



Beedelup Falls Credit: Frances Andrijich

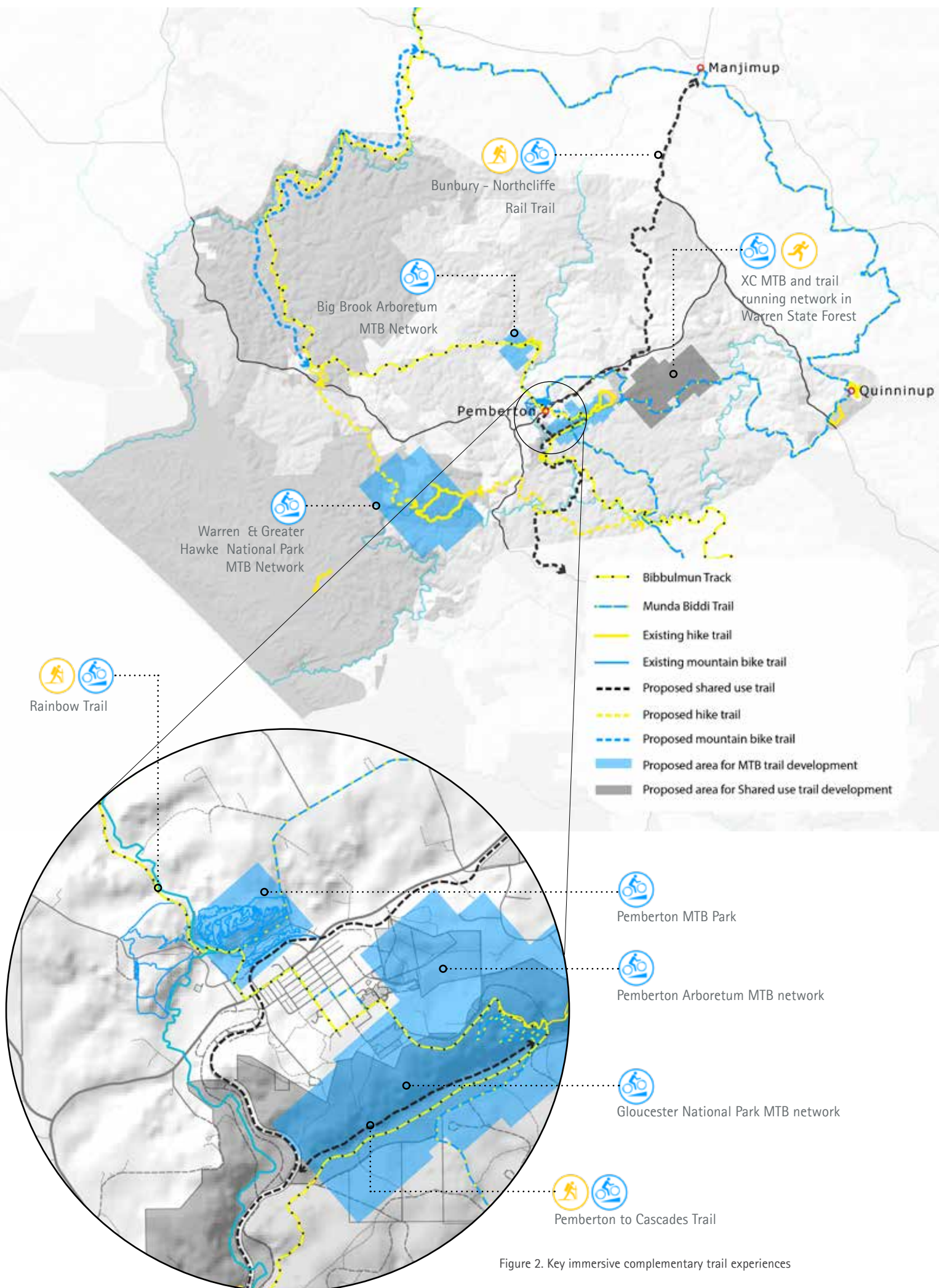


Figure 2. Key immersive complementary trail experiences

INTRODUCTION

PROJECT BACKGROUND

Located in the heart of the Southern Forests and Valleys region, Pemberton is a destination synonymous with diverse landscapes of significant beauty. It's a place where peaceful forests meet the wild and captivating south western coastline and offer a unique trail experience. Nature based tourism and in particular trails based opportunities are increasing in popularity and are capable of providing significant economic, tourism, environmental, health, social and community benefits.

The region has significant existing trail and outdoor recreation attractions including Pemberton Mountain Bike Park, tourist drives, fire lookout trees, campgrounds, beaches and walking trails. The iconic Bibbulmun Track and Munda Biddi Trail also traverse the region and meet in Pemberton.

The key objective for this project is to ensure sustainable development of trails in the region. The Master Plan will be an important tool for land managers, will help provide management guidance for sensitive landscapes and will inform sustainable trail development which will establish Pemberton as a trails destination.

The Pemberton Trails Master Plan provides the opportunity to create a diverse and sustainable trails destination through the planned development of new facilities, fostering community participation and strengthening regional tourism and stakeholder partnerships.



Figure 3. Project area location

PARTNERS

The lead agency is the Shire of Manjimup, in partnership with the Department of Biodiversity, Conservation & Attractions (DBCA), Department of Local Government, Sport and Cultural Industries and Pemberton Visitor Centre. These stakeholders established a steering committee to set the project objectives and vision to oversee the project.

OBJECTIVES

To develop a trails Master Plan for the Pemberton region that builds on the achievements to date towards establishing Pemberton as an accredited "Trail Town". This project will clearly identify a costed and prioritised program of trail and Trail Town infrastructure development over a ten-year period.

The focus will be on a range of non-motorised trail experiences and types, targeting different user groups, including residents and visitors. It will also consider trail-related products and services with the view of achieving Trail Town status. This includes accommodation, meals, services and complementary experiences and establishing Pemberton's point of difference as a trails destination.

WA STRATEGIC TRAILS BLUEPRINT

STATE-WIDE ACTIVITY BASED TRAIL STRATEGIES

REGIONAL TRAILS MASTER PLANS

Pemberton
Trails
Master Plan

LOCALISED TRAILS PLANS

Figure 4. State-wide trails planning structure



Figure 5. Trail types considered in this Master Plan

A full-page photograph of a dense forest. In the foreground, several large trees with green foliage are visible. In the background, a valley is filled with more trees, and a river or stream is visible winding through it. The lighting is warm, suggesting late afternoon or early morning. A semi-transparent green rectangular box is positioned in the upper left quadrant of the image.

PROJECT AREA

PROJECT BOUNDARY

The project area is bounded loosely by the Donnelly River in the West, the Warren River in the East and the South Western Highway to the North East. Figure 6 below highlights the project area. Key trail links to the broader area have been considered.

LANDSCAPE CHARACTER

Landscape character forms a critical part of the trail user experience. Pemberton is located on the southern margin of the Darling Plateau which is characterised by towering lush forests dissected by winding rivers and interrupted by low broad swampy valleys. Extensive areas of tall dense forest dominated by jarrah, marri and the towering karri offer framed and enclosed views. Manjimup is the primary commercial and administrative centre, servicing the surrounding agricultural and forestry industries. The smaller towns in the Shire of Manjimup – Pemberton, Northcliffe and Walpole have an international reputation for their outstanding forests and biodiversity. Pemberton townsite is a charming timber town with immediate access to a variety of terrain and opportunities. A warm temperate climate offers wet winters and relatively cool summers providing comfortable conditions most of the year. Distinguishing landscape features within the Pemberton region which have potential to provide iconic trail experiences are outlined in Figure 6 below.

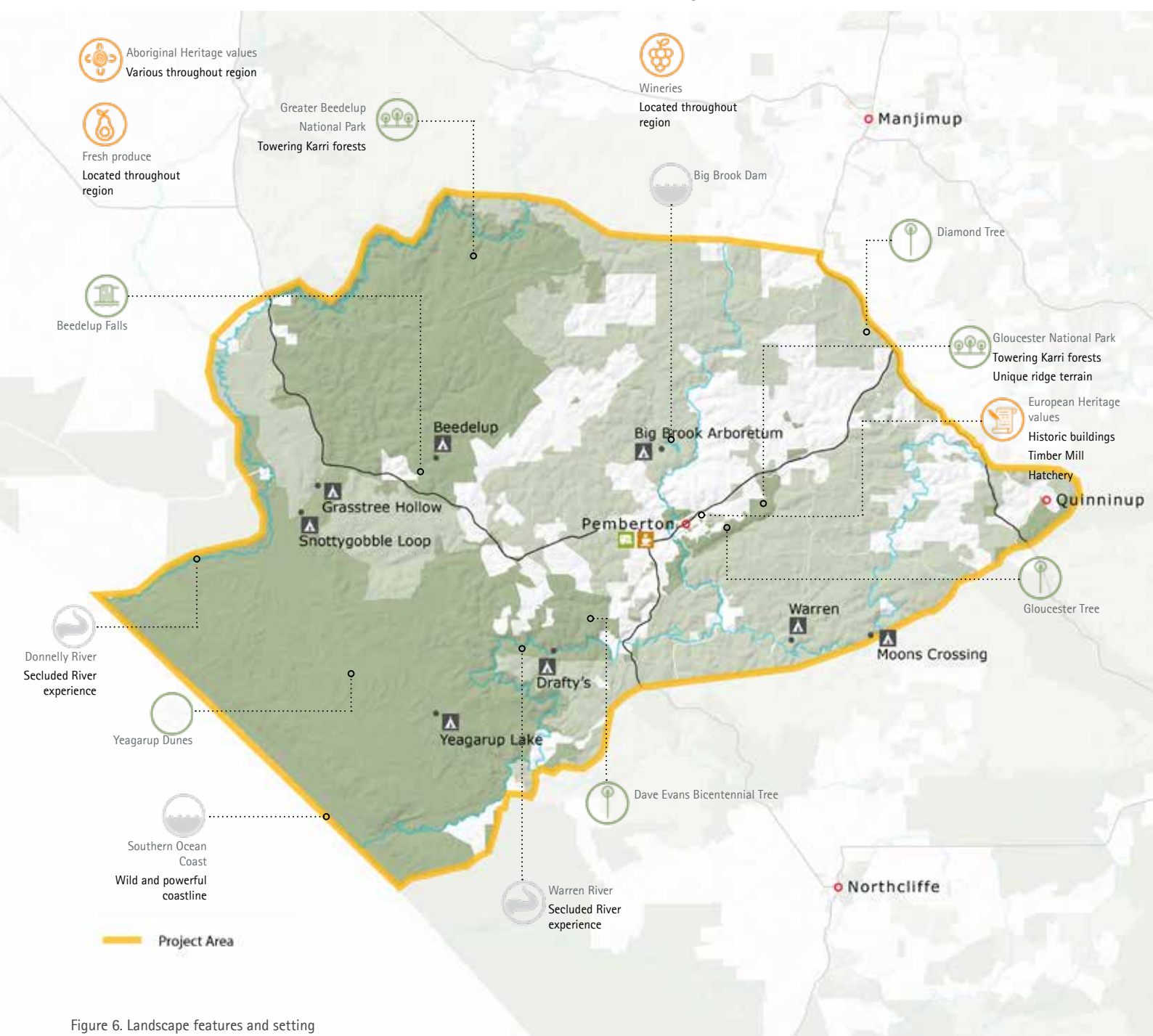


Figure 6. Landscape features and setting

CONSTRAINTS

Identified constraints in the area include;

- 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
- Unsanctioned trails
- Tenure constraints, where potential trails traverse differing tenure types
- Conflicts between trail users

DISEASE RISK

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 cinnamomi* (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 taken into account when recommending locations for trail development. Figure 7 below outlines areas identified by DBCA as Disease Risk Area's - areas of forest / vegetation subject to the risk of infection from 'dieback'. Strict quarantine and access restrictions apply to these areas.

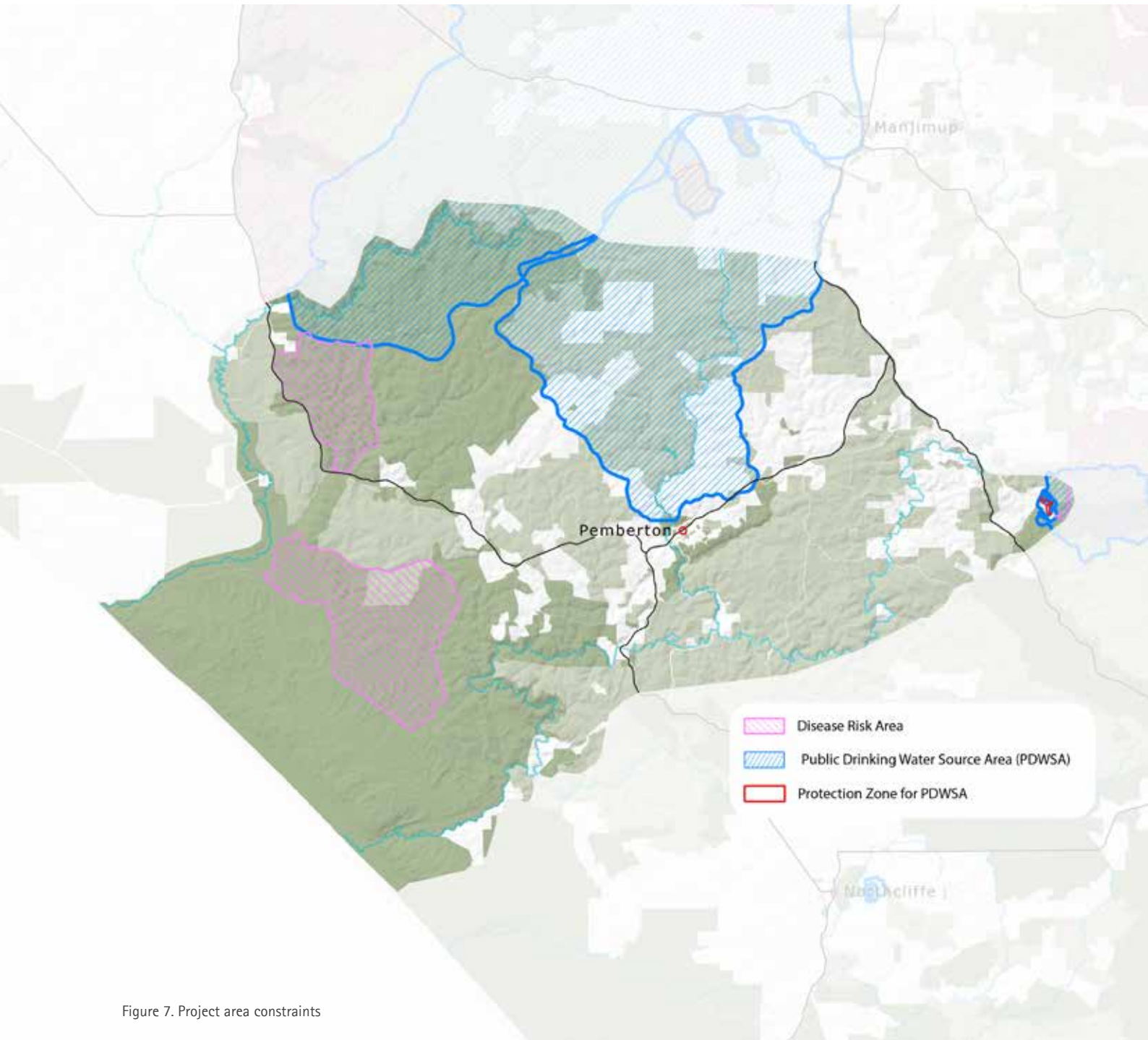


Figure 7. Project area constraints

ENVIRONMENTAL CONSIDERATIONS

The project area is largely covered by native regrowth forests, including jarrah, marri and karri ecosystems. The continuity of forested landscapes provide a key point of difference from other trail destinations in terms of trail based adventure opportunities.

Pemberton sits within the south western WA biodiversity hotspot, one of only 35 hot spots around the world. The hotspot contains an estimated 5,700 species of vascular plants, of which around 79% are endemic (Parks and Wildlife, 2016). The geological stability of south western WA 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.

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

- Avoiding impacting on sensitive ecosystems and old growth forests
- Keeping users on designated trails and providing managed access to sites
- Reducing fire management risk (i.e. knowing where users will be)
- Applying standard trail widths, minimising the disturbance footprint and associated effects
- Providing opportunity to rehabilitate trails that are unsustainable and impact environmentally sensitive areas
- Creating stewards for the environment 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.

ABORIGINAL CULTURE, HERITAGE AND NATIVE TITLE

There are known sites of Aboriginal significance within the project area. Noongar people have a rich and intimate connection with the country within the project area, which includes knowledge of, rights to, and responsibility for these sites and for protecting the culture and heritage values of these sites.

Aboriginal sites are a diverse range of places including archaeological sites associated with past Noongar land use, and ethnographic and historical sites of ongoing spiritual, historical and cultural importance and significance to Noongar people. The Aboriginal Heritage Act protects all Aboriginal sites in Western Australia whether or not they are registered.

Locations that are popular for trails can sometimes coincide with sites of significance for traditional owners, given they can both occur in natural, relatively undisturbed areas. Should detailed site planning progress for any of the locations recommended in this Master Plan, traditional owners will be consulted in accordance with the relevant legislation and any requirements of the South West native title settlement.

UNSANCTIONED TRAILS

There are currently some trails in the region that are unsanctioned or informal. These comprise fire management 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 strategy 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.

This strategy provides the opportunity to investigate locations for potential trail development, which would include a formal assessment of some or all unsanctioned trails. The outcome of the assessment could be the closure, replacement or upgrade of unsanctioned trails as part of a high quality, sustainable trail, trail network/centre or town. From a land manager's perspective, unsanctioned trails present many issues including:

- They can have 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 offenses for which the land managers may be held liable
- They can breach planning legislation, leading to enforcement action
- They can cause disruption to routine land management practices such as forestry
- They can lead to conflict between user groups
- They can 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, 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. Some models for management are outlined below.

- Removal of unsanctioned trails – The land manager is entitled to remove unsanctioned trails.
- Adoption of trails by land manager – This approach may be appropriate where the land manager is prepared to take full responsibility for the trail. This is unlikely unless the trail could be incorporated into a planned trail, and only when appropriate checks and approvals have been completed.
- Volunteering agreements – An agreement is developed following discussion between a land manager and trail user group/club about options for volunteer maintenance of trails. The agreement needs to be clear on where responsibilities lie and trails may need to be improved to meet standards for classification.

- Agreements with formal user groups/clubs – A land manager enters into an agreement with a formal trail user group/club that has a governance structure, training provision and insurance for trail work. The agreement could take a variety of forms depending on the aims and objectives of both parties and could include responsibilities for building trails, risk assessments, trail inspections, repair and decommissioning. The agreement should also set out points of contact and set out processes for any joint decision making.

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

Operational Policy 13 (2019) 'Recreation within public drinking water source areas on Crown land' 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 PDWSAs are 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 PDWSAs
- Individuals undertaking passive land based recreation activities (not part of organised events) in PDWSAs (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
- 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 PDWSAs.
- Supported in the wellhead protection zones and outer catchments of groundwater source areas.

A recent report by DWER recommends that the Quninnup Dam Catchment Area be abolished, this recommendation is currently undergoing consultation and approval with an outcome expected in 2021.

TENURE

Pemberton's existing trails are predominantly provided on DBCA and Pemberton Visitor Centre managed estate. 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
- Unallocated 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 Warren Region and Donnelly District of the Department of Biodiversity Conservation and Attractions. DBCA manages National Parks and State Forest within the project area. These landscapes are managed according to approved management plans including the Shannon Park and D'Entrecasteaux National Park Management Plan 1987-1997 and the Forest management plan 2014-2023.

DBCA and DLGSC have also released their Trails Development Series which guides the development of trails on land in their tenure.

LOCAL GOVERNMENT

The Shire of Manjimup manages recreation sites and a small number of trails as part of their day to day operations. Trails development is a key strategic priority for the Shire and this is often achieved through partnerships with community or private developers. Should any trails be developed on land managed by the Shire of Manjimup, the Shire may enter into a MOU. An MOU is developed that outlines the roles and responsibilities of each party during the planning and construction stage. A separate MOU is then developed for ongoing maintenance and management once the trail or recreation site is developed. At the conclusion of the MOU period a review is undertaken by both parties.

FREEHOLD

Private Land Management owners are encouraged to develop and establish trails and facilities in consultation with Shire's planning department. Strict land management policies are enforced, including fire management plans, Health Act regulations, abiding by the Australian standards for building codes and consideration given to evacuation plans.

DEMOGRAPHICS

The 2016 Census Data revealed there are 9,250 residents across the greater Shire of Manjimup area with a small resident population of 1431 in Pemberton itself (based on postcode). From 2011 to 2016 the town population decreased by 3.8% (although it had grown by nearly 30% from 2006). Data collected from the 2021 census will provide greater clarity around population growth/decline.

There is a relatively even split between female (48.2%) and male (51.8%) residents. Pemberton has a higher average age of 44, compared to WA (36) and Australia (38) though less than neighbouring Nannup (53) indicating the region's lifestyle attraction and propensity of youth to leave regional areas for further education and employment opportunities once they finish primary and secondary schooling.

Both the median weekly personal income (\$569) and median family income (\$1,366) are below WA averages (\$724 for personal income and \$1,910 for family income) with 50% employed full-time, 35.1% employed part-time and an unemployment rate of 5.2%, working across 115¹ registered businesses. Interestingly there is a high volunteer contingent in the Shire with 27% volunteering through an organisation or group, well above the Western Australian and national averages of 19%.

LOCAL TRAIL USERS

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 Pemberton, neighbouring towns and the broader South West Region. 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.

The Pemberton Cycling Association and Pemberton Visitor Centre are active within the community, encouraging and supporting young people to learn how to ride and ensuring they have appropriate protective equipment. The Visitor Centre manage the Pemberton Bike Park with assistance from the Cycling Association.

VISITATION AND VISITOR PROFILES

The region is predominantly a self-drive destination, due to its regional location and central proximity to other key tourism destinations in the south west. A daily bus service from Perth provides public transport options. Tourism product is dominated by food and wine experiences with a wide variety of accommodation options available. Most experiences centre around self-exploration, the natural environment and events. Tourism in recent years has seen an ever-increasing growth in cycle tourists, with mountain bikers traveling to enjoy the elevation and state forest trails. Road and gravel cyclists have also seen recent growth, with cycling events dominating the annual events calendar.

Located in the heart of the Southern Forests & Valleys region, Pemberton (and neighbouring Northcliffe and Windy Harbour) positions itself as the green jewel in Australia's South West. Towering Karri forests dominate the landscape, surrounded by a patchwork of fertile and rich agricultural lands. With a myriad of waterways, the region is bordered along the southern coast by the wild and captivating Southern Ocean.

Pemberton is located within a short drive of other south west tourism destinations such as Margaret River, Busselton, Augusta, Bridgetown and Nannup and within close proximity of the regional centres of Bunbury and Manjimup. Whilst there is limited access to detailed visitor profiles for Pemberton a review of state and regional trends can help provide context to the visitor market in Western Australia.

In year end 2019, 22.5 million intrastate daytrips were taken within the state and 11.6 million overnight (domestic and international) visitors came to or traveled within WA. Together, these visitors spent \$10.5 billion in the state, \$4.9 million of which was spent in regional WA². WA saw an 11.5% increase in visitation to WA for holiday purposes and the South West region from 2018 – 2019 has witnessed an 11.2% increase in room nights and a 12.6% increase in the number of visitors to the region.

The increase in regional visitation is an opportunity for Tourism WA to continue committing to regional dispersal as a key visitation objective. In particular 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. Furthermore, the development of the Busselton Airport could provide direct access to interstate markets and packaging opportunities.

Another key driver of tourism to the region is events, with the Pemberton Classic Road Cycling Event, Karri Valley Triathlon, WAGE Gravity Enduro, Northcliffe Karri Cup and Tour of Margaret River attracting a range of visitors to the area. The events calendar is clearly dominated by a cycling theme, catering for both road cycling and off-road events. The region has been popular as a mountain biking destination for a number of years, and successfully caters for the competition cyclist.

The existing tourism industry in the South West region provides significant benefits, with visitor expenditure contributing an estimated \$1055m in 2019³. In 2019 the Australia's South West tourism region had 3,269,000 overnight visitors and has the highest proportion of regional domestic visitors with 57% traveling for holiday and leisure purposes⁴. The majority of intrastate tourists visit the City of Busselton, while interstate and international visitors prefer the Shire of Augusta-Margaret River. The coastal areas of the South West receive approximately 65% of visitors, while inland South West receives approximately 35%.

The intrastate market is the most significant and important market traveling to the Southern Forests & Valleys region, and is largely driven by events and touring experiences (food & wine and the forest landscapes).

Intrastate Visitors account for 87% of the visitors to Australia's South West, and tend not to stay as long as interstate and international visitors with an average length of stay of 3.0 nights in 2019. Interstate Visitors account for 7% of the visitors to Australia's South West with a total of 256,000 visitors staying in the region at an average of 4.8 nights. International Visitors account for 6% of the visitors to Australia's South West with a total of 193,000 visitors staying in the region at an average of 10.8 nights.

In 2019 the top 3 leisure activities for intrastate visitors to Australia's South West were eating out at a restaurant/cafe (62%), going to the beach (41%), and visiting friends and relatives (40%). The top international markets to Australia's South West over the last five years are the United Kingdom, Singapore, Malaysia, USA and New Zealand.

Whilst intrastate visitors predominantly stayed with friends or relatives (32%), closely followed by staying at a caravan park or commercial camping ground (16%); hotels/resorts/motels was the most popular option for interstate (35%) and staying with friends or relatives for international (20% visitors).

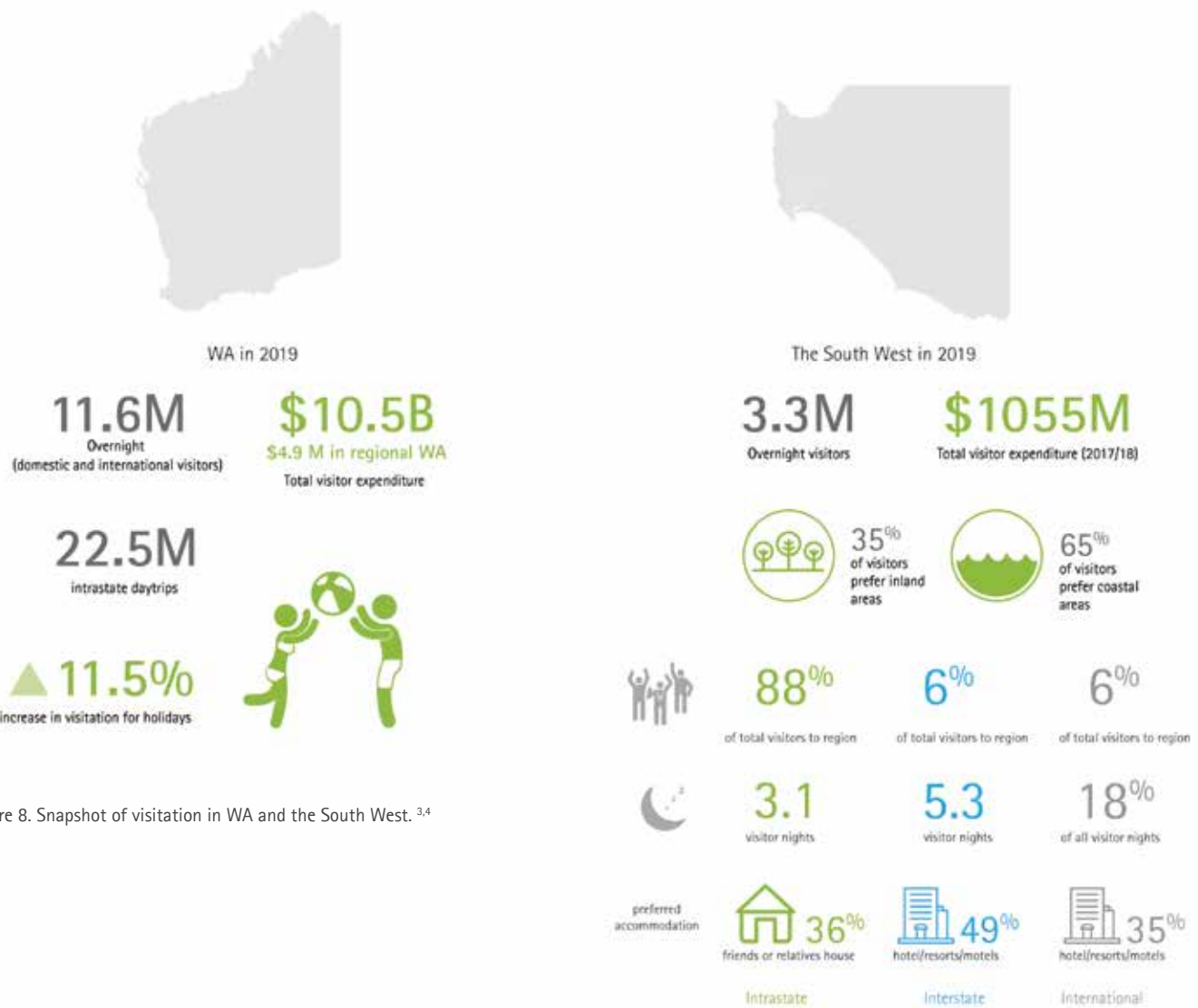


Figure 8. Snapshot of visitation in WA and the South West. ^{3,4}



MARKET OVERVIEW AND MOTIVATORS

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. When assessed against key tourism markets identified by Tourism WA and Tourism Australia (refer Table 1) there are noted similarities.

The three distinct trail user markets include locals, 'destination trail users' and 'trail users while on holiday'. Further research needs to 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 Pemberton 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 Pemberton. This market is spread across the Shire of Manjimup, 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. They seek high quality trail with good supporting infrastructure in scenic / natural locations. These users are usually found in trails 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 views 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.

Following a review in 2017 of their segmentation in the domestic market, Tourism WA identified six target markets in the Australian traveling population, these are:

- Bright Lights
- Culture Vultures
- Escape and Connect
- Family Fun
- Off the Beaten Track
- Relax and Rewind

Based on the Pemberton Region's high appeal and existing visitation within the domestic market this segmentation has been used to compare commonality of these markets with the two types of trail tourists.

The six new segments included Escape & Connect, Off the Beaten Track, Bright Lights, Culture Vultures, Family Fun and Relax & Rewind. Three of these six segments have been selected by Tourism WA as priority segments for interstate marketing: Escape & Connect, Off the Beaten Track and Bright Lights.

When assessed against the travel motivations and behaviour of the intrastate market, Pemberton as a trail tourism destination has the potential to appeal to the Off the Beaten Track, and Escape & Connect segments.

While this is only a broad assessment of the similarities between the intrastate and interstate market segments, it does provide some insight into the viable attractiveness for each market segment to Pemberton.

Table 1. 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;		
<i>To avoid crowds and touristy destinations</i>	✓	
<i>Nature and wildlife experiences</i>	✓	✓
<i>Holidays within Australia with a preference for regional destinations (rather than cities)</i>	✓	
<i>Affordable accommodation in standard hotels/motels or resorts, with friends and family, or in caravan or camping accommodation</i>	✓	✓
<i>Best value for money</i>	✓	✓
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;		
<i>To disconnect and have a complete break from responsibilities and worries</i>	✓	
<i>A chance to reconnect with their partner</i>	✓	✓
<i>Food & wine experiences and sightseeing</i>	✓	✓
<i>Willing to pay more for a quality experience</i>	✓	
<i>More likely to choose higher end accommodation and have a higher average spend per trip</i>	✓	

TRAIL USE MOTIVATORS

Depending on the market, different motivators and experiences will be placed as 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.

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.

In addition to a trail users primary motivators there are a number of core experiences that are recognised as being key drivers for general visitation, including;

- Wine, beer & food
- Biodiversity
- Landscapes
- Art & Culture
- Events

An industry assessment of the motivators of the general visitor market, include;

- Proximity to Perth and place of residence for short stay/break
- Natural assets/authentic experiences
- Peace and quiet
- More affordable and less crowds than Margaret River
- Visiting family and friends
- Events
- Camping, nature and bush escapes

TRAIL TYPE SPECIFIC MARKETS

WALK/TRAIL RUN, PADDLE AND EQUESTRIAN

Walking, trail running and equestrian trail users can be further differentiated based on psychographic characteristics (shared personality traits, interests and lifestyles) identifying the following:

- Leisure Trail Users: typically, holiday makers who seek out accessible trails for use with family and friends. Time spent on trails is often short to half-day in duration.
- Active Trail Users: outdoor enthusiasts who will plan their visit to include use of trails. Time spent on trails is often half to full day or overnight stay.
- Adventure Trail Users: dedicated trail users who will seek out challenging trails or unique and extended experiences. Time spent on trails is often overnight and multi-day.

In order to successfully cater for these diverse markets, this strategy aims to identify opportunities to develop quality trails within scenic locations with nearby attractions and amenities to suit different expectations and experiences.

MOUNTAIN BIKE AND CYCLING

Trail type defines the style of trail and its typical attributes, different trail types suit different styles of riding and typically each trail type will have a specific kind of mountain bike designed to suit. Different cohorts use different types of trails and all trail types can have varying classifications. Trail types include Cross Country, All Mountain, Downhill, Freeride, Park and Touring, refer to the South West MTB Master Plan for a full definition of each trail type.

Understanding the various trail users and trail cohorts needs, expectations and requirements is essential in ensuring the long term sustainability of trails. Mountain bikers are generally divided into the following cohorts each with differing trail requirements and expectations. Each cohort has differing trail type requirements, however there are also numerous overlaps between some segments. Different cohorts also have different barriers to entry and require different levels of trail user friendliness.

LEISURE (LS)

Includes general cyclists of all ages and abilities and is potentially the largest market. Typically, they ride infrequently, often have limited appropriate skills and require very accessible trails. They are not members of clubs and they are more likely to use highly accessible routes close to home or make the journey to trail facilities with amenities and services such as bike hire, cafes and toilets.

ENTHUSIAST (EN)

Enthusiasts are purely recreational mountain bikers with moderate skills and variable fitness and ride weekly. They are typically aged 29-49 and form the existing market majority. They typically don't compete in events and they possess limited outdoors experience. They prefer trails with good trail signage and seek technical but not too challenging trails. Enthusiast Mountain Bikers are the most likely to take short breaks to different areas.

SPORT (SP)

Competitive mountain bikers, who ride regular routes multiple times a week and are members of mountain bike clubs, they are a small but influential market. They are willing to seek less accessible trails, have a high fitness level and are technically proficient but may have limited outdoor skills. They ride a very wide variety of trails.

INDEPENDENT (IN)

Skilled outdoor enthusiasts who ride once a week and are technically proficient with good level of fitness. Generally they are a small market. Often involved in other outdoor activities, they are capable of planning their own rides and ride a very wide variety of trail classifications. The adventurous aspect is more important than the technical challenge and they seek more remote trails.

GRAVITY (GR)

Highly skilled technical riders who seek very challenging trails, typically ride at least once a week and are often members of clubs. They represent a small market that requires purpose-built trails, which are repeatedly used in a concentrated manner. Gravity riders seek specific trails with the highest classifications.



PARTICIPATION IN RECREATIONAL ACTIVITY

Across Australia participation in trail based sport and physical recreation has seen significant increase when comparing the last two Participation in Sport and Recreation (Australia) surveys outlined in the Table 2 below. Compelling evidence shows that increase levels of physical activity can bring wide-ranging benefits to communities, which extend beyond physical health to include benefits around mental health, personal wellbeing and social cohesion. Making recreational facilities accessible in all communities is a critical strategy for 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 ⁵.

Table 2. Persons participating in Sport and Physical Recreation 2016-19. ⁶

Activity	Participants 2018-19	Change from 2011-2012
Cycling	2,386,200	+ 3%
Mountain Biking	251,400	+ 31%
Walking (recreational)	8,968,100	+ 1%
Bushwalking	1,167,200	+ 8%
Canoeing / Kayaking	282,200	+ 21%
Equestrian	203,100	+ 4%

Overall males tended to engage in recreational activity at a greater rate than females, primarily due to the high participation rates in cycling. 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 canoeing/kayaking as shown in Table 3 below.

Table 3. Persons participating in Sport and Physical Recreation 2018-19. ⁶

Activity	Male participation rate (%)	Female participation rate (%)
Cycling	14.5	8.5
Mountain Biking	2.1	0.4
Walking (recreational)	33.4	53.4
Bushwalking	5.7	5.6
Canoeing / Kayaking	1.7	1.1
Equestrian	0.3	1.7

The Australian Sports Commission (Australian Sports Commission, 2019) reports that walking (excluding bushwalking) continues to be the most popular activity nationally, across gender and age demographics. Cycling is rated the fifth most popular activity, followed by bushwalking (sixth most popular).

An estimated 2.7 million overnight visitors to WA participated in nature-based activity in 2015-2016, 27% of all the State's overnight visitors and an increase of 15% a year from 2012⁷. Visitor Experience and Expectation Research 2017- 2018 indicated 12% of surveyed visitors to WA reported a hiking-related motivation as one of their top three reasons for travel to this State.⁸ A notable 88% of repeat visitors undertook activities in natural landscapes.

EMERGING MARKETS/TRENDS

There are also growing market segments in mountain biking driven by different styles of riding and bikes uses, which should be given consideration when developing trail networks and experiences. Bike packing is growing in popularity and is particularly relevant considering the Munda Biddi Trail. Whilst end to end users of the track is still moderate in number there is a strong contingent of multi-day bike packers traveling the Munda Biddi for periods up to a week. Almost all mountain bikes can be made into capable bike packing rigs.

Another new market which is revolutionising the cycle market is e-bikes. 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 improving accessibility for all ages, particularly ensuring older age groups can remain active more often. Bike shops now include e-bikes in the bike hire range, most popular with holiday travelers, offering an option for them to trial the bikes before they purchase them. Several cyclists have trialled riding the Munda Biddi Trail on an e-bike. Currently it is possible to ride the majority of the trail with a few shortcuts on sealed roads to towns to re-charge. The option to install solar e-bike charging stations at select huts along the Munda Biddi should be investigated as this would provide opportunity to enable cyclists to complete the trail who would not physically otherwise be capable.

Other emerging trends include increasing popularity of soft-adventure trails and guided or self-guided experience packages that provide information, accommodation, transport and equipment; use of digital technologies (such as smart phones and apps) and social media to access information about trails and record their trail activities.⁷

EMERGENCY RESPONSE

During the planning and design stage it is imperative that policies for trail management during emergency incidents, evacuation of trail users and capacity to close trails is considered, particularly if there is potential impact to existing resources and any possibility that rescuers may be at risk themselves.

DBCA incorporates emergency responses into their Standard Operating Procedures and each trail and recreation site within their tenure has undergone a risk assessment. Depending on terrain, fire behaviour, track and weather conditions, actions can be put in place through signage, social media, website information, media and visitor /administration centres to close or restrict access to trails or recommend against trail usage.

The Bureau of Meteorology releases Fire Danger Index Ratings four days out, so management have the capacity to use existing policies and protocols to implement actions, whilst resources are available. It is often difficult to close recreation sites or trails, particularly if they have multiple trail heads and access points, especially in the middle of responding to an emergency incident.

The Shire of Manjimup relies on volunteer emergency response from the State Emergency Service (SES), Bush Fire Brigades and St John Ambulance Service. If local resources are expended, additional support can be sourced from regional locations.

Consultation is required during the planning and design stage of trails to ensure that emergency services vehicles can quickly and safely access the site. It must also be considered that volunteer groups volunteer their services for community benefit. Should their resources be called upon too frequently, or organisational feedback is not implemented, there is a risk that trail managers would need to implement other measures to ensure safety for trail users is not compromised.

VOLUNTEER NETWORKS

As a community, Pemberton relies heavily on volunteer support for many areas of operations including recreation, transportation, emergency services, event development and management. In respect to trails development and management the main organisations that would assist includes the Pemberton Cycling Association, the St John Ambulance and Bush Fire Brigades.

The role of volunteers in respect to trails includes but is not limited to:

- Track maintenance on the Pemberton MTB Park and future trail developments once constructed in partnership with Local Government and DBCA,
- Skills development opportunities including workshops,
- Word of mouth promotion to encourage visitors and residents to use trails
- 'Eyes on the ground' to report back to land manager any incidents of vandalism, unsanctioned track building, and trail bikes on tracks, and
- Promoting community ownership and positive motivations towards all forms of trail use

Volunteers play a key role in event development and management. There are extensive logistics required to stage an event, particularly ensuring risks are mitigated where possible. Events are demonstrated stimulators for economic and social benefit, providing a goal for participants to work towards in skills and fitness, whilst encouraging more people into trail based recreation.

TRAIL PLANNING & DEVELOPMENT

STRATEGIC PLANNING CONTEXT

As part of the development of this Master Plan a desktop review was undertaken of existing strategic policies, guidelines and planning documents. This information will be used to provide context for the Master Plan to ensure that future trail development is considerate of and relevant to local and regional planning and embodies the direction of existing state policies and strategies.

Table 4. Key Strategic Plan Summary

DOCUMENT	OBJECTIVE / PRIORITY AREA	OUTLINED ACTIONS
WA Mountain Bike Strategy 2015-2020.	Objective 2 Participation	Reduce barriers to participation and grow a healthy balanced MTB Community
	Objective 3 Trails facilities and infrastructure	Facilitate sustainable trail development Implement appropriate trail maintenance options
WA Recreational Horse Trail Strategy 2015.	Priority 2 Trails Access	Develop easily located trails with accurate and accessible information
	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
Bushwalking and trail running in Western Australia 2020 – 2030.	Objective 1 Maximise participation outcomes	Increase gateway opportunities
		Encourage and promote events
		Develop spectrum of trail experiences
		Ensure signage and information is accessible and consistent
WA Cycle Tourism Strategy.	Priority Area 2 Marketing	Develop sustainable experiences and appropriate maintenance
		Area 2.3 Develop a range of multiday itineraries incorporating where possible easy/beginner pathways from iconic regional centres
	Priority Area 3 Events	Area 2.4 Develop packages based on themes of adventure and outdoors, food and wine and culture and history
		Continue to support cycling events and develop event themed itineraries to encourage longer stays
Shannon and D'Entrecasteaux National Parks Management Plan 2012.	Priority Area 4 Delivery of the right experience	Focus investment on creating comprehensive networks in iconic locations
		Improve signage on roads and in parks and reserves.
Shannon and D'Entrecasteaux National Parks Management Plan 2012.	Provide visitors with a range of sustainable nature-based experiences to facilitate their understanding of the natural values of the area.	Providing recreation opportunities guided by the visitor management settings

Table 4 Key Strategic Plan Summary – continued

DOCUMENT	OBJECTIVE / PRIORITY AREA	OUTLINED ACTIONS
Forest Management Plan 2014–2023.	Recreation and Tourism – recognises that outdoor recreation contributes to public understanding and appreciation of nature, conservation and forest management, and makes an important contribution to the social, spiritual, psychological, physical and economic wellbeing of the community.	Protect and maintain the range and quality of recreation and nature-based tourism opportunities and experiences. Support planning for recreation and tourism and provide and maintain facilities.
South West Mountain Bike Master Plan.	Identifies Pemberton as one of three nationally significant mountain biking areas in the South West, along with Margaret River and Collicie.	Identified priority sites include: Pemberton MTB Park Gloucester NP and Brockman SF Commercial private land Warren/Greater Hawke NP
Pemberton Mountain Bike Trails Network Development Plan 2021, Pemberton Cycling Association.	Establish Pemberton as a nationally recognised trail town	Refurbish and expand existing Pemberton MTB Park Develop MTB network at Pemberton Arboretum Upgrade existing route to Big Brook Dam via Rainbow Trail Gloucester National Park – upgrade existing trail to multi use, develop 20km MTB network Connect Pemberton town centre with proposed MTB trail developments Develop a series of long distance trails Develop a MTB network at Big Brook Arboretum
Pemberton Strategic Plan 2015–2020.	Section 3 Community	Improve access to local Southern Forests produce
	Section 5 Tourism and related marketing	Provide infrastructure and trails to establish Pemberton as a trails hub destination Improve use and access to National Parks
	Section 6 Arts and culture	Establish arts trails
Department of Transport Warren–Blackwood 2050 Cycling Strategy.	Trail Development	A primary route running parallel to the railway between Golf Links Road and Vasse High-way/Brockman Street; A series of secondary routes across the Pemberton town-ship including the main street (Vasse Highway/Brockman Street), Widdeson Street, Ellis Street and Kennedy Street; Several local routes connecting residential areas to higher-order cycling facilities; Inter-regional tourist trails connecting Pemberton to surrounding townships including Quinninup and Northcliffe (via the Munda Biddi Trail) and Manjimup and Northcliffe (via a future trail along the Bunbury–Northcliffe rail corridor).

Table 4 Key Strategic Plan Summary – continued

DOCUMENT	OBJECTIVE / PRIORITY AREA	OUTLINED ACTIONS
Pemberton Trail Town Forum Proceedings Report.	Establish Pemberton as a trails town	A range of actions identified in working towards establishment of Pemberton as a trails town in areas including location, infrastructure, sustainability and viability, partnerships and management, communications and marketing, product development and business support and marketing.
Pemberton WA Destination Strategic Management Plan.	Position Pemberton as a Top Trails Town, increasing number of tourists, length of stay and expenditure	<p>Improve destination and attraction signage and branding</p> <p>Develop heritage trails around Pemberton to maximise visitor engagement</p> <p>Promote existing trail experiences such as the MTB Park</p>
Shire of Manjimup Sport and Recreation Plan 2014-2024.	Develop Pemberton and Shire into a World Class Trails Hub	<p>Progress towards attaining Trails Town Accreditation</p> <p>Create a position within the Shire specifically dedicated to trails and supporting infrastructure development and promotion</p>
Shire of Manjimup Strategic Community Plan 2019-2029.	Our natural environment	Provide safe recreational access to natural areas
	Prosperity	<p>Develop Trails Hub tourist destination (Region wide, all trail types)</p> <p>Encourage extended service provision and activated town centres</p>
Shire of Manjimup Local Bicycle and footpath plan 2017-2027	Improve path infrastructure and promotion of cycling and walking in towns	A range of improvements to footpaths connecting key services in Pemberton and (trail) connections between towns.
Shire of Manjimup Corporate and Business Plan 2020-2024.	Grow the Region's reputation as a world class trails tourism destination	Partner with Department of Biodiversity, Conservation and Attractions and the Bibbulmun and Munda Biddi Foundations to maintain or improve trails on SoM managed land.
		Support initiatives contained in the South West Mountain Bike Master Plan 2015
		<p>Support Pemberton to become an accredited Trail Town</p> <p>Lobby and support the development of rail trails using existing corridors</p>
Shire of Manjimup Access and Inclusion Plan 2018-2023.	Accessible buildings and facilities	<p>Conduct ongoing reviews of all existing Shire owned buildings and facilities to identify barriers to access and inclusion</p> <p>Ensure all new infrastructure developments and redevelopments provide access to people with access and inclusion needs within legislative parameters and best practice</p> <p>Continue to build new and upgrade existing footpaths to meet universal access requirements</p>

TRAIL DEVELOPMENT

Ensuring sustainable trails both from a management and trail experience perspective requires a thorough development process. As outlined in the Trail Development Series⁹ working within a standardised methodology is especially important in high conservation areas and building rigor into the development process ensures high quality outcomes on the ground.

Following adoption of the Pemberton Trails Master Plan the trail development process involves 8 stages and involves a constant evaluation, review and improvement process as trails are extended or revised. The diagram below provides a summary of the trail development process.

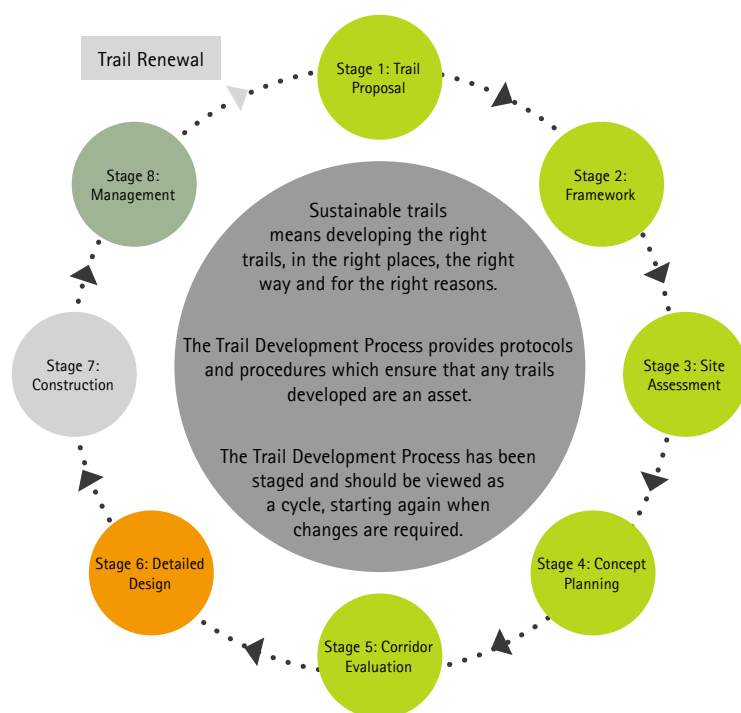


Figure 9. Trail development process

DEVELOPMENT DRIVERS

The needs and drivers of the various markets are different and need to be considered when developing a location. Trails can be both a primary motivator for travel and an activity undertaken whilst a traveler is visiting an area for another primary purpose. It can also be an activity undertaken by residents of a community surrounding trail facilities. Apart from primary motivators, development drivers for a location or site will make it attractive to visitors. When assessing locations in Pemberton, the development drivers were considered, as outlined below.

Table 5. Potential Drivers for trail development

DEVELOPMENT DRIVER	DEVELOPMENT CONSIDERATIONS
Community	<ul style="list-style-type: none"> Located within proximity to or with good access from population centres Existing community involvement Ensure good engagement and involvement of community based trail bodies Emphasis on quality of trails and facilities
Recreation	<ul style="list-style-type: none"> Located within proximity to or with good access from major population centres Diversity of trail experiences
Events	<ul style="list-style-type: none"> Event-specific infrastructure designed to cater for racing particular to specific styles and formats to industry standards Emphasis on quality of trails and facilities
Tourism	<ul style="list-style-type: none"> Located within proximity to other tourism experiences, accommodation and visitor services Align to unique landscape and biodiversity experiences
Conservation	<ul style="list-style-type: none"> Are there user built trails that are impacting site values Potential for attracting and building the next generation of people with a connection to and care for protected areas

TRAIL DEVELOPMENT AND MANAGEMENT MODELS

There are numerous case studies from around Australia and the world that demonstrate public and private investment in trails and associated facilities provides significant, sustainable benefits to local communities, and local and regional economies. These benefits include local community engagement and enjoyment, increased participation in recreational activity, the ability to attract a dedicated trails market, business and sponsorship opportunities and economic benefits for the local areas as well as the broader regional and state economies.

Investment returns are indicated by:

- The successful, long term diversification of local economies via expansion in the tourism sector
- Measurable increases in visitation through trail counts, overnight stays and visitor spending
- An increase in the local population and a decrease in the local unemployment rate

Trails may be located on public or private land, and may be managed by public or private entities exclusively or by both in partnership arrangements.

A variety of development and management models need to be given further consideration to ensure sustainable growth of the Pemberton region as a trails destination. See Table 6 for a comparison of possible management models. Consistent with the experience of successful trail models worldwide, the following revenue models should be investigated during the planning stages to ensure sustainable management is achievable:

- Merchandise
- Event fees
- Sponsorship and donations
- Partnerships
- Licenses
- Recurrent Government funding
- Maintenance funding
- Entry fees
- Facility or attraction fees (for eg. camping or facility use)
- Vehicle parking fees
- Shuttle uplift user fees (mountain bike trails)
- Lease of space to commercial operators
- Café, retail and/or rental income

Table 6. Comparison of 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.

TRAIL HIERARCHY

A number of strategies are employed to ensure the appropriate trail models and trail types are developed in the appropriate locations. Factors for consideration include location significance, spatial distribution, event requirements and trail model detail. The significance hierarchy for trails as defined in the WA Trails Blueprint is as follows

National Significance – a trail facility for a large population centre and/or a tourism resource that caters for at least a week of unique riding.

Regional Significance – a trail facility for a small population centre or large community and/or a tourism resource that caters for short breaks or weekend trips.

Local Significance – a trail facility for a small community and/or a tourism resource that caters for day trips.

Pemberton has been identified as having the potential to be a destination of national significance. 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 around 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.

In order to be a destination of national significance there needs to be considerable investment in developing trails and infrastructure. This includes;

- At least 3 days of trail experience; MTB: a minimum of 80km of sanctioned, signed, high quality and purpose built, single track MTB trail. Hiking: a minimum of 45km of sanctioned, signed high quality and purpose built hiking trails.
- Wide variety of trail experiences and trail types, and must have classifications suitable to all abilities
- Established tourism market
- Ancillary tourism services including; accommodation, restaurants/cafes, attractions, visitor services and information
- Ancillary facilities including; car parking, toilets, showers,
- Trail user specific services including; equipment sales, hire and repairs
- Trail features including; signage, mapping, event infrastructure

With competing established and emerging trail destinations in Nannup, Margaret River, Collie and Dwellingup it is imperative that Pemberton plans and delivers trails of outstanding quality and unique experience to encourage return visitation. This is important, particularly given Pemberton's relatively remote location in comparison to other trail destinations and their distance from population centres.

TRAIL MODELS

A trail model defines how a location's trail offerings can be developed and applied to a population centre or an individual area. The four main trail models, as outlined in Table 7 and Figure 11 opposite, are typically used to plan for development and are not necessarily promoted to the user.

Pemberton is seeking to become an accredited Trail Town, catering for cycling, walking, paddling and horse-riding. DLGSC, DBCA and Trails WA have developed the accreditation program, which will be managed by Trails WA. A Trail Town is classified as a population centre which has been assessed and accredited as a destination for its trails offering through the provision of high quality:

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

Table 7. Trail Models and features

TRAIL MODEL	FEATURES
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	<p>A trail town is a population centre or popular recreation destination that offers a wide range of high quality trails as well as 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.</p> <p>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.</p> <p>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).</p> <p>To be classed as a Trail Town a location/town needs to be assessed and accredited as per the Blueprint.</p>
Trail Network	<p>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.</p> <p>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.</p> <p>With careful planning, trail networks can be designed to accommodate staged development with a view to becoming a trail centre as demand increases.</p>
Individual Trails	<p>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.</p> <p>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 model.</p>

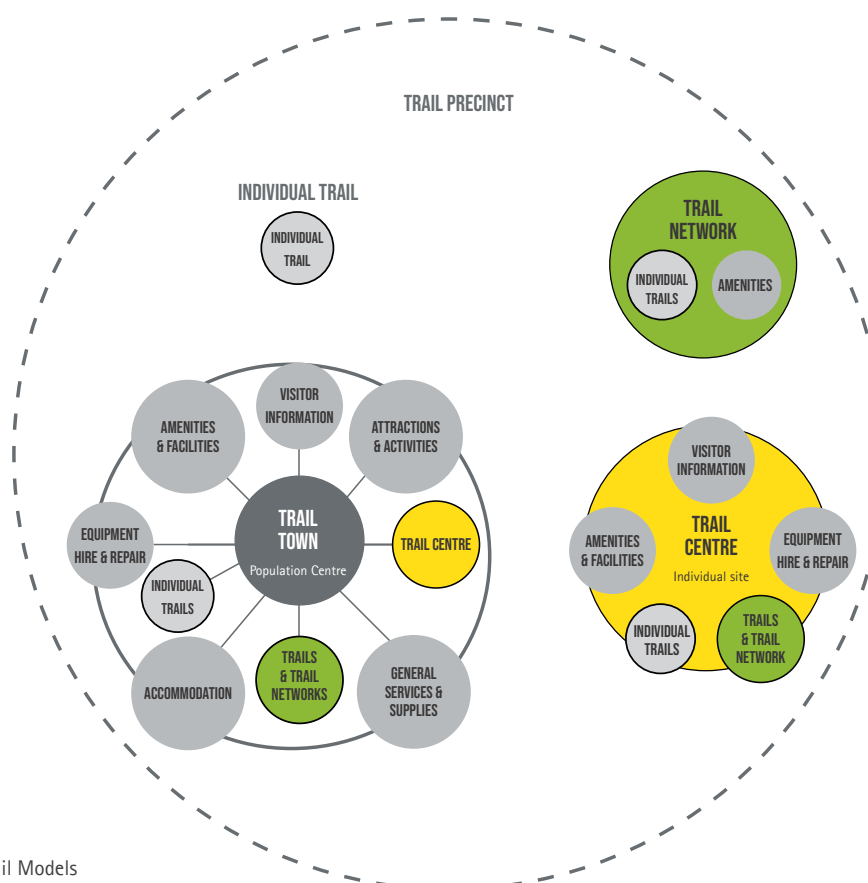
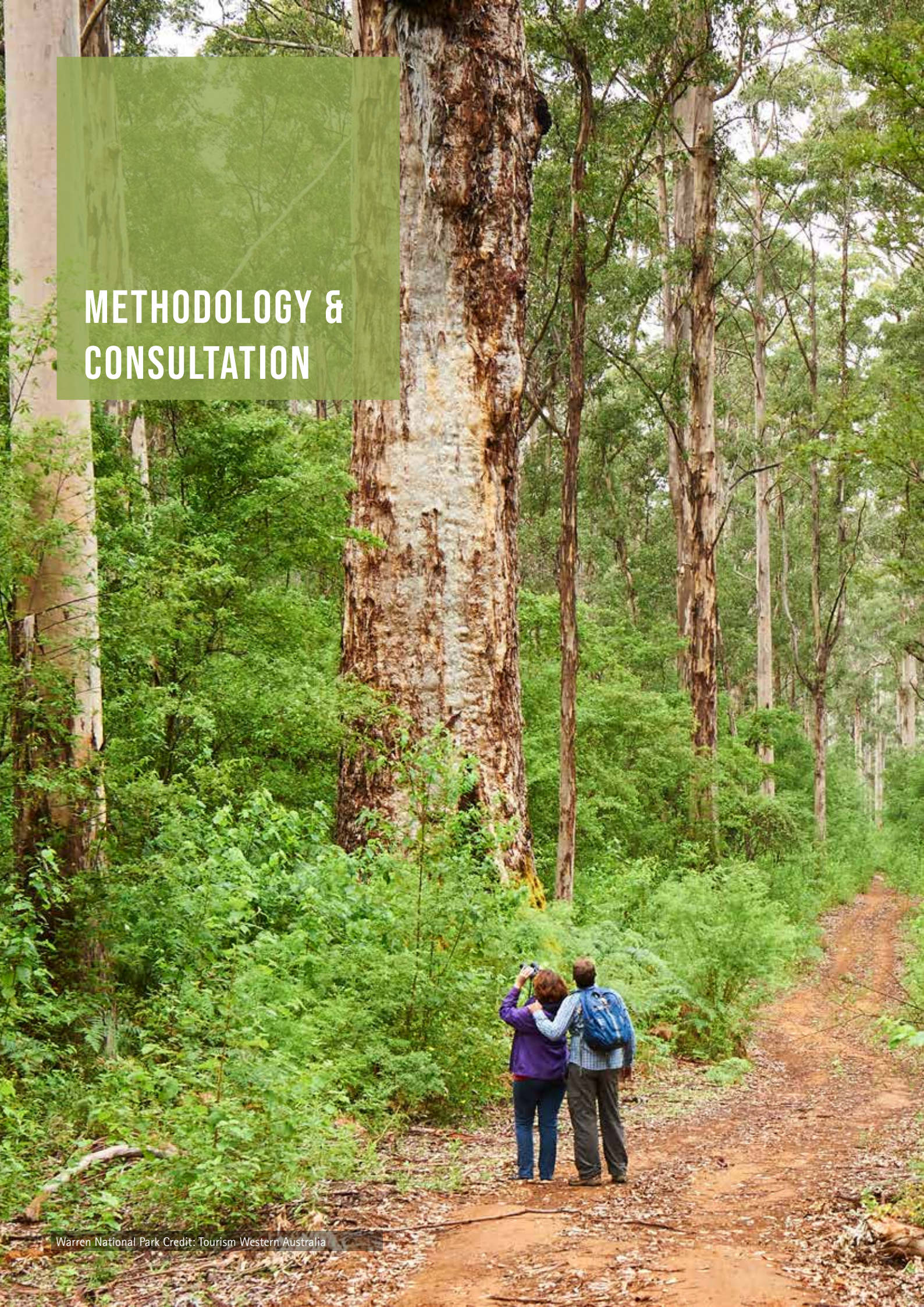


Figure 10. Trail Models

A photograph of a forest scene. In the foreground, a large, textured tree trunk stands prominently. The ground is covered in reddish-brown soil and fallen leaves. In the background, two people are standing on a dirt path, looking up at the trees. The person on the left is wearing a purple shirt and blue jeans, and the person on the right is wearing a blue shirt and grey pants. The forest is dense with green foliage and tall trees.

METHODOLOGY & CONSULTATION

PROJECT METHODOLOGY

To progress the development of trails in Pemberton a steering committee with representatives from the Shire of Manjimup, Department of Biodiversity, Conservation & Attractions (DBCA), Department of Local Government, Sport and Cultural Industries, Pemberton Visitor Centre and Pemberton Cycling Association was developed.

In order to develop the Trails Master Plan the following methodology was employed:

PROJECT DEFINITION

In consultation with the steering committee, the projects underlying philosophy goals and aspirations were identified. Relevant facilities both national and state were benchmarked for their characteristics and relevant literature was reviewed.

STAKEHOLDER AND COMMUNITY CONSULTATION

Consultation is an integral component of the master plan delivery. Stakeholder and community input assisted in identifying and determining the region's appropriate long-term vision. Consultation assisted in identifying the following issues;

- Existing trails and their demand.
- Local constraints and objectives
- Locations potentially suitable for trail development
- Governance opportunities for on-going management
- Infrastructure requirements
- Event opportunities

In order to identify these issues and successfully meet the project objectives, the following mechanisms were employed;

- Review of recent consultation outcomes
- Steering Committee liaison
- User group consultation
- Stakeholder consultation
- User survey
- Drop in session

TRAILS AUDIT AND DETAILED GAP ANALYSIS

On the ground audits of existing trails and potential locations, including assessment of associated infrastructure and marketing. Assessment of trail demand and comparison to current supply.

CONSTRAINT DEFINITION AND OPPORTUNITY PLANNING

Identify and review the Region's opportunities and constraints including potential facilities, existing trails and social, cultural, environmental and physical constraints.

MASTER PLAN PREPARATION

Draft documentation, steering committee review and final documentation of Draft Pemberton Trails Master Plan.

PUBLIC COMMENT PERIOD AND FINAL MASTER PLAN

The Draft Trails Master Plan was available for public comment for a period of four weeks in March 2021. A public forum was held where the Draft was presented and queries answered. A total of 7 submissions were received. The Draft Master Plan was updated incorporating feedback.

PROJECT
DEFINITION &
LITERATURE
REVIEW



STAKEHOLDER
& COMMUNITY
CONSULTATION



TRAILS AUDIT &
DETAILED GAP
ANALYSIS



CONSTRAINT
DEFINITION &
OPPORTUNITY
PLANNING



MASTER PLAN
PREPARATION



PUBLIC
COMMENT
& FINAL
MASTER PLAN

STAKEHOLDER CONSULTATION

Stakeholders and Partners have a vested interest in ensuring that the outcomes of the Trail Master Plan support their organisations strategic direction and management plans. It is intended that this document becomes a planning tool for all organisations and private investment and partnerships are encouraged to progress trails development in the region. Identified stakeholders and partners include:

- Warren Blackwood Alliance Councils (WBAC)
- Shire of Manjimup
- Department Biodiversity Conservation & Attractions (DBCA)
- Department Local Government Sport & Cultural Industries (DLGSC)
- Pemberton Visitor Centre
- Westcycle
- Pemberton Cycling Association
- South West Development Commission (SWDC)
- Regional Development Australia (RDA)
- Tourism WA
- Australia's South West (ASW)
- Southern Forests & Valleys Tourism Association (SFVTA)
- Munda Biddi Foundation
- Bibbulmun Track Foundation
- Department of Transport
- Main Roads
- Road Safety Commission/RAC
- Local businesses, Commercial operators
- Funding bodies:
 - Lotterywest
 - RAC
 - Department of Transport
 - RDA/SWDC

The key outcomes of the communication throughout the stakeholder consultation included;

- Trail development needs to follow a planning process using the guidelines 'Principles of Trails Development Series' which includes long term environment, social and economic sustainability considerations.
- Trail development must consider forest management practices if on DBCA land tenure.
- As a priority, develop loop trails in existing recreation sites that have infrastructure in place.
- Marketing and communication including a unified brand and signage needs to be consistent.
- Consider opportunities for showcasing iconic, cultural or heritage features in the landscape and the value of interpretation,
- Ensure promotion is developed in a collaborative manner, engaging with the land owner /land manager and tourism bodies.
- Preference for trails in scenic locations, with a mix of highly accessible and more remote but unique environments

USER GROUP AND COMMUNITY CONSULTATION

User group consultation identified gaps in the supply of trails, trail opportunities, club capacity to assist in the trail development process and current issues relating to trails.

An online trail user survey was distributed to the wider community as part of the information gathering process. This Survey was distributed through the user group networks, Local and State Government networks and social media. The survey received a total of 211 submissions with 46 comments placed on the interactive map. While not a huge sample size the data has provided some useful insights and has been complimented with results from recent consultation including the Trails Town Forum, follow up phone conversations were also had with key community members including business owners. It has been noted that the small response rate might be due to consultation fatigue within the local community.

A community open house session was held in Pemberton with discussion focussed on current situation, opportunities, gaps, barriers and Pemberton's point of difference. Follow up phone conversations were had with those unable to attend including local tour operators and businesses.

Key insights from user group and community consultation included:

- Pemberton's point of difference includes climate, large areas of forest, timber town heritage, fresh produce, proximity of town to trails and diversity of adventure options.
- Signage needs a consistent and legible approach
- Improve pre-visit information for trails and develop a marketing strategy which includes imagery and videos to build the hype,
- Sanctioned trails to incorporate where possible universal accessibility, link neighbouring towns with multi-use trails,
- Ensure sustainability via user pays or sponsorship,
- Develop the town and trails for the local residents, economic benefits from trail development and visitors will result. Important to ensure the character of Pemberton is retained.
- Develop trails that showcase the environment whilst protecting biodiversity.

The survey also provided some insight into the trail user profile of those visiting trails in the region with key learnings outlined in Figure 9 opposite. The consultation process also provided an insight into trail use patterns and preferences for trails and development locations. It also identified where respondents recreate, how often and in some cases barriers to participation.

The consultation undertaken to inform the Master Plan was an inclusive and valuable process, which together with review of other recent consultation results greatly informed the master planning process and provided useful insight and data. The consultation generally highlighted the increasing demand and lack of existing trails in the region. User feedback reflected the stakeholder desire to develop sustainable trails for all types and abilities within the recreation and tourism sectors. There is a general community frustration at the length of time required to develop trails and identified need to develop a unified brand so that the region can capitalise on current and future marketing opportunities. The feedback highlighted the need for the Master Plan and reinforced the project vision to develop Pemberton as a trails destination.



Figure 11. Snapshot of trail user survey results

CURRENT SITUATION ANALYSIS

CURRENT TRAIL SUPPLY

The Pemberton area currently has a broad range of trails across the different trail user types. None of the existing designated trails in the region are characterised by formalised trail towns or centres. Experiences vary from short walks (less than 1km), to half day walks/trail runs and mountain bike rides, through to multi day bushwalks. The Region as a whole contains 223km of designated sanctioned trails (walk, MTB, cycle, horse) 68% of those trails are on DBCA managed estate.

While primarily a vehicle trail the Karri Forest Explorer trail should be noted as a key marketed route that links a majority of the trail based and other outdoor experiences on offer in Pemberton.

A broad trail audit was undertaken on sanctioned trails in the project area including an assessment of trail quality and visitor services. Quality of trail considers the visitor experience and physical condition of the trail itself, the ratings applied (excellent, good, average, poor) compare the trails against best practice international standards (such as IMBA). Visitor services assesses trail related infrastructure such as parking, signage, amenities, accessibility and information, the ratings applied (excellent, good, average, poor) compare these services against world best practice for local level trail networks. Note these assessments were of a broad nature and intended only to provide a snapshot of the current situation, a more thorough assessment of trail condition and visitor services is recommended.



Figure 12. Current trail statistics based on broad trail audit

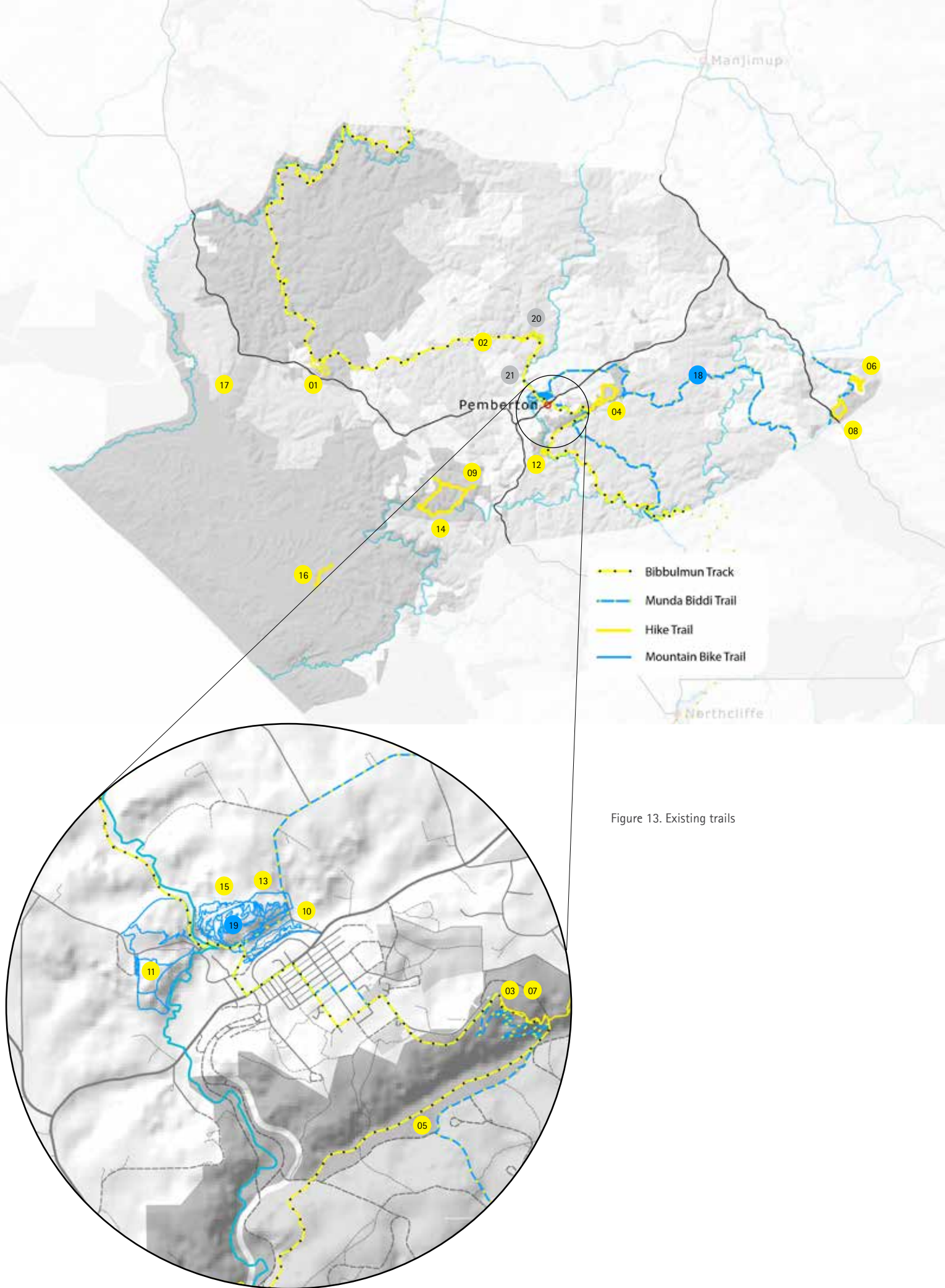


Figure 13. Existing trails

Table 8. Existing trails within the project area

	Trail Name	Trail Significance	Length (km)	Trail Grade	Visitor Services Quality	Trail Quality	Trail Manager
HIKE							
01	Beedelup Falls Loop	Regional	4.5	Grade 3	Excellent	Excellent	DBCA
02	Bibbulmun Track	State	70	Grade 4	Good	Good	DBCA
03	Dukes Walk	Local	0.4	Grade 1	Excellent	Good	DBCA
04	Gloucester Tree Loop Walk	Local	10	Grade 3	Good	Average	DBCA
05	Gloucester Tree to Cascades Walk	Local	6	Grade 3	Good	Average	DBCA
06	Karri Lake Trail	Local	3.3	Grade 2	Good	Good	Shire of Manjimup
07	Karri Views	Local	0.8	Grade 2	Average	Average	DBCA
08	King Karri Trail	Local	2	Grade 2	Good	Good	DBCA
09	Lorrieket Stroll	Local	0.2	Grade 2	Excellent	Good	DBCA
10	Pemberton Pool Loop	Local	1	Grade 2	Good	Average	Pemberton VC
11	Pump Hill Trail	Local	3.3	Grade 3	Average	Good	Pemberton VC
12	The Cascades/Lefroy Brook Trail	Local	1.2	Grade 2	Average	Average	DBCA
13	Trevors Trail	Local	2.6	Grade 3	Average	Good	Pemberton VC
14	Warren River Loop Walk	Regional	11	Grade 4	Good	Average	DBCA
15	Woodcutters Loop	Local	3.1	Grade 3	Average	Good	Pemberton VC
16	Yeagarup Sand Dunes Walk	Local	3	Grade 3	Good	Good	DBCA
17	Carey Brook Trail	Local	2.7	Grade 3	Good	Excellent	DBCA
MOUNTAIN BIKE							
18	Munda Biddi Trail	State	60	Intermediate	Good	Good	DBCA
19	Pemberton MTB network	Regional	23	Easy Intermediate Advanced	Poor	Good	Pemberton VC
SHARED USE							
20	Big Brook Dam Loop	Local	4	Class 1/ Easy	Good	Excellent	DBCA
21	Rainbow Trail	Local	13.6	Class 3 / Easy	Average	Average	DBCA



Figure 14. Existing hike trail classification breakdown



Figure 15. Existing mountain bike trail classification breakdown

HIKING TRAILS

Bushwalking and trail running trails in the region varies from short half hour walks through to multi day walks along the Bibbulmun Track. There is a total of 128km of designated walk/ run trail within the region. User profile based on the survey 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. Trail runners on the other hand prefer to run alone and majority are in the 35-44 age range. In terms of the identified trail user markets for bushwalking and trail running the following outlines for each the experiences sought:

Leisure Market - 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 Market - 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 Market - 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.

Table 9 outlines identified gaps in the current hiking trail provision in Pemberton. Gaps identified have been informed by the broad trail audit, consultation and review of current best practice.

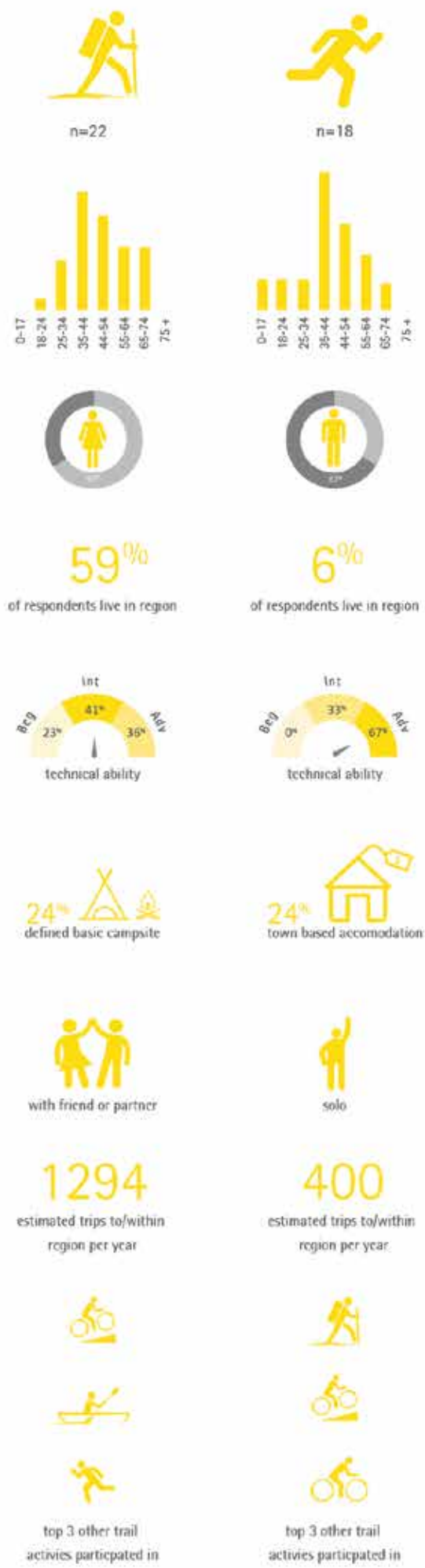


Figure 16. Hiker user profile from trail user survey

Table 9. Hiking trail gaps and desired improvements

ISSUE	GAPS	DESIRED IMPROVEMENTS
Market	Current participation rates state-wide for walking (recreation) (39%) and bushwalking (4.1%) are high and growing. The trail user survey indicated walking is a popular activity for locals	Develop recreation walk trails in population centres connecting key services and destinations
Demand	State-wide participation rates for walking are high and 23% of those surveyed noted bushwalking and trail running is their preferred activity. Trail running is a popular activity in the area with numbers participating in events growing.	Improve supply of trails that provide quality experience
Participation	A sustainable trails community requires a strong leisure and beginner cohort but only 23% of those surveyed said they were of a beginner standard (noting the survey bias towards trail enthusiasts means beginner trail users not typically captured in survey data).	Improve access and growth in beginner participation
Trail significance	The only State significant trail in the region is the Bibbulmun Track.	Identify where the potential trail experience quality is high and focus on developing opportunities in these locations.
Infrastructure and facilities	State, regional and local trails have minimum infrastructure and facilities requirements, but few of the trails assessed meet these in particular for trailhead signage and trail markers	Ensure trail developments have adequate infrastructure relevant to scale of development proposed.
Quality	Trail users are seeking a high quality trail experience but only 19% of trails are considered to be excellent quality	Focus investment on consolidation and provision of high quality trails.
Quantity	All trails except the Bibbulmun Track and are less than 10km in length, but 21% of those surveyed indicated they like to spend all day on the trail. There is a lack of day hike (approx. 20km) options.	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 experience is duplicated across multiple trails in close proximity and while trails are typically 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 through a rationalisation program which prioritises unique experiences
Usability	Trail systems should be easy to navigate and intuitive, but survey responses indicated that signage quality was below average and availability of trail related information was also below average	Improve existing trail cohesiveness, signage and pre-visit trail information.

MOUNTAIN BIKING TRAILS

Mountain biking is a popular activity in the region with the Pemberton Bike Park providing the main drawcard. The Munda Biddi Trail traverses the region providing opportunity for longer off road experiences. While there are no designated and promoted on-road or gravel routes a look at Strava Heat Maps indicated the region offers appeal for these cyclists. Shared use trails such as the Big Brook Dam Loop offer easy family and entry level riding experiences.

User profile based on the survey indicates a majority of mountain bikers are male, participate in small groups and prefer formal campgrounds if staying overnight. A majority rated their riding ability as advanced. Hiking, running and cycling were identified as the top three other trail based activities mountain bikers participate in. Survey results indicated that mountain bikers make the most trips to the region per year.

Cycling has become more and more inclusive over recent years with an expansion in adaptive bikes. These adaptive bikes include trike bikes, hand bikes and wheelchair bikes for differently abled riders. They do however require a certain type of trail to be ridden. Steering will vary depending on the type of equipment but is typically achieved through standard handlebars or hand cranks that manoeuvre the front wheels.

At a national level, Break the Boundary, advocates for accessibility and 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. Within WA, Collie has just opened an adaptive trail riding experience. The Arklow Adaptive Trail is a hand-cycle friendly 9.2km green loop opened in 2019.

In terms of the identified trail user markets for mountain biking and cycling, the experiences sought are outlined below:

Leisure riders – typically don't use mountain biking or cycling as a primary motivator for travel and typically favour accessibility and uniqueness. They have lower expectations of diversity but still seek quality.

Enthusiasts – typically use mountain biking or cycling as a primary motivator for travel and typically seek destinations with quality and diversity, but they still value community. They have extremely high expectations and seek uniqueness. When riding for recreation enthusiasts seek accessibility and diversity and also value community.

Sport riders – typically use mountain biking or cycling as a primary motivator for travel and typically seek destinations with community and diversity. They have moderate expectations and still seek quality. When riding for recreation, sport riders seek diversity.

Independent riders – typically use mountain biking or cycling as a primary motivator for travel and typically seek destinations with uniqueness and diversity. They have low expectations. When riding for recreation independent riders seek diversity.

Gravity riders – typically use mountain biking as a primary motivator for travel and typically seek destinations with community and quality. They have high expectations and seek some diversity. When riding for recreation gravity riders seek accessibility.

In order to successfully cater for these diverse markets, this master plan will identify opportunities to develop quality trails within scenic locations with nearby attractions and amenities to suit different expectations and experiences.

Table 10 outlines identified gaps in the current mountain biking trail provision in Pemberton. Gaps identified have been informed by the broad trail audit, consultation and review of current best practice.



Figure 17. Mountain biker user profile from trail user survey

Table 10. Mountain Biking trail gaps and desired improvements

ISSUE	GAPS	DESIRED IMPROVEMENTS
Market	Mountain biking and cycling have seen participation growth over the past 7 years and Pemberton area has experienced the growth in mountain bike and cycling tourism. The current trail offer lacks diversity and quantity to continue to attract Enthusiast, Sport and Independent markets.	Increase provision of purpose built trails in strategic locations, with a focus on diversity of trail style and classification
Demand	Cycle tourism is a growing niche tourism market, few trails in the region connect to key visitor destinations or provide the experience that would attract cycle tourists.	Develop cycle trails which engage riders in the key landscapes of the region and connect key destinations such as towns and wineries/breweries/restaurants
Participation	A sustainable trails community requires a strong leisure and beginner cohort but only 4% of those surveyed said they were beginner riders (noting the survey bias towards trail enthusiasts means beginner trail users not typically captured in survey data). A vast majority of those surveyed were male.	Improve accessibility and growth in beginner and female participation, with a focus on engaging local youth in the sport.
Infrastructure and facilities	State, regional and local mountain bike trails have minimum infrastructure and facilities requirements, but no locations in the region meet these in particular for variety of trail style and supporting infrastructure and services. Trail centres, trail towns and visitor services make mountain biking more accessible but there are currently no locations that have trail centres or locations that have infrastructure to meet trail town criteria.	Ensure trail developments have adequate infrastructure relevant to scale of development proposed. Develop trail opportunities focused around trail towns, trail centres and visitor servicing.
Uniqueness and experience	Uniqueness is a primary travel motivator, but the mountain bike and cycle trails in the Region offer largely the same trail style and experience.	Develop mountain bike and cycle opportunities in unique locations, and cater for a variety of riding styles.
Usability	Trail systems should be easy to navigate and intuitive, but existing networks are not cohesive and a majority of those surveyed indicated that signage was below average and indicated availability of trail related information was also below average	Improve existing trail cohesiveness, signage and pre-visit trail information.
Trail classification	There is little provision within the Region for advanced riders but 97% of survey respondents indicated their technical ability is intermediate/advanced.	Improve diversity of classifications to achieve a suitable mix of classifications and allow progression of trail users.

EQUESTRIAN TRAILS

There are no designated equestrian trails in the region however horse riding is currently permitted on public roads and the survey indicated some use in the Big Brook Arboretum area. Anecdotally there is also informal use in the Pemberton Arboretum area aswell. The Warren Blackwood Stock route which is currently in development passes through the project area near Quinninup. DBCA also offer day use experience in the nearby Shannon National Park. The trail user survey indicated little demand for dedicated horse trails in the area.

In terms of the identified trail user markets for equestrian trails the following outlines the experiences sought:

Leisure Market – 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 Market – 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 Market – Key expectations and needs from the trail experience include escape, solitude and risk. Riders in this market are seeking less curated and more challenging experiences.

Table 11 outlines identified gaps in the current equestrian trail provision in Pemberton. Gaps identified have been informed by the broad trail audit, consultation and review of current best practice.

Table 11. Equestrian trail gaps and desired improvements

ISSUE	GAPS	DESIRED IMPROVEMENTS
Participation	A sustainable trails community requires a strong leisure and beginner cohort but none of those surveyed said they were beginners (noting the survey bias towards trail enthusiasts).	Improve access and growth in beginner participation. There is also potential for engagement of older or retired riders from various disciplines.
Infrastructure and facilities	Equestrian trail users have specific needs particularly at trailhead and trail access points, there is a lack of existing infrastructure that caters specifically for equestrian users.	Ensure trail developments have adequate infrastructure relevant to scale of development proposed.
Usability	There is a lack of information available regarding where horse use is allowed.	Improve signage and pre-visit trail information and ensure adequate infrastructure is provided.

PADDLE TRAILS

There are no designated paddle trails in the project area however there are several locations where formal watercraft access is provided including:

- Big Brook Dam
- Warren River along the Heartbreak Trail and,
- On the Donnelly River at the end of Boat Landing Road

The trail user survey indicated little demand for paddle trails with most respondents indicating they paddle but it is not their preferred trail use. Local land managers and tour operators however, have noted anecdotally paddle experiences are sought by visitors to the region, with most visitors looking for a self sufficient experience. There is also a Warren River Canoe Guide that was produced by the Department for Sport and Recreation.

In terms of the identified trail user markets for paddle trails the following outlines the experiences sought:

Leisure Market – 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 Market – 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 Market – Key expectations and needs from the trail experience include escape, solitude and risk. Paddlers in this market are seeking less curated and more challenging experiences.

Table 12 outlines identified gaps in the current paddle trail provision in Pemberton. Gaps identified have been informed by the broad trail audit, consultation and review of current best practice.

Table 12. Paddle trail gaps and desired improvements

ISSUE	GAPS	DESIRED IMPROVEMENTS
Market	There is potential for the on water experience particularly on the Warren River to attract the Adventure Market who are seeking more challenging experiences.	Improve promotion of the opportunities in the region
Usability	Trail systems should be easy to navigate and intuitive, but survey responses indicated that signage quality was below average and availability of trail related information was also below average	Improve existing trail cohesiveness, signage and pre-visit trail information.

GOVERNANCE

EXISTING GOVERNANCE

The stakeholders involved in trail development can be very diverse. Local Governments, Regional Councils, Community Advisory Committees, Development Commissions, Tourism Bodies, Government Departments and user group bodies all play a vital role in the governance of trails.

Typically, trail development bodies 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 is outlined in Table 13.

Table 13. Key governance bodies

Governance Body	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.
Trails WA	Established to advocate for the development of trails and to market trails.
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.
Pemberton Visitor Centre	Local tourist information and Pemberton Forest Park manager.
Bushwalking and trail running	
Hike West	Peak Body for bushwalking/hiking in WA
Mountain biking	
Westcycle	Peak State body for cycling and oversees all variations of cycling including mountain biking in WA.
AusCycling	Peak National Body, responsible for the sport components of cycling
Pemberton Cycling Association	Local club
Cycling	
Westcycle	Peak body for cycling and oversees all variations of cycling in WA.
Busselton Cycle Club	Local Club
Equestrian	
Australian Trail Horse Riders Association	Peak body for equestrian recreation in Australia
Paddle	
Paddle WA	Peak body for paddle recreation in Western Australia

Each of these bodies typically has an interest in both trail advocacy and events. They have or aspire to have formal structures and are capable of assisting the trail development process. Trails typically rely heavily on volunteer trail bodies for sustainable development and management of the activity. Strengthening the role, representatives and resourcing of the Trails Reference Group as outlined in the WA Trails Blueprint is also imperative to effective management of trails going forward. There is opportunity to implement governance structures which support trail development including establishment of a range of management models.

The management of the Munda Biddi Trail is undertaken through a partnership between DBCA and the Munda Biddi Trail Foundation (MBTF) with maintenance undertaken by both the department and volunteers from the MBTF who 'adopt' sections of the trail. Adopted sections are subject to the agreed structured maintenance schedules in place, with tasks shared between volunteers and DBCA staff. DBCA undertakes a yearly inspection of the infrastructure on the complete trail as part of its visitor risk management requirements and identified issues are scheduled for maintenance.

The WA Trails Blueprint identified the lack of resources for trail maintenance and the pressures placed on volunteers and land managers who undertake this work. As part of the Blueprint implementation, establishment of an online resource for trail planning, design and maintenance guideline was recommended together with development of trail design, construction, visitor risk management and maintenance workshops for trail management organisations and user groups.

VOLUNTEER TRAIL MANAGEMENT

Trail users are passionate about building and maintaining trails, and typically 'custodian' communities naturally form around popular trail networks and parks.

Good facility management is key to ensuring a sustainable and consistent product which can be promoted confidently. Whilst the responsibility for management generally lies with the trail owner, it is possible to create partnerships to involve volunteers in some of these activities, such as:

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

Incorporating clear roles and responsibilities for volunteer bodies in the ongoing management of trails can yield a number of positive outcomes, including:

- Reduced management costs through using volunteer resources
- Creation of stewards for the environment
- Creating a fun and vibrant community
- Strengthened relationships and networks

Table 14. Governance gaps and desired improvements

ISSUE	GAPS	DESIRED IMPROVEMENTS
Governance	Structured hierarchical governance with single authority responsibility and paid employees is identified as a critical success factor in development and sustainability, but the region's volunteer bodies and individuals work in relative isolation with minimal leadership.	Establish a governance hierarchy, including steering committees comprised of stakeholder representatives, and identify lead roles and responsibilities.
Management and maintenance	Maintenance is heavily reliant on volunteer bodies, is not standardised and is not well resourced. Consistency across tenures is poor.	Set appropriate quality standards, improve management models and reduce pressure on volunteer bodies. Diversify trail management model, and increase resources available to fund trail management.
Resourcing	The proposed level of development is beyond the capacity of the agencies involved.	Seek additional funding to provide additional resources for agencies to progress implementation of recommendation
Funding	Lack of consistent government funding for trails.	Campaign for appropriate funding of trail infrastructure, with a focus on planning, design and construction of the priority locations.
Research	Trail use data across all trails in the Region is limited as is market visitation data.	Improve research on markets and trail use



Walking through the marri/jarrah forest Credit: Frances Andrijich

EVENTS

Events are an important part of trail communities and Pemberton already boasts several top events, with more in the pipeline. There is an ongoing commitment by key event organisers to not only the events themselves but the development of iconic trails and routes which can sustain trail based participation all year round.

Social and competitive events contribute to the creation of strong trail communities. Racing events are a major motivator for the sport user type, and to an extent a motivator for enthusiasts, but do not typically appeal to the leisure market.

Whilst numbers may be small for some events, events are a core marketing activity which create regional advocates and help drive repeat visitation year after year or even pre or post event. Table 15 below outlines existing events in the Pemberton area.

Table 15. Existing trail based events in Pemberton area

Event & Location/s	Details
WA Gravity Enduro	A private series of five gravity based enduro races with stages held in Perth, Nannup, Pemberton and Margaret River. The All Mountain style race courses, which have timed descents, utilise existing trail networks.
Karri Cup Northcliffe Visitors Centre (Private) Northcliffe	A popular Marathon race in Northcliffe with options of 25, 50 or 100km races with solo and team entries. The 100km cross country style race course passes through a variety of tenures and utilises formal and informal trail networks, access tracks and roads. Much of the race course is repeatable, but does not have permanent signage. Each competitor is accompanied by an average of 1.5 supporters / spectators and in addition to entry fees spends an additional \$3-400 in the area.
Gravity Roller Club Series PDMBC (Club) Wellington Mills Pemberton	A club run series of five All Mountain style races with two stages held in the south west at Wellington Mills and Pemberton. The race courses, which have timed descents, utilise existing formal trail networks and are repeatable but Wellington Mills is not permanently signed and is subject to logging pressures.
State XC Series & State Championship PMBC (Club) Pemberton / Collie/ Dunsborough	Club run cross country MTB events with six state series and one state championship, with four events held in the south west at Pemberton, Collie, Dunsborough and the state championships in Margaret River.
Round tu-it 6hr Classic AMBC (Club) Northcliffe	A club run six hour marathon race in Northcliffe. The cross country style race course utilises a formal private trail network and is repeatable.
Tour of Margaret River (founded 2009) Ride WA (Private) Nannup Balingup Greenbushes Kirup Manjimup/Pemberton region	The Tour of Margaret River (TOMR) is Australia's only Pro Am cycling event for teams. TOMR has grown to become the most prestigious amateur road racing event on the WA cycling calendar, and the largest road racing event for teams in the country. It is the only road cycling event in Western Australia to be categorised by Cycling Australia as being of national significance. The unique format of TOMR enables amateur cyclists to compete directly against riders from the pro tour peloton. Designed especially for teams, TOMR is a highly tactical race where competitors are allocated points in a way specific to each stage. The event is particularly appealing to bike shops and corporate teams, who revel in the challenge of competing to be the best team in the country.
Tour of WA	Social cycle ride around regional WA. 2020 is the inaugural event with Margaret River as the start and finish point for the event which passes through Manjimup
Pemby Trails Fest (Private)	Perth Trails Series run event over three days in Pemberton including various distances in trail running and mountain biking.
Karri Valley Triathlon (Private)	Held on the RAC Karri Valley Resort, triathlon event with swimming, cycling and running.
Pemberton Classic (Westcycle)	Road cycling event including criterium event and road race.

PROMOTION & MARKETING

Promotion is a vital part of trail towns and can increase both recreation, tourism and event markets. The best marketing for a trails destination is achieved through inspiring advocates amongst existing users through the creation of desirable and marketable trails. Generally the marketing of trails in the Pemberton Region is very limited and the following information is intended as a snapshot of initiatives at the time of consultation.

Key government agencies and major user groups/peak bodies promote trail based activity and benefits of participation in general. State, regional and local tourism organisations, and visitors centres are the bodies which market and promote the region and its destinations. Typically promotion is focused on websites, social media, media familiarisations, and printed material such as visitors guides, but can include television commercials. Australia's South West is the tourism body responsible for promoting the region. With all trail types increasing in popularity promotion of opportunities is on the rise, Australia's South West webpage highlights a number of different opportunities in the South West, notably the short walks and the MTB park in Pemberton.

At a state level Tourism WA and WestCycle commissioned the WA Cycle Tourism Strategy in 2018 to identify the potential of the cycle tourism market and outline development priority areas. In this strategy marketing and events were outlined as key priorities in order to raise the profile of WA as a cycle tourism destination, encourage regional dispersal and deliver the greatest return on investment.

Various tourism bodies are responsible for promoting the region. The Southern Forests Valleys Tourism Association provide destination marketing and visitor servicing. Trail based activities are promoted as a key attraction within the region through the Trails WA, Total Trails and Australia's South West websites and trail user bodies, DBCA, commercial operators and event promoters.

The Pemberton Visitor Centre has produced a trails map that incorporates all local trails for visitor information. The Munda Biddi Trail Foundation (MBTF) undertakes targeted marketing and promotes and provides information on the Munda Biddi Trail. A series of commercial maps are available, and the website features comprehensive information on the trail including listing cycle friendly businesses.

Trails WA is the current leader in online promotion of trails through its website and social media. The website hosts detailed information, maps and links to multiple formats of digital trail information. While providing a snapshot the current marketing isn't targeted and lacks sufficient detail for the enthusiast and sport markets. Online information sources such as Trailforks and Strava are also generally the go to for trail users seeking information regarding trails in an area.

The region's most significant promotion comes through events, especially the Tour of Margaret River which attracts a high level of intrastate competitors. Typically this event has magazine, social and online coverage as well as numerous advocates leaving the region and state. Most of the other events in the region also generate advocates who promote the region. Many of the regions other events are well promoted nationally to the cycling community including through magazines and on mountain bike community websites.

Table 16. Promotion and Marketing gaps and desired improvements

ISSUE	GAPS	DESIRED IMPROVEMENTS
Trail Information	<p>Current trail information and maps are available from a range of sources, such as land managers, Trails WA, clubs and other trails resources, but there is inconsistency in detail, content and accuracy. Signage and way-finding on trail networks is often inconsistent, lacking or absent.</p> <p>The survey indicated a majority of trail information is currently sourced from social media and Trails WA. There is a need to have a central resource to link back to with accurate information.</p>	<p>Consolidate accurate information on trails and make available via Trails WA and local tourism bodies. Ensure trailhead and trail directional signage is up to date.</p>
Accessibility	Inability to find trails, trail information or trails with appropriate facilities prohibits many from using trails as often as they would like.	Set appropriate quality standards, improve management models and ensure existing and future trail facilities are well signed with adequate visitor services where appropriate.
Tourism	There are currently limited marketable tourism products.	Establish trail facilities, and a value proposition that can be promoted to engage and attract trail tourists and general tourists.
Promotion	Trail based activities are promoted as a key attraction in the Region however specific information on how or where to undertake trail based activity is limited.	Clarify and coordinate responsibilities for marketing and branding to improve understanding and promotion of all trail opportunities in the Region.
Destinations & Experiences	Unique destinations are more likely to attract international and interstate tourists. The Pemberton Region contains characteristics and values that set it apart from other trail destinations yet these are not promoted well.	Create unique trail destinations that attract international visitors (within 2 hours travel time from accommodation), utilising the regions positioning, landscapes and biodiversity values. Balancing development with environmental values.

TRAIL TOWN STATUS

In 2015 DLGSC (then the Department of Sport and Recreation) appointed NBD Marketing to ascertain the development potential for Pemberton as a Trails Hub. Using the tools of the 2012 World Class Trails Hub Strategy, an audit of existing infrastructure and trails was completed, providing a number of recommendations. In order to assess progress in the 6 years since that initial assessment NBD Marketing were engaged to reassess Pemberton and provide a spider graph for 2021 for comparison. Figure 18 shows the 2015 and 2021 assessment results for comparison. While it seems that little progress has been made it is important to note the assessment process applied and in making the new assessment, tension existed between showing where improvements have occurred from the previous analysis and also showing areas for growth where new opportunities have emerged as Pemberton progresses along the path to becoming a trail town. For detailed notes regarding the assessment process refer to report prepared by NBD Marketing¹¹.

In general the main areas identified for improvement included:

- Cultural factors: Opportunities exist to improve indigenous interpretation of areas of Cultural significance and for their engagement in the Trail Town initiative (through land management, custodianship and interpretation).
- Tracks and Trails: Pemberton is well on the way to being eligible to qualify as a mixed-use Trail Town. There are many opportunities for new trail development especially in looped trails, signage, mapping and quality. Many improvements are recommended in this Master Plan. Trail heads and infrastructure at trails are also key areas for improvement. The reason Pemberton scored lower in this category compared to 2012, is that the requirement for Trail Town accreditation is now much more explicit in regards to the quantity and quality of trails, trail heads and infrastructure required to meet this criteria. The recommendations in this Master Plan outline some clear priorities for development in these areas.

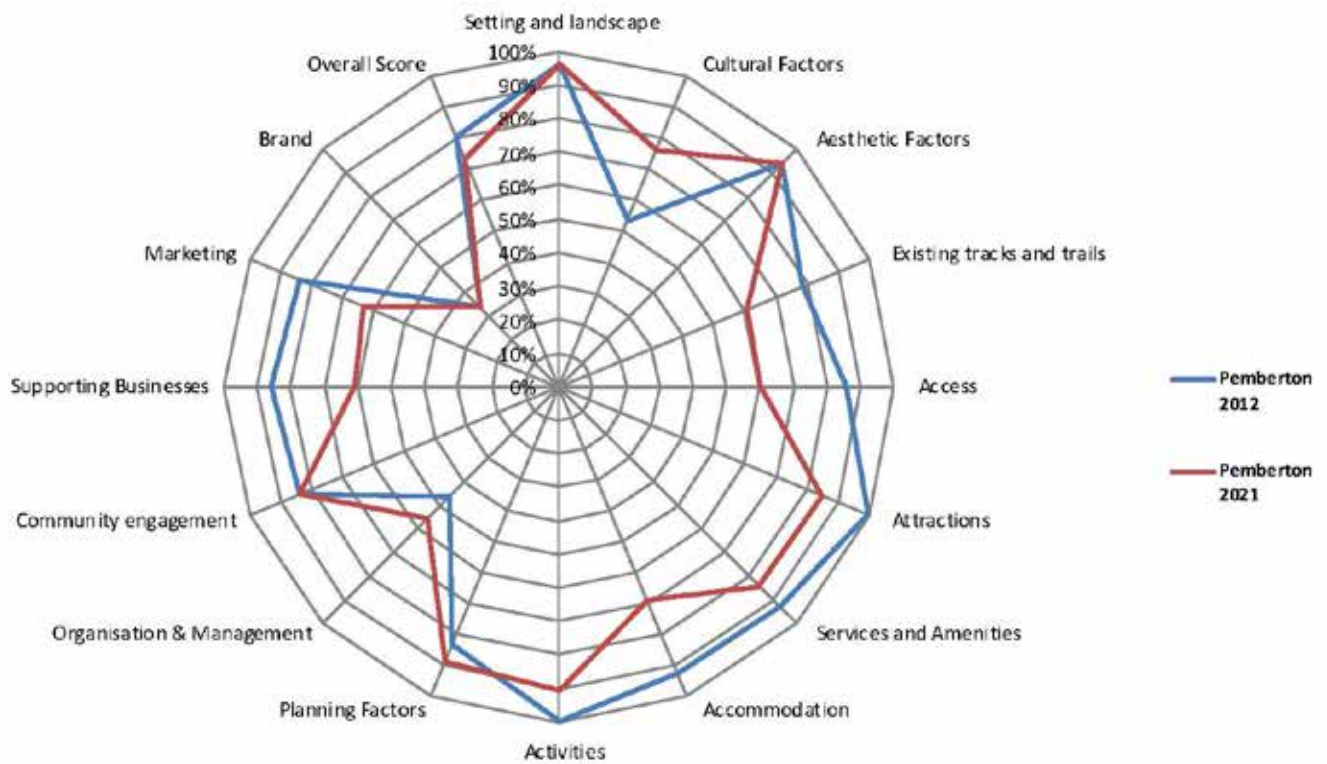


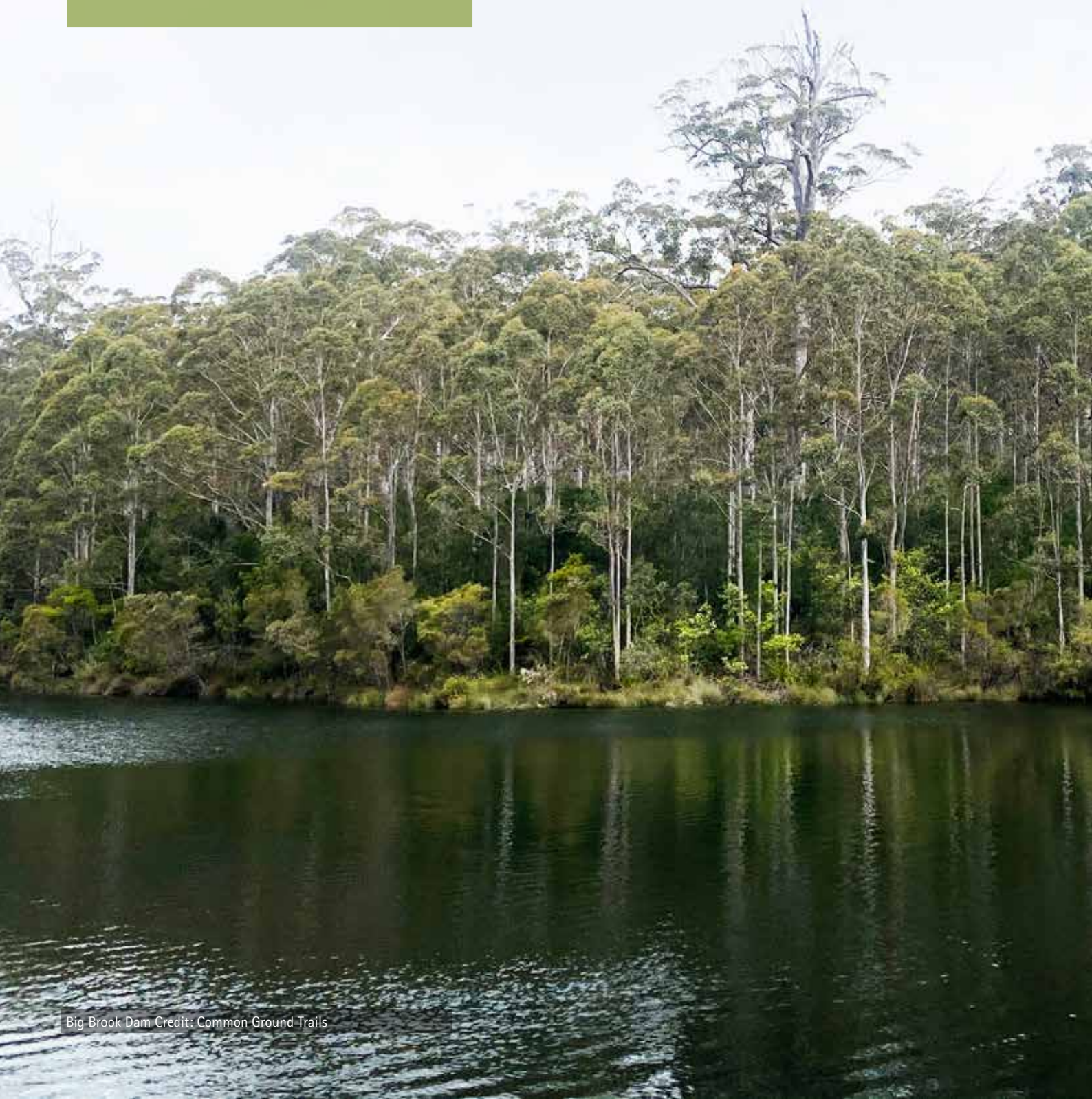
Figure 18. Trail town inventory assessment spider graph

- **Access:** The areas for improvement under access are similar to those outlined above, including maps, wayfinding, trail markers and trail heads as per this Master Plan.
- **Accommodation, Attractions, Activities and Services and Amenities:** There are opportunities for improvements in this area although much of these improvements will evolve as the business opportunities emerge over time. It's a fine balance between growing the visitor market and servicing that market with appropriate services, tours and accommodation. A key will be to reengage with businesses to get them accredited as Trail Friendly Businesses and to focus on the colocation of the Visitor Centre and other services to ensure that there is a key central service centre for trail users with appropriate infrastructure servicing their needs (bike racks, bike wash, backpack storage etc). There will be opportunities to develop itineraries and packaged trail-related tours, once the trails are improved and Trail Town accreditation formalised.
- **Organisation and Management:** This area needs to be a key focus for progressing the Trail Town accreditation. This Master Plan outlines a range of potential income sources. Coordination by a committee to plan, manage and maintain the Trail Town will be vitally important. The formation of and participation in trail maintenance by the Pemberton Cycle Association is a key development in progressing this criteria.
- **Business Engagement:** A campaign is needed to ensure businesses are engaged with the Trail Town and to become accredited as Trail Friendly Businesses. In 2012 the Munda Biddi Community Development Project had recently seen the accreditation of a number of business with the Munda Biddi's Cycle Friendly Business Program. There is now a new Trail Friendly Business Program being run by Trails WA and there will be a need to encourage more businesses in Pemberton to re-engage with trails tourism through this initiative as part of the Trail Town project.
- **Marketing:** This Master Plan outlines a range of recommendations to improve the consistency of the message across printed and online forums. Packages and itineraries will provide great leverage for the Trail Town tourist offering and for the brand once the improvements to the trail offering are achieved.
- **Brand:** A new brand will be required to position Pemberton as a Trail Town.

General comments:

A key focus for Pemberton as it progresses towards Trail Town accreditation is to differentiate itself from other more advanced Trail Towns (which are also closer to major source markets), Dwellingup and Collie in particular. Since the towns in the Great Southern are also receiving significant trail investment, these too will be progressing towards Trail Town status. Pemberton needs to offer something different from these competitor destinations. During the development of the brand, Pemberton needs to identify some distinctive features of its trails destination which will differentiate it from the alternatives. Itinerary development, future trail development, experience development, infrastructure planning, interpretation planning and business development can all be influenced by a strong distinctive brand. Trail destination development planning needs to be a key focus when pursuing Trail Town accreditation to ensure that Pemberton presents as a unique and distinct trails tourism destination. Collaboration with other (competitor) Trail Towns will also be an advantage and so packages and itineraries can be coordinated across Trail Towns.

VISION & PRIORITIES



VISION

Pemberton will be recognised as a premier destination for enjoying the outdoors, with trails as the focus providing captivating, memorable experiences and connections. Signature multiday trail experiences will enable a deeper connection with the landscape and a diverse suite of shorter immersive trail and outdoor experiences will entice visitors to stay and play.

Investment in trail infrastructure, business support, tourism products and improved marketing and information will firmly establish Pemberton as a Trails Town.

Supporting this vision are 5 key objectives which are critical in ensuring development of Pemberton as a vibrant and sustainable trails destination.

1. Create sustainable governance
2. Create signature iconic trail experiences for hiking and mountain biking
3. Provide complementary immersive experiences
4. Create a vibrant trail town
5. Market and promote the experiences on offer

Key to achieving the vision for Pemberton will be the establishment of trails and infrastructure which deliver captivating and memorable experiences showcasing the unique local values. In addition to offering landscape appropriate trail experiences, a well-developed trails destination boasts market and trails community credibility. This is developed through a sense of belonging and camaraderie through user appropriate facilities, services, events, volunteer support and social engagement. Market and community credibility, and social engagement are based on the following factors;

- Good reputation within the various trail fraternities, typically gained through on-brand marketing and word of mouth
- Provision of diverse, well built, managed and maintained trail experiences
- A local community of trail users who have a history of engaging friendly and professionally with other users of their trails
- Facilities and services which cater to the trail user community and their typical travel habits in a friendly atmosphere, such as breweries, casual dining (pizza & burgers), thoughtful accommodation touches such as bike racks and knowledgeable equipment stores with locally branded apparel

Pemberton has the opportunities, which are spread across the region, the diversity of the experiences and the landscapes which provide a compelling destination to visit. It is ideally positioned to reap the many and varied benefits of trail development.

It is recommended that Pemberton focus on hiking and mountain biking trail types as these experiences have emerged as having the most potential given the landscape opportunities and the insights gained through consultation.

Creating signature iconic trail experiences including a long distance 'backcountry' mountain biking trail and a 3-4 day hike loop will provide the 'hook' enticing trail users to visit

Pemberton. Complementary trail experiences will showcase the best of the Pemberton Region and fill the identified gaps in the existing trail offer, providing variety and, enticing longer stays and repeat visits. Trails proposed and recommended upgrades to existing trails will provide key connections and recreation experiences for local communities and provide the unique experiences that visitors are seeking.

The backbone iconic trail experiences in the region are the Munda Biddi Trail and the Bibbulmun Track, both providing a key connection through and a meeting point in Pemberton townsite. These iconic trails are internationally recognised long distance trails and Pemberton has opportunity to capitalise on this notoriety with establishment of loop experiences emanating from these already established trails. These signature adventure loop trails for hiking and mountain biking will provide 2-4 days of immersive trail experience linking directly to Pemberton town and other existing visitor sites in the area.

Complementing these signature experiences will be a suite of trails that offer shorter duration opportunities in diverse settings which connect features in the landscape including natural spaces, food and wine experiences and cultural heritage values.

Delivering captivating trail experiences should be a focus for development in the coming years. Secondary to trail development will be ensuring Pemberton townsite evolves into a vibrant trail town, with facilities and services that cater for trail users. 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. Equally important is getting the governance and management right with the key recommendation being establishing which agency will drive the project and creation of a trails committee or body that informs the development of trails, ensuring a consistent approach across all land tenures.

OBJECTIVE 1. CREATE SUSTAINABLE GOVERNANCE

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 carried out to a high standard, a governance hierarchy should be formally adopted by all relevant stakeholders.

Characteristics of effective governance models include¹⁰:

- Structure and accountability which is clear and simple to implement in the long term
- Clearly defined and allocated responsibilities and authority for each stakeholder in the model
- 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.

The desired outcomes of governance need to be determined in order to undertake an assessment of the most appropriate governance model for Pemberton Trails.

To maintain sustainability and consistency across the Region it is recommended that either a single agency or a committee of key stakeholders/landmanagers take ownership / responsibility

for driving implementation of the vision for trails in Pemberton. The sole agency needs to have a sustainable business model and ideally a local perspective, suggestions include the Shire of Manjimup or DBCA. For the committee option to be viable there needs to be broad agreement on direction, responsibilities and purpose.

Supporting the lead agency/s it is recommended that a trails committee be formed and given responsibility for implementation of the Master Plan. The Trails Committee should contain director level representatives from local government, as well as representatives from DBCA, DLGSC and trail type peak bodies. The role of the committee would be to oversee all strategic trail development and management, with a particular focus on seeking funding for high priority locations. The group should meet quarterly to coordinate key stakeholders and project priorities.

Of particular importance is the involvement of trail user group peak bodies (Westcycle, Pemberton Cycling Association, HikeWest), and other trail organisations and volunteers who have driven the advocacy and management of trails in the Region. 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. The recommended governance hierarchy is outlined in Figure 19.

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 the existing volunteer trail maintenance program is revived and bolstered to ensure that the trails remain in good condition.

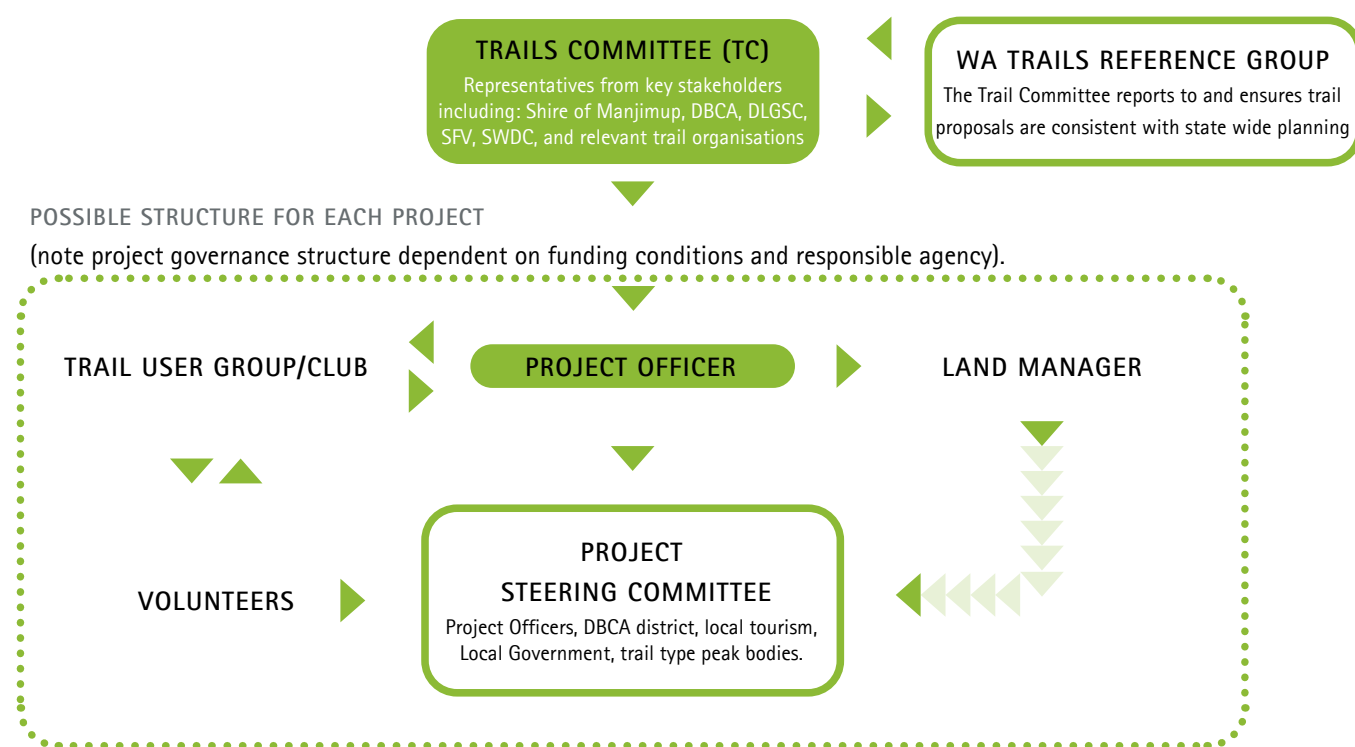


Figure 19. Recommended governance hierarchy

FUNDING & PARTNERSHIP OPPORTUNITIES

There are a range of current funding sources available for trail development, given the majority of the estate containing trails in the Pemberton region is managed by DBCA Parks and Wildlife it is critical that long term partnerships between stakeholders and agencies be developed to ensure the vision for trails is achieved.

Some of the government organisations that provide trail planning and construction funds include:

Department of Local Government, Sport & Cultural Industries – Sport & Recreation

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

Department of Biodiversity, Conservation & Attractions – Parks & Wildlife Services

Parks & Wildlife is key 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. With priorities in parks State-wide local partnerships will be critical in ensuring the Pemberton trails vision is realised.

Department of Transport

The West Australian Bicycle Network 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 up to 50 per cent 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 manages the Building Better Regions Fund Infrastructure Projects Stream. This will support projects which involve the construction of new infrastructure, or the upgrade or extension of existing infrastructure that provide economic and social benefits to regional and remote areas.

Business and Community “buy in”

Establishing Pemberton as a Trails Town will require a collective ownership of the trails identity by local businesses and the community. Potential initiatives to encourage businesses and community to get on board with establishing Pemberton as a Trails Town include:

- Encouraging businesses to promote cycling and hiking and provide cycling infrastructure (bike racks etc).
- Hosting further workshops with community to keep them up to date on trail development progress, and listen and respond to concerns and ideas.
- E charging stations for electric bikes throughout town, particularly at cafes and accommodation properties.
- Mobile phone charging capacity at cafes.
- Priority to cyclists and pedestrians in the main street.
- Bike racks located throughout town.
- Extended opening hours to include Saturday afternoon and Sunday trading, cafes open later in the afternoon and evening. More options during the evening for families and the younger demographic.

REVENUE MODELS

A number of trail destinations around the world have diversified their product offering to generate income as a means to underwrite infrastructure development and maintenance costs for example user pays, shuttle services, sponsorship and merchandise sales. Some revenue models with potential to be applied in Pemberton have been outlined in Table 17 below.

Table 17. Revenue model outline

Revenue Model	Features	Pros	Cons	Lead
Shuttle service	Users pays to be shuttled from base of ride to start	Easy to charge	Requires a degree exclusivity of use and fencing / access management to be profitable	Private business
Entry fees	Paid entry to park or area	Easy to charge	Requires access management Not generally well received by trail users	DBCA
License /lease charges	Charges or shares of revenue paid by businesses operating within parks/ protected areas	Easy to charge	Requires infrastructure and/ or product able to be privately run Needs some level of exclusivity	DBCA
Car parking fees	User pays for trailhead parking	Easy to charge	Requires fencing/access management Not generally well received by riders	Shire of Manjimup/ DBCA
Showers and lockers	Pay per use shower and locker facilities	Easy to manage Doesn't require significant resources to manage	Initial installation costs Ongoing cleaning	Shire of Manjimup
Events	Participants pay a registration fee to enter	Builds awareness of a destination Gives a reason to travel 'NOW'	Requires infrastructure support Funds don't necessarily go back into trail development/ maintenance	Event organisers
Sponsorship	Business or entity sponsors trail and/or infrastructure development	Opportunity for promotion for local businesses	Typically one off funding injection unless agreement stipulates ongoing	Private business
Merchandise	Locally branded products featuring the Pemberton brand/logo	Builds awareness of the destination	Initial design/production costs	Private business / DBCA / Shire
Fundraising	Sourcing funds from raffle and crowdfunding avenues	Builds community/public awareness and ownership of trails and the destination	Typically one off funding injection	Local club/s
Commercial vendors	'Pop-up' commercial vendors (e.g. café, food vans, bike hire) at trail heads	Opportunity for local business	Funds don't necessarily go back into trail development/ maintenance	Private business

PRIVATE ENTERPRISE

There are numerous case studies from around Australia and the world that demonstrate public and private investment in trails and associated facilities provides a significant, sustainable return that benefits local and regional economies^{12,13}. These benefits include local community engagement and enjoyment, increased participation in recreational activity, the ability to attract dedicated trails market, business and sponsorship opportunities and economic benefits for the local area as well as the broader regional and State economies.

There is lots of potential in the Pemberton area for private development of trails and supporting services/infrastructure. The best example locally is Linga Longa a mountain bike park, which opens for events and ride days providing the largest concentration of difficult and extreme classified mountain bike trails in WA.

There are many opportunities for private enterprise to invest in trails tourism, and without their support the goal for Pemberton to become an accredited trails town will be difficult to realise.

OBJECTIVE 2. CREATE SIGNATURE ICONIC TRAIL EXPERIENCES FOR HIKING AND MOUNTAIN BIKING

Creating signature iconic trail experiences will provide the 'hook' enticing trail users to visit Pemberton. As reflected in the current situation analysis the trail user groups with the most potential in Pemberton are mountain biking and hiking (bushwalking and trail running). It is proposed that a signature adventure trail experience be developed for each of these user groups. Emanating from the existing Munda Biddi Trail and Bibbulmun Tracks these loop trails will enable trail users to traverse some of the best landscapes in the region, starting and finishing the experience in Pemberton.

PEMBERTON CIRCUIT HIKE

The Pemberton Circuit Hike is proposed to be a 3-4 day loop using the Bibbulmun Track and connecting to the Warren River and Beedelup Falls. The loop would be approximately 85km long with potential trip itinerary as follows (note details to be confirmed in detailed planning phases):

- Day one – Pemberton to Warren Campsite (Bibbulmun track campsite) 20km
- Day two – Warren Campsite to Drafty's Campsite 25km
- Day three – Drafty's Campsite to Beedelup Campsite (Bibbulmun Track Campsite) 20km
- Day four – Beedelup Campsite to Pemberton 20km

This loop experience would allow hikers to take in the Warren River and Beedelup Falls traversing through spectacular Marri and Karri forests.

TWO RIVERS ADVENTURE RIDE

The Two Rivers Adventure Ride is proposed to be a 2-4 day loop using part of the Munda Biddi and linking Pemberton, Warren River, Donnelly River and Manjimup. The loop would be approximately 208 km long with a potential trip itinerary as follows (note details to be confirmed in detailed planning phases):

- Day one – Pemberton to Beedelup Falls 65km
- Day two – Beedelup Falls to Manjimup 60km
- Day three – Manjimup to Pemberton 83km (via Munda Biddi or 30km via the Proposed Rail Trail)
- A night in Quininnup will extend the ride to 4 days

This loop ride allows riders to experience both the Warren and Donnelly River Valleys.

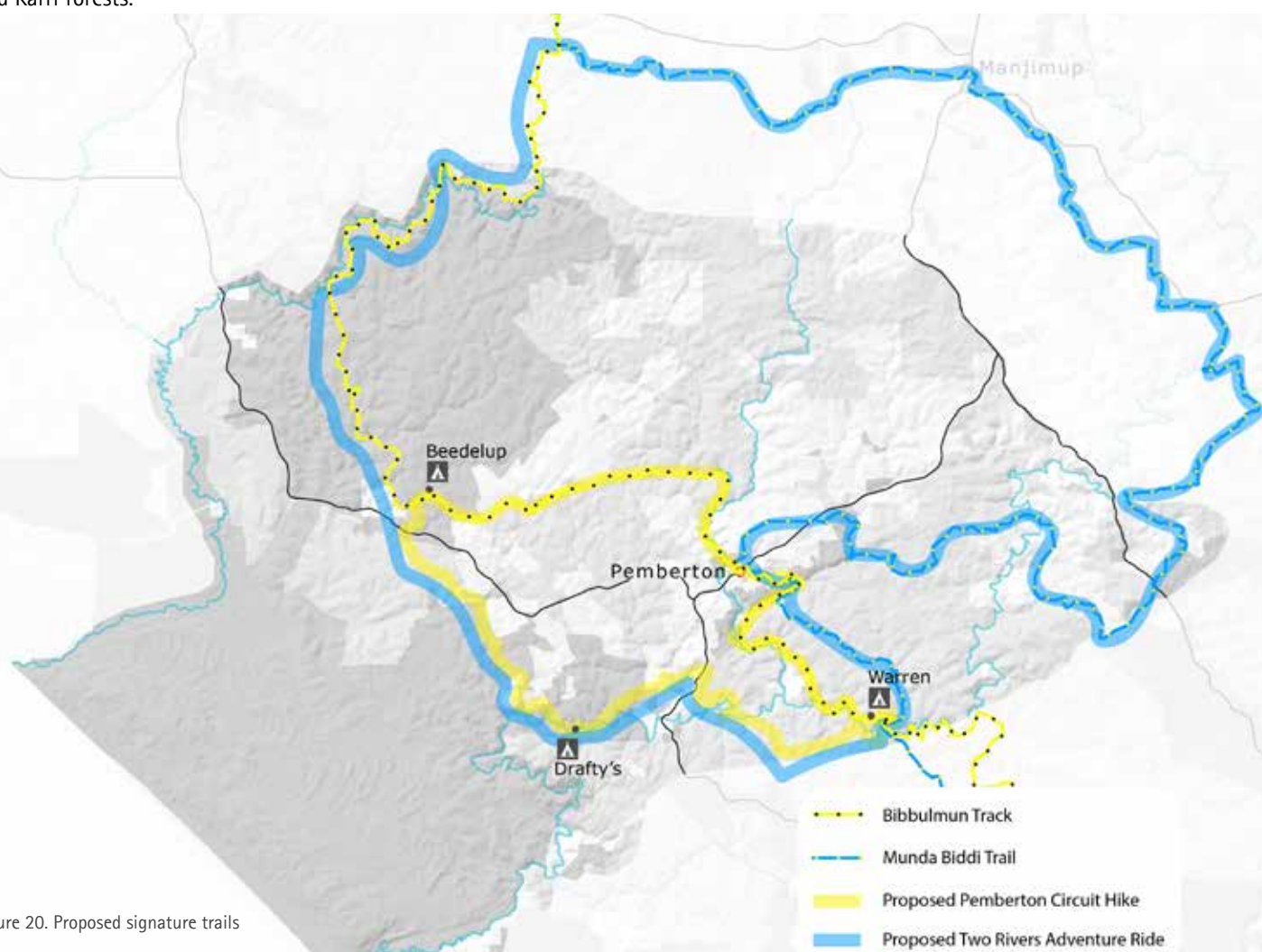


Figure 20. Proposed signature trails

While much of the alignment for these two trails between Warren Campsite and Beedelup Falls could be achieved on existing roads and forestry tracks, creating an off road experience for as much of the alignment as possible to ensure a quality trail experience should be investigated. This particular section could be purpose designed shared use trail. From Beedelup Falls the Two Rivers Adventure Trail would ideally be purpose designed single track linking to the Donnelly River and upstream to the Munda Biddi at One Tree Bridge, with short sections on gravel roads where required.

There is also opportunity to link Northcliffe into the experience using the Munda Biddi and Bibbulmun Tracks linked to the Proposed Rail Trail that would return users to the main trail and/or Pemberton. This will enable a variety of options to be offered each with varying duration and technicality.

Significant constraints to be worked through for these proposed trails include PDWSA area and State Forest Tenure which means the trails would be compromised at times with harvesting and burn boundary upgrades for prescribed burning.

The target markets for these trails are the active hikers and leisure/ enthusiast /independent mountain bikers. These types of experiences if well curated with supporting infrastructure and services also attract the high yield trail users who will spend in the region.

As part of packaging these signature experiences it is recommended that development of specialised on trail accommodation such as the Timber Trail Lodge on the Timber Trail in New Zealand or the Three Capes Lodge on the Three Capes Walk in Tasmania be investigated. As shown on the Timber Trail (refer case study pg 59) provision of accommodation options will broaden the appeal of the experience to a more diverse market and also opens up opportunity for private sector business opportunities.

Importantly a range of accommodation should be investigated to cater for all budgets including campgrounds, huts, and luxury options. Accommodation should be shared use between hikers and riders.

Such development will need to be carefully considered in terms of placement, design and management. Ideally located in National Park and providing a sense of remoteness and exclusivity, the design should be to the highest level of environmental stewardship and operate to the smallest ecological footprint. Suggested locations for investigation include along the Warren River or in proximity to Beedelup Falls.



Pemberton MTB Park Credit: Frances Andrijich

TIMBER TRAIL CASE STUDY

The Timber Trail is a 85km cycle trail through Pureora Forest Park on the North Island of New Zealand. The trail starts in the old forestry village of Pureora and heads south along disused logging roads through huge mature forests to the farmland and village of Ongarue. The trail is grade 2-3 and is in the remote Pureora Forest Park. New bridges and basic facilities such as toilets and signage were constructed to make the trail functional at a total cost of NZ\$5 million in 2012/13.

The business case for the trail estimated 4,000 overnight visitors and 3,000 day visitors by Year 5, with a caveat that accommodation was provided at the midway point. The trail opened in March 2013 and within a year 3,000 cyclists were using it, many, due to a lack of accommodation, riding it in a day. The trail immediately received excellent reviews as the best 1-2 day remote mountain bike Great Ride in New Zealand.

The constraint to growth in the markets was accommodation on the trail. Whilst accommodation at the start and end of the trail was developed from old forestry houses, and camping was available along the way, it took time for the private sector to commit to building a lodge. In early 2017, a 50 bed, dedicated trail lodge (the Timber Trail Lodge, www.timbertrailodge.co.nz) was opened. Stage One of 10 rooms with shared facilities was followed by 10 ensuite rooms and a licensed restaurant and dedicated cycle touring facilities. The lodge was initiated by local investors who received some financial assistance from a Ministry of Business, Innovation and Employment private sector support programme, the now abandoned Tourism Growth Partnership Fund. The total Lodge build cost NZ\$3.5 million, with the NZ Government grant contributing a third.

The development complements a range of local transport and bike hire providers. There are now four significant providers, in four separate areas surrounding the trail. There has been the rejuvenation of the villages at the start and finish of the trail with the development of cafes and accommodation. In 2019 a serviced camping option was added to the mix, with a purpose built campground and facilities located at the mid way point, close to but separate from the lodge.

The users of the trail were initially hard-core mountain bikers from the main North Island cities (Wellington, 6 hours away, Auckland 4 hours) who would do the trip in a day. This market stimulated the growth of the transport providers. The providers also offered transport from the trail at the half-way point to nearby accommodation and this grew the market for a two-day option with accommodation.

The market shifted and expanded to include the older (60-70-year-olds) and family groups. The markets now predominately come from throughout New Zealand. There are now strong emerging markets from Australia and Europe. Specialised bike tour operators are making their presence felt.

The customer profile for the Timber Trail Lodge is more varied than predicted. The assumption the markets would be virtually all cyclists was wrong. The increase in Timber Trail walkers has opened up the walking market. Small group company retreats and social groups are a strong emerging market for the lodge.

From over 3,000 visitors in the trail's first year, growth has been solid for the first five years with now over 6,000 2-day riders and another 1,000+ day riders. Early market predictions for 2-day riders are up by 50%. The trail is now regarded as the top 2-day mountain bike ride in New Zealand. In the last two years, the Timber Trail has been incorporated into a major mountain bike event from the top of NZ to the bottom, the Tour of Aotearoa, and it has also been incorporated into the Te Araroa Trail, a 3,000 km walk the length of New Zealand.

The impact of the trail for the local region has been regarded, both nationally and internationally, as a very successful part of the regional economic development program.



OBJECTIVE 2. PROVIDE COMPLEMENTARY IMMERSIVE EXPERIENCES

Complementing the signature trails a suite of immersive trails will deliver experiences that showcase the best of the Pemberton Region and fill the identified gaps in the existing trail offer. Trails proposed and recommended upgrades to existing trails will provide key connections and recreation experiences for local communities and provide the unique experiences that visitors are seeking.

For a summary of priority trail projects including responsible agency and next steps for development refer to recommendations section.

Table 18. Existing trail recommendations

	Trail Name	Trail Significance	Length (km)	Grade	Recommendation	Target market
HIKE						
01	Beedelup Falls Loop	Regional	4.5	Class 3	A popular scenic loop around and over Beedelup Falls, this is an important short trail experience. A detailed trail audit is recommended to understand maintenance works required.	Leisure / active
02	Bibbulmun Track	State	70 (in project area)	Class 4	The Bibbulmun is a key trail in the area providing a connection through. Pemberton is also a key meeting point for trail users. A focus should be placed ensuring the experience through the Pemberton area is maintained at a high quality.	Adventure
03	Dukes Walk	Local	0.4	Class 1	A short walk option close to the Gloucester Tree this trail should be maintained to cater for the leisure and active hiker markets. A detailed trail audit is recommended to understand maintenance works required in the short term.	Leisure
04	Gloucester Tree Loop Walk	Local	10	Class 3	Traversing the Gloucester Ridge through towering Karri forest this trail has potential to become a sought after experience. Improvements to the alignment to avoid long steep sections and maximise scenic vistas is proposed. As part of the Gloucester NP Trail network development there is also potential to consider making this trail a dual use trail. A detailed trail audit is recommended to understand maintenance works required in the short term.	Active
05	Gloucester Tree to Cascades Walk	Local	6	Class 3	A key trail linking Pemberton to the cascades along the Bibbulmun Track, offering an ideal half to full day trail experience with potential to incorporate a ride on the tramway one way and hike/cycle the other. Linking this trail with the proposed Pemberton to Cascades trail on the other side of the East Brook will also create a longer 12km hike option. A detailed trail audit is recommended to understand maintenance works required.	Leisure/active
06	Karri Lake Trail	Local	3.3	Class 2	Maintain as a short walk option suited to leisure hikers. A detailed trail audit is recommended to understand maintenance works required.	Leisure
07	Karri Views	Local	0.8	Class 2	Maintain this short walk experience, consider review of how the trail fits into the broader Gloucester National Park trail network development and recreation precinct. A detailed trail audit is recommended to understand maintenance works required in the short term.	Leisure
08	King Karri Trail	Local	2	Class 2	Maintain as a short walk option suited to leisure hikers. A detailed trail audit is recommended to understand maintenance works required.	Leisure
09	Lorrikeit Stroll	Local	0.2	Class 2	A short walk option close to the Dave Evans Bicentennial Tree this trail should be maintained to cater for the leisure and active hiker markets. There is potential to upgrade the trail to make it universally accessible. A detailed trail audit is recommended to understand maintenance works required in the short term.	Leisure
10	Pemberton Pool Loop	Local	1	Class 2	A short walk option close to town it is recommended that this trail be included in revitalisation of the Pemberton MTB Park precinct which should include establishment of a range of engaging walk trails. A detailed trail audit is recommended to understand maintenance works required in the short term.	Leisure

Table 18 Existing trail recommendations – continued

	Trail Name	Trail Significance	Length (km)	Grade	Recommendation	Target market
11	Pump Hill Trail	Local	3.3	Class 3	A short walk option close to town it is recommended that this trail be included in revitalisation of the Pemberton MTB Park precinct which should include establishment of a range of engaging walk trails. A detailed trail audit is recommended to understand maintenance works required in the short term.	Leisure
12	The Cascades/ Lefroy Brook Trail	Local	1.2	Class 2	A key trail offering a short loop in a scenic location. There is opportunity to improve the alignment and link more clearly to the tramway stop enabling development of a tramway/walk/ride experience, linking into the proposed upgrade of the Gloucester to Cascades Trail. A detailed trail audit is recommended to understand maintenance works required in the short term.	Leisure
13	Trevors Trail	Local	2.6	Class 3	A short walk option close to town it is recommended that this trail be included in revitalisation of the Pemberton MTB Park precinct which should include establishment of a range of engaging walk trails. A detailed trail audit is recommended to understand maintenance works required in the short term.	Leisure
14	Warren River Loop Walk	Regional	11	Class 4	A longer half to full day walk option this trail traverses through the towering Karri forest and provides scenic views of the Warren River Valley. It is recommended that improvements to alignment including avoiding long fire road sections and steep climbs be made to improve the overall trail experience. With these improvements this trail will help fill the identified gap in provision of high quality day walk options.	Active
15	Woodcutters Loop	Local	3.1	Class 3	A short walk option close to town it is recommended that this trail be included in revitalisation of the Pemberton MTB Park precinct which should include establishment of a range of engaging walk trails. A detailed trail audit is recommended to understand maintenance works required in the short term.	Leisure
16	Yeagarup Sand Dunes Walk	Local	3	Class 3	A scenic walk taking in the impressive Yeagarup Sand Dunes this short walk should be maintained and where possible aligned off 4WD track. A detailed trail audit is recommended to understand maintenance works required.	Leisure
17	Carey Brook Trail	Local	2.7	Class 3	A scenic walk linking Snotty Gobble Loop Camp site and Grass Tree Hollow Camp Site along the Carey Brook. This short walk should be maintained. A detailed trail audit is recommended to understand maintenance works required.	Leisure
MOUNTAIN BIKE						
18	Munda Biddi Trail	State	60 (in project area)	Intermediate	The Munda Biddi is a key trail in the area providing a connection through. Pemberton is also a key meeting point for trail users. A focus should be placed on improving alignment to ensure a high quality trail experience, known areas in need of improvement include sections north of Quininnup and north of Pemberton townsites which currently contain steep gradients.	Independent
19	Pemberton MTB network	Regional	30	Easy Intermediate Advanced	With over 30km of MTB trails nestled in the karri Forest just north of Pemberton the Pemberton MTB Park is an important drawcard to the region. The distinctive wooden features and Karri loam are instantly recognisable and have been enticing repeat visits for years. Trademark trails and proximity to town make this network a key feature of the Pemberton trails offer. It is proposed that the MTB Park undergo a revitalisation of existing trails improving network function and maximising use of the terrain.	Enthusiast Sport
SHARED USE						
20	Big Brook Dam Loop	Local	4	Class 1/ Easy	Big Brook Dam surrounded by towering Karri forest is a spectacular destination treasured by locals and visitors. The Loop trail offers a short walk experience and should be maintained and linked to any future trail development in the Big Brook Arboretum trail network.	Leisure
21	Rainbow Trail	Local	13.6	Class 3 / Easy	The Rainbow Trail is a key linking trail for locals and visitors to Pemberton connecting town to the Big Brook Arboretum via Big Brook Dam. The trail currently follows old forestry roads. It is recommended that the trail be maintained with some improvements including consolidating the various trails named Rainbow Trail to avoid confusion, trail surface upgrades and potentially alignment improvements where possible to provide a more engaging experience through the forest.	Leisure / active

Table 19. Proposed complimentary trail recommendations

	Trail Name	Trail Significance	Length (km)	Grade	Recommendation	Target market
MOUNTAIN BIKE						
01	Big Brook Arboretum MTB Network	Local	10	Easy Intermediate Advanced	As identified in the Pemberton MTB network Trail Development Plan, the Big Brook Arboretum has potential to provide a beginner friendly zone for riders incorporating skills trails, and XC trails on the mellow gradients through the impressive selection of trees. It is proposed that the network also consider incorporation of hiking (walk and run) trails. With the nearby campground and Big Brook Dam this will be an attractive trail network for families.	Leisure/ Enthusiast
02	Gloucester National Park MTB Network	Regional	30	Easy Intermediate Advanced	As identified in the South West MTB Master Plan and the Pemberton MTB Network Trail Development Plan the Gloucester National Park has potential to become a jewel in Pemberton's trail offer. A rugged wilderness experiences a short distance from town with terrain suited to a variety of trail styles makes the opportunity significant. There is potential for all mountain, down hill and XC MTB trails. It is proposed that the network also consider incorporation of hiking (walk and run) trails.	Enthusiast/ Sport/ Gravity
03	Pemberton Arboretum MTB network	Local	15	Easy Intermediate Advanced	As identified in the Pemberton MTB network Trail Development Plan, the Pemberton Arboretum has potential to provide an intermediate progression zone for riders incorporating skills trails, flow trails and XC trails. It is proposed that the network also consider incorporation of hiking (walk and run) trails.	Leisure/ Enthusiast
04	Warren and Greater Hawke National Park MTB Network	Local	10	Easy Intermediate Advanced	As identified in the South West MTB Master Plan there is potential for development of a cross country and all mountain trail experience with a focus on the Warren River and potentially Yeagorup Lake and Dunes	Enthusiast/ Independent
05	Gravel cycling routes in Warren State Forest	Local	Rang- ing from 20 - 100km	Easy Intermediate	Develop a series of marketable gravel routes throughout the area, utilising the extensive network of forestry and fire roads within the State Forest and National Park. 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 and scenic values. There is also opportunity to create routes linking Pemberton and Northcliffe allowing for multiday rides between towns.	Enthusiast/ Independent
SHARED USE						
06	Bunbury Northcliffe Rail Trail	Regional	68 (in project area)	Class 3 / Easy	As identified in the Warren Blackwood 2050 Cycling Strategy this trail has potential to become a renowned multi use rail trail. In the Pemberton area the trail would also enable loops to be created using the Munda Biddi and also has potential to become a food and wine trail connecting town to local produce and wineries.	Leisure/ Active Leisure/ Enthusiast
07	Pemberton to Cascades Trail	Local	4.8	Class 3 / Easy	A trail on the north side of East Brook along the base of the Gloucester Ridge. This trail when linked with the Gloucester Tree to Cascades Trail will create a 11km loop trail.	Leisure/ Active Leisure/ Enthusiast
08	XC MTB and trail running network in Warren State forest East of Gloucester Ridge	Local	18	Class 3 / Easy - Intermediate	The Warren State Forest has the potential to provide for a network of trails utilising old forestry tracks. Reinstating a single track on the previously disturbed footprint of the forestry tracks creates an ideal XC MTB style trail that is also ideal for trail runners.	Active/ Adventure Enthusiast/ Independent
09	Pemberton Heritage Trail	Local	2.8	Class 1 / Easy	Taking in key historic sites around Pemberton a heritage trail will provide opportunity for visitors to learn about the history of the town and region. The trail should be engaging and include art/sculpture and play elements along the way. Refer to Southern Forest Pemberton Tourism Futures Project 2012.	Leisure/ Active
10	Woodlands Estate link	Local	5	Class 1 / Easy	Establish shared use trails alongside Browns Road and Plackett Drive which link into town via the Bunbury Northcliffe Rail Trail.	Leisure/ Active
PADDLE						
11	Warren River Paddle Trail	Local	5	Easy	The Warren River valley provides a spectacular paddle opportunity as the river winds its way through Karri Forests. There are existing paddle launch sites and infrastructure along the Heartbreak drive trail in Warren National Park and there is opportunity to develop a paddle trail in this section of river that would enable marketing and promotion of the on water experience. For the adventure paddler market there is potential to promote the broader opportunities along the Warren and Donnelly Rivers through provision of online material and information.	Leisure / Active

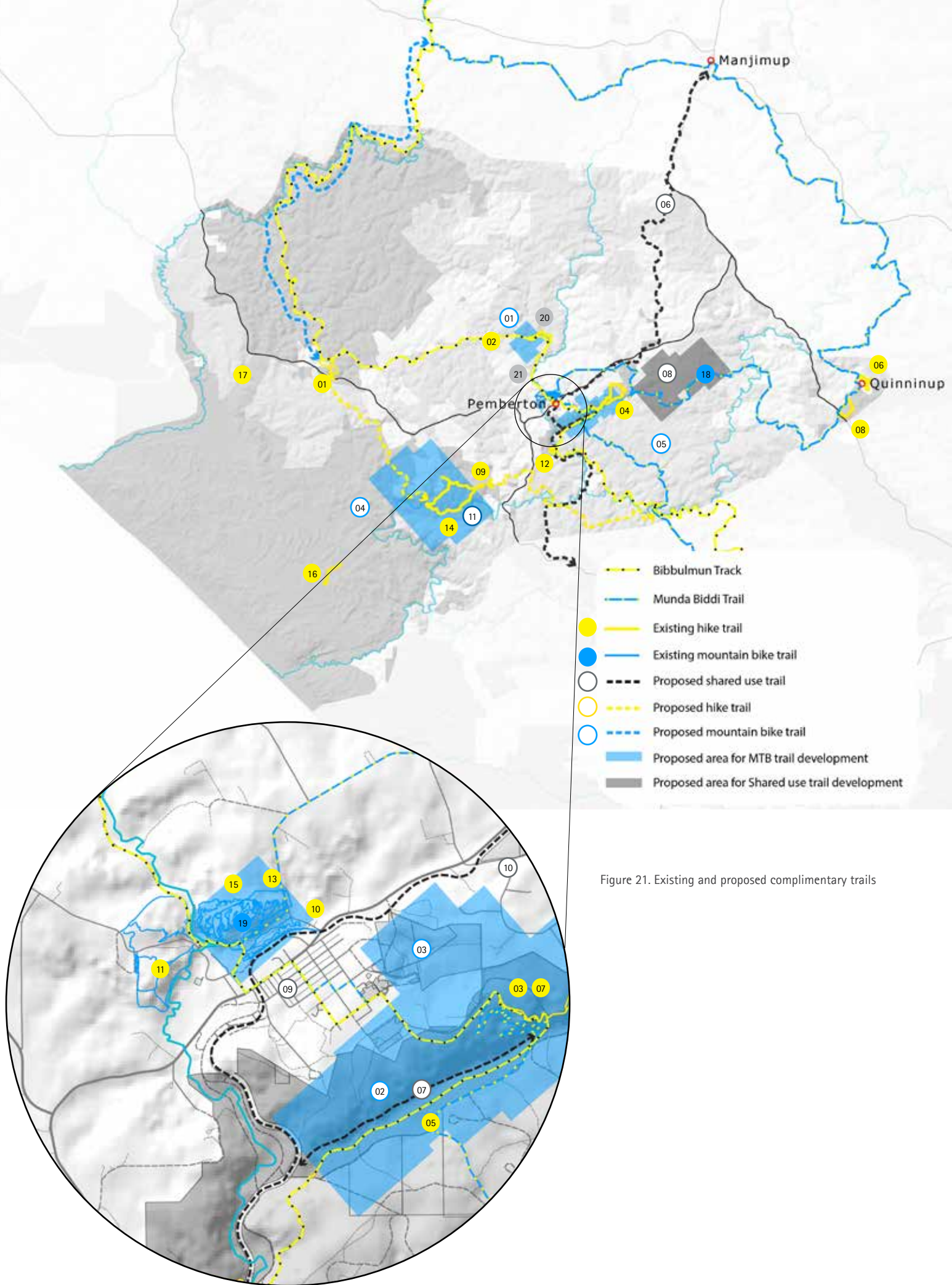


Figure 21. Existing and proposed complimentary trails

TRAIL TOWN ACCREDITATION

The Trails WA Trail Town accreditation program is a tailored, best practice accreditation system designed to help communities become world class trail tourism destinations. Soon to be released the accreditation process will involve an application process where 6 categories considered critical success factors will be assessed including:

Branding and marketing

Engaged businesses

Partnerships (governance, management, planning, budget)

Activities, amenities, attractions, accommodation, access

Suitable network of quality trails appealing to diverse markets

Landscape setting that is iconic or suitable for proposed trails

Minimum essential requirements within each category will be assessed prior to receiving Trail Town status. The unique and comprehensive program will ensure Pemberton has the necessary capacity to perform in the trail tourism realm, resulting in increased visitation, bolstering local businesses and building a strong community.

The priority areas and recommendations outlined in this Master Plan will put Pemberton on a path towards achieving Trail Town accreditation. It is recommended that the Shire of Manjimup work closely with the Department of Local Government Sport and Cultural Industries to navigate a pathway towards Trail Town accreditation.

With the proposed improvements to existing trails and development of new trails Pemberton will have the required quantity of trails to meet Trail Town Accreditation criteria, refer to Table 20 below.

Table 20. Trail Town Accreditation criteria

Criteria	Current status	Proposed	Notes
Minimum of 80km of sanctioned high quality and purpose built single track	30km (excluding Munda Biddi)	~ 95km in MTB networks Potentially up to another 60-125km with the Proposed Two Rivers Adventure Ride	Munda Biddi excluded as is predominantly a touring route with minimal purpose designed single track.
Minimum of 45km of sanctioned signed and high quality purpose built hiking trails	There is a total of 52.4km of hiking trail (excluding the Bibbulmun Track) but only ~ 29km of that is purpose built hiking trail with the remainder on fire trail/forestry roads. There is approximately 70km of Bibbulmun Track in the project area	~75km (excluding Bibbulmun Track) with proposed alignment improvements to existing trails. Potentially up to another 45km with the proposed Pemberton Circuit	Quality of trail experience is critical factor, the proposed improvements to alignment and experience of existing trails will be important in achieving accreditation.

OBJECTIVE 4. CREATE A VIBRANT TRAIL TOWN

Establishing Pemberton as a trail town is key to the trail user experience with each journey short and long ideally beginning and ending in the township. The focus should be on maintaining and fostering a strong sense of place and character, lifestyle/ community and economic health. Pemberton locals and visitors love its small town charm, maintaining this character should be at the forefront in planning and design for infrastructure. Enhancing lifestyle and community will involve a focus on local trails within the town, bolstering the program of festivals and events related to trails, and fostering community ownership of the trail town identity. Guaranteeing economic health requires partnerships with and support for local business ensuring they are catering for trail specific needs.

Priority infrastructure and trail development projects in establishing Pemberton as a Trails Town include development of a Primary trailhead in town and development of quality trails close to town.

The primary trailhead within the townsite should be a prominent vibrant hub of trail activity from which hikers and riders begin their journey into the broader trail network. Criteria in selecting the most suitable site for a primary trailhead include:

- Is visible and a safe place to leave a vehicle.
- Provides needs of trail users – water, toilets, bins, information and car parking
- Bike Maintenance facilities
- Encourages social interaction as the primary meeting place and finishing point for users.
- Promotes positive use of the site through additional infrastructure such as seating, shelters, landscaping
- Is easily accessible and promoted to suit visitors of all mobility
- Provides all of the necessary trail information to plan a hike/ ride through good signage and also considers inclusion of interpretation signage.

Trail heads require a range of infrastructure to meet these functions. Inclusions range from essential through to desirable with provision dependent on budget and location. Table 21 outlines essential and desirable infrastructure for the range of trailheads. Aside from the primary trailhead in town there will be a need for a suite of different scale trailheads to service the trail networks and trails around town.

Table 21. Trail head infrastructure requirements

Infrastructure	Primary Trailhead	Trailhead	Sub Trailhead
Signage	●	●	●
Parking	●	●	●
Toilets	●	●	●
Seating and picnic tables	●	●	●
Shelter	●	●	●
Drinking Water	●	●	●
BBQ	●	●	●
Changerooms	●	●	●
Café/shop	●	●	●
Bike racks	●	●	●
Bike maintenance facilities	●	●	●

● Essential
 ● Desirable
 ● Not essential

Pemberton Swimming Pool is recommended as the most desirable location due to setting and proximity to trails. It is also recommended that a link trail be developed between the new visitor centre location through Apex Park to the Swimming Pool. The primary trailhead will ideally contain challenge park facilities (pump track, jump lines, learn to ride track, skills loop) and support facilities such as parking, toilets and picnic areas. Space for an event marshalling area is also desirable.

Proposed trail developments close to town which should be prioritised include (refer to previous section for trail details):

- Pemberton MTB park redevelopment, including refresh of hike trail opportunities in his area
- Pemberton Arboretum MTB Network (includes MTB and hike trails)
- Gloucester National Park MTB Network
- Rainbow Trail redevelopment
- Pemberton to Cascades Trail
- Pemberton Heritage Trail

These trail developments will ensure a range of trail opportunities are available for visitors and locals leaving directly from Pemberton townsite which will help to firmly establish Pemberton's reputation as a trails destination.

There is opportunity with development of these trails and networks to promote a Pemberton loop trail which using sections of these trails would link the Pemberton Forest Park to the Pemberton Arboretum, to Gloucester National Park, to Dickinson Street and back to the Pemberton Forest Park.



Key to the successful development of Pemberton as a trails destination will be driving economic health, achieved through development of partnerships with and support for local business ensuring they are catering for cycling and hiking specific needs.

Pemberton businesses and community will need to work towards ensuring a comprehensive suite of facilities, services and experiences are developed which will guarantee exceptional experiences at all touch points of the visitor experience. Private investment into the industry will be critical for success. Council can promote opportunities and engage with the business sector, with the following considerations for progressing economic development:

Industry development:

- Adopt a bike and hike friendly program to engage businesses eg Trails WA Trail Friendly Business Program,
- Promote business and industry opportunities to potential investors and new residents in partnership with real estate agencies and Development Commissions,
- Continue to host cycle friendly workshops for businesses, residents and user groups to progress cycle tourism in the region,
- Partner with the Pemberton District High School to establish a Trails Construction School in Pemberton, promoting youth employment opportunities,
- Partner with the South West Boorah Working Party to engage with the local indigenous community and promote opportunities for engagement
- Actively seek funding to progress key priority projects,
- Work in partnership with the Shires of Bridgetown-Greenbushes and Nannup to support cycle events of national significance.

Commercial opportunities:

- Bike & Equipment Hire,
- Training and skills: youth development programs and ladies skills,
- Food and beverage; evening restaurant, Brewery, cellar door sales and upmarket bar,
- High end unique accommodation experience on trail,
- Bicycle mechanic,
- Tour businesses,
- Shuttle bus services, and
- Bike sales.

Additional services:

- Trail network information and maps;
- Bike maintenance equipment and tools;
- Skills area including upgraded pump track;
- Bathroom and shower facilities;
- Locker facilities
- Events facilities; and
- Bike wash down area.

Figure 22. Trail head facility precedent images

OBJECTIVE 5. MARKET & 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.

It is important to ensure promotion of trail opportunities and experiences is appropriate to the level of development and the intended markets. On an ongoing basis, it will be important to maintain up to date, accurate trail information to ensure accurate communication and accessibility for 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 for the lead agency delivering the Pemberton Trails Master Plan to invest in a resource (either in-house or external) who will be responsible for generating or commissioning editorial and imagery and management of the brand. This will ensure consistency of the messaging, inspirational content development and that the key messages are adapted by the industry and promoted through external partners and networks.

At a state level there has been a noted increase 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 Shire of Manjimup currently engages the brand of 'Come for the trees, stay for the experience' and the Southern Forests & Valleys Local Tourism Association has developed a brand 'A world away from the everyday' for the region and promotes Pemberton as 'The Multi-Talented Town'. It is recommended that Pemberton branding have more of a focus on the trails experience in particular the mountain biking and hiking opportunities. The branding for Pemberton as a trails destination should be an intentionally developed product and be developed in consultation with other 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 Airport and interstate flights earmarked to start in the near future 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 expected to start soon, this will open niche marketing opportunities and itineraries/package product for Eastern States visitors to the South West region. Pemberton could leverage off the recognition of Margaret River in the east coast markets and be promoted along with other destinations such as Nannup as the hinterland of Margaret River.

This has been realised in Tasmania with select travel agencies coordinating cycling tours and independent travel itineraries for cyclists to Maydena and Derby. In order for Pemberton businesses 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, and the broader experience offering. Whilst many destination trail users are already coming to Pemberton they often leave without knowing about or exploring a broader range of offerings. 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 the 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, particularly for long trail users on the Munda Biddi Trail and Bibbulmun Track.

MUNDA BIDDI TRAIL FOUNDATION AND BIBBULMUN TRACK FOUNDATION PARTNERSHIPS

The Munda Biddi Trail Foundation and the Bibbulmun Track Foundation are Not for Profit organisations that assist DBCA in trail management through funding, coordination, stakeholder liaison, experience development, marketing and promotion.

Both Foundations operate with a minimal promotional budget, hence the opportunities to partner and co-brand provide synergies and positive economic benefits for both the organisations and Pemberton businesses.

Promotional opportunities include but are not limited to:

- Munda Biddi and Bibbulmun manned marquee at specific Pemberton trail events including WAGE and Pemby Trails Fest
- Co-branding of promotions to the Eastern States cycling and hiking markets, encouraging consumers to fly in to Busselton on interstate flights
- Co-sponsored/co-managed events in Pemberton
- Promoting Pemberton as an ideal base for shorter duration loops utilising the Munda Biddi Trail and Bibbulmun Track together with proposed trails that create loops beginning and ending in Pemberton

EVENTS

Events can provide considerable economic benefit to the local communities in which they are hosted. With implementation of this strategy, there will be a multitude of trail opportunities to create new events, improve existing events and support the development of the high performance environment. These opportunities will be of interest to organisations already running events as well as the existing and emerging private event promoters 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.

Hosting events can be expensive with the fixed costs of insurance, venue hire and timing chips. To fully capitalise on event opportunities it has been identified that constructing and purchasing tourism infrastructure would reduce costs for event managers, including:

- Portable grandstand seating,
- Portable toilets and showers
- Pemberton branded finishing chute
- Pemberton branded banners and flags.

An aerial photograph of a dense forest. The foreground is filled with a thick canopy of trees, many of which have light-colored, possibly dead or bleached, branches. The foliage is a mix of green and brownish-yellow. In the background, a calm body of water stretches across the horizon, with a line of trees on the far shore. The sky is a pale, hazy blue. A semi-transparent green rectangular box is overlaid on the left side of the image, containing the word 'RECOMMENDATIONS' in white, bold, uppercase letters.

RECOMMENDATIONS

For each identified objective the following pages provide a summary of recommendations and actions required to achieve the vision for Pemberton as a Trails Town.

OBJECTIVE 1. CREATE SUSTAINABLE GOVERNANCE

A sustainable trail destination requires 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 raising pathways.

AREA		ACTION	
5.1	Governance	5.1.1	Establish the lead agency or committee responsible for delivery of the Trails Master Plan. Note if a joint management structure can be agreed, all assets could be under the trail management committee responsibility rather than each organisation.
		5.1.2	Determine preferred / most suitable governance model for Pemberton as a trails destination
		5.1.3	Retain the Trails Master Plan Steering Committee to oversee the preparation and implementation of priority projects. With each project assigned a project manager responsible for delivery
		5.1.4	Conduct an annual review of the Master Plan recommendations to monitor progress and ensure outcomes are achieved and carry out a complete review of the Master Plan within 10 years.
5.2	Management	5.2.1	Build upon the volunteer program to assist with ongoing management of trails across tenures, involving the Pemberton Cycling Association and other local clubs/groups. Formalise roles and responsibilities and ensure the program is accessible, well promoted, coordinated and adequately resourced.
		5.2.2	Prioritise development of recreation master plans for DBCA tenure to ensure trail projects development is not slowed.
		5.2.3	Install single standard research tools and data collection devices at all existing and new locations to create a database to aid in management and future planning. Develop or improve an existing system for collecting tourism visitation data.
5.3	Partnerships	5.3.1	Undertake ongoing advocacy with stakeholders to realise high priority, longer term projects, which do not have current support or resources.
		5.3.2	Develop written MOU's between land managers and user groups to facilitate ongoing trail maintenance and management
		5.3.3	Establish partnership between the Pemberton District High School to establish a Trails Construction School in Pemberton, promoting youth employment opportunities
		5.3.4	Establish a partnership with the South West Boojarah Working Party to engage with the local indigenous community and promote opportunities for engagement through skills workshops or trail maintenance days etc.
5.4	Revenue	5.4.1	Investigate implementation of a diverse range of revenue raising pathways

OBJECTIVE 2. CREATE SIGNATURE ICONIC TRAIL EXPERIENCES FOR HIKING AND MOUNTAIN BIKING

OBJECTIVE 3. PROVIDE COMPLEMENTARY IMMERSIVE EXPERIENCES

These objectives are about delivering the trail experiences which will underpin the establishment of Pemberton as a trails destination. The signature iconic experiences and identified complementary experiences provide a diverse mix of opportunities. It is vital that these trail experiences are delivered to the highest possible standard ensuring that trail based experience in Pemberton meets or exceeds users expectations.

AREA		ACTION	
1.1	Trail development and delivery	1.1.1	Progress development of identified priority trail projects
		1.1.2	Develop an operational plan which includes a timeline for the delivery of trail projects as per the trail development process outlined in the Trail Development Series
		1.1.3	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 support facilities at iconic locations.
		1.1.4	Prepare a strategy encouraging the creation of public-private partnerships, identifying market opportunities and steps to form partnerships.
		1.1.5	Ensure appropriate engagement with Aboriginal stakeholders is undertaken in all stages of trail development, consistent with the relevant legislation, DBCA policy requirements and the South West native title settlement.
		1.1.6	Develop a signage plan to help deliver a regionally consistent approach to signage, covering the full hierarchy of signage from trailhead to wayfinding and interpretation. Ensure consistency with the branding and marketing strategy.
		1.1.7	Develop a maintenance plan for trails as part of trail development and investigate and implement the most sustainable and suitable management model for each development.
		1.1.8	Manage the potential impact of 4WD and trailbike use on non-motorised trails.

Project priorities are listed in Table 23 below. For each project the following has been identified:

- Responsibility – lead agency in bold with support agencies also listed
- Priority for development – high, medium, low
- Timeframe for development
- Next steps as per the Trail Development Process outlined in the Trail Development Series⁹ (refer to Table 22 below.)

Table 22. Trail Development Process. Source: Trail Development Series

	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.	DESKTOP
	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.	FIELD
MANAGEMENT	8. MANAGEMENT	Management plan implemented detailing maintenance and monitoring requirements.	

Table 23. Project priority summary

Trail Project	Responsibility	Priority	Timeframe	Next Steps
Primary Trailhead	Shire of Manjimup Pemberton Visitor Centre DBCA	High	1 year	Site selection and site master planning
HIKE				
Beedelup Falls Loop	DBCA	High	Ongoing	Management
Bibbulmun Track	DBCA BTF	High	Ongoing	Management
Dukes Walk	DBCA	High	Ongoing	Management
Gloucester Tree Loop Walk	DBCA	Medium	2 years	Site assessment for alignment improvements
Gloucester Tree to Cascades Walk	DBCA	Medium	Ongoing	Management
Karri Lake Trail	Shire of Manjimup	Low	Ongoing	Management
Karri Views	DBCA	High	Ongoing	Management
King Karri Trail	DBCA	Medium	Ongoing	Management
Lorrikeet Stroll	DBCA	High	Ongoing	Management
Pemberton Pool Loop	Pemberton Visitor Centre	Medium	1 year	Site assessment as part of Pemberton MTB Park redevelopment
Pump Hill Trail	Pemberton Visitor Centre	Medium	1 year	Site assessment as part of Pemberton MTB Park redevelopment
The Cascades/Lefroy Brook Trail	DBCA	Medium	Ongoing	Management

Table 23. Project priority summary – continued

Trail Project	Responsibility	Priority	Timeframe	Next Steps
Trevors Trail	Pemberton Visitor Centre	Medium	1 year	Site assessment as part of Pemberton MTB Park redevelopment
Warren River Loop Walk	DBCA	Medium	3-5 years	Site assessment for alignment improvements
Woodcutters Loop	Pemberton Visitor Centre	Medium	1 year	Site assessment as part of Pemberton MTB Park redevelopment
Yeagarup Sand Dunes Walk	DBCA	Medium	Ongoing	Management
Pemberton Circuit Hike	DBCA	High	3-5 years	Framework
MOUNTAIN BIKE				
Munda Biddi Trail	DBCA MBTF	High	Ongoing	Management
Pemberton MTB network	Pemberton Visitor Centre DBCA	High	1 year	Site assessment / Concept
Two Rivers Adventure Ride	DBCA	High	3-5 years	Framework
Big Brook Arboretum MTB Network	DBCA Pemberton Cycling Association	Medium	5-10 years	Framework
Gloucester National Park MTB Network	DBCA Pemberton Cycling Association	High	3-5 years	Framework
Pemberton Arboretum MTB network	DBCA Pemberton Cycling Association	High	2 years	Framework
Warren and Greater Hawke National Park MTB Network	DBCA Pemberton Cycling Association	Low	5-10 years	Framework
Gravel cycling routes in Warren State Forest	DBCA Pemberton Cycling Association	High	1 year	Framework
SHARED USE				
Big Brook Dam Loop	DBCA	Medium	Ongoing	Management
Rainbow Trail	Pemberton Visitor Centre DBCA	High	1 year	Site assessment / Concept
Bunbury Northcliffe Rail Trail	Shire of Manjimup SWDC DoT	High	3-5 years	Framework
Pemberton to Cascades Trail	DBCA	High	2 years	Framework
XC MTB and trail running network in Warren State Forest East of Gloucester Ridge	DBCA	Low	5-10 years	Framework
Pemberton Heritage Trail	Pemberton Visitor Centre	Low	5-10 years	Framework
Woodlands Estate Link	TBD	Medium	3-5 years	Site assessment / Concept
PADDLE				
Warren River Paddle Trail	DBCA	Low	3-5 years	Concept

OBJECTIVE 4. CREATE A VIBRANT TRAIL TOWN

While delivering captivating trail experiences should be the focus for development in the coming years, ensuring Pemberton evolves into a vibrant Trail Town will be critical to the success of the region. Infrastructure, services and events which cater for trails and generate a local trails culture will draw visitors to the region and entice repeat visits.

AREA		ACTION	
4.1	Infrastructure	4.1.1	Progress establishment of a central primary trail head within Pemberton townsite together with an assessment of wayfinding and development of a cohesive signage and information strategy for the townsite to connect visitors with the trails.
		4.1.2	Install e-bike charging stations in town, at Primary Trailhead or other prominent location.
		4.1.3	Signal a strong trails culture through prominent infrastructure around town such as bike wash stations and bike racks. Consider opportunity to incorporate artistic elements.
4.2	Business	4.2.1	Encourage and support new trail business opportunities and identified gaps in service provision.
		4.2.2	Explore opportunities for Aboriginal enterprise and interpretation.
		4.2.3	Work with existing businesses to upskill staff and broaden their offering to accommodate trail users
		4.2.4	Investigate user pays models for implementation by the Shire or commercial operators
		4.2.5	Work with Pemberton business community to identify ways to service trail tourists seven days a week and after hours (ie, rotational roster, alternate weekend trading, pre-ordered meal and supply packs delivered to accommodation or lockers at Trail/Visitor Centre)
		4.2.6	Develop drop-off/pick-up service with accommodation providers
4.3	Education and Training	4.3.1	Support the development of trail related businesses (bike hire, tours), and invest in training for trail guides
		4.3.2	Investigate local community programs which engage and educate locals in trail culture, for example group rides, skill sessions, trail maintenance days
		4.3.3	Skills training days for volunteers (trail maintenance) and riders (riding competency)
		4.3.4	Communicate the ROI benefits of bike riding and hiking to the wider community

OBJECTIVE 5. MARKET & PROMOTE THE EXPERIENCES ON OFFER

With trails and infrastructure in place key to the success of a trails destination is the marketing and promotion of the experience on offer.

AREA		ACTION	
5.1	Strategy	5.3.1	Work closely with the Pemberton Visitor Centre, Shire of Manjimup, Southern Forests & Valleys Local Tourism Association and the local community in establishing a cohesive, hierarchical marketing and promotion strategy for Pemberton that incorporates a trails identity.
		5.3.2	Work with industry partners to develop a strong and iconic brand promoting Pemberton as a trails tourism destination. This would need to align with or replace existing branding.
		5.3.3	Facilitate the inclusion of trail information on Trails WA and links to other prominent online resources for national and regional locations, including but not limited to, local government websites, tourist information centres.
		5.3.4	Record and analyse trail usage data and market visitation for all existing and new trail facilities. Work with other trail managers to create a central reporting system to provide information for the industry.
		5.3.5	Develop content and imagery which can be re-purposed across a range of mediums and promotional organisations
		5.3.6	Partner with brand advocates using a mix of local and national identities
5.2	Events	5.2.1	Support and review the value of existing events and provide event infrastructure to enhance their ongoing value.
		5.2.2	Develop a fee structure in consultation with event organisers for hosting events, with proceeds going toward the ongoing management and improvement of the facility.
		5.2.3	Where appropriate, encourage the creation of new events with consideration being given to the potential impacts on established events and recreation participation.
		5.2.4	Establish a store of event infrastructure available to all promoters/event managers including: <ul style="list-style-type: none"> - Portable grandstand seating, - Portable toilets and showers - Pemberton branded finishing chute - Pemberton branded banners and flags
5.3	Itineraries	5.3.1	Develop a range of multi-day itineraries which demonstrate how trail users can experience the Pemberton region (including travel distances, times, complimentary experiences)
		5.3.2	Encourage partnerships between travel and tour companies and local accommodation providers
		5.3.3	Work with neighbouring LTO's and Australia's South West to develop cycle-touring itineraries across the broader south west
		5.3.4	Develop a WA cycle tourism campaign with other iconic riding destinations ie Nannup, Margaret River, Dwellingup, Collie, Kalamunda
5.3	Packages	5.4.1	Develop packages with Perth and key interstate trade partners to increase promotion and awareness within source markets
		5.4.2	Develop packages which appeal to the identified target markets (can include fly/drive components)

PRIORITY PROJECTS COST ESTIMATES

The following cost estimates are based on currently available industry rates and prices. They present an opinion of probable cost only all components of which are subject to escalation in construction, labour and material costs. Design of trails and facilities will also influence the total cost.

EXISTING TRAILS

For existing trails cost estimates will require a detailed trail audit to determine trail condition and amount of work required to bring trail quality to excellent. As a guide the following rates have been applied:

CURRENT TRAIL QUALITY	COST TO UPGRADE
Excellent	\$0/m
Good	\$15/m
Average	\$25/m
Poor	\$30/m

	TRAIL NAME	TRAIL SIGNIFICANCE	LENGTH (KM)	TRAIL GRADE	TRAIL QUALITY	COST TO UPGRADE	MAINTENANCE (PER ANNUM)	TOTAL
HIKE								
01	Beedelup Falls Loop	Regional	4.5	Grade 3	Excellent	\$ -	\$9,000	\$9,000
02	Bibbulmun Track	State	70	Grade 4	Good	\$1,050,000	\$140,000	\$1,190,000
03	Dukes Walk	Local	0.4	Grade 1	Good	\$6,000	\$800	\$6,800
04	Gloucester Tree Loop Walk	Local	10	Grade 3	Average	\$250,000	\$20,000	\$270,000
05	Gloucester Tree to Cascades Walk	Local	6	Grade 3	Average	\$150,000	\$12,000	\$162,000
06	Karri Lake Trail	Local	3.3	Grade 2	Good	\$49,500	\$6,600	\$56,100
07	Karri Views	Local	0.8	Grade 2	Average	\$20,000	\$1,600	\$21,600
08	King Karri Trail	Local	2	Grade 2	Good	\$30,000	\$4,000	\$34,000
09	Lorrikeet Stroll	Local	0.2	Grade 2	Good	\$3,000	\$400	\$3,400
10	Pemberton Pool Loop	Local	1	Grade 2	Average	\$25,000	\$2,000.00	\$27,000
11	Pump Hill Trail	Local	3.3	Grade 3	Good	\$49,500	\$6,600	\$56,100
12	The Cascades/Lefroy Brook Trail	Local	1.2	Grade 2	Average	\$30,000	\$2,400	\$32,400
13	Trevors Trail	Local	2.6	Grade 3	Good	\$39,000	\$5,200	\$44,200
14	Warren River Loop Walk	Regional	11	Grade 4	Average	\$275,000	\$22,000	\$297,000
15	Woodcutters Loop	Local	3.1	Grade 3	Good	\$46,500	\$6,200	\$52,700
16	Yeagarup Sand Dunes Walk	Local	3	Grade 3	Good	\$45,000	\$6,000	\$51,000
17	Carey Brook Trail	Local	2.7	Grade 3	Excellent	\$ -	\$5,400	\$5,400
MOUNTAIN BIKE								
17	Munda Biddi Trail	State	60	Intermediate	Good	\$900,000	\$120,000	\$1,020,000
18	Pemberton MTB network	Regional	23	Easy Intermediate Advanced	Good	\$345,000	\$46,000	\$391,000
SHARED USE								
19	Big Brook Dam Loop	Local	4	Class 1/ Easy	Excellent	\$-	\$8,000.00	\$8,000
20	Rainbow Trail	Local	13.6	Class 3 / Easy	Average	\$340,000	\$27,200.00	\$367,200
TOTAL			226km	\$4,104,900				

PROPOSED TRAILS

For proposed trails the following cost estimates are provided for each development stage (note trail proposals are typically done internally by the land manager, framework and corridor evaluation are based on trail significance, management cost is 5% of construction.

TRAIL NAME	APPROXIMATE DISTANCE (KM)	FRAMEWORK	SITE ASSESSMENT	CONCEPT PLANNING	CORRIDOR EVALUATION	DETAILED DESIGN	CONSTRUCTION	MAINTENANCE (per annum)	TOTAL
			\$2/m	\$1/m		\$3/m	\$40/m		
SHARED USE									
Bunbury Northcliffe Rail Trail	68	\$4,000	\$136,000	\$68,000	\$10,000	\$204,000	\$8,160,000	\$408,000	\$8,990,000
Note construction cost estimates have been multiplied by 3 to account for trail width and the scale of this project. These cost estimates apply to section of trail within project area only									
Pemberton to Cascades Trail	4.8	\$2,000	\$9,600	\$4,800	\$5,000	\$14,400	\$192,000	\$9,600	\$237,400
XC MTB and trail running network in Warren State forest East of Gloucester Ridge	10	\$2,000	\$20,000	\$10,000	\$5,000	\$30,000	\$200,000	\$10,000	\$277,000
Pemberton Heritage Trail	2.8	\$2,000	\$ -	\$2,800	\$ -	\$ -	\$ -	\$5,000	\$9,800
Pemberton Heritage Trail is proposed to use existing footpaths so there is no costs associated with trail development other than planning the routes and developing signage and marketing. Ongoing maintenance relates to signage upkeep.									
Woodlands Estate Link	5	\$2,000	\$10,000	\$5,000	\$5,000	\$15,000	\$200,000	\$10,000	\$247,000
HIKE									
Pemberton Circuit Hike	40	\$2,000	\$80,000	\$40,000	\$10,000	\$120,000	\$1,600,000	\$80,000	\$1,932,000
Cost estimate for creation of new trail between sections of existing trail. Note if part of route was shared use with the Two Rivers Adventure Ride costs will be reduced.									
MOUNTAIN BIKE/CYCLE									
Two Rivers Adventure Ride	60	\$2,000	\$120,000	\$60,000	\$10,000	\$180,000	\$2,400,000	\$120,000	\$2,892,000
Cost estimate for creation of new trail between sections of existing trail. Note if part of route was shared use with the Pemberton Circuit Hike costs will be reduced.									
Big Brook Arboretum MTB Network	10	\$2,000	\$20,000	\$10,000	\$5,000	\$30,000	\$800,000	\$40,000	\$907,000
Gloucester National Park MTB Network	30	\$4,000	\$60,000	\$30,000	\$10,000	\$90,000	\$1,200,000	\$60,000	\$1,454,000
Pemberton Arboretum MTB network	15	\$2,000	\$30,000	\$15,000	\$5,000	\$45,000	\$600,000	\$30,000	\$727,000
Warren and Greater Hawke National Park MTB Network	10	\$2,000	\$20,000	\$10,000	\$5,000	\$30,000	\$800,000	\$40,000	\$907,000
Gravel cycling routes in Warren State Forest	up to 100km	\$2,000	\$ -	\$10,000	\$ -	\$ -	\$ -	\$5,000	\$17,000
Gravel cycling routes will use existing gravel roads so there is no costs associated with trail development other than planning the routes and developing signage and marketing. Ongoing maintenance relates to signage upkeep.									
PADDLE									
Warren River Paddle Trail	5	\$2,000	\$1,000	\$2,500	\$5,000	\$1,500	\$-	\$5,000	\$17,000
Watercraft launch Infrastructure is in place implementation costs will be associated with development of trail route, signage and marketing									
TOTAL	355.6km								\$18,367,200

PROPOSED INFRASTRUCTURE

For each trail project the following table provides an indicative list of infrastructure requirements and associated costs.

TRAIL PROJECT	MAJOR RIVER CROSSINGS	SIGNAGE			CARPARK	TOILETS	BIKEWASH/ TOOL STATION	TOTAL
		Trailhead	Directional	Interpretive				
Primary Trailhead (Pemberton Swimming Pool)	\$ -	\$ -	\$ -	\$ -	\$300,000	\$300,000	\$37,000	\$637,000
Costs associated with establishing the Pemberton Swimming Pool as the Primary Trailhead. Includes upgrade carpark, upgrade toilets/changerooms, install bike wash and tool station. Note trailhead signage is listed as line items for each trail that is proposed to start from the Primary Trailhead.								
Marketing and branding Strategy								\$125,000
Signage plan								\$30,000
Town gateway statement								\$100,000
HIKE								
Beedelup Falls Loop	Infrastructure upgrade not required							\$ -
Bibbulmun Track	Infrastructure upgrade not required							\$ -
Dukes Walk	Infrastructure upgrade not required							\$ -
Gloucester Tree Loop Walk	Infrastructure upgrade not required, trail will also be addressed as part of planning for the Gloucester National Park Trail network							\$ -
Gloucester Tree to Cascades Walk	Infrastructure upgrade not required, trail will also be addressed as part of planning for the Gloucester National Park Trail network							\$ -
Karri Lake Trail	Infrastructure upgrade not required							\$ -
Karri Views	Infrastructure upgrade not required, trail will also be addressed as part of planning for the Gloucester National Park Trail network							\$ -
King Karri Trail	Infrastructure upgrade not required							\$ -
Lorrieket Stroll	Infrastructure upgrade not required							\$ -
Pemberton Pool Loop	\$ -	\$ -	\$200	\$ -	\$ -	\$ -	\$ -	\$200
Pump Hill Trail	\$ -	\$ -	\$700	\$ -	\$ -	\$ -	\$ -	\$700
The Cascades/Lefroy Brook Trail	\$ -	\$ -	\$300	\$ -	\$ -	\$ -	\$ -	\$300
Trevors Trail	\$ -	\$ -	\$500	\$ -	\$ -	\$ -	\$ -	\$500
Warren River Loop Walk	\$ -	\$ -	\$600	\$ -	\$ -	\$ -	\$ -	\$600
Woodcutters Loop	\$ -	Infrastructure upgrade not required						\$ -
Yeagarup Sand Dunes Walk	\$ -	Infrastructure upgrade not required						\$ -
Pemberton Circuit Hike	\$750,000	\$10,000	\$2,000	\$ -	\$ -	\$ -	\$ -	\$762,000
Pemberton Circuit Hike is proposed to start at the Primary Trailhead in Pemberton								
MOUNTAIN BIKE								
Munda Biddi Trail	\$ -	Infrastructure upgrade not required						
Pemberton MTB network	\$ -	\$10,000	\$4,600	\$ -	\$ -	\$ -	\$ -	\$14,600
Two Rivers Adventure Ride	\$750,000	\$10,000	\$3,000	\$ -	\$ -	\$ -	\$ -	\$763,000
Two Rivers Adventure Ride is proposed to start at the Primary Trailhead in Pemberton								
Big Brook Arboretum MTB Network	\$ -	\$10,000	\$500	\$ -	\$100,000	\$ -	\$ -	\$110,500
Small unsealed carpark provided at trailhead, nominally 10 spaces								
Gloucester National Park MTB Network	\$ -	\$10,000	\$1,500	\$ -	\$300,000	\$175,000	\$ -	\$486,500
Trailhead redevelopment including redesign of layout to suit proposed trail network, upgrade of sealed carpark and upgrade of toilet facilities								
Pemberton Arboretum MTB network	\$ -	\$10,000	\$800	\$ -	\$100,000	\$ -	\$ -	\$110,800
Small unsealed carpark provided at trailhead, nominally 15 spaces								

PROPOSED INFRASTRUCTURE CONTINUED

TRAIL PROJECT	MAJOR RIVER CROSSINGS	SIGNAGE			CARPARK	TOILETS	BIKEWASH/ TOOL STATION	TOTAL
		Trailhead	Directional	Interpretive				
Warren and Greater Hawke National Park MTB Network	\$ -	\$10,000	\$800	\$ -	\$200,000	\$ -	\$ -	\$210,500
Small unsealed carpark provided at trailhead, nominally 20 spaces								
Gravel cycling routes in Warren State Forest	\$ -	\$ -	\$5,000	\$ -	\$ -	\$ -	\$ -	\$5,000
Proposed to start from the Visitor Centre or Primary Trail Head. Route information ideally provided online.								
SHARED USE								
Big Brook Dam Loop	Infrastructure upgrade not required							\$ -
Rainbow Trail	\$ -	\$ -	\$2,720	\$ -	\$ -	\$ -	\$ -	\$2,720
Bunbury Northcliffe Rail Trail	\$ -	\$20,000	\$3,400	\$ -	\$ -	\$ -	\$ -	\$23,400
Two trailheads within project area - nominally Manjimup and Pemberton, with Pemberton trailhead located at Primary Trailhead or Visitor Centre								
Pemberton to Cascades Trail	\$ -	\$ -	\$500	\$ -	\$ -	\$ -	\$ -	\$500
Trailhead at proposed Gloucester National Park trailhead								
XC MTB and trail running network in Warren State Forest East of Gloucester Ridge	\$ -	\$ -	\$500	\$ -	\$ -	\$ -	\$ -	\$500
Trailhead at proposed Gloucester National Park trailhead								
Pemberton Heritage Trail	\$ -	\$ -	\$300	\$ 155,000	\$ -	\$ -	\$ -	\$155,300
PADDLE								
Warren River Paddle Trail	\$ -	\$ -	\$300	\$ -	\$ -	\$ -	\$ -	\$300
Trailhead to make use of existing visitor infrastructure within Warren National Park.								
TOTAL								\$3,539,920

SUMMARY OF COSTS

The table below provides a summary of costs per trail, note trail cost includes 1 year of maintenance costs.

TRAIL PROJECT	TRAIL COST	INFRASTRUCTURE COST	TOTAL COST
Primary Trailhead (Pemberton Swimming Pool)	\$ -	\$637,000	\$637,000
Marketing and branding Strategy	\$ -	\$125,000	\$125,000
Signage plan	\$ -	\$30,000	\$30,000
Town gateway statement	\$ -	\$100,000	\$100,000
HIKE			
Beedelup Falls Loop	\$9,000	\$ -	\$9,000
Bibbulmun Track	\$1,190,000	\$ -	\$1,196,800
Dukes Walk	\$6,800	\$ -	\$6,800
Gloucester Tree Loop Walk	\$270,000	\$ -	\$27,000
Gloucester Tree to Cascades Walk	\$162,000	\$ -	\$162,000
Karri Lake Trail	\$56,100	\$ -	\$56,100
Karri Views	\$21,600	\$ -	\$21,600
King Karri Trail	\$34,000	\$ -	\$34,000
Lorrieket Stroll	\$3,400	\$ -	\$3,400
Pemberton Pool Loop	\$27,000	\$200	\$27,200
Pump Hill Trail	\$56,100	\$700	\$56,800
The Cascades/Lefroy Brook Trail	\$32,400	\$300	\$32,700
Trevors Trail	\$44,200	\$500	\$44,700
Warren River Loop Walk	\$297,000	\$600	\$297,600
Woodcutters Loop	\$52,700	\$ -	\$52,700
Yeagarup Sand Dunes Walk	\$51,000	\$ -	\$51,000
Pemberton Circuit Hike	\$1,932,000	\$762,000	\$2,694,000
Carey Brook Trail	\$5,400	\$ -	\$5,400
MOUNTAIN BIKE			
Munda Biddi Trail	\$1,020,000	\$ -	\$1,020,000
Pemberton MTB network	\$391,000	\$14,600	\$405,600
Two Rivers Adventure Ride	\$2,892,000	\$763,000	\$3,655,000
Big Brook Arboretum MTB Network	\$907,000	\$110,500	\$1,017,500
Gloucester National Park MTB Network	\$1,454,000	\$486,500	\$1,940,500
Pemberton Arboretum MTB network	\$727,000	\$110,800	\$837,800
Warren and Greater Hawke National Park MTB Network	\$907,000	\$210,500	\$1,117,500
Gravel cycling routes in Warren State Forest	\$7,000	\$5,000	\$12,000
SHARED USE			
Big Brook Dam Loop	\$8,000.00	\$ -	\$8,000
Rainbow Trail	\$367,200	\$2,720	\$369,920
Bunbury Northcliffe Rail Trail	\$8,990,000	\$23,400	\$9,013,400
Pemberton to Cascades Trail	\$237,400	\$500	\$237,900
XC MTB and trail running network in Warren State Forest East of Gloucester Ridge	\$277,000	\$500	\$277,500
Pemberton Heritage Trail	\$9,800	\$155,300	\$165,100
Woodlands Estate Link	\$247,000	\$ -	\$247,000
PADDLE			
Warren River Paddle Trail	\$17,000	\$300	\$17,300
GRAND TOTAL	\$22,718,900	\$3,539,920	\$26,265,620

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