



Shire of  
Serpentine  
Jarrahdale

# Jarrahdale Trail Town

## Business Case and Implementation Plan

*Draft June 2021*



# Acknowledgements

The Shire of Serpentine Jarrahdale acknowledge the Traditional Custodians of the land on which we work and live, and recognise their connection to the land and waters of this area. We pay respect to Elders past, present and emerging.

The Shire would like to thank all of those who contributed to the development of this business case and for their ongoing commitment to making Jarrahdale a fantastic trails destination.

Version No.	Date	Purpose/Change	Editor
V1	29/03/2021	Initial Draft Report	Neil Tredwell
V2	14/05/2021	Updated Draft Report	Neil Tredwell
V3	21/05/2021	Updated Draft Report	Neil Tredwell
V4	28/05/2021	Updated Draft Report	Neil Tredwell
V5	03/06/2021	Final Draft Report	Neil Tredwell

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# Executive Summary

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. A Trail Town incorporates trail centres and typically has multiple trail networks. A Trail Town may also consist of a number of sites, hosting several signed and mapped trails of varying type and classification.

The Shire of Serpentine Jarrahdale has an aspiration to support the further development of Jarrahdale to become an accredited Trail Town. Building on the strengths of current trails offerings, community led development, maintenance of trails and a unique positioning that offers a trails destination less than one hours drive from central Perth, Jarrahdale Trail Town offers visitors and residents the opportunity to access equine, walking, mountain biking, running and heritage trails offerings, supported by complementary services and infrastructure.

Jarrahdale has always been a trails mecca and provides an abundance of opportunities to walk, run, horse ride and cycle. Jarrahdale is easily accessible to 32 trails/networks comprising 20 bush and urban walking trails, two shared use trails, two mountain biking trails/networks and eight bridle trails/networks. Two of these trails are state level, seven are regional level and the remaining 23 trails are local level trails there is something for everyone at Jarrahdale.

Jarrahdale is one of Western Australia's most historic settlements located 45 km south-east of Perth in the Darling Range. Originally a logging town that exported jarrah timber to the world. In recent years the town has seen a significant increase in the number of visitors coming to Jarrahdale to use the trails, particularly through the COVID-19 pandemic period. As its popularity as a trails destination grows, it could be said that Jarrahdale is already an informal Trail Town.

There is now a fantastic opportunity for Jarrahdale to become a fully accredited Trail Town as sanctioned by Trails WA. This *Jarrahdale Trail Town Business Case* has been developed to provide strategic guidance to assist the Shire to support Jarrahdale to become one of Western Australia's primary trails destinations and Perth's most popular Trail Town for visitors seeking equestrian, bushwalking and heritage trail experiences. Key priorities and recommendations have been identified and aligned with the WA Trail Towns Accreditation Program.

Trail Towns are economic engines for community revitalisation. Through careful planning and by consciously linking trails and local businesses, as well as providing new value-adding amenities and attractions, trails can contribute to building vital, economically stable communities.

It is widely recognised that there has been a global increase in the development, use and demand for trails to service growth and change in participation patterns by visitors and locals alike in trail and outdoor activities generally within a wide range of communities.

The provision of well-constructed trails is vital to ensure that these activities are undertaken in a way that protects natural and cultural values and is environmentally and socially sustainable as well as offering excellent experiences for participants. Consumers are increasingly seeking trails that facilitate their enjoyment and appreciation of an area or trail activities through supporting services, visitor products, interpretation and accessible information.

Ongoing consultation with the community and key stakeholders has occurred in relation to the creation of Jarrahdale as a Trail Town. This has been in line with the Shire's Community Engagement Strategy which is based on the International Association of Public Participation

Spectrum of Public Participation. Key consultation mechanisms included a stakeholder workshop, an on-line community survey, one on one meetings with key stakeholders and an Elected Members workshop.

Key opportunities identified in the research and consultation included:

- Trails Tourism is a growth market with Experience Seekers being specifically targeted by Tourism WA.
- Jarrahdale and the broader Serpentine Jarrahdale shire area has many existing trail experiences for a range of trail user types including walkers, trail runners, horse riders and mountain bikers.
- Much planning has gone into trails in the Shire in recent years and there is a clear framework for development and enhancement of the trails in the area.
- Jarrahdale has existing marketable assets including trails, heritage and equine related attractions and experiences.
- National and Regional Parks are experiencing strong and growing visitations particularly throughout the COVID-19 pandemic period and there is an opportunity to leverage off this increased interest in the outdoors and nature based experiences.
- Jarrahdale is in a strong position to capitalise on the unique equine trails and activities it has to offer.
- Creating Jarrahdale as a Trail Town will create jobs for a growing workforce and boost the local economy with increased visitor spending.
- Jarrahdale's close proximity to metropolitan Perth makes it highly accessible to over 2 million people.
- Strong support exists for the establishment of Jarrahdale as a Trail Town from the local community including the business community.
- Jarrahdale's strengths as a trails destination are its natural beauty, diversity of existing trails (e.g. walking, equine, mountain biking), history and heritage, flora and fauna, tranquility, proximity to Perth and village like feel.
- There is a need for improved accommodation including the diversity of accommodation types on offer.
- There is a strong need for trail support infrastructure and facilities including toilets, parking, shelter, maintenance stations, camp grounds etc.
- Parking and traffic management were raised as major current issues that need to be resolved including more formalised parking.
- There is a need for additional food and beverage offerings e.g. food vans, café, markets.
- There is a need to improve trail and waymarking signage.
- Basic infrastructure improvements are required in Jarrahdale including roads, footpaths, communications and water supply.
- The opportunity exists to improve marketing and promotion of the trails.
- Strong support for establishing Lot 814 Jarrahdale Road, Jarrahdale as a trail centre which would include accommodation (e.g. camping, caravans, RVs), trail related services (equipment hire, maintenance, shuttle services), amenities (toilets, showers, laundry), parking including for horse floats and trailers, wash down areas, drinking water, shelter, food and beverage (café, vending machines, food trucks), first aid. Wi-fi, lockers etc.
- Key considerations for any form of development in relation to the Trail Town included impacts on the environment, local residents, traffic and the general feel and vibe of the town.
- Support for establishing Jarrahdale Oval as a trail head.

- There is support for the enhancement of Heritage Park and developing this into an attraction with walking trails, adventure park, nature play, sculptures, picnic and BBQ facilities in a natural environment.
- There was strong support for the Mill Managers House and the No.1 Jarrahdale Mill having a role to play in the activation of Jarrahdale as a Trail Town.
- Functions suggested for these two facilities included information/visitor centre, museum, function venue, B&B, café, small bar and art gallery.
- Local businesses are interested in becoming trail friendly businesses with support from the community and the Shire.

There is a comprehensive application form which needs to be completed and assessed to become a Trail Town. The form includes eight main sections:

1. Contact Information
2. Introduction
3. Landscape and Setting
4. Existing Tracks and Trails
5. Five A's of Tourism – Access, Attractions, Activities, Amenities and Accommodation
6. Planning and Management
7. Engagement of supporting business
8. Marketing

Within each section there are essential and desirable criteria that need to be answered, assessed and met prior to becoming an Accredited Trail Town.

Trail tourism brings social, economic, environmental, health and community outcomes particularly in regional areas. The following are benefits of becoming a Trail Town:

- Trails spread economic growth to regional areas.
- Trail tourism brings people to towns.
- Trails promote healthy communities.
- Trail tourism brings new businesses, jobs and volunteer opportunities.
- Trails build community and cultural capacity.

There is a large amount of evidence demonstrating the positive economic and social impact of trails. Trail tourists are known to spend more and stay longer.

A series of key priority areas contain prioritised recommendations grouped in the themes (based around the Trail Town Accreditation criteria) required to develop a Trail Town.

The recommendations listed as *High* priority are essential criterion within the Trail Town accreditation form, or they mitigate a significant risk. These projects should commence within 1-3 years. *Medium* priority criterion are focused around recommendations that have known external factors, are not essential for Trail Town accreditation but are desirable, or do not have the Shire resources to commence immediately, however will contribute positively to Jarrahdale becoming an accredited Trail Town. These projects should commence within 3-6 years. *Low* priority indicates that the recommendation is not essential for Trail Town accreditation and add some value to Jarrahdale becoming a Trail Town, but have less positive impact than medium and high priority recommendations. These projects should commence after 6 years. A number of ongoing recommendations have also been developed which should be implemented over the next 10+ years. A cost estimate has also been provided, this is a high level estimate and is provided to assist with calculating the level of investment. Each project needs to be further defined and costed once more detailed designs and information is determined. A lead agency has been

identified and this has been bolded and partners have also been identified that would play a key role in implementing the initiative.

A three-year implementation plan for the recommendations identified as having a high priority has been developed. These are grouped under the same nine areas and a total cost for each area and year for the complete three year period has been developed.

The direct investment estimated in this business case to develop and enhance Jarrahdale as a Trail Town is \$35.292 million which will generate positive economic benefits, both during construction and development of the trails and associated infrastructure, and through the on-going generation of visitors through tourism and the associated spend and flow-on effects generated by the visitor economy.

This investment will enable Jarrahdale to become an integrated, high quality and sustainable Trail Town in one of Western Australia's premier tourism regions. Visitors will enjoy high quality tourism experiences and will likely return with plans to further utilise the trails and spread the word to their connections to visit also. The generation of additional visitation will also increase the demand for services such as accommodation, food and beverage, and trail related services such as equipment hire and supplies, guided tours and shuttle services.

It is forecast that the total economic impact of investing in the Jarrahdale Trail Town, as a result of the direct investment, will be \$61.517m. This will support up to 137 jobs (includes 77 direct and 60 flow on/indirect jobs) over the lifespan of the implementation plan.

It is forecast that the additional economic impact as a result of the development of the visitor economy and increased visitation within Jarrahdale, will be \$246.79 million over 7 years. This includes \$142.18 million directly and \$104.61 million indirectly through the supply chain and consumption effect. This will support up to 533 jobs over a minimum 7 year period.



# 1. Introduction

Located approximately 45 kilometres from the Perth CBD, the Shire of Serpentine Jarrahdale is set against the picturesque backdrop of the Darling Scarp, within the Peel region of Western Australia. Home to the breathtaking Serpentine Falls and Serpentine Dam, residents and visitors enjoy the picturesque environment with bushwalks through the forested hinterland of the Darling Range. Forested hills and wetlands are complemented by areas of wilderness, and an abundance of wildflowers and wildlife. This unique landscape delivers an enviable rural setting in close proximity to a major metropolitan area. Coastal flats are dominated by rural residential properties with a mix of natural vegetation and cleared grazing land supporting a vibrant equine industry.

Home to pristine natural attractions that are ripe for tourism investment, and exciting developments across new industrial precincts, the Shire is transitioning into a prosperous metropolitan hub with strong country values. With a resilient community who is passionate about retaining a country-feel within a fast-paced environment, and a Council determined to see progress with that in mind, the future for the Shire is full of exciting opportunities.

Static and declining visitor levels into the Peel region is a current threat identified within the Peel Economic Development Infrastructure Strategy, attributed to an inability to support growth and tourism products and services. The Strategy's recommendations to close known gaps within the regions tourism offerings include (broadly) upgrading and expanding trails, developing tourist attractions (and accommodation), and specifically the recommendation to develop a stronger trail focus, immersing visitors in natural settings, including new trails, extensions and upgrades to existing trails and providing connections to amenities in towns and hubs.

Jarrahdale is one of Western Australia's most historic settlements, originally a logging town that exported jarrah timber to the world. As Western Australia's very first timber town, dating back to the 1800's, Jarrahdale was entered on the National Trust's list of heritage classified places in 1997. The town is home to walking, mountain biking and bridle trails, and boasts an eclectic mix of retail stores, restaurants and wineries.

The township of Jarrahdale is largely surrounded by forest. In recent years the town has seen a significant increase in the number of visitors coming to Jarrahdale to use the trails, particularly through the COVID-19 pandemic period. As its popularity as a trails destination grows, it could be said that Jarrahdale is already an informal Trail Town.

With the Shire's hypergrowth continuing, job creation is a high priority of Council to ensure the liveability of Shire townships, and Jarrahdale's heritage and trail offerings provide an opportunity to create jobs for residents.

The Shire of Serpentine Jarrahdale, Jarrahdale Trails Town Business Case has been developed to provide strategic guidance to assist the Shire to become one of Western Australia's primary trails destinations and Perth's most popular Trails Town for visitors seeking equestrian, bushwalking, mountain biking and heritage trail experiences.

The aims of the Business Case include:

- Creation of Jarrahdale as a highly accredited Trails Town.
- Identify the gaps in a total trail visitor experience in Jarrahdale.

- Highlight the many tourism and trail assets already existing in Jarrahdale and provide a plan to capitalise on these.
- Focus strategic investment and support of trail and related infrastructure and services.
- Maximise promotion of Jarrahdale's unique offerings to a broad visitor market.

This Business Case includes broad objectives and a variety of recommendations as a framework to assist the planning and development of trails and trail-related products for the Shire to achieve Trail Town accreditation.

The Business Case includes:

- Executive summary and Introduction.
- A case study for a Trail Town/Trail Hub.
- An outline of the potential market segments.
- A needs analysis for trail development and job creation in the Shire.
- An opportunity summary.
- Community consultation summary.
- Benefits including social benefits of developing a Trail Town.
- Recommendations to achieve Trail Town status including rationale.
- Financial analysis.
- Implementation plan.
- Townsite master plan.

## What is a trail?

Trails are pathways or routes that are used for recreation, tourism and appreciation of natural and cultural values. Trails may be short or long; be part of a trail network or a single journey; be used for one activity or be shared by several different trail activities; be primarily used by local residents or form a visitor attraction; be purpose-built paths or routes designated by signage and information (Western Australian Strategic Trails Blueprint 2017-2021, 2017).

## What is a Trail Town?

### Trail Models

A trail model defines the extent of development for a trail facility. Depending on a number of factors, the scale of trail model can vary significantly from individual trails up to trail centres and trail towns refer Figure 1. The type of trail model should be appropriate to the significance rating of the trail facility and where possible, allow for opportunities to generate revenue that can sustain the development. Refer Table 1 for a summary of trail models relating to significance level.

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. Other trail models such as individual trails, trail network/s and trail centres can also be associated and integrated with a Trail Town (Peel Regional Trails Strategy, 2019).

Table 1: Trail models, significance, scope and extent

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

### Individual Trails

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

## Trail Network

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

## Trail 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

**Trail Towns can be defined as a population centre that offers a large range of high-quality trails, trail user related services, facilities and businesses, strong branding, supportive management and governance.** Trail Towns normally host several signed and mapped trails of varying types and classifications and/or a trail network of linked trails accessed via trailheads or trail centres. Essential facilities and visitor services are available within the vicinity and are typically provided by established independent businesses or Local Governments. Trail Towns require:

- Visitor Information.
- Attractions and Activities.
- A Trail Centre.
- General Services and Supplies.
- Trail Networks.
- Accommodation.
- Individual Trails.
- Equipment Hire.
- Amenities and Facilities.

## Trail Precinct

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

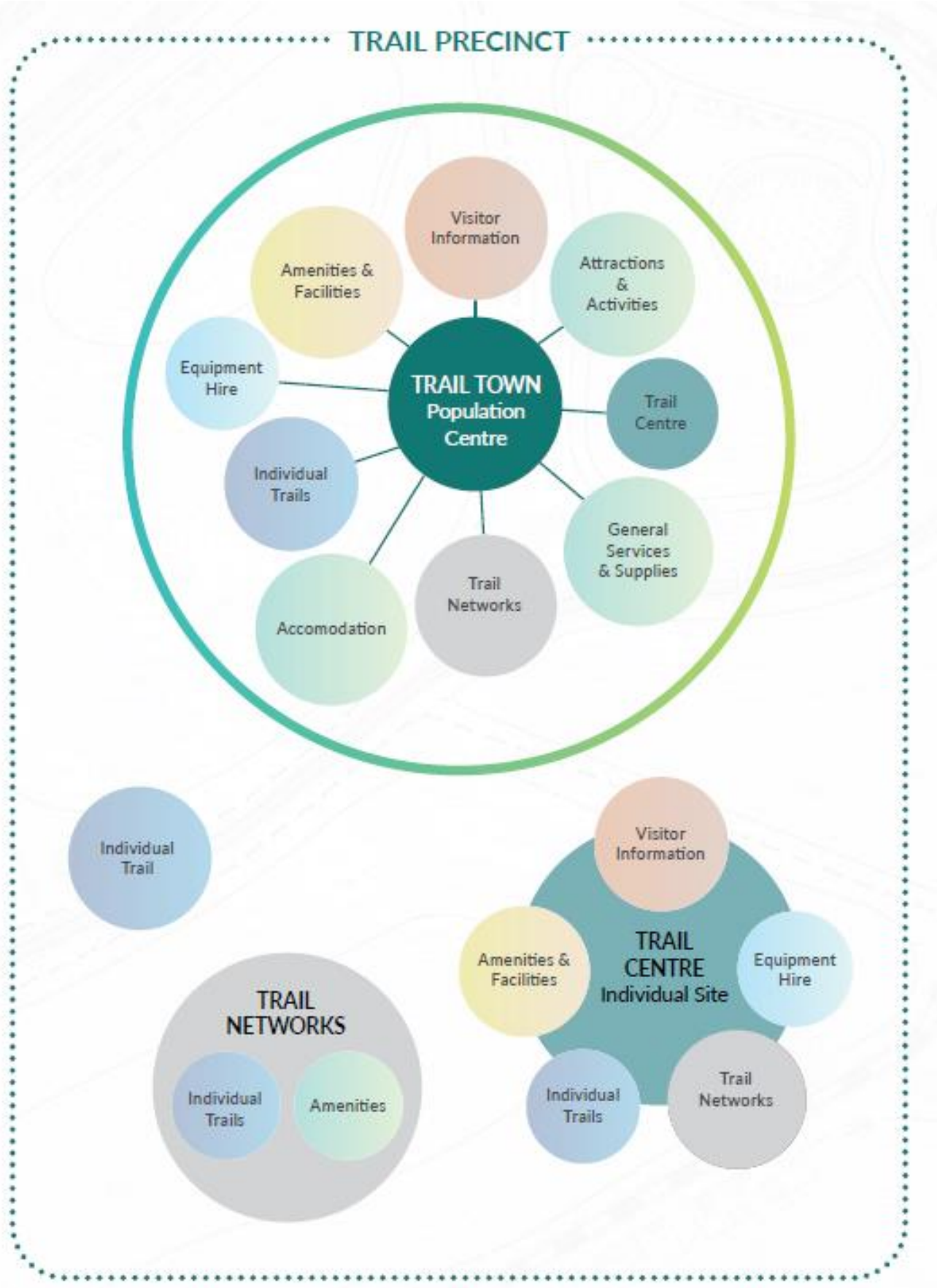


Figure 1: Trail Models as defined in the WA Strategic Trails Blueprint

## Methodology

The development of the Business Case involved a series of key stages and processes including:

- Defining the project scope.
- Literature review of existing research, strategies, plans and documents.
- Identification of needs, market demands and trends.
- Extensive consultation including interviews with key stakeholders, a community forum with government agencies, community champions, organisations and local businesses and an online community survey.
- Site visits to Jarrahdale, surrounding areas and specific trails.
- Workshop with Elected Members.
- Preparation of a Business Case report.

## Sustainable Trails Planning and Development

The *Department of Local Government, Sport and Cultural Industries* (DLGSCI) and the *Department of Biodiversity, Conservation and Attractions* (DBCA) have partnered to develop a *Trails Development Series* to provide best practice guidance to any trail proponent.

The Trails Development Series is presented in four parts:

- Part A: A Guide to the Trail Development Process.
- Part B: A Guide to Community Consultation.
- Part C: A Guide to using Multi-Criteria Decision Analysis (MCDA).
- Part D: Checklists and Templates.

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

Ensuring sustainable trails both from a management and trail experience perspective requires a thorough development process. Working within a standardised methodology is especially important in high conservation areas where trail planning, design and construction needs to be done right the first time. Building rigour into the trail development process will ensure trail proposals are transformed into high-quality, low-maintenance assets on the ground.

The Trail Development Process involves eight stages (Figure 2) and encompasses a constant evaluation, review and improvement process as trails are being developed, maintained, extended or renewed. Where possible, each stage should be completed before moving on to the next stage, although some overlaps may be possible (Trails Development Series, 2019).

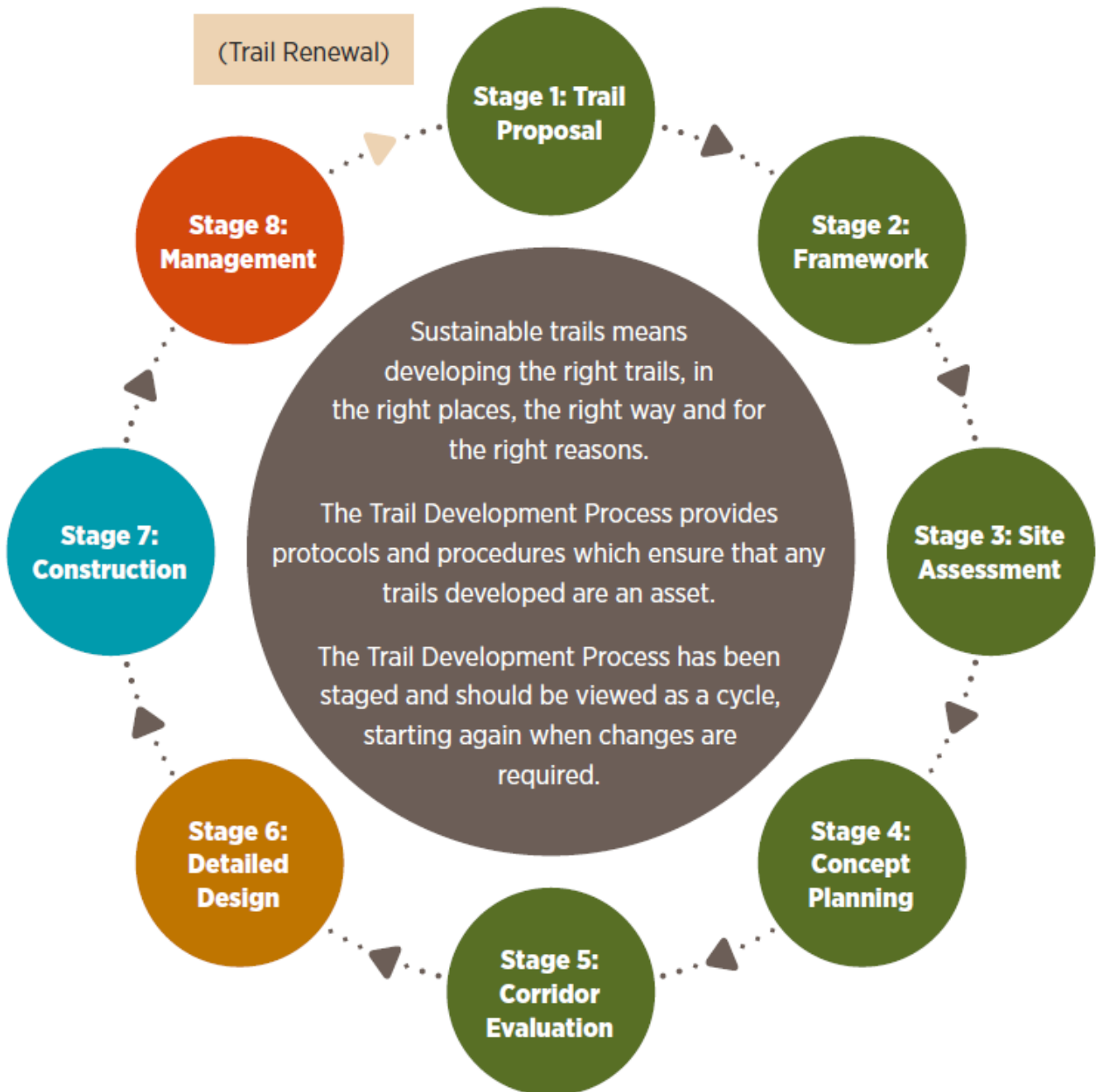


Figure 2: Eight Stages of the Trail Development Process as identified in the Trails Development Series

## Environmental and Cultural Considerations

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 sensitive ecosystems and old growth trees.
- Keeping users on designated trails.
- Reducing fire management risk (i.e. knowing where users will be).
- Applying standard trail widths, minimising the disturbance footprint and associated effects.
- Development provides the opportunity to rehabilitate trails that are unsustainable and impact environmentally sensitive areas.
- Creating stewards for the environment 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.
- Following State Government legislation regarding vegetation removal.

Locations that are popular for trail-based recreation 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 strategy, traditional owners will be consulted in accordance with the relevant legislation and any other requirements (Peel Regional Trails Strategy, 2019).

## Sustainable Tourism

The United Nations World Tourism Organisation (UNWTO), a United Nations specialised agency and is responsible for the promotion of Sustainable Development Goals, responsible, sustainable and universally accessible tourism geared towards the achievement of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs). (Tourism for SDGS, 2021)

Sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

It will be important through Jarrahdale becoming an accredited Trail Town that these goals should be adhered too in order to protect Jarrahdale's unique environment, cultural and natural heritage and provide socio-economic benefits equally to all stakeholders.



## Strategic Context

A series of statewide, regional and local plans, strategies and documents have been prepared in recent years that guide trail development, provision and management within the broader Peel region and locally within the Shire. An overview of the key pieces of work and strategic initiatives identified have been provided as they relate to the creation of Jarrahdale as an accredited Trail Town. A more detailed description of each document is provided in Appendix A.

### State/Regional Documents

Table 2: Overview of key strategic initiatives at a state and regional level that support the creation of Jarrahdale as a Trail Town

Overview	Strategic Initiatives
<b>Western Australian Strategic Trails Blueprint 2017-2021</b>	
The Western Australian Strategic Trails Blueprint 2017–2021 (the Blueprint) is an overarching guide for consistent and coordinated planning, development and management of quality trails and trail experiences across Western Australia	<ul style="list-style-type: none"> <li>It provides a vision, guiding principles, strategic directions and actions for consideration across the State for government, trail managers, landholders, trail support groups, tourism operators and the community.</li> <li>It highlights that quality trails have the ability to create “Trail Towns”, “Trail Centres” and “Trail Networks” which embrace and benefit communities on an economic, tourism and social level.</li> </ul>
<b>WA Hiking Strategy: Bushwalking and trail running in Western Australia 2020 – 2030</b>	
The purpose of this document is to provide a strategic direction for hiking in Western Australia. It identifies the potential social, cultural, economic, environmental, health and wellbeing outcomes for the State, and articulates a direction for realising these. It seeks to maximise the opportunity for all Western Australians and visitors to benefit from access to an appropriate range of hiking experiences and will guide the sustainable development of hiking activities and associated trails’ infrastructure	<ul style="list-style-type: none"> <li>Research revealed that hikers cite being able to access trails close to home as a strong reason for their use. Almost 80% of WA residents live in the Perth metropolitan region, yet only about one quarter of existing hiking trails are within close proximity and are not necessarily serving the needs of users. This presents a great opportunity for Jarrahdale given its close proximity to metropolitan Perth and its diversity of walks and hikes.</li> </ul> <p>Key strategies identified that align with the Jarrahdale Trail Town include:</p> <ul style="list-style-type: none"> <li>Increase hiking opportunities of varying experience and classification across targeted Western Australian locations through developing more half- and full-day loop trails near population centres and adjoining long distance trails.</li> <li>Improve hiking experiences linked to public transport networks.</li> </ul>
<b>Taking the Reins: The Western Australian Recreational Horse Trail Strategy</b>	
This Strategy has been developed to provide clear guidance and structure for decision makers, land managers, trails planners and the horse trail community. It is a coordinated, structured approach to horse trail access, development and management, driven by an overarching vision.	<p>A key objective of the strategy was: Easily located trails, with current and accurate trail information, that are readily and safely accessed.</p> <p>Relevant Strategies:</p> <ul style="list-style-type: none"> <li>Engage with Main Roads and Local Government Authorities to promote the installation of horse-friendly road crossing points, signage and horse holding bays at high priority crossings.</li> </ul>

Overview	Strategic Initiatives
<p>Taking the Reins aims to ensure that Western Australia takes advantage of the opportunities and benefits that horse trail riding presents, whilst at the same time addressing existing and future challenges.</p>	<ul style="list-style-type: none"> <li>• Develop agreed standards for design of float parking facilities that meet the needs of horse riders. Work with land managers to adopt and implement the designs.</li> <li>• Continue to promote the importance of horse trails to Australian and Western Australian cultural heritage noting the Shire has the highest rate of horse ownership in the state.</li> </ul>
<p><b>Peel Regional Trails Strategy 2019</b></p>	
<p>The Peel Regional Trails Strategy (PRTS) has been developed to guide future strategic investment in trails recreation, tourism and event development across the Peel region of Western Australia (WA). The Strategy reflects the aspirations of the 5 local government's in the Peel Region (City of Mandurah, Shire's of Boddington, Murray, <u>Serpentine Jarrahdale</u> and Waroona) to become an economically, environmentally and socially sustainable trails destination.</p> <p>Aligned with the Western Australian Strategic Trails Blueprint 2017-2021 this Strategy considers bushwalk, urban walk, mountain bike, cycling, equestrian, 4WD, 2WD and trailbike trails.</p>	<ul style="list-style-type: none"> <li>• The Peel Region will offer visitors and locals accessible and immersive trail experiences, supported by a suite of visitor services offered within Trail Towns, trail centres and trail networks.</li> <li>• <u>Development of Jarrahdale as a Trail Town has been identified as a regional priority in the PRTS.</u></li> <li>• There are significant tracts of land in the Peel Region which are currently under active mining leases or in the process of rehabilitation. Discussions with Alcoa and South 32, indicated both companies are beginning to recognise the value of trails in the community and looking at the possibilities of working with stakeholders in including trails in areas of rehabilitation and on parcels of land under mining leases but yet to be mined.</li> <li>• There are many Equestrian trail experiences on offer in the Peel Region (primarily within the Shire of Serpentine Jarrahdale), ranging from short loops to day rides.</li> <li>• Based on the trail user survey a majority of horse riders are female and aged 44-54. Most rate their technical ability advanced and ride with a friend or partner and prefer defined basic camping if staying overnight.</li> <li>• A gap has been identified for equestrian infrastructure and facilities with the need to ensure trail developments have adequate infrastructure relevant to scale of development proposed and to develop trail opportunities focused around trail centres and visitor servicing. It notes that as trail centres, trail hubs and visitor services make horse riding more accessible, however there are currently no locations that have trail centres or locations that have infrastructure to meet trail centre criteria in the Peel region, creating Jarrahdale as a Trail Town will address this.</li> <li>• Current participation rates state-wide for walking and bushwalking are high and growing. With population expected to double in the northern Peel Region by 2050 ensuring access to walking trails will be critical.</li> <li>• Trail running is an emerging trail use which is growing in popularity.</li> <li>• National, regional and local locations have minimum infrastructure and facilities requirements, but few of the locations assessed in the Peel region meet these in particular for trailhead signage and trail markers.</li> <li>• Increase the quantity of sustainable purpose built equestrian trails in strategic locations including Jarrahdale.</li> <li>• Prioritise investment in fewer trails, with a focus on providing quality experience and facilities.</li> <li>• Ensure trail developments have adequate infrastructure relevant to scale of development proposed.</li> <li>• An estimated 264,000 (13.2%) Perth residents ride for recreation in a typical week. Perth is one of the fastest growing capital cities in the country and Peel one of the fastest regions, but less than 180,000</li> </ul>


Overview	Strategic Initiatives
	<p>(9%) of residents have good access to purpose-built mountain bike trails. This is a great opportunity for Langford Park.</p> <ul style="list-style-type: none"> <li>• Current participation rate state-wide for cycling is 12.4%. With population expected to double in the northern Peel Region by 2050 ensuring access to safe cycling routes for commuting and recreating will be critical.</li> <li>• There is opportunity to improve governance structures supporting trails within the Peel region by combining representatives from relevant organisations based on geographic distribution of trail development. Strengthening the role, representatives and resourcing of the WA Trails Reference Group as outlined in the WA Trails Blueprint is also imperative to effective management of trails going forward.</li> <li>• Jarrahdale captures Serpentine NP, Karnet Reserve, Gooralong Conservation Park and Jarrahdale State Forest within its development zone creating a single Nationally significant location. Proximity to a growing population and high scenic quality give this location significant potential for bushwalking and trail running. Existing trails are well used and placing a focus on improving quality of trail experience will be important in development of trails in the area.</li> <li>• Jarrahdale captures Serpentine NP, Gooralong Conservation Park and Karnet Reserve within its development zone creating a single regionally significant location. Proximity to a growing population, existing demand and high scenic quality give this location significant potential for mountain biking. Although there is significant potential it is constrained by conservation reserve and limited existing infrastructure.</li> <li>• Jarrahdale captures Serpentine NP and Karnet Reserve within its development zone creating a single Nationally significant location. Proximity to a growing population and high scenic quality give this location significant potential for equestrian trails.</li> </ul>
<b>Perth and Peel Mountain Bike Master Plan 2017</b>	
<p>The Perth and Peel Mountain Bike Master Plan (PPMP) has been developed to guide future strategic investment in mountain bike recreation, tourism and event development across the combined Perth Metropolitan (Perth) and Peel regions of Western Australia (WA).</p> <p>The PPMP reflects the aspirations of a number of key stakeholders and the Western Australian mountain biking community for the Metropolitan Perth and Peel regions to become an economically, environmentally and socially sustainable international mountain biking destination.</p>	<p>This master plan proposes development of a diverse mix of trail types in a range of reserves, including as a priority:</p> <ul style="list-style-type: none"> <li>• Development of Jarrahdale as a regionally significant mountain bike trail town with at least 30km of mountain bike trails, to attract the recreation and tourism markets from the nearby nationally significant locations.</li> </ul> <p>These developments are intended to:</p> <ul style="list-style-type: none"> <li>• Focus investment on providing high quality key infrastructure and trails, considering the need for rehabilitation of existing trails and sites.</li> <li>• Improve diversity of trail types and classifications.</li> <li>• Improve access and achieve growth in local participation, health and economic benefits and opportunities.</li> </ul> <p>The development of appropriate mountain bike facilities in strategic locations will encourage visitation and expenditure, resulting in a tangible economic impact for the surrounding communities and the regions. It is imperative that revenue-based sustainable management models are established for ongoing facility management and development. Jarrahdale is a small historic timber milling town located 45km south east of</p>

Overview	Strategic Initiatives
	<p>Perth in the Darling Range. The area has existing mountain bike demand due to Langford Park and the Munda Biddi Trail being located in the area, and it could be developed to regional significance. Although there is good opportunity for development it is significantly constrained by conservation reserve and limited infrastructure. Should the constraints be overcome, the area would be capable of hosting a high quality trail network serving the southern Perth Metropolitan and Peel recreation market as well as the tourism market from nearby national locations, including the Perth Hills Precinct, Wungong Trail Centre and Dwellingup Trail town. The opportunities surrounding the township, and the existing infrastructure and services provided make Jarrahdale suited to trail town development in the future and this should be considered in all planning. Lack of land manager support is identified as the location's largest constraint.</p>

## Local Documents

Table 3: Overview of key strategic initiatives at a local level that support the creation of Jarrahdale as a trail town

Overview	Strategic Initiatives
<b>Shire of Serpentine Jarrahdale Local Trail Plan 2019</b>	
<p>The Shire of Serpentine Jarrahdale offers visitors and locals a hills and forest experience, with the Scarp Serpentine and Wungong Gorges being the notable landscape features.</p> <p>The Shire is located on the northern boundary of the Region bordering the outer suburbs of Perth. The Shire is predicted to experience significant population growth to 2026 and beyond with population density to be above 50 people per square kilometre. Given this it will be important to focus on local trails within towns and strategic connections for recreation within, into and out of the Shire. There is also potential within the Shire to capitalise on the tourism potential of trail development. Trails focused on drawing visitors into the region should make the most of the iconic landscape experiences on offer.</p>	<p><u>The opportunities surrounding the township, and the existing infrastructure and services provided make Jarrahdale suited to Trail Town development in the future and this should be considered in all planning.</u></p> <p>A series of recommendations relate to the establishment of Jarrahdale as a Trail Town and are further elaborated on in Section 4 Trail Opportunities below.</p>

Overview	Strategic Initiatives
<b>Shire of Serpentine Jarrahdale Strategic Community Plan 2017-2027</b>	
<p>Council's principal 10-year strategy and planning tool. It is the principal guiding document for the Shire's strategic planning. Community engagement is central to this Plan.</p> <p>Our vision: City living offering a rural lifestyle with abundant opportunities for a diverse community.</p> <p>A strategic objective has been developed for each of four key themes of community interest, being:</p> <p><i>People: A connected, thriving, active and safe community.</i></p> <p><i>Place: A protected and enhanced natural, rural and built environment.</i></p> <p><i>Prosperity: An innovative, commercially diverse and prosperous economy.</i></p> <p><i>Progressive: A resilient organisation demonstrating unified leadership and governance.</i></p>	<p>Desired outcomes for each objective have been determined and strategies to achieve the outcomes established. Of particular relevance to the creation of Jarrahdale as a Trail Town are objectives 1.1, 1.2, 2.2, 3.1 and 3.2.</p> <p>Other key outcomes included:</p> <p><i>“Conservation of natural vegetation is important as the landscape offers an opportunity to promote the Shire as a ‘trails hub.’”</i></p> <p><i>“Actively support tourism growth within the district.”</i></p>  <p>The infographic details the following objectives:</p> <ul style="list-style-type: none"> <li><b>People:</b> A connected, thriving, active and safe community. <ul style="list-style-type: none"> <li>1.1 A healthy, active, connected and inclusive community</li> <li>1.2 A recognised culture and heritage</li> <li>1.3 A safe place to live</li> </ul> </li> <li><b>Place:</b> A protected and enhanced natural, rural and built environment. <ul style="list-style-type: none"> <li>2.1 A diverse, well planned built environment</li> <li>2.2 A sustainable natural environment</li> <li>2.3 A productive rural environment</li> </ul> </li> <li><b>Prosperity:</b> An innovative, commercially diverse and prosperous economy. <ul style="list-style-type: none"> <li>3.1 A commercially diverse and prosperous economy</li> <li>3.2 A vibrant tourist destination experience</li> <li>3.3 An innovative, connected transport network</li> <li>3.4 An innovation centre of excellence</li> </ul> </li> <li><b>Progressive:</b> A resilient organisation demonstrating unified leadership and governance. <ul style="list-style-type: none"> <li>4.1 A resilient, efficient and effective organisation</li> <li>4.2 A strategically focused Council</li> </ul> </li> </ul>
<b>Shire of Serpentine Jarrahdale Economic Development Strategy 2018-2023</b>	
<p>This Economic Development Strategy provides the overall direction as well as a tactical action plan to achieve the community's aspirations of “An innovative, commercially diverse and prosperous economy as expressed in the Strategic Community Plan 20107-2027 and SJ 2050.”</p> <p>In summary it provides:</p> <ul style="list-style-type: none"> <li>• A 5 year strategy and action plan to guide economic development activities.</li> <li>• Identifies specific competitive advantages, clusters and growth opportunities.</li> <li>• Provides strategies and detailed actions to deliver on the community's aspirations and goals for the future economic growth.</li> </ul>	<p>Despite the strong population and economic growth, many residents have to leave the Shire every day to go to work. Based on the 2016 Census data, 79% of local resident workers (10,181 people) seek employment outside of the Shire. This outflow of workers costs the local economy \$31 million in local expenditure and 411 jobs. This cost will continue to increase until more local jobs are provided. Developing Jarrahdale as a Trail Town will assist in addressing this challenge and will create local employment opportunities.</p> <p>A number of the key competitive advantages identified in the Strategy relate to trails and developing Jarrahdale into a Trail Town:</p> <ul style="list-style-type: none"> <li>• The Shire's Strong Natural Amenity.</li> <li>• Emerging Tourism Markets.</li> <li>• Existing Equine Industry.</li> </ul> <p>The arts and recreation sector was identified as having a both a high competitive advantage and strong likelihood of economic growth.</p> <p>Tourism, trails and events were identified as an opportunity to enhance economic development activity for the Shire along with the Equine Industry.</p> <p><i>“Further development of local tourism industry including accommodation, trails and other nature-based/adventure tourism products/experiences, including wellness tourism as well as events.”</i></p>

Overview	Strategic Initiatives
	<p>A key initiative of the Strategy is to:</p> <p><i>“Proactively develop trails for mountain biking, motor cycling, horseback riding and hiking to promote tourism.”</i></p>
<b>Shire of Serpentine Jarrahdale Tourism Strategy</b>	
<p>The purpose of the Tourism Strategy (Strategy) is to provide direction for the sustainable development of tourism in the Shire of Serpentine Jarrahdale. Its core aims are to:</p> <ul style="list-style-type: none"> <li>• Identify opportunities for development of new and upgrading of existing tourism product to meet future visitor expectations and demands.</li> <li>• Identify the need for new investment and infrastructure that supports the development of tourism in the Shire.</li> <li>• Provide relevant, research-based information on current and future tourism supply and demand.</li> <li>• Provide recommendations on the focused priorities for engagement with key industry stakeholders, potential investors, customers and the community.</li> </ul>	<ul style="list-style-type: none"> <li>• A number of key areas were identified and explored, resulting in the development of eight tourism priorities that will take the Shire forward towards its goal of transforming Serpentine Jarrahdale into a high-ranking day-trip and holiday destination. All eight priorities have relevance to establishing Jarrahdale as a Trail Town.</li> <li>• The most relevant was: <u>Trails and expansion of the region’s trail network, “On the Trail”</u> – This priority reviews the existing trails network and considers the opportunity for Serpentine Jarrahdale to become a highly desirable Trail Town destination.</li> <li>• Branding and Wayfinding, Finding the Way – This priority identifies the need for an innovative, consistent, consumer-centric tourism brand for the Shire of Serpentine Jarrahdale. This section also considers wayfinding – the means by which potential visitors discover the locality and, once they’ve decided to visit, move easily from point to point within it, so that maximum exposure of the area’s tourism attractions is achieved. This will be an important component of establishing Jarrahdale as a Trail Town.</li> <li>• Food Tourism, Food for Thought – This priority leverages the region’s agricultural roots to develop opportunities in the food and wine tourism sphere. A range of food and beverage offerings will be important in Jarrahdale.</li> <li>• Equine Tourism, Horses for Courses – This priority recognises Serpentine Jarrahdale’s peak position in Western Australia’s equine tourism sphere and explores the potential for equine-based tourism across various areas of activity. Equine trails will be a key feature and point of difference for the Jarrahdale Trail Town.</li> <li>• Attractions (Natural, Cultural and Historic), Go Natural – This priority explores ways to develop sustainable tourism visitation through the significant portion of the Shire that is included in the natural estate. This includes large tracts of land in and around Jarrahdale.</li> <li>• Adventure Tourism, Tap into Adventure – This priority takes advantage of the topography of the land in many parts of the Shire to develop healthy activities that will attract significant numbers of tourists. Adventure tourism integrates with other tourism priorities, such as trails and a number of private sector initiatives. Trails and their associated activities can be forms of adventure tourism.</li> <li>• Tourist Accommodation, Stay...Just a little longer – This priority recognises that the availability of appropriate tourist accommodation in the shire is critical to the development of short-stay tourism. This priority considers options for development, including the creation of a major tourist accommodation and activities hub in Jarrahdale. This will be important for the Jarrahdale Trail Town.</li> <li>• Events, In the Event – This priority considers how the addition of regular and occasional events will help attract large numbers of special interest tourists to the Serpentine Jarrahdale area. This could include trail based events such as trail running and endurance rides.</li> </ul>

Overview	Strategic Initiatives
<b>Shire of Serpentine Jarrahdale Equine Strategy 2018</b>	
<p>The Shire of Serpentine Jarrahdale Equine Strategy 2018 (the Strategy) seeks to understand the nature of the equine sector in the Shire, its position in relation to the Peel Region and the State, and to establish goals and strategic actions to achieve to ensure there is continued support and development of the sector into the future.</p>	<ul style="list-style-type: none"> <li>• The Shire of Serpentine Jarrahdale is the leading Equine Region in Western Australia. The celebration of this identity would ensure the reputation become widely known, and that external funding and business investment equitably support the local equine community.</li> <li>• The Strategy has uncovered that not only is the equine sector strong within the Shire but that the Shire of Serpentine Jarrahdale is the leading equine hub in both the Peel and the State.</li> <li>• The Shire has an extensive trail network totaling more than 150km. The top equine activities of those surveyed are Trail Riding (62%) and Recreational Riding (54%). 70% of the respondents from outside the Shire had used the Shire's trails in the last 12 months, highlighting it as a clear attraction.</li> <li>• The Southern Equine Hub includes 6km of trails in Serpentine and the Jarrahdale Bridle Trail that heads north and covers a 28km loop through the forest. Slightly off South Western Highway, with a population of 50,000 (people) on the doorstep, is a site that can be activated as trailhead. This is the Strategic Tourism Site at the starting point of the Multi-use Rail Trail (16km return from Whitby to Jarrahdale along the servicing corridor of an old railway line). Both the Jarrahdale Bridle Trail and the Whitby to Jarrahdale Rail Trail should be realigned to start/finish at the Jarrahdale Oval.</li> <li>• The Jarrahdale Oval is intended to be an events space (with no riding on the oval permitted), however can easily function as a trailhead location with parking facilities.</li> </ul>
<b>Shire of Serpentine Jarrahdale Cycling and Walking Plan 2020</b>	
<p>The Shire of Serpentine-Jarrahdale's Cycle and Walking Plan (the Plan) sets out an interim and long term aspirational walking and cycling network for the Shire and includes an implementation program for individual projects that will support the realisation of the Plan's vision and objectives. The entire strategy and path alignment generally follows the Department of Transport's Perth and Peel Long Term Cycle Network Plan.</p>	<p>Wherever possible, the paths included in this plan are to be off road and within the road reserve, with the exception of the route between South Western Highway and Jarrahdale, which is proposed to follow the disused railway line. No paths are proposed through multiple use corridors, through public open space, within drain reserves, Water Corporation pipeline reserve or power line reserves.</p> <p>In relation to Jarrahdale the relatively small population and the planned continuance of rural uses is likely to limit the potential for significant upgrades to the active transport network in the near future. The portion of the Shire east of the Darling Escarpment is characterised by rolling terrain and is sparsely populated. The town site is very small, so only very short sections of path would be needed to improve walking and cycling within the town centre.</p> <p>The Jarrahdale precinct has a generally good path network given its small size and relative isolation. However, like the Serpentine precinct, bicycle parking facilities are few and far between. The path along the town site section of Jarrahdale Road (between Buckland Road and Kingsbury Drive) caters for the demand to access key attractors. Recommendations include:</p> <ul style="list-style-type: none"> <li>• Extend path on Atkins Street to Marginata Parade and Jarrahdale Road. Install crossover at Jarrahdale Cemetery.</li> <li>• Install path on Oak Way and Brady Road.</li> <li>• Any future sealing of Millars Road (to connect the town centre with the oval) should incorporate a path that should continue on to Nettleton Road and connect to Langford Park.</li> <li>• Install bicycle parking at key facilities within the town centre.</li> </ul>

Overview	Strategic Initiatives
<b>Shire of Serpentine Jarrahdale Trail Development Business Case 2020</b>	
<p>Three key trail projects have been identified that will provide the Shire of Serpentine Jarrahdale with increased economic, employment and health benefits. These three projects include the:</p> <ul style="list-style-type: none"> <li>• Byford Trail Centre.</li> <li>• Mundijong to Jarrahdale Rail Trail.</li> <li>• Jarrahdale Oval Trail Head.</li> </ul>	<p>The development of the three trail projects will be highly beneficial to not only SJ's economy but also to its residents who will reap multiple health and activity benefits due to their close proximity to the proposed Mundijong to Jarrahdale Rail Trail with accompanying Jarrahdale Oval Trail Head and the Byford Trail Centre which will act as a gateway for walkers, horse riders and trail runners into the Wungong Regional Park.</p> <p>These three trail projects are detailed further in Section 4 Trail Opportunities below.</p>
<b>Shire of Serpentine Jarrahdale Public Art Strategy and Public Art Masterplan 2019-2023</b>	
<p>The Strategy and Masterplan have been produced to guide the Shire of Serpentine Jarrahdale (the Shire) in the development of quality public art projects, guide the use of public art contributions to the Shire, as well as in procuring relevant commissions.</p>	<p>The Shire offers residents and visitors some of the most desirable outdoor settings in the Perth and Peel regions. Given this environment, public art is a powerful way to enhance Serpentine Jarrahdale's liveability and enhance economic development opportunities.</p> <p>The Strategy and Masterplan provides a curatorial and technical framework for new commissions, ensuring that the Shire of Serpentine Jarrahdale's public art collection is cohesive, celebrates local cultural heritage and histories, and supports the development of a dynamic, liveable and viable Shire.</p>



## Key Stakeholders Groups

A wide range of stakeholder groups are involved or have an association with trail planning, development, management and promotion of trails within Jarrahdale and these include:

### Local Trail and Community Groups

**Jarrahdale Heritage Society** - Jarrahdale Heritage Society, is based at the Old Post Office museum and is run by volunteers who are committed to preserving the area's natural and man-made history. They also conduct award-winning guided walks within and around Jarrahdale on existing trails and paths.

**Jarrahdale Community Collective** - Jarrahdale Community Collective Inc is an incorporated not for profit association comprising of passionate residents who wish to foster the development of Jarrahdale's community and represent the interests of its residents.

**Southern Hills Mountain Bikers** - The Dwellingup Trail Group and Jarrahdale Action Groups have joined forces to better provide for all mountain bikers. Southern Hills Mountain Bikers is open to any mountain biker that has an interest in the many trails located in the Southern Perth area. They cater for all levels of riders and all types of trails. Their aim is to promote, maintain and expand the network of trails.

**Jarrahdale Forest Protectors** - The Jarrahdale Forest Protectors is a local organization whose objective is to establish a zone in the Northern Jarrah Forest to preserve its ecology for the benefit of our community and future generations.

**Jarrahdale Business Owners and Operators** - People who own and/or operate a business within or nearby to the Jarrahdale township.

**Jarrahdale Residents** - People who reside in or nearby to the Jarrahdale township.

**Shire of Serpentine Jarrahdale Equine Advisory Group** - The purpose of the Equine Advisory Group is to provide the Shire with advice in regards to the needs and priorities of the Serpentine Jarrahdale Equine Community and support Council in the delivery of projects to enhance the Serpentine Jarrahdale Equine Industry and Community.

**Serpentine Jarrahdale Trails Working Group** - A Trails Working Group, known as SJ Trails Incorporated has been formed and consists of representatives from local community members and groups who have a vested interest in the development and maintenance of trails within the Shire.

**Perth Hills Tourism Alliance** - The Perth Hills Tourism Alliance (PHTA) is a strategic alliance and demand driver to provide joint tourism marketing spread across the Perth Hills region.

Members include the Shire of Serpentine Jarrahdale, City of Armadale, City of Kalamunda, City of Swan and the Shire of Mundaring.

Key aims of the PHTA are:

- Have Perth Hills recognised as a key tourism precinct.
- Increase visitation.
- Achieve unified marketing.
- Source appropriate tourism investment funding.
- Product and industry development.
- Lobbying and advocacy, and facilitating strategic alliances to achieve all of the above.

## Trail Bodies

**Trails WA** - Is the peak organisation for trails in Western Australia and is responsible for managing and promoting the Trails WA website, Trail Friendly Business Program and the Trail Town Accreditation.

**WestCycle** - WestCycle is the peak body for cycling throughout Western Australia and a representative voice for all bike riders.

**HikeWest** - HikeWest is the peak body and voice for bushwalking / hiking in WA.

**Western Australian Endurance Riders Association** - Western Australian Endurance Riders' Association (WAERA) is the peak body for horse endurance riding in Western Australia.

**Australian Trail Horse Riders Association** - Australian Trail Horse Riders Association is Australia's premier representative body for Trail Horse Riders.

**Munda Biddi Trail Foundation** - The Munda Biddi Trail Foundation administers a range of Trail-related events, co-ordinates volunteers, answers enquiries and supports the wider Munda Biddi community in Western Australia and further afield.

**Bibbulmun Track Foundation** - The Bibbulmun Track Foundation (BTF) is an incorporated, not-for-profit organisation established to provide support for the management, maintenance and marketing of the Bibbulmun Track.

## Relevant Government Agencies

- Department Biodiversity, Conservation and Attractions (DBCA)
- Department of Local Government, Sport and Cultural Industries (DLGSCI)
- Department of Primary Industries and Regional Development (DPIRD)
- Department of Water & Environmental Regulation (DWER)
- Main Roads Western Australia (MRWA)

## Additional Organisations

- ALCOA Corporation
- National Trust of Western Australia

## 2. Trail Town Case Study

The intention of Trail Town accreditation is to provide a destination brand identity and to help boost the local economy. The case study of Crosby, Minnesota, USA demonstrates the benefit of Trail Town development after the local mine had closed in the 1960's. Following some work by the Minnesota State Government in the early 1990's to preserve mining heritage, the town was cleaned up, but still had no visitors until mountain bikers from a club 200 kilometers away discovered the piles of red dirt, that made for excellent terrain. This led to local volunteers building a demo trail and later the State Government investing in creating a 40km track, which was finished in 2011.

The area has now been named one of the best single track trail systems in the Midwest of the USA and this has resulted in:

- 25 miles (approx. 40km) of trails and plans for further expansion.
- 185,000 visitors to the area every year (more than double the number of visitors prior to the trails being developed).
- 25,000 cyclists visiting the area every year.
- \$2 million added to the local economy each year.
- \$382 spend per person per cycling trip.
- 15 new businesses have opened – ranging from accommodation, to places to eat and drink, yoga studio, trail equipment hire and new micro-brewery.
- Trail maps can be downloaded on smart phones.
- Residential rents have increased from \$600 per month to \$600 per week.
- Crosby and the nearby town of Ironton added 132 new jobs between 2011 and 2016 a 7.7% growth rate, twice that of the region.

The town of Crosby has a population size double that of Jarrahdale (2,341 vs 1,200) however is a similar size town footprint. It is anticipated that through the creation of Jarrahdale as a Trail Town it will create a significant number of additional tourist visits and develop the local economy and create employment locally in the Shire. (Could a trail revitalise your town or region?, 2017)



Photos: Examples of Trail Town Services and Businesses

# 3. Trail Market

## Visitor Economy

The visitor economy can play a big role in supporting job creation. The term 'visitor economy' refers to the production of goods and services for consumption by visitors, which includes the industries that directly serve visitors (such as hotels, transport providers, tour operators and attractions), as well as those involved indirectly, such as retail and food production. This recognises that visitor activity does not occur in isolation and contributes to investment and jobs across a range of industry sectors. The visitor economy is now recognised in Australia as an intrinsic, sustainable and a driving part of economic development. It creates long term improvements in the liveability of cities, towns and rural life and significantly improves the prosperity of communities (Why and how local government should engage with Victoria's Visitor Economy, 2018)

A report by the Australian Tourism and Transport Forum (Unlocking Our Great Outdoors, 2017) highlighted that:

- Australia's natural beauty is a key attraction for national and international visitors. Nature-based tourism is one of the fastest growing sub-sectors of the tourism sector and trails are a key component of this sector. Indeed, growth in nature-based travel by international visitors, domestic overnight visitors and day-trippers outpaced the growth rate for overall visitation numbers in all three of these visitor-type categories.
- Nature-based tourism is an important contributor to the economies of regional Australia. Natural assets are often the primary drivers of visitation to a region and are the catalyst for jobs and economic growth.
- After recording flat growth between 2005 and 2011, nature-based tourist numbers have accelerated in more recent years. This has occurred for all three main categories of tourists – international, overnight domestic and day trippers.
- Nature-based visitor expenditure also continues to grow in real terms. In 2016, international visitors spent \$20.0 billion (+6%) on nature-based activities and domestic overnight visitors spent only slightly less at \$18.9 billion (+10%). Domestic day trippers spent a more modest \$2.1 billion on nature-based activities (+3%).
- In 2016, 5.2 million international visitors, or over two-thirds of all the international visitors to Australia, engaged in some form of nature-based tourism. In addition, nature-based tourism attracted 20.1 million domestic overnight visitors in 2016 and 23.6 million domestic day trip visitors.

Other key statistics show that:

- According to Tourism WA an estimated 2.7 million overnight visitors to WA participated in a nature-based activity in 2015-2016 – 27% of all the State's overnight visitors and an increase of 15% per year from 2012-2016.
- An average of 130,000 vehicles visiting Serpentine National Park per year and recent results from Department of Biodiversity, Conservations and Attractions (DBCA) trail usage counters have calculated over 40,000 users of Langford Park Mountain Bike Trails in 2020 an estimated 100% increase (Parks & Wildlife - Serpentine National Park overview, 2020).

A report prepared by TRC Tourism recently in 2020 for Tourism WA (Cape to Cape Eco Accommodation Pre-Feasibility Study 2020, 2020) found that:

- Demand is likely to grow for short and long-distance walking trails due to general tourism growth, increasing interest in nature based and adventure activities and growth amongst markets that have a high propensity for this type of experience.
- International visitors engaging in bushwalking and rainforest walks is increasing each year.
- Domestic overnight trips in Australia involving activities such as bushwalking increased 9%-to-12.8-million-year end December 2018.
- Participating in treks, trails and / or hikes is also rated by visitors to WA as one of the Top 5 motivators for travelling to the State.
- The four target markets particularly drawn to nature and soft adventure based experiences are Women Travellers, Active 55+, Young Adults and Active Families.
- There is an existing market for nature-based activities and bushwalking in the region and considerable potential for growth in walkers. Recent evidence has shown more people getting out into nature as a result of recent COVID19 pandemic restrictions. This trend is likely to continue with more people interested in outdoor activities.
- The World Travel and Tourism Committee (WTTC) identifies walking and outdoor adventure as one of the high value tourism sectors showing strong growth. Supporting this, the United Nations World Tourism Organisation (UNWTO) estimates the outdoor adventure sector has doubled in size in the past five years. The top adventure activities are hiking, cycling, safaris, culinary activities, and wellness-focused activities, with high end custom itineraries remaining high in consumer demand.

## Shire of Serpentine Jarrahdale Tourism Snapshot

The Australian Government agency *Tourism Research Australia* provides a profile for local governments for international travel, domestic overnight travel and/or domestic day travel (Tourism Research Australia, 2021). For the Shire of Serpentine Jarrahdale in 2019 the following information was provided:

- 186 existing tourism businesses operate in the Shire.
- 5,000 international visitors staying 113,000 nights in the Shire on average 23 nights per person, spending \$4 million per annum.
- 42,000 domestic short stays staying 112,000 nights in the Shire on average 3 nights per person, spending \$11 million per annum.
- 258,000 domestic day trips spending \$14 million per annum.

From the figures above, it is reasonable to assume that Jarrahdale is already catering to the domestic day trip market in some way, with 258,000 day trip visitors into the Shire per year. It would appear that a focus on the overnight and short-stay visitor market will create the largest positive impact for Jarrahdale's visitor economy.

Trails commonly create a seasonal tourism surge between October and March, when the weather is warmer which is anticipated to be when the majority of visitors will come into Jarrahdale. This may create opportunities for seasonal businesses and/or events. There is also the opportunity to extend the season to make Jarrahdale an attractive place to visit for trail use all year round, this would involve improved trail services and high-quality experiences including trails that are designed to sustain year round use.

## What Makes a Good Trail Experience?

Trails can be designed for various users. Trails provide outdoor recreational opportunities for local communities. They contribute significantly to our health and wellbeing and provide valuable commuting alternatives. There are visitors who travel around the world seeking Instagram worthy #epictrail experiences. This means that trail users today have higher expectations about their trail experience. Trail users anticipate ease of planning and fact finding, access, high quality regularly maintained infrastructure, facilities and services and complementary packaged options including accommodation, food and beverage and other value-add activities. Considering user experience is essential and central to all aspects of trail design and management. (Recreational Trail Planning, Design and Management Guidelines, 2020)

## Different Types of Trail Experiences

The experiences we offer trail users are based on the planning phase of developing and understanding the broader vision, target markets and following guiding principles for trail development. The experience and the trail users will inform the type of access, materials, trail width, design and grading. The overall trail experience will need to be carefully packaged for the trail user type including facilities, signage, products and services and value-add activities.

During the planning phase of developing a trail, it is necessary to determine the needs of multiple user groups to appeal to multiple demographics. Planning will also need to anticipate usage rates and user capacity.

Trails can be single-use or shared use. It is important to carefully design trails that are shared use to ensure safety and visitor enjoyment without creating conflict between users. Some of the different types of trail experiences are outlined here:

### Bushwalking and Trail Running

Enjoying a recreational trail on foot varies from leisurely strolls to a more intense and strenuous hike through rugged terrain. Walking can be done for commuting or exercising in urban areas or in national parks and reserves, offering overnight and multi-day experiences. Walkers completing a more remote activity are generally looking to immerse in nature or challenge themselves on an adventure hike.

Like walkers, runners can enjoy a range of trail types in urban and hard settings or more remote and wild settings exploring challenging cross country terrain. Trail running continues to grow in popularity with emerging trail running events occurring internationally. Trail running adventures can include orienteering and rogaining challenges.

Bushwalking and Trail Running user types fall on a spectrum from recreational to enthusiast (DLGSC, 2018). Recreational walker and runners typically use the trails close to home whereas enthusiasts are willing to travel to experience specific trails.

### Mountain Biking (MTB)

Mountain biking trails provide a broad range of experiences and possibilities for beginners and family groups, to more adventurous cross-country and downhill riders. Mountain biking may be done for leisure locally or also attract major international competitions. Mountain Bikers are typically divided into five user types based on trail requirements and expectations (Department of

Biodiversity Conservation and Attractions, 2015) they are leisure, enthusiast, sport, independent and gravity.

## **Cycling**

Cyclists often use urban trails for commuting and also enjoy longer cycle trails for short breaks and weekends solo or with family and friends. Trails can include formed bike paths or back roads and remote trails. Gravel riding is becoming a popular way to explore and experience back country adventures on e-bikes. There are cycle tourists (domestic and international) who travel from place to place with their bicycle to better explore a region.

The peak body for cycling in WA WestCycle defines the following user types, commuting, road, track, mountain bike, cyclocross, BMX, touring and race.

## **Horse Riding/Equestrian**

Horse riding includes short recreational riding for a few hours on a weekend or endurance rides with people participating in riding competitions who may use trails for training purposes; long distance riders also enjoy overnight experiences or longer journeys on horseback.

Horse riders can be divided into four user types based on distance and recreation or event based riding. They are horse trail riding, endurance riding, horse trekking and harness driving.

## **Water Trails**

These trails can be used by kayakers, snorkellers, scuba divers, stand up paddle boarders and canoeists. The trail may be purely for the water based activity or paired with on land walking and riding trail experiences. Water trails include boat ramps and remote campsites accessible by water only. When planning for water trails, consideration needs to be given to the types of facilities and services these users may require such as landing areas, secure car parking, signage and safety provisions.

## **Motorised Trails**

Trails for motorized vehicles such as two/four wheel drives and trail bikes come in various forms including maintenance and fire tracks. They also include the sealed road network where drive trails are often based on popular routes that showcase landscapes, views, heritage buildings/features, wineries, natural features and other local attractions.

Sources: (WA Department of Sport and Recreation and TRC, 2017), (Peel Regional Trails Strategy, 2019) and (Recreational Trail Planning, Design and Management Guidelines, 2020)

## Market Segments

When trying to analyse the potential visitors of a Trail Town a broad array of options exist. The complexity associated with defining who the target market is for a mixed-use Trail Town has implications on branding, marketing and positioning, as well as business development. The following are identified as market segments to capture an understanding of potential tourists.

### Local

The local trail user market includes trail users who reside in or near the Serpentine Jarrahdale region. This market is important as many local trail users have worked hard to drive the development of trails, so that others may enjoy them, and without whose efforts many trails would not exist.

There is potential for growth in participation within the local trail user market through ensuring the trails provided are high quality and safe, and community volunteer, sporting and trail care groups are supported to activate the trails.

The local segment is likely to participate in local events and will use trails as a way to connect with their community and area. A trail user survey conducted to inform the *Peel Regional Trails Strategy* received 753 responses from users within the Peel region (46%) and outside the Peel region (54%). The survey indicates that the top three reasons that people use trails are:

1. Experience the outdoors.
2. Fitness.
3. Socialising.

It is therefore important that Trail Town provisions are coupled with community spaces and facilities to enable these users to come together and value-add to their trail experience.

The key visitor markets identified for the Shire within the *Peel Regional Trails Strategy* were:

- Nature based day trippers.
- Heritage day trippers.
- Family holidaymakers.
- Business travelers.
- School/corporate groups.

Factors motivating these visitors included:

- Active and passive outdoor activities.
- Heritage sites, drive routes and guided tours.
- Nature, marine, sightseeing and hospitality.
- Group facilities, nature and outdoor activities.

Figure 3 outlines the visitor markets and factors motivating visitors to the Peel Region including the Shire of Serpentine Jarrahdale as identified in the *Peel Regional Trails Strategy 2019*.



LGA/Shire	Visitor Markets	Factors motivating visitors
Shire of Murray <sup>^</sup>	<ul style="list-style-type: none"> <li>▪ Nature based day trippers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Active and passive outdoor activities</li> </ul>
Shire of Serpentine Jarrahdale <sup>+</sup>	<ul style="list-style-type: none"> <li>▪ Heritage day trippers</li> <li>▪ Mandurah day trippers</li> <li>▪ Family holidaymakers</li> <li>▪ Business travelers</li> <li>▪ School and corporate</li> </ul>	<ul style="list-style-type: none"> <li>▪ Heritage sites, drive routes and guided tours</li> <li>▪ Nature, marine, sightseeing and hospitality</li> <li>▪ Lowcost accommodation and outdoor activities</li> <li>▪ Value-for-money accommodation and hospitality</li> <li>▪ Group facilities, nature and outdoor activities</li> </ul>
Shire of Boddington and City of Mandurah <sup>*</sup>	<ul style="list-style-type: none"> <li>▪ Dedicated discoverers</li> <li>▪ Aspirational achievers</li> <li>▪ Grey explorers</li> <li>▪ Family connectors</li> </ul>	<ul style="list-style-type: none"> <li>▪ Adventure, observation, discovery</li> <li>▪ Indulgence, connection, variety</li> <li>▪ Relaxation, connection, observation</li> <li>▪ Variety, connection, relaxation</li> </ul>

Figure 3: Visitor Markets and Factors Motivating Visitors from the Peel Regional Trails Strategy 2019

## 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 trails with good supporting infrastructure such as hospitality services, accommodation and events or attractions. 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. Destination Trail Users are more likely to be “Dedicated Discoverers” under Tourism WA’s segmentation of “Experience Seekers” (Peel Regional Trails Strategy, 2019).

## 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 and cafes/restaurants etc. Locations that combine these tourist attractions with trail opportunities have the best market appeal for this market segment. Trail Users While on Holiday can be both “Dedicated Discoverers” and “Aspirational Achievers” under Tourism WA’s segmentation of Experience Seekers (the key tourism market identified by Tourism Australia). (Peel Regional Trails Strategy, 2019).

Table 4 compares these two tourism market segments.

Table 4: Tourism market segment comparison

IDENTIFIED TOURISM MARKET	DESTINATION TRAIL USERS	TRAIL USERS WHILE ON HOLIDAY
<b>Experience Seekers</b>		
International visitors that prefer to travel to new and different places	✓	✓
Highly predisposed to Australia's offer	✓	✓
More likely to stay longer, spend more and disperse to regional areas	✓	
Found among all age groups, income levels and geographic locations	✓	✓
<b>And are seeking:</b>		
Authentic personal experiences	✓	✓
Social interactions	✓	✓
Meeting and interacting with the locals	✓	✓
Experiencing something different from their normal day-to-day life	✓	✓
Understanding and learning about different lifestyles and cultures	✓	✓
Participating in the lifestyle and experiencing it, rather than observing it	✓	✓
Challenging themselves – physically, emotionally and/or mentally	✓	
Visiting authentic destinations that are not necessarily part of the tourist route	✓	✓
Exposure to unique and compelling experiences	✓	✓
<b>Dedicated discoverers</b>		
Visitors travelling primarily for learning and new experiences	✓	✓
Those who want to discover something new	✓	✓
<b>Aspirational Achievers</b>		
Visitors travelling primarily for relaxation and indulgence		✓
Those who view travel and holidays as a reward for their hard work and success in life	✓	✓

## **International**

It is relevant to consider this a key market segment that has been identified by Tourism Australia. The traditional target market segments grouped by age, physical features or location have been replaced by the consideration of a combination of characteristics, which brings this segment together under the title of “Experience Seeker” and have the following characteristics:

- Are experienced international travelers.
- Seek out and enjoy authentic personal experiences they can talk about.
- Involve themselves in holiday activities, are sociable and enjoy engaging with the locals.
- Are active in their pursuits and come away having learnt something.
- Are somewhat adventurous and enjoy a variety of experiences on any single trip.
- Place high importance on value and hence critically balance benefit with costs.
- Place high value on contrasting experiences (i.e. different from their day-to-day lives).

This segment constitutes around 30 to 50 percent of all potential long haul outbound travelers from key source markets.

Additional characteristics of the “Experience Seeker” are:

- Being experienced travelers, these people have an expectation of value and access to information.
- They investigate holiday options thoroughly and therefore are knowledgeable consumers.
- They are more likely to engage with local people and lifestyle than the average consumer. They want to absorb and get involved in day to day culture.
- Irrespective of age or nationality, are substantial consumers of non-traditional and mainstream media, being attracted to current affairs, topical, and special interest programs.
- They value the opinions of other travelers.
- They are comfortable accessing information and being exposed to digital information.
- They are more predisposed towards activities that contribute to enhancing them as individuals, through understanding or learning new things.
- Being tertiary educated and inquisitive, these individuals understand how brands work and operate. As such, they understand and would expect brand messages to be succinct, focused on their motivations, and provide a credible compelling message. In such environments, the development of strong brand associations is critical.

## Market Motivators and Needs

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

Source: (Peel Regional Trails Strategy, 2019)

The Trail User Survey conducted as part of the development of the *Peel Regional Trails Strategy* 2019 indicated that trail users are willing to travel larger distances to reach trails with 60% of respondents indicating they would be willing to travel 50km or more. With Jarrahdale being located only 45kms from Perth, this segment can be readily captured with appropriate marketing and high quality infrastructure and experiences. This market includes:

- National visitors travelling for trails.
- Perth and wider WA visitors who are seeking a new experience.
- Perth families seeking a low-cost holiday option.
- Families or couples looking for day-trip / long weekend opportunities.

Other common survey responses that relate to establishing Jarrahdale as a Trail Town were:

- Trail users are multi-disciplinary participating in a range of trail based recreation activities.
- By developing trails and facilities, many locations throughout the project area (including in urban settings) have the potential to encourage and attract new people to trail based activities.
- There is a preference for trails in scenic locations and unique environments.
- Visits to trails in the Peel region are regular with most respondents indicating they visit weekly, monthly or several times a year.



Figure 4: Survey results which was conducted as part of the development of the Peel Regional Trails Strategy 2019

## Trends in Trail Use and Development

It is widely recognised that there has been a global increase in the development, use and demand for trails to service growth and change in participation in outdoor activities in communities and by visitors.

The popularity of individual fitness and recreation activities is increasing while that of organised team sports is static or declining. This is accompanied by a growing diversity in recreation activities aided by developments in technology and the affordability of equipment. Many of these new activities have a strong lifestyle and/or adventure focus and motivated supporters who are closely involved in the development and maintenance of trails.

Walking, bushwalking and horse-riding as ways of experiencing natural environments have been joined by mountain biking and trail running and the emerging trend of riding electric assist bikes. The growth of paddling and underwater sports has led to demand for water-based trail facilities, while the popularity of four-wheel driving and off-road trail biking has resulted in requests for development of additional trails and routes for these activities.

The provision of well-constructed trails is vital to ensure that these activities are undertaken in a way that protects natural and cultural values and is environmentally and socially sustainable as well as offering excellent experiences for participants. Consumers are increasingly seeking trails that facilitate their enjoyment and appreciation of an area or trail activities through supporting services, visitor products, interpretation and accessible information.

The growth in the range of people seeking support to explore natural areas (including growth in the retiree generation) has resulted in trail development of soft adventure trails and guided or self-guided experience packages that provide information, accommodation, transport and equipment. People are also using digital technologies (such as smartphones and apps) and social media to access information about trails and record their trail activities. There are increasing expectations for delivery of trail interpretation through digital sources. (Recreational Trail Planning, Design and Management Guidelines, 2020)

## Trails Brand

Establishing a trail brand will have to be a key initiative of Jarrahdale becoming a Trail Town. The Shire of Serpentine Jarrahdale is currently preparing a Trails Brand Plan for Jarrahdale and the aim is to position the Jarrahdale Trails as:

*“The most enjoyable trails experience in Perth”.*

*Our goals:*

*To promote Jarrahdale as a destination of choice for people who understand the importance of heritage and are seeking an enjoyable trails experience - by foot, horse or bike.*

*To attract public and private engagement in Jarrahdale via engagement with the Shire’s trail network.*

### Signage and Wayfinding style guide:

The Shire has identified the need for a cohesive and cost effective signage system to meet the needs of increased foot traffic and visitation to the Shire, and as part of this project, the

enhancement of the “visitor experience” to Jarrahdale town centre and associated trails. Through the development of a Signage and Wayfinding Style Guide it will:

- Develop a visual identity using clear and legible contemporary graphic design principles.
- Limit the number of signs through better location and integration.
- Create contextual and sympathetic design outcomes.

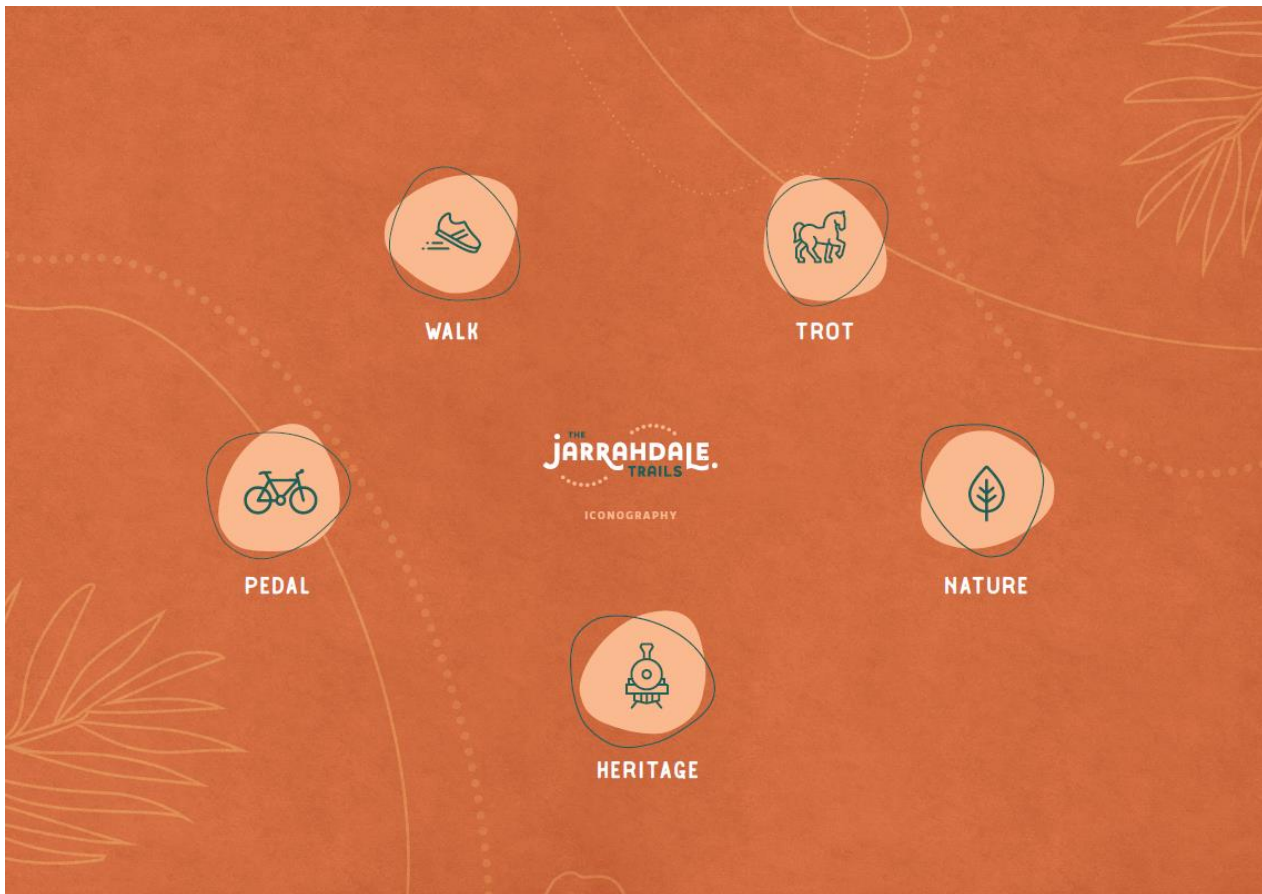


Figure 5: Examples of the Jarrahdale Trails branding



## 4. Audit & Needs Analysis

It could be said that Jarrahdale is already an informal Trail Town. In recent years the town has seen a significant increase in the number of visitors coming to Jarrahdale to use the trails, particularly through the COVID-19 pandemic period. Trails are (generally) free to use and family-friendly. They allow users to connect to nature and country, learn stories and be active. The benefits of trails have been particularly prevalent during the COVID-19 pandemic, where trails use has increased dramatically, with some agencies believing that trails will contribute to the community and economic recovery. Jarrahdale has seen the effects of the pandemic where visitation to the town has increased. This is evident through the high number of vehicles parked on roadside verges and private properties not only during weekends, but during weekdays also. DBCA reported recently that 42,000 users traversed the Langford Park trails in 2020 an increase of around 100% from previous years.

### Population Profile

The Shire contains 13 localities, from Byford and Darling Downs in the north to Keysbrook in the southern area, including the townships of Serpentine, Byford, Mundijong and **Jarrahdale**. The Shire is one of the fastest growing local governments within Western Australia, and previously the fastest growing area in Australia, with significant residential population growth occurring in the past 10 years.

The Shire's latest population estimate in 2019 was 32,562 people and the population for 2021 is forecast to be 36,403. Hyper-growth is projected to continue with resident numbers anticipated to increase by 88% from 2021 to 2036, to a population of 68,335. This represents approximately 14,760 new dwellings over the next 15 years.

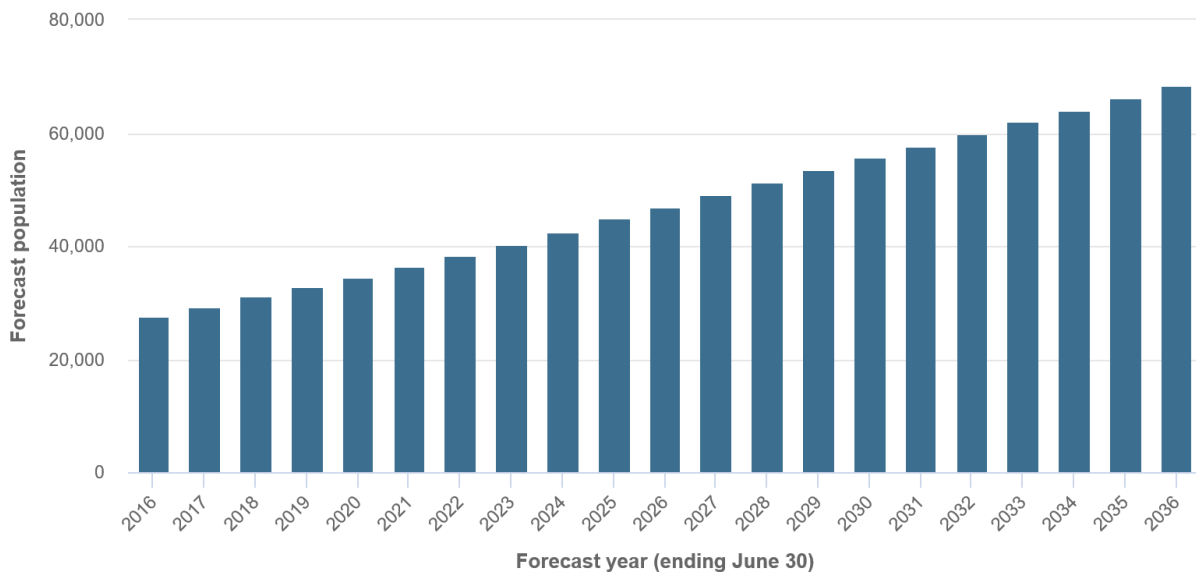
As the Shire is experiencing a rapid population increase, which will be predominately young couples and families building their first home, the median age group of people living in the Shire is 32 years which is significantly younger than Greater Perth at 36 years. As a result the Shire has a large proportion of young people aged under 25 years of age compared with Greater Perth [9,884, or 36.8% of the total Shire population in 2016]; and over the next 10 years, it is estimated an additional 4,700 young people (aged between 0 to 16 years) will be living in the Shire.

A key initiative such as the Jarrahdale Trail Town will be an important strategic project to support the growth and cater for recreation and leisure needs of both the local community and also visitors to the Shire.

Source: (Shire of Serpentine Jarrahdale Population Forecast, 2021)

## Forecast population

Shire of Serpentine Jarrahdale



Population and household forecasts, 2016 to 2036, prepared by .id, November 2017.

**.id** informed decisions

Figure 6: Forecast Population – Shire of Serpentine Jarrahdale source ProfileID

## Employment and Job Creation

Currently, less than 20% of the Shire's residents are employed locally and the vast majority of residents are commuting outside of the Shire for work. It is estimated that around 1000 people are unemployed currently and for those that are employed 60% are working full time and 28% are working part time (Economic Development Strategy 2018 - 2023, 2018)

Through developing Jarrahdale as a Trail Town, the Shire can focus on growing local businesses and job opportunities in the area that can provide and sustain employment for young people moving into the workforce, and other residents of the Shire, to underpin a strong local economy and allow residents to live and work in their towns. As can be seen from other Trail Town developments throughout the world, economic development including employment, generated by Trail Towns, can increase through the development of trail and tourism related businesses such as accommodation providers, coffee shops, breweries, restaurants, tour operators, equipment hire stores and other retail offerings.

## Existing Trails

Jarrahdale and the surrounding area is fortunate to have many existing trails for walking, trail running, horse riding (equine), mountain biking and cycling. The main trails as identified recently in the *Peel Trails Strategy 2019* and the *Shire of Serpentine Jarrahdale Local Trail Plan* included 32 trails/networks comprising 20 bush and urban walking trails; 2 shared use trails; 2 mountain biking trails/networks and 8 bridle trails/networks. Two of these trails are state level, seven are regional level and the remaining 23 trails are local level trails. Whilst not all of these trails start/finish at Jarrahdale they are within close proximity and easily accessible from Jarrahdale i.e. less than 20 minutes drive. Table 5 outlines the existing trails that start/finish in Jarrahdale and Table 6 outlines the existing trails that are located in close proximity to Jarrahdale. Figure 7 provides an outline of the trail network in and around Jarrahdale.

Table 5: Existing Trails within the Shire of Serpentine Jarrahdale that start/finish in Jarrahdale

Trail Name	Type	Location	Hierarchy	Quality*
Kitty's Gorge Trail	Bush Walking	Jarrahdale/Serpentine National Park	Regional	Average
Mundlimup Timber Trails	Bush Walking	Jarrahdale	Regional	Poor
Jubb Trail	Bush Walking	Jarrahdale	Local	Average
Ken Jones Trail	Bush Walking	Jarrahdale (Langford Park)	Local	Poor
Korribinjal Brook Trails	Bush Walking	Jarrahdale	Local	Poor
Tallow-wood Trail	Bush Walking	Jarrahdale	Local	Poor
WWII Prisoner of War Camp Trail	Bush Walking	Jarrahdale	Local	Poor
Jarrahdale Park Bridle Trail	Horse riding/equine	Jarrahdale	Regional	Average
Munda Biddi Trail: Jarrahdale section	Mountain Biking	Jarrahdale	State	Poor
Langford Park Mountain Bike Trails	Mountain Biking	Jarrahdale (Langford Park)	Regional	Average
Balmoral Trail	Shared Use	Jarrahdale	Local	Poor
Jarrahdale 1872 Heritage Rail Trail	Shared Use	Jarrahdale	Local	Average
Tony Henniker Long Walk	Walk	Jarrahdale	Local	Poor
Jarrahdale Heritage Town Walk	Walk	Jarrahdale	Local	Average

\* High level of assessment of the quality of the trail undertaken as part of the SJ Trails Plan

Table 6: Existing Trails within the Shire of Serpentine Jarrahdale that start/finish in close proximity to Jarrahdale

Trail Name	Type	Location	Hierarchy
Bibbulmun Track	Bush Walking	East of Jarrahdale	State
Serpentine Bridle Trails	Horse riding/equine	Serpentine	Local
Baldwins Bluff Nature Trail	Bush Walking	Serpentine National Park	Regional
Serpentine Falls Walk	Bush Walking	Serpentine National Park	Local
Stacey's Track	Bush Walking	Serpentine National Park	Regional
Brickwood Reserve Trail	Bush Walking	Byford	Local
Byford Hills Walk Trail/Macora Trail	Bush Walking	Byford	Local
Byford Trotting Estate	Horse riding/equine	Byford	Local
Beenyup Brook Urban Trail	Urban Walk	Byford	Local
Cardup Brook Urban Trail	Urban Walk	Cardup	Local
Darling Downs Bridle Trails	Horse riding/equine	Darling Downs	Regional
Jandakot Regional Park Bride Trails	Horse riding/equine	Jandakot Regional Park	Local
Flora Rd/Mundijong Wildflower Trail	Urban Walk	Mundijong	Local
Manjendal Brook Urban Trail	Urban Walk	Mundijong	Local
Soldiers Road Trail	Urban Walk	Mundijong	Local
Oakford Bridle Trails	Horse riding/equine	Oakford	Local
Whitby Falls Urban Trail	Urban Walk	Whitby	Local
Wungong Valley Bridle Trail	Horse riding/equine	Wungong Valley	Local

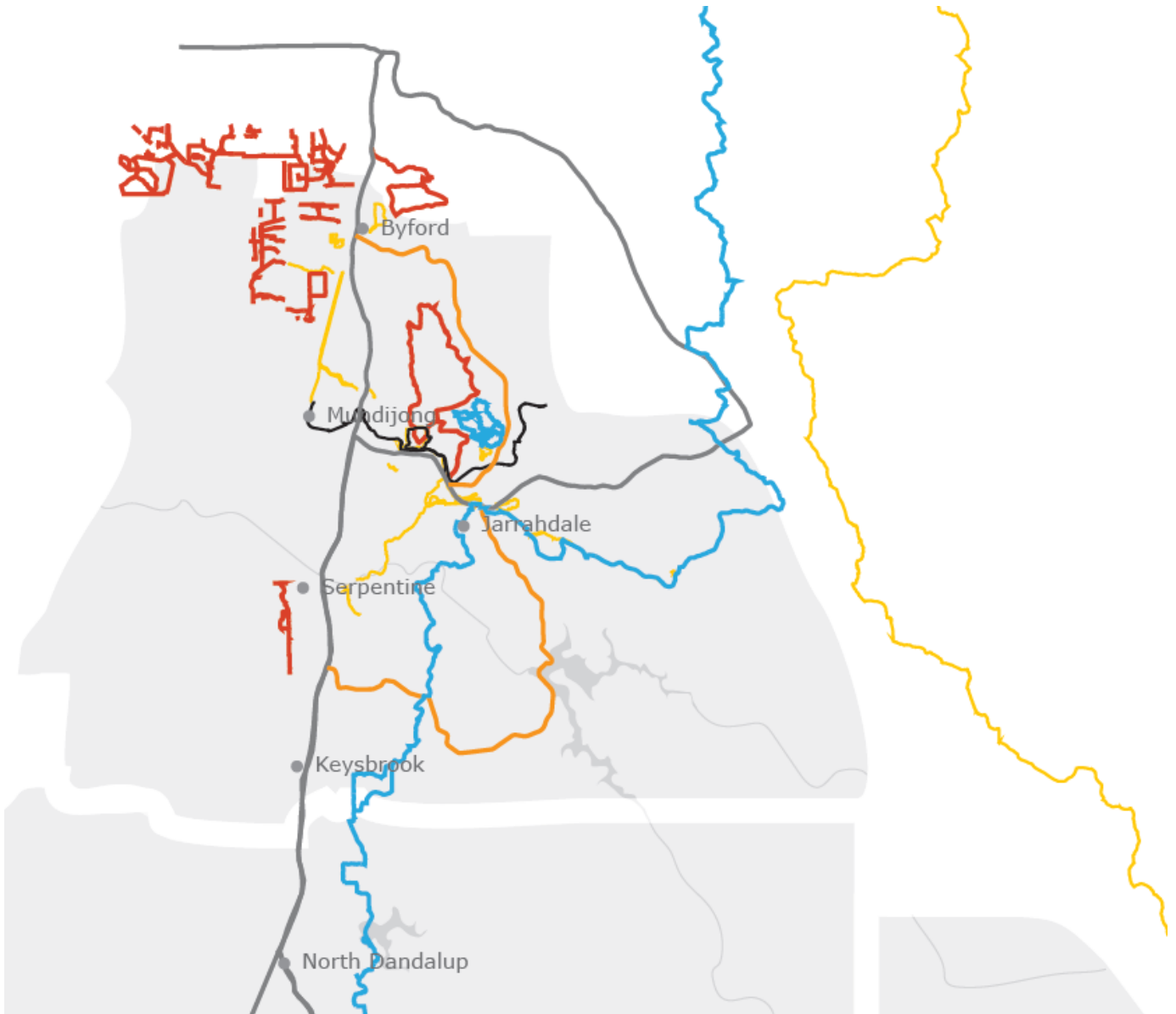


Figure 7: Map of existing trails in Jarrahdale and the surrounding area

A brief outline of the existing trails situated within Jarrahdale is provided below.

### **Kitty's Gorge Trail**

The 16km return Kitty's Gorge Trail is accessible from the historic town of Jarrahdale and is close to the Millbrook Winery and local cafés. The trail follows the Serpentine River and Gooralong Brook and along the way, it passes impressive granite outcrops and many waterfalls. It can be accessed from either the carpark opposite the cemetery in Jarrahdale or from the Falls carpark in the Serpentine National Park.

### **Mundlimup Timber Trail**

The Mundlimup Timber Trail is an easy 3km walk through some narrow bush trails. The forest is regrowth jarrah and in spring there are many wildflowers. The trail starts at the 1890s timber tramway and highlights the history of the timber industry. There is a picnic area, and the trail goes over a small bridge and up some steps. There is interpretive signage around the timber industry features such as the log landing and saw pit.

## **Ken Jones Trail**

The Ken Jones Trail is a 4.5km loop which is suitable for most fitness levels and ages, although some bushwalking experience is required. The trail features trees such as tallowwood, gum trees (spotted and blue) and pine trees. The trail also takes you past Alcoa's first bauxite mine pit from 1963. There is parking, picnic tables, Barbecue's, toilets and play area available at the start of the trail.

## **Korribinjal Brook Trail**

This trail consists of a 3km loop with gentle gradients which weave around the Korribinjal Brook.

## **Tallow-Wood Trail**

The Tallow-wood Trail is a part of the Langford Park walking trails. This trail is an easy walk consisting of a compacted surface with gentle gradients and the length of the trail is a 2km loop. The Trail takes you near Alcoa's old 1963 bauxite mine pit. There are picnic tables, toilets, barbecue's, play area and parking at the beginning of the trail.

## **WWII Prisoner of War Camp Trail**

This historical trail is a 0.5km loop which is suitable for wheelchairs and prams. There is parking and a toilet on site. The trail meanders through the camp and the different foundations are sign-posted so you can get an idea of how the camp would have functioned.

## **Jarrahdale Park Bridle Trail**

Langford Park in Jarrahdale is the focal area for this 26km bridle trail that showcases the changing character of the jarrah forest in this section of the Darling Range. The Trail is rocky and steep with gravel tracks, so horses need to be booted or shod and breastplates are recommended (graded as difficult). Several small creeks seasonally flow west where there are views across the farmlands to the coastal plain and south over the expanse of forest. The Trail is well marked but minimal float parking is available at the corner of Buckland and Jarrahdale Roads and no facilities are available here.

## **Munda Biddi Trail: Jarrahdale section**

There are two main sections of the trails that pass-through Jarrahdale as part of the Munda Biddi Trail. The first trail is the Mundaring to Jarrahdale Trail. This Trail includes sections of pea gravel and several relatively difficult ascents and descents through the forest. The last 25km to Jarrahdale (north to south) is relatively easy and flat for the most part, with many single tracks following the railway cutting from the Balmoral Prisoner of War Camp. The total distance of this Trail is 103km. The second trail is the Jarrahdale to Nanga Trail. With easy access to Perth this picturesque section of Trail offers some steep and challenging sections. As well as passing through the magnificent Lane Poole Reserve with its swimming, camping and canoeing opportunities, the Trail also takes cyclists through the historic timber towns of Jarrahdale and Dwellingup. The total distance of this Trail is 104km.

## **Langford Park Mountain Bike Trails**

Fast and flowing signifies the trails at Langford Park in Jarrahdale. These trails are a popular mountain biking destination for beginners and advanced riders alike due to the gradual hills and fast, flowing single-track (although the trail is rated as more difficult). Recent upgrades have seen a network of trails signposted making this venue even more attractive to newcomers to the sport. In addition, there are toilets, picnic tables and barbeques near the car park. The main loop is 12km

in length, but there are shorted trail loops such as The Spine (0.5km), Lovers Lane (1.4km), Woodley's Loop (4.4km), Reflectors (0.7km), Valley of Opportunity (0.8km), Button's Fall (0.7km), Watch Your Head (0.7km), The Fox (4.1km) and Yellow Brick Road (5.1km).

### **Balmoral Trail**

This 11km rail trail follows a former tramway from the Balmoral Prisoner of War Camp in Jarrahdale to Mundlimup Timber Trails. It makes up part of the Munda Biddi Trail and can either start or end at the Prisoner of War Camp. The Trail is easy and accessible to both walkers and mountain bikers. The Trail goes through bushland and some farmland, and along the way it passes a log loading ramp and several "shield trees". These shield trees have numbers carved into them and were used by foresters in the 1920s as a grid reference system. There is signage available which describes its operation and explains the ruins that remain.

### **Jarrahdale 1872 Heritage Rail Trail and Jubb Trail**

The 1872 Heritage Railway Trail is made up of two sections including a 9.8km return and a shorter 4km loop, commencing at Jubb Road (the Trail is rated as grade 3). The walk explores the railway line between Western Australia's first ever timber mill, to its purpose-built jetty in Rockingham. This trail played a major role in WA's development through timber exportation. The trails feature old railway sleepers, historic trail markers, vistas and picnic spots amongst wandoo bushland. There are lovely views through the valley and along the Darling Scarp, as the trail follows the old line, traverses up a steep climb, then turning back to the start, offering a denser section along the Gingagup Brook.

### **Tony Henniker Long Walk**

This Trail is a long walk (approximately 20km) which goes through and around the town of Jarrahdale. The Trail is rated as class 3 and dogs are allowed on leads. The main highlights of the Trail include the historical features of the Jarrahdale Heritage Park and the Gooralong Brook.

### **Jarrahdale Heritage Town Walk**

The Jarrahdale Heritage Town Walk is a 4.5km loop which starts and finishes at the Jarrahdale Old Post Office car park. The walk explores the Jarrahdale town streets visiting all the main heritage buildings and sites including the Mill Managers House and the 1920's Timber Mill. The walk splits between gravel trails and paved pathways, visiting 23 different heritage attractions in the Jarrahdale town. No bushwalking experience is required, and the track is a compacted surface which may have gentle hill/steep sections. The walk has interpretive signage with information about each attraction. Facilities include parking and public toilets.

## Existing Trail Upgrades and Enhancements

The *Shire of Serpentine Jarrahdale Trails Plan* rated the quality of each of the existing trails in the Shire including those located in Jarrahdale. They were rated as either poor, average, good or excellent. It noted that for existing trails a detailed trail audit will be required to accurately determine the trail condition and amount of work required to bring the overall trail quality up to excellent refer Table 7.

Table 7: Cost Estimates to upgrade the existing trails

Current Trail Quality	Cost to Upgrade per metre*
Excellent	\$0/m
Good	\$5/m
Average	\$10/m
Poor	\$15/m

\* Cost estimates sourced from the Serpentine Jarrahdale Trails Plan

It is estimated that to upgrade all of the trails within Jarrahdale it would require an investment of \$3.87m. Noting that many of the trails are located on DBCA land not the Shires land and as such collaboration would need to occur between both parties.

Table 8: High level cost estimate to improve the existing trails to an excellent standard

Trail Name	Quality	Length (km)	Rate/metre	Amount (\$)	Land Owner/Manager
Kitty's Gorge Trail	Average	7	\$10	70,000	DBCA
Mundlimup Timber Trails	Poor	9	\$15	135,000	DBCA
Jubb Trail	Average	4	\$10	40,000	DBCA
Ken Jones Trail	Poor	4.5	\$15	67,500	DBCA
Korribinjal Brook Trails	Poor	5	\$15	75,000	SSJ
Tallow-wood Trail	Poor	2	\$15	30,000	DBCA
WWII Prisoner of War Camp Trail	Poor	0.5	\$15	7,500	DBCA
Jarrahdale Park Bridle Trail	Average	28	\$10	280,000	DBCA
Munda Biddi Trail: Jarrahdale section	Poor	172	\$15	2,580,000	DBCA/Munda Biddi Trail Foundation
Langford Park Mountain Bike Trails	Average	17	\$10	170,000	DBCA
Balmoral Trail	Poor	11	\$15	165,000	DBCA
Jarrahdale 1872 Heritage Rail Trail	Average	10	\$10	100,000	SSJ/DBCA
Tony Henniker Long Walk	Poor	7	\$15	105,000	SSJ
Jarrahdale Heritage Town Walk	Average	4.5	\$10	45,000	SSJ
<b>Total</b>		<b>281.50km</b>		<b>\$3,870,000</b>	



## Trail Opportunities

The Shire of Serpentine Jarrahdale offers visitors and locals a hills and forest experience, with the Scarp, Serpentine and Wungong Gorges being the notable landscape features. The Shire is located on the northern boundary of the Peel Region bordering the outer suburbs of Perth. The Shire is predicted to experience significant population growth to 2026 and beyond with population density to be above 50 people per square kilometre. Given this it will be important to focus on local trails within towns and strategic connections for recreation within, into and out of the Shire. There is also potential within the Shire to capitalise on the tourism potential of trail development. Trails focused on drawing visitors into the region should make the most of the iconic landscape experiences on offer. (Peel Regional Trails Strategy, 2019)

The *Peel Regional Trail Strategy* identified the following:

- The opportunities surrounding the Jarrahdale township, and the existing infrastructure and services provided make Jarrahdale suited to Trail Town development in the future and this should be considered in all planning.
- The most significant opportunities for trail development in the Shire lie within Wungong Regional Park, Serpentine National Park, and Jarrahdale State Forest.
- Trail development in Jarrahdale State Forest is considerably constrained by Public Drinking Water Source Area (PDWSA) restrictions, Disease Risk Area (DRA) restrictions and mining operations. There is potential however to improve and build upon the existing trail offering and DBCA is planning on upgrading and re-routing the Jarrahdale Park Bridle Trail to improve its quality and condition and to re-route it around the mining area.
- Serpentine National Park contains the impressive Serpentine Gorge, which is already a popular visitor site and has potential with the right trail proposal to become a significant destination for bushwalking.

The following trails are identified as priorities for upgrade and enhancement. This was based on an assessment of Economic Impact; Community Tourism; Opportunity; and Redevelopment need/deliverability. (Shire of Serpentine Jarrahdale Local Trail Plan, 2019)

### Serpentine Trail

Jarrahdale has potential to become a nationally significant bushwalking and trail running destination. Current gaps in trail supply include longer day and multi day options. Serpentine National Park presents trail users with challenging terrain and scenic vistas which currently attracts many trail users. There is potential to extend Kitty's Gorge Trail south of Serpentine River creating a challenging day walk option. It is noted that a recreation master planning process will need to be undertaken to determine suitability of this trail within Serpentine National Park. There are also significant infrastructure constraints.

Identified as a **high priority** in the Shire's Trails Master Plan

### The Mounts Trail/s

Jarrahdale is ideally positioned to provide a gateway to the Mounts located on the eastern edge of the Peel Region. Offering a unique experience traversing the highest points on the Darling Scarp, through open marri-jarrah forests with granite outcrops, a trail in this area will add significantly to the trails offer and help to make Jarrahdale a regionally significant bushwalking destination. This project also provides an opportunity for a connection to the Bibbulmun Track from Jarrahdale. Note PDWSA, DRA and mining constraints impact significantly on this proposal.

Identified as a **high priority** (Shire of Serpentine Jarrahdale Local Trail Plan, 2019)

### Jarrahdale Mountain Bike Network

Expanding the existing Langford Park network there is potential to link north into the proposed Wungong (Byford) Trail Centre and south into town through Jarrahdale State Forest. The terrain offers potential for all classifications and cross country, all mountain and downhill trail types. This proposal is also identified in the Perth and Peel Mountain Bike Master Plan.

Identified as a **medium priority** (Shire of Serpentine Jarrahdale Local Trail Plan, 2019)

### Gravel Riding

Cyclocross or gravel style riding is gaining in popularity, establishing a series of routes from Jarrahdale using existing roads will provide those new to the style of riding an easy entry level experience removing the need to plan and navigate. Investigate provision of GPS routes available online which could be updated regularly.

Identified as a **high priority** (Shire of Serpentine Jarrahdale Local Trail Plan, 2019)

### Jarrahdale Oval Trail Head

Jarrahdale Oval should be established as a formal trail head for bridle trails within Jarrahdale State Forest. With considered planning this site also has potential to host events. The Shire recently developed a concept plan for the Jarrahdale Oval Trail Head refer Figure 8.

Identified as a **high priority** (Shire of Serpentine Jarrahdale Local Trail Plan, 2019)

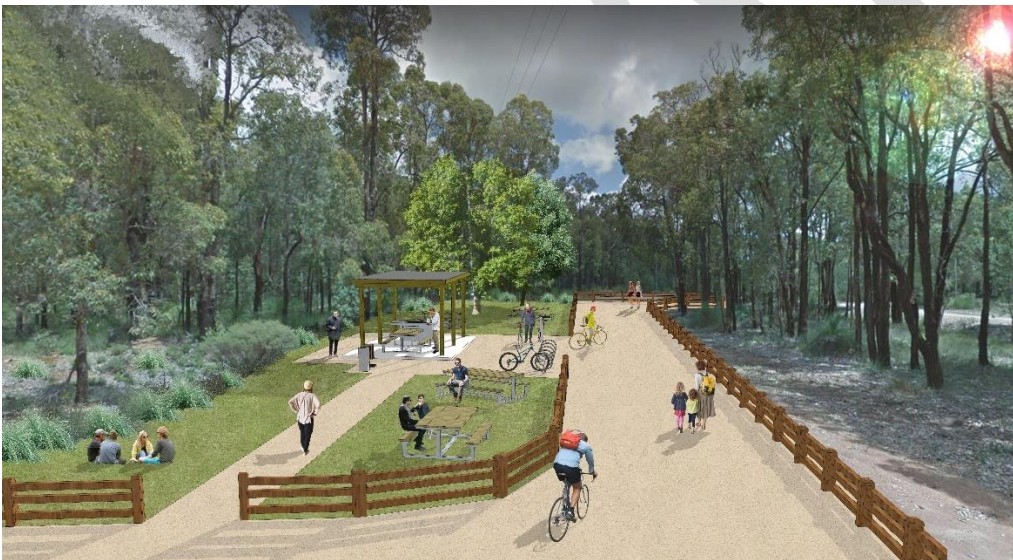


Figure 8: Artist impression of the Jarrahdale Oval Trail Head

### Jarrahdale Equine Trail Network

Investigate creation of a network of bridle trails within Jarrahdale State Forrest, starting and ending at Jarrahdale oval trailhead. Trails should include a range of classifications.

Identified as a **medium priority** (Shire of Serpentine Jarrahdale Local Trail Plan, 2019).

### Serpentine National Park Trails

The following existing bush walking trails located within the Serpentine National Park were identified as a **high priority** for upgrade and enhancement (Shire of Serpentine Jarrahdale Local

Trail Plan, 2019) refer Table 9. The Kitty's Gorge Trail and Stacey's Track are accessible from Jarrahdale and whilst the other trails are not located within Jarrahdale they are within close proximity and can add to the Trail Town offerings.

Table 9: Bushwalking trails located within the Serpentine National Park identified as high priority for upgrade and enhancement

Trail/Project Name	Type	Priority
Baldwins Bluff Nature Trail	Bushwalking	Very high
Kitty's Gorge Trail	Bushwalking	Very high
Stacey's Track	Bushwalking	Very high
Serpentine Falls Walk Trail	Bushwalking	Very high

## Byford Trail Centre

Wungong Regional Park has potential to become a regionally significant trail destination. As part of developing the Byford Trail Centre a network of trails of varying technical difficulty should be established. A trail through to the Wungong Gorge for bushwalkers and trail runners should also be a focus of investigations in developing the Byford Trail Centre. The Shire recently prepared a business case and concept plan for the Byford Trail Centre (refer Figure 9) and the initiative could link in nicely with the Jarrahdale Trail Town project with a connection from Byford through to Jarrahdale.

Identified as a **very high priority** (Shire of Serpentine Jarrahdale Local Trail Plan, 2019)



Figure 9: Artist impression of the Byford Trail Centre

## Mundijong to Jarrahdale Rail Trail

The Peel Regional Trail Strategy identified investigating and formalising a trail along the old railway connecting Mundijong to Jarrahdale, noting tenure constraints will need to be resolved.

Identified as a **medium priority** (Shire of Serpentine Jarrahdale Local Trail Plan, 2019)

In 2020 a business case was developed for the Mundijong to Jarrahdale Rail Trail and it identified that the existing rail trail requires substantial works to ensure it meets the needs of users. The current trail essentially follows the maintenance/access track along the railway corridor. An

extension of the new trail is also required into the Mundijong Township as it currently terminates where it intersects the South Western Highway.

The Rail Trail has the potential to create a family friendly and highly accessible rail trail experience for walkers, cyclists and horse riders. The development of a continuous link from Mundijong through to Jarrahdale and vice versa will help to benefit local businesses. The trail also provides an opportunity to link to the soon to be developed Keirnan Park Sporting Precinct.

Benefits include providing a safe and relatively easy off-road connection to enable commuting between the two major towns and also provide new experiences for both locals and visitors alike. The Rail Trail will provide an opportunity to hold events such as guided walks, horse rides, cycling rides and other compatible activities.

The scope of work for this trail includes upgrading the rail trail track itself to make it safe for users, an extension of the trail, wayfinding signage, road crossing safety points and two trail heads located in Jarrahdale and Mundijong which will include shade shelters, trail head signage, seating, carparking and a horse tie up area in Mundijong. The rail trail will also feature a connection into the proposed Jarrahdale Oval Trail Head.

Based on the concept plan developed the order of cost estimate is \$9,508,550.00 with the project forecast to generate 44,660 additional visits per annum, 16 additional jobs and an increase of \$1.776m in the Gross Regional Product.

### **Kitty's Gorge Trail Head**

The Shire is developing plans to upgrade the amenities provision at Kitty's Gorge Trail head in Jarrahdale. The works will include improvements to existing and provision of additional parking and will also include a public toilet. These works will respond to community and visitor feedback, improve traffic management and address anti-social behaviours in the area.

### **Edge of Scarp Trail**

The scarp presents a unique experience in the Peel Region, with varying rocky terrain and forests with views of the plains towards the west. The potential for a bushwalk / trail running / mountain bike / equestrian trail along the edge of the scarp from Jarrahdale to Wungong Regional Park should be investigated.

Identified as a **medium priority** (Shire of Serpentine Jarrahdale Local Trail Plan, 2019)

## Equine Trails

As identified in the Equine Strategy the Shire is the leading equine region in Western Australia. The Equine Strategy has uncovered that not only is the equine sector strong within the Shire but that the Shire of Serpentine Jarrahdale is the leading equine hub in both the Peel and the State. As can be seen in Figure 10 below the Equine sector in the Shire is substantial.

The Shire has an extensive equine trail network totaling more than 150km. The top equine activities of those surveyed are Trail Riding (62%) and Recreational Riding (54%). 70% of the respondents from outside the Shire had used the Shire's trails in the last 12 months, highlighting it as a clear attraction.

Key existing equine trails in Jarrahdale include the Jarrahdale Park Bridle Trail in Langford Park that heads north and covers a 26km loop through the forest. Nearby are the Serpentine Bridle Trails, Byford Trotting Estate, Darling Downs Bridle Trails, Jandakot Regional Park Bride Trails, Oakford Bridle Trails and Wungong Valley Bridle Trail. As identified above the Jarrahdale Oval Trail Head and Jarrahdale Trail Network is identified for development, expansion and enhancement. The Shire is also working with DBCA to investigate the feasibility of developing two new equine trail networks in the Jarrahdale State Forest.

Along with the trail developments identified in the previous section the Shire is undertaking a project to develop an Equine Master Plan for the Shire, mapping current equine trails and providing a strategic document for the enhancement of existing trails and development of future additions to the equine trails network.

The network of equine trails and strength of the local equine community are unique to Jarrahdale and offer a clear point of difference to other existing and potential Trail Towns throughout Australia and possibly worldwide.



Figure 10: Snapshot of the Equine Sector within the Shire of Serpentine Jarrahdale Source: SJ Equine Strategy

# Cultural Heritage

## Heritage and History Trails and Walks

An additional point of difference to that of the equine sector that Jarrahdale can benefit from as a Trail Town is the heritage and history of the town and surrounding area. According to the Jarrahdale Heritage Society, the town is one of Western Australia's oldest settlements. Established in the late 1800s as the state's first major timber milling operation, it played a key role in the development of Western Australia through the exportation of jarrah around the world. On 14 July 1997, the Jarrahdale townsite was entered on the National Trust's List of Classified Heritage places, the seventh Western Australian town to be classified.

There are a series of existing trails and walks in the town that showcase the heritage and history of the area, these include the Mundlimup Timber Trails, WWII Prisoner of War Camp Trail, Balmoral Trail, Jarrahdale 1872 Heritage Rail Trail and the Jarrahdale Heritage Town Walk. The Jarrahdale Heritage Society has been operating guided walks within and around Jarrahdale since 1988.

## Indigenous Heritage

The original inhabitants of the Serpentine Jarrahdale area are the Noongar Aboriginal people. In Gnaala Karla Booja the Barragup mungah – fish weir on the Serpentine River has long been recognised by local Noongar people as amongst the most important traditional meeting places for Noongar from the Swan, Peel and Darling Ranges area (South West Aboriginal Land and Sea Council, 2021).

Long before European settlement, Noongar Aborigines of the Whadjuk and probably, Bindjareb tribes hunted and camped in the woodlands between modern-day Perth and Pinjarra. The Serpentine River, the surrounding hills and the wetlands of the coastal plain provided the Noongars with fresh water, fish and other food resources such as tortoises, lizards and birds. The Serpentine river runs through the Serpentine National Park, through the Dam and over the Serpentine Falls, and onto the Swan Coastal Plain. (Serpentine National Park, 2021)

## Key Attractions and Associated Opportunities

In addition to the many trails in the region the town of Jarrahdale and surrounding area has many attractions that are not directly related to trails but add to the trail and broader tourism experience. These include:

- Balmoral Prisoner of War Camp
- Environmental Centre
- Gooralong Park
- Heritage Park
- Heritage Railway
- Historic Electric Mill
- Jarrahdale General Store
- Jarrahdale No1 Mill
- Jarrahdale Tavern
- Jarrahdale Guided Walks
- Langford Park
- Mill Manager's House
- Millbrook Winery
- Old Post Office Museum
- Serpentine Dam
- Serpentine National Park including Serpentine Falls
- Single Men's Quarters
- St Paul's Anglican Church
- Timber Yards
- Wildflowers



Many of the trails pass through or near these attractions and some are also based on one or more of these attractions and features e.g. the Jarrahdale Heritage Town Walk and the WWII Prisoner of War Camp Trail. A brief outline of the attractions is provided below.



Figure 11: Historical Image of one of Jarrahdales many operating mills

## **Balmoral Prisoner of War Camp**

The prisoner of war working camp was built in 1944 housing 220 Italian prisoners of war from the Northern African campaign of World War II. The prisoners worked in the forest cutting firewood and lived and worked at the camp. It closed in 1946 at which point prisoners were repatriated to Italy. The WWII Prisoner of War Camp Trail meanders through the camp and the different foundations are sign-posted so you can get an idea of how the camp would have functioned.

## **Environmental Centre**

The environmental centre is a short-term accommodation option for larger groups such as schools, trail walkers/riders groups and is located adjoining Heritage Park.

## **Gooralong Park**

Gooralong Park is situated in Serpentine National Park. Offering many walk trails, this is a perfect destination for those who enjoy the outdoors.

## **Heritage Park**

Jarrahdale Heritage Park sits within the heart of the historic town of Jarrahdale and spans 29.6 hectares. On the edge of the Gooralong Brook, the Park is a place to explore Western Australia's unique jarrah forests, heritage buildings, the historical Jarrahdale timber industry, and to experience farmland, waterfalls and trails. The National Trust's vision for Jarrahdale Heritage Park is a conserved, interpreted and activated heritage site contributing to the sense of place and wellbeing of the Jarrahdale community and its visitors.

The Shire has a long history of working with the National Trust and the Jarrahdale community to progress the development of the Jarrahdale Heritage Park. There exists a significant library of documentation, including development and activation plans for the Park. Unfortunately, the development and activation outcomes for the Park have not been realised. In various consultation forums, the community has expressed disappointment and frustration with the lack of action in the development of the Jarrahdale Heritage Park. The Shire is considering leasing the Park which will allow the Shire to progress with development of the Park, which due to its location, is anticipated to play a key role in the development of Jarrahdale as a Trail Town.

Development opportunities for the park that have been identified in documentation include an amphitheatre, improved and new trail offerings, flying fox, parking, gardens and areas to support market activities, and pedestrian bridges.

## **Heritage Railway**

This is a feature of the Jarrahdale 1872 Heritage Rail Trail which traverses along the old heritage railway corridor.

## **Historic Electric Mill**

The Historic Electric Mill was built in 1968 to replace the old No1 Mill.

## **Jarrahdale General Store**

The historic general store was built in 1872 and now incorporates a Olde Store Cafe, Tourist Information Centre and fuel stop. The store is located at 701 Jarrahdale Road in Jarrahdale.



## **Jarrahdale No1 Mill**

Significant for its association with the opening of the timber industry in Jarrahdale which was the basis for the development of the Jarrahdale townsite. Part of the group of historical buildings in the historic Jarrahdale townsite.

The Mill requires significant development works and due to its uniqueness may be better suited to a commercial development that can enhance the historical nature of the building, and provide a tourism offering to the town of Jarrahdale. Most recently the National Trust ran an expression of interest process for the lease of the Mill and Mill Manager's house.

## **Jarrahdale Tavern**

Once the Murray Arms, the hub of a thriving mill town now the historic Jarrahdale Tavern is the perfect place to relax with a cold drink, good food and unwind from city life.

## **Jarrahdale Guided Walks**

The Jarrahdale Heritage Society has been offering guided walks since 1988. The volunteer leaders are trained and experienced who can provide insight into the wildflowers, fungi and bird life. Generally the walks start at the Old Post Office museum and are conducted in the cooler months between March and November.

## **Langford Park**

A popular mountain biking destination for beginners and advanced riders alike due to the gradual hills and fast, flowing single track. Recent upgrades have seen a network of trails signposted making this venue even more attractive to newcomers to mountain biking.

Langford Park is also the focal area for a 28km bridle trail that showcases the changing character of the jarrah forest in this section of the Darling Range. Once a bauxite mine which has now been rehabilitated, Langford Park has a horse float parking area. It is also home to a series of walking trails.

## **Mill Manager's House**

Built c1889 to house the Mill Manager around the time of Neil McNeil's association with the mill, which began in 1889. Neil McNeil, originally from Victoria, was a prominent business man who contributed significantly to the development of the timber industry in Western Australia and was convinced that timber was the ideal building product. The Mill Manager's Residence would have been built to meet the demands and growth associated with the timber mill at the time when it was developing in the most successful timber mill in the state.

The National Trust has undertaken \$340,000 worth of development and maintenance works at the Mill Mangers House in recent times. The upgrade works included an electrical upgrade, universal access toilet and kitchen upgrades, painting, roof insulation and general repairs. It is expected that should the Shire secure a lease over the House any further upgrade or works that would be required to be undertaken to make the building fit for purpose would need to be coordinated by the Shire and the costs associated with these works met by the Shire.

Initial planning for the Mill Manager's House has resulting in an intention to use the facility as a central visitors centre to complement the offerings provided at the Jarrahdale Old Post Office, an art gallery to showcase local artists, and potentially an office space for Shire Officers and other agencies to provide community services directly in town.

The House sits central to the Heritage Park and would provide an ideal location for a centralised trailhead, with a possible visitor centre, gallery, bike cafe and other activation opportunities. The proposed amphitheatre development as shown in strategic planning documents is indicated as being located in close proximity to the house.

Additionally, with the Shire's vision for Jarrahdale as a Trail Town, the Mill Manager's House provides an ideal location to operate heritage tours, shuttle services, and attraction information. There is no intention to provide café services from the facility.

There is also the possibility of considering a Shire business presence in Jarrahdale through customer service provision at the House.

At the time of writing this Business Case the Mill Manager's House was privately leased.

### **Millbrook Winery**

Millbrook is an award-winning winery and restaurant located in the historic town of Jarrahdale. The winery is situated at the picturesque Chestnut Farm, a property that backs on to the Serpentine River and is nestled among jarrah forests, with stunning vistas of the rolling landscape.

### **Old Post Office Museum**

The Old Post Office is the starting point of many guided walks, run by the Jarrahdale Heritage Society. Built in 1896, the Old Post Office provides a wealth of information on the attractions of Jarrahdale, its rich history, as well as a range of local crafts at reasonable prices.

The Old Post Office not only serves as a tourist centre, but also as a museum, documenting the history of the area. It is home to a large collection of historical records and photos, unique to this museum. Located on Jarrahdale Road, Jarrahdale

### **Serpentine Dam**

The dam is a part of Serpentine National Park. It has places to have picnics with an adjoining playground. There are free gas barbecues located in the grassed lower picnic area downstream of the dam wall. If you prefer a relaxed indoor setting, try the restaurant near the main car park for a casual meal.

It also offers a series of nature walks on the marked trails and scenic lookouts. It has great bird-watching for kookaburras, black cockatoos, parrots, magpies, and wrens.

### **Serpentine National Park including Serpentine Falls**

Serpentine Falls is located within the beautiful Serpentine National Park. You can enjoy a picnic, swim, take a walk on one of the trails and enjoy the local wildlife, including friendly kangaroos. The Serpentine Falls are the crowning jewel of the picturesque Serpentine National Park. Entrance to the Serpentine National Park is via Falls Rd Serpentine, and a National Park entrance fee applies.

A 400m walk along the gravel Falls Walk Trail, which leaves from the car park, will lead you to the Serpentine Falls viewing platform. From here you can marvel at the falls, and if it is a beautiful day, cool off in the water. From the falls you can also venture onto to Kitty's Trail and Baldwins Bluff Trail.

### **Single Men's Quarters**

Significant because the cottages and quarters are typical of the worker's accommodation provided for the people, both single and married, who worked in the timber industry. Particularly important as a cohesive group of cottages and quarters forming a small precinct. Significant for their association with the timber industry in Jarrahdale, and the workforce required for its operations, which was the basis for the development of the Jarrahdale townsite. Part of the group of historic buildings in the historic Jarrahdale townsite.

### **St Paul's Anglican Church**

St. Paul's Church, which is almost 120 years old, is part of the Jarrahdale Historic Precinct. Located next to the Old Post Office on Jarrahdale Road, St. Paul's is ideal for intimate weddings and can seat up to 70 people. All in the historic and beautiful surroundings of Jarrahdale.

### **Timber Yards**

The timber yards associated with the mills are also located throughout the town.

### **Wildflowers**

Wildflowers are located throughout the Shire including in and around Jarrahdale and can be seen by foot on trails and in reserves as well as in the car with some great flora roads within the Shire. There are also a number of groups who carry out wildflower walks.

## Summary of Key Opportunities

The following is a list of the key opportunities identified to facilitate the creation of Jarrahdale as a Trail Town:

- Trails Tourism is a growth market with Experience Seekers being a key target market identified by Tourism WA.
- Jarrahdale and the broader Serpentine Jarrahdale Shire area has many existing high quality trail experiences for a range of trail user types including walkers, trail runners, horse riders and mountain bikers.
- Much planning has gone into trails in the Shire in recent years and there is a clear framework for development and enhancement of the trails in the area.
- Jarrahdale has existing marketable assets including trails, heritage and equine related experiences.
- National and Regional Parks are experiencing strong visitations particularly since COVID-19 and there is an opportunity to leverage off this increased interest in the outdoors and nature based experiences.
- Creating Jarrahdale as a Trail Town will create jobs for a growing workforce and boost the local economy with visitor spending.
- Jarrahdale's close proximity to greater Perth make it highly accessible to over 2 million people.
- Jarrahdale is one of WA's oldest towns and has an amazing European and Indigenous heritage.
- Jarrahdale and the broader shire is the leading region for the equine sector in WA and has an existing and well established equine trail network which can be a clear point of difference to other Trail Towns in Australia.
- There is an opportunity to establish a Trail Centre in the Jarrahdale township which can be the centre for trail activity and services such as equipment hire and servicing, food and beverage offerings, accommodation and other trail and visitor services.

# 5. Consultation and Engagement

Ongoing consultation with the community and key stakeholders has occurred over a long period of time in relation to the creation of Jarrahdale as a Trail Town. Most recently consultation has been in line with the Shire's *Community Engagement Strategy* which is based on the *International Association of Public Participation Spectrum of Public Participation*.

Key consultation mechanisms included:

- Stakeholder Workshop.
- On-line Community Survey.
- One on one meetings with key stakeholders.
- Elected Members workshops.

A summary of the key findings from each of the key consultation processes is included here and further details are included in Appendix B – Consultation and Engagement Outcomes.

## Stakeholder Workshop

A comprehensive stakeholder session and workshop was conducted in Jarrahdale through the development of this Business Case. 41 people attended including representatives from State Government agencies, tourism agencies, political parties, community groups and the broader community.

The purpose of the workshop was to capture ideas on the development of Jarrahdale as a Trail Town from various viewpoints. Groups of attendees were developed to generate discussion amongst differing sectors/interest groups to allow ideas to be further elaborated on as they were raised.

Attendees were also requested to define what values are most important to them, in relation to developing Jarrahdale as a Trail Town, to ensure that the development and enhancement of existing and new trails, associated infrastructure and provision of services align to the values and identity of Jarrahdale. The highest rated values included:

- Build upon Jarrahdale's existing assets.
- Protect and celebrate Jarrahdale's heritage.
- Supporting new and existing local businesses.
- Existing infrastructure and services to be more fit for purpose.
- Environmental sustainability.

## Community Survey

A comprehensive online survey was undertaken in the community as part of the development of this Business Case. The survey was widely promoted on the Shire's website, communication and social media platforms. 24 people responded to the survey. The survey contained questions which sought feedback on specific topics/opportunities considered for inclusion in this business case. A summary of the key findings are included below and within Appendix B.

## Meetings with key Stakeholders

A series of meetings were held with key stakeholders to inform the Business Case, the key findings from this consultation have been summarised below and are included in Appendix B.

### Elected Members Workshop

- There was strong support for establishing Jarrahdale as a Trail Town.
- There is a great opportunity to work with the town's and Shire's strengths including the equine trails and sector, the heritage of Jarrahdale and the strong bushwalking culture in the Jarrahdale and surrounding community.
- There is an opportunity to significantly increase tourism in the Shire through the establishment of Jarrahdale as a Trail Town.
- Jarrahdale has always been known for its trails and heritage and is essentially already a Trail Town, by achieving accreditation this will be a natural progression.
- There is an opportunity to link in with the other communities in the Shire such as Darling Downs, Byford, Mundijong and Serpentine which all offer their own trail experiences.
- Jarrahdale has experienced strong growth in trails usage particularly post COVID-19 pandemic lockdown and this is expected to continue.

## Summary of Key Consultation Findings

- Strong support for the establishment of Jarrahdale as a Trail Town from the local community including the business community.
- Jarrahdale's strengths as a trails destination are its natural beauty, diversity of existing trails (e.g. walking, equine, mountain biking), history and heritage, flora and fauna, tranquility, proximity to Perth and village like feel.
- There is a need for improved accommodation including the diversity of accommodation types on offer.
- There is a strong need for trail support infrastructure and facilities including toilets, parking, shelter, maintenance stations, camp grounds etc.
- Parking and traffic management were raised as major current issues that need to be resolved including more formalised parking.
- There is a need for additional food and beverage offerings e.g. food vans, café, markets.
- There is a need to improve trail and waymarking signage.
- Basic infrastructure improvements are required in Jarrahdale including roads, footpaths, communications and water supply.
- Opportunity to improve marketing and promotion of the trails.
- Strong support for establishing Lot 814 as a trail centre which would include accommodation (e.g. camping, caravans, RVs), trail related services (equipment hire, maintenance, shuttle services), amenities (toilets, showers, laundry), parking including for horse floats and trailers, wash down areas, drinking water, shelter, food and beverage (café, vending machines, food trucks), first aid. Wi-fi, lockers etc.
- Key considerations for any form of development in relation to the Trail Town included impacts on the environment, local residents, traffic and the general feel and vibe of the town.
- Support for establishing Jarrahdale Oval as a trail head provided it did not compete with local businesses and did not duplicate facilities within the township itself. Therefore it needs

to be a more scaled down development with basic amenities (toilets, shelter), parking, events space etc.

- There is support for the enhancement of Heritage Park and creating this into an attraction with walking trails, adventure park, nature play, sculptures, picnic and BBQ facilities in a natural environment.
- There was strong support for the Mill Managers house and the No.1 Jarrahdale Mill having a role to play in the activation of Jarrahdale as a Trail Town.
- Functions suggested for these two facilities included information/visitor centre, museum, function venue, B&B, café, small bar and art gallery.
- Local businesses are interested in becoming trail friendly businesses with support from the community and the Shire.
- There was support for establishing a trail from Jarrahdale to the Mounts.
- There was support for the improvement of the Kitty's Gorge trail head parking area.

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# 6. Becoming a Trail Town

## Overview

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.

Trail facilities such as car parking and visitor services are available within the vicinity, typically provided by independent businesses. In order to appeal to the market majority, it is important Trail Towns are user friendly and have high quality directional signage and maps.

Trail Towns benefit from having a single central information and service centre to promote and provide access to trails. Although different, these can act similarly to a trail centre. Trail Towns should have at least one cohesive trail network offering multiple classifications and trail types within a single uninterrupted area (for example, with no major road crossings).

The outcomes of becoming a Trail Town for the local community will be:

- Economic (jobs and business growth).
- Environmental (improved environmental outcomes through.
- Better management and increased awareness of user impacts).
- Health (healthier communities).
- Social (cultural cohesion through awareness and volunteering opportunities).

As identified in the Literature Review within Section 1 of this report a range of planning documents have identified Jarrahdale as a future Trail Town, these include:

- *Peel Regional Trails Strategy* where it is one of the regional priorities refer Figure 12.
- *Perth and Peel Mountain Bike Master Plan*.
- *Shire of Serpentine Jarrahdale Local Trail Plan*.
- *Shire of Serpentine Jarrahdale Economic Development Strategy*.
- *Shire of Serpentine Jarrahdale Tourism Strategy*.



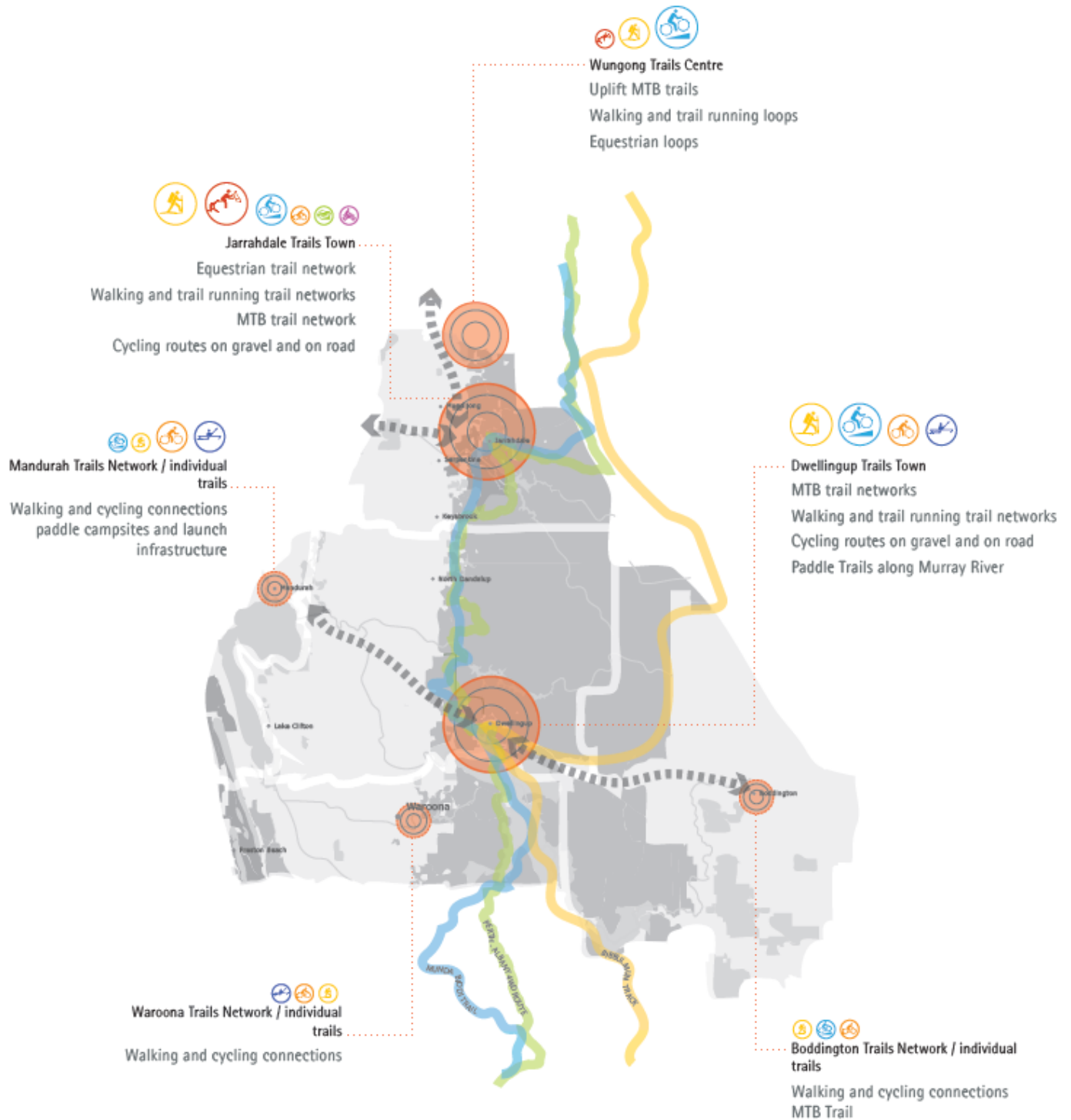


Figure 12: Peel Region Trails Master Plan Regional Priorities

## Trail Town Assessment Criteria

Trails WA worked in conjunction with the Western Australian State Government specifically the Department of Local Government, Sport and Cultural Industries and the Department of Biodiversity Conservation and Attractions to develop an accreditation program designed to help regional communities become world class trail destinations.

The Trails WA Trail Town accreditation program is a tailored, best practice accreditation system developed following a comprehensive study of international best practice in trails and trail tourism which resulted in the development of the World Class Trails Hub Strategy for WA.

*The Vision for WA is:*

*Western Australia is recognized throughout the world as an internationally significant trails destination offering amazing trail experiences in exceptional locations across the state (World Class Trails Hubs Strategy 2012).*

By undertaking this accreditation program the Jarrahdale community has access to a unique comprehensive assessment program which is essentially a step-by-step guide to building capacity in trail tourism.

As a result of the community going through this application process they will undoubtedly realise improvements in the community's capacity to support trail tourism in Jarrahdale resulting in increased visitation, capacity building for businesses and community building.

Even if Jarrahdale is not yet ready to become fully accredited, the process of working towards accreditation involves capacity building opportunities which will enhance social and economic parameters within the community.

## What does the Trail Town accreditation involve?

Based on international best practice, the Trail Town Accreditation process focuses on improvements to the destination (Jarrahdale) across a range of parameters. It's a comprehensive destination-development guide targeted at attracting existing and potential trail users.

Once accreditation has been achieved the Trail Town branding and Trails WA website will highlight and promote Jarrahdale to trail users in WA and beyond. Joint promotion of WA's trails and Trail Towns will raise the profile of WA to interstate and overseas visitors. The process will make Jarrahdale tourist-ready.

*Step 1: Gets your 'product' ready for sale i.e. Jarrahdale and trails ready for the visitors.*

*Step 2: Promotes Jarrahdale to those potential visitors*

This is an insight into what the process covers:

- *How to make your trails best-practice in design and management.*
- *What amenities, facilities and services you need in your town to service the trail user.*
- *How can businesses get involved with this lucrative market?*
- *What governance structure do you need to make the trails sustainable over the long term?*
- *How do we promote our town to the trails tourist?*

## What is the process to become accredited?

The Trail Town initiative consists of the following components:

### 1. Introduction to Trail Tourism

The first step will be to contact [trailswa@gmail.com](mailto:trailswa@gmail.com) who will direct your enquiry to a member of the Trail Town Assessment panel. A panel member will liaise with the Shire to establish a meeting to introduce the benefits of trail tourism and the process for becoming a Trail Town.

Ongoing engagement and opportunities for a facilitated self-assessment and capacity audit session will also be discussed. This process aims to assist the Jarrahdale community to identify the areas where further focus might be needed in order to begin to embrace the opportunities of trail tourism.

### 2 Trail Friendly Business Program

Information and criteria to help develop new and existing businesses in your town to meet the needs of trail users.

### 3. Trail Town Accreditation Program (TTAP)

This program enables a town to achieve the status of an accredited Trail Town and therefore receive the full benefits including use of the Trail Town logo.

The following steps describe the process:

**STEP 1:** Purchase the Application Pack.

Cost \$500. Documentation includes:

- i. Application form including explanatory information
- ii. Guidelines to the accreditation process
- iii. Supporting information

**STEP 2:** Applicant reviews the documentation.

**STEP 3:** Site visit by Trails WA assessors to meet with community members to discuss the process and the town's readiness for assessment.

**STEP 4:** Applicant completes the application process. During this stage there is ongoing liaison between the town and the assessment team to assist with the necessary capacity building for the town to achieve accreditation. When ready, the applicant is provided with a version of the application form with supporting information removed for ease of completion.

**STEP 5:** The Applicant submits the application form.

**STEP 6:** The Assessment Panel<sup>2</sup> will evaluate the application to ensure the minimum requirements are met. The panel may approve the application or undertake an onsite verification or request changes if required. Any areas of discrepancy will be outlined in an Assessment Report which can be used by the Applicant to assist with completing those missing requirements. Applications which initially do not meet the minimum requirement will need to pay \$100 for each additional application<sup>3</sup>.

**STEP 7:** The Application is approved by Trails WA.

Figure 13: Trail Town Accreditation Process

The following costs are applicable:

- a. Application Pack \$500.
- b. Following approved Accreditation: Licence fee of \$500 for use of the Trail Town logo and promotion on Trails WA website for two years.
- c. Renewal fee: every two years a renewal fee of \$200 is payable to Trails WA for an assessor to review the town's performance according to all the required criteria in the Application Form. If the town continues to meet all the requirements, then an additional two-year licence is purchased (\$500) for ongoing use of the logo and promotion on Trails WA website.

## Accreditation Application

There is a comprehensive application form which needs to be completed and assessed to become a Trail Town. The form includes eight main sections:

1. Contact Information
2. Introduction
3. Landscape and Setting
4. Existing Tracks and Trails
5. Five A's of Tourism – Access, Attractions, Activities, Amenities and Accommodation
6. Planning and Management
7. Engagement of supporting business
8. Marketing

Within each section there are essential and desirable questions that need to be answered. A summary of the essential questions/criterion for each section are included below. A copy of the full accreditation application including the desirable criterion is attached as Appendix C.

### Landscape and Setting

- Are the town's trails set in landmark locations and distinct landscapes (e.g. expansive vistas, rocky outcrops, water bodies, significant vegetation)?
- Does the setting for trails provide year round appeal?
- Describe the character of the trail experience. What factors contribute to and define the trail experience? (e.g. fun, landscape/seascape, culture, history, interpretation, isolation, wilderness, flora and/or fauna, challenge).
- Sense of place – some features in the trail network or town provide inspiration, mystery or moments of personal discovery; some features in the trail network, town or landscape provide exhilaration, exceptional fun or challenge; some features in the town or trail network are of unusual peacefulness, remoteness or vastness; and significant cultural heritage is featured and interpreted in the town or on trails.
- How are you engaging with the traditional owners of the land? (Trails WA encourage interpretation of significant sites, traditional owner involvement in interpreting trails, guided tours and/or service delivery).
- Are there any discordant elements?

## Existing Tracks and Trails

- Does your town/location have trail heads (in town or nearby), trail networks, trail centres?
- Demonstrate that there is at least three days of trail activity with a mix of trail grades for different user groups.
- Demonstrate Trail construction accentuates and enhances the natural features of the landscape and is in line with best practice construction guidelines.
- Trail significance and planning has been according to the appropriate planning documentation (e.g. Trail Development Series, WA Mountain Bike Strategy, WAQ Hiking Strategy etc.)
- There is a critical mass of trail activity or networks close to the town and/or commencing in the town.
- Are some of the trails accessible from the town centre?
- Is access to the trails obvious and identified by signs from the following: town centre/trail head/trail centre/entry roads.
- Are trail maps available through multiple media and highly accessible for key trails in your location?
- Trail safety design: your trail network needs to be designed and managed to be safe (with consideration being given to the grade of trail and type of user and their expectations). For example are road crossings safe? Do signs and maps clearly outline the risks associated with specific trail grades or types? Do you have a risk management plan for the trail networks? Provide detail of the planning in place to ensure visitor safety e.g. a Risk Management Plan/Track Maintenance Schedule.

## Five A's of Tourism – Access, Attractions, Activities, Amenities and Accommodation

- Are there entry statements to the town on major roads that clearly identify the town as a Trail Town (ie is the Trail Town logo clearly displayed on entry statements)?
- Is there a sealed road connecting major population centres to the Trail Town?
- Can the town be easily accessed by public transport, air or train?
- Are the scheduled transport services regular/consistent and reliable?
- Are there built attractions and activities (museum, heritage attraction, shopping, craft market, breweries, wineries and other tourism product) and organised tours (including themed, self-guided and tag along tours, four wheel drive tours, mountain bike clinics and guided rides, interpretive bus tours) in the town that enhance the tourism offering and that appeal to a range of visitor markets (ie families/children, adults, seniors)?
- Are there regionally significant features and attractions (natural, built or tourism product) within half day distances that complement the Trail Town? (e.g. zip lining, major dams, steam train, sky diving, parasailing, surfing, gold prospecting, wineries, breweries).
- Are there any (current or future) planned significant events and festival that complement trails activities, nature and/or adventure?
- Does the town have a visitor information service providing information (maps, trail information) 7 days per week and in a central location?
- Does the town provide meal services 7 days per week, night time provision, day trip provision? Or how is this need met?
- Does the town provide the following trail services?
  - Relevant trial equipment hire (i.e. canoes, bikes, walking packs).
  - Equipment repair.

- Equipment sales (e.g. camping, fuel services, supplies, hiking boots, bike chains, spare tyres, pumps).
- Shuttles to trails.
- Group or guided activities.
- Logistical support (equipment, food delivery).
- Short term luggage/equipment/parcel storage or holding.
- Access to free water.
- Does the town provide transport services (e.g. fuel, bike/car maintenance)?
- Are there basic amenities supplied at Trail Town for trail users? (e.g. secure parking, toilets, shade and shelter), for mountain biking (e.g. bike racks, bike wash facilities, bike repair stations), for bridle towns (water troughs, horse harness station, horse float parking)?
- Are there sufficient supporting services and amenities in the town (e.g. laundry, pharmacy, grocery, phone charging station, internet, atm)?
- Are there basic amenities supplied at the trail centre for trails users? (e.g. secure parking, toilets, showers, shade and shelter, picnic table, bike racks).
- Are there medical services within 30 minutes' drive (e.g. hospital, doctor, nursing centre or ambulance station)?
- Is there a range of accommodation types within 30 minutes and different price categories of the town (i.e. caravan park, backpackers, bed and breakfast, self-contained cottage)?

### **Planning and Management**

- Demonstrate the planning framework that underpins and supports the Trail Town?
  - Planning framework (state or regional).
  - Master Plan (local).
  - Land manager involvement in Trail Town/trail development (adopted by the land manager).
- Is there an agreed governance structure that underpins the management and maintenance of the Trail Town?
- Demonstrate how the community is supportive of the Trail Town concept (i.e. quote surveys, attendance of forums).

### **Engagement of Supporting Businesses**

- Is there a strategy in place to encourage businesses within the town to understand the needs of the target market and to become accredited Trail Friendly Businesses?
- List the accredited trail friendly businesses for your town and the services they provide, or demonstrate there are multiple and recognisable Trail Friendly Businesses in the town or how the business community is engaged with the Trail Town concept and trail user markets (e.g. letter of support, research, questionnaire).

## Marketing

- Is there a comprehensive, brand and marketing plan for you Trail Town/network? Does it cover website, promotional material, brand, distribution channels and how is the plan realised/implemented?
- Is there a website that provides trail information, clear directions and hospitality booking information for your trails or Trail Town/network (i.e. via a visitor centre)?
- Does your town have a Trail Town profile on Trails WA website?
- Are all the trails and trail network information on the Trails WA website?
- Is there a link on your website to the Trails WA website and app (and each trail description links to the detailed profile and Trails WA)?
- Demonstrate how the Trail Town logo will be incorporated in the signage and marketing planned for the town.
- How does your Trail Town provide pre-visit promotional information (other than online) and how does it all work together to create demand and manage expectations?

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# 7. Benefits of Becoming a Trail Town

## Multiple Benefits

Trail tourism brings social, economic, environmental, health and community outcomes particularly in regional areas.

The following are benefits of becoming a Trail Town:

- Trails spread economic growth to regional areas.
- Trail tourism brings people to towns.
- Trails promote healthy communities.
- Trail tourism brings new businesses, jobs and volunteer opportunities.
- Trails build community and cultural capacity.

There is a large amount of evidence demonstrating the positive economic and social impact of trails. Trail tourists are known to spend more and stay longer.

They are low impact tourists with a high dispersal rate and they tend to engage in a broader range of experiences than the average visitor. As such trail tourists are an important growth market for the tourism industry in Western Australia.

In addition to economic benefits, trails are widely known to provide a range of social benefits including community cohesion, improved physical and mental health, youth engagement and increased environmental appreciation, awareness and education.

Importantly, much of these benefits are experienced in regional areas.

The key to harnessing this opportunity is having a range of targeted services and offerings which meet the needs of the trail user.

In addition to a good supply of well-maintained trails, these offerings include and range from coffee and food services to equipment hire, accommodation and tours.

Source: (Trails WA Trail Town Accreditation, Becoming a Trail Town, 2020)



Values commonly associated with trails		
Environment values	Social values	Economic values
<ul style="list-style-type: none"> <li>• Biodiversity</li> <li>• International significance</li> <li>• Landscape and visual amenity</li> <li>• Wilderness</li> <li>• Wetland/waterway</li> </ul>	<ul style="list-style-type: none"> <li>• Recreation</li> <li>• Education</li> <li>• Aboriginal heritage</li> <li>• Health and wellbeing</li> <li>• Nature interaction</li> <li>• Wilderness interaction</li> <li>• Local sense of place</li> </ul>	<ul style="list-style-type: none"> <li>• Basic raw materials</li> <li>• Public water resources</li> <li>• Tourism</li> <li>• Pay per use</li> <li>• Local employment</li> <li>• Mining</li> <li>• Management cost</li> <li>• Liability</li> <li>• Initial costs</li> </ul>

Figure 14: Values commonly associated with trails

Source: (Trails Development Series, 2019)

Benefits of trails that are generally recognised include:

- Encouraging more frequent outdoor physical activity leading to improved physical and mental wellbeing and a reduction in lifestyle diseases and associated medical costs.
- Improved lifestyle due to opportunities for outdoor recreation by individuals, groups, education and community organisations.
- Providing low cost facilities for recreation accessible to many different groups in the community.
- Improved awareness and appreciation of the natural environment and support for its conservation and protection.
- Economic benefits from employment and business opportunities in trail development, management, maintenance, events and supporting products and services.
- Tourism growth to trail destinations with resulting economic stimulus of local economies.
- Trails adding to the value of nearby properties.
- Protection and showcasing of natural, cultural and historic areas by providing for sustainable access routes.
- Improved sustainability of local communities by making them more attractive places to live.
- Opportunities for social interaction and development of community identity through participation in trail activities, maintenance and conservation.

Sources: (Peel Regional Trails Strategy, 2019), (Recreational Trail Planning, Design and Management Guidelines, 2020), (Western Australian Strategic Trails Blueprint 2017-2021, 2017), (Trails WA Trail Town Accreditation, Becoming a Trail Town, 2020)

## What is a Trail Friendly Business?

Being trail friendly is easy, providing trail users with a warm welcome and facilities to refresh, refill and re-energise are the main aims.

Trails WA has developed criteria for accommodation, cafes and restaurants, hire, transport providers and tour operators. From providing laundry facilities and bike racks to packed lunches and camping supplies Trails WA can assist in attracting trail users.

The Trail Friendly Business program has been designed to:

- Help businesses offer services and amenities to meet the needs of trail users.
- Create a community of like-minded businesses who share knowledge and cross-promote each other.
- Identify a businesses as trail friendly by displaying the trail friendly logo.



Figure 15: Trail friendly logos

## What is a Top Trail?

The aim of the Top Trails project is to identify the best trails in each region, and promote them cooperatively to bring more visitors to regional areas of Western Australia.

To be selected a trail needs to be of a high standard and provide a memorable or unique experience. Additionally, the trail will have:

- Appropriate signage - directional trail marking, distance and locational.
- Maps, guide books and track notes if required.
- Interpretative material and information if appropriate.
- Management and maintenance plans.
- Community support (e.g. friends group or Shire involvement).
- A promotional brochure.

The following factors are also taken into consideration:

- The quality of the experience.
- Point of difference.
- Accessibility.
- Community involvement.
- Cultural awareness.
- Nearby facilities and services.
- Safety.



Source: (Trails WA Trail Talk, 2021)

# 8. Key Priority Areas and Recommendations

A series of key priority areas contain prioritised recommendations grouped in the themes (based around the Trail Town Accreditation criteria) required to develop a Trail Town.

The recommendations listed as *High* priority are essential criterion within the Trail Town accreditation form, or they mitigate a significant risk. These projects should commence within 1-3 years. *Medium* priority criterion are focused around recommendations that have known external factors, are not essential for Trail Town accreditation but are desirable, or do not have the Shire resources to commence immediately, however will contribute positively to Jarrahdale becoming an accredited Trail Town. These projects should commence within 3-6 years. *Low* priority indicates that the recommendation is not essential for Trail Town accreditation and add some value to Jarrahdale becoming a Trail Town but have less positive impact than medium and high priority recommendations. These projects should commence after 6 years. A number of ongoing recommendations have also been developed which should be implemented over the next 10+ years.

A cost estimate has also been provided this is a high level estimate and is provided to assist with calculating the level of investment. Each project needs to be further defined and costed once more detailed designs and information is determined.

A lead agency has been identified and this has been **bolded** and partners have also been identified that would play a key role in implementing the initiative. It should be noted that a collaborative approach should be taken to implementing many of the recommendations between the Shire, government agencies, organisations and the local Jarrahdale community.

Abbreviations:

SSJ	Shire of Serpentine Jarrahdale
DBCA	Department of Diversity Biodiversity Conservation and Attractions (WA)
DoT	Department of Transport (WA)
PTA	Public Transport Authority (WA)
DLGSCI	Department of Local Government, Sport and Cultural Industries
LGA	Local Government Authority
WALGA	Western Australian Local Government Association
DPIRD	Department of Primary Industries and Regional Development
PHTA	Perth Hills Tourism Alliance
PCC	Peel Chamber of Commerce
DFES	Department of Fire and Emergency Services

## A. Landscape and Setting

### 1. Sense of Place/Identity and Cultural Heritage Factors

Sense of place enables the town's identity to be communicated through many different mediums, to spark intrigue in visitors. The identity can wrap around infrastructure and services to immerse visitors in the Jarrahdale experience. The recommendations in this Business Case to build sense of place will increase the experience for tourists, providing a theme for the town which creates 'touch points' in each experience that a visitor has.

Drawn from community engagement, it is understood that Jarrahdale's identity is focused around the natural environment, heritage, community and to an extent, equine and walking. Public art, signage and building design can also support placemaking. For example, the integration of public art along Jarrahdale Road that has themes of heritage and equine, will remind visitors of Jarrahdale's offerings as they walk down the street to buy a coffee or have a snack. It is this sense of place that provides an immersive experience for visitors.

A Trail Town must have character to add to the trail experience and is an essential criterion within the accreditation process. The below recommendations enable the Shire to continue to develop Jarrahdale's sense of place and brand which should be undertaken in partnership with the local community to ensure that it is authentic.

*“An integrated approach to creative placemaking can prove very effective in making residents feel attached to their localities. Through a combination of urban design and public art, the Shire can develop or rejuvenate streets, central squares, parks and other public spaces to give a sense of belonging, excitement or respite. Footpaths linking larger areas, trailheads marking gathering spots, public benches offering comfort to slow people down and to facilitate interaction. Public art developed for a purpose can shift public perception by making a place more welcoming, and inform new ways to engage with it.” Source Shire of Serpentine Jarrahdale Public Art Strategy*

Jarrahdale has a proud history from the traditional owners cultural history through to European history of timber and logging with the town being recognised as a heritage place by the National Trust.

#### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
1.1	Work with traditional owners to identify opportunities to provide advice and guidance on features of cultural significance, and provide input into planning for new and enhanced trails.	Existing SSJ Resources	High	SSJ/DBCA
1.2	Identify/confirm landmark locations (e.g. National Parks/areas of cultural/biodiversity significance and distinct landscapes (e.g. valleys/water bodies/peaks/ man made landmarks of significance) and ensure trails (existing and planned) acknowledge and are linked to these locations and landscapes. Prepare a map representing these.	Existing SSJ Resources	High	SSJ

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
1.3	Identify any discordant elements (e.g. heavy industry, landfill sites, mines) that detract from the user experience and develop strategies to manage these elements (e.g. signage or interpretation/providing alternate routes).	Existing SSJ resources	High	SSJ/Alcoa/ DBCA
1.4	Undertake an Aboriginal history project to capture Indigenous culture and the history of Jarrahdale for inclusion in interpretive signage, public art works and interpretation of significant sites along the trails.	\$50,000	High	SSJ
1.5	Seek to enter into a lease with the National Trust of Western Australia for portions of Jarrahdale Heritage Park. Prepare a plan for the operations of Heritage Park capturing any improvement works necessary, future development opportunities (e.g high ropes courses, nature play, cultural heritage interpretation, amphitheater, sculptures and picnic areas), arrangements for maintenance and management of the park, commercial opportunities and associated costings.	\$10,000	High	SSJ/ Jarrahdale Heritage Society
1.6	Engage with Jarrahdale Heritage Society to develop public art briefs consistent with Opportunity 1 of the Shire's Public Art Masterplan (Heritage Tourism).	Existing SSJ resources	Medium	SSJ
1.7	Undertake Public Art project Opportunity 9 within the Shire's Public Art Master Plan (ground based painted road/car parking locations and small scale wayfinding).	\$20,000	Medium	SSJ
1.8	Prepare a plan and associated costings for the operation of the No 1 Jarrahdale Mill and Mill Managers house, complementing the desired outcomes of the activation of Jarrahdale Heritage Park, proposed Trail Centre at LOT 814 and accreditation as a Trail Town. Use the plan to support an expression of interest process to the National Trust of Western Australia, to lease both facilities when the opportunity arises.	\$10,000	Medium	SSJ/National Trust/Jarrahdale Community
1.9	Explore the opportunity to support the delivery of guided indigenous cultural heritage trails activities.	Existing SSJ resources	Medium	SSJ/DBCA
1.10	Ensure that development of Jarrahdale as a Trail Town follows United Nations World Tourism Organisation (UNWTO) Sustainable Development Goals as outlined above in Section 1 above.	Existing SSJ resources	Ongoing	SSJ/Tourism Operators/ Investors
1.11	Maintain, protect and celebrate existing heritage assets where feasible.	TBC	Ongoing	SSJ/ National Trust/DBCA
1.12	Ensure when upgrading, enhancing and developing trails that they include features that are inspiring, mystical, exhilarating, peaceful and culturally sensitive and accessible all year.	TBC	Ongoing	SSJ/DBCA

## B. Trails Development and Management

### 2. Trails

As part of becoming a Trail Town it is necessary to have trails including individual trails, trail networks and trail centre/s. Trail head/s are the beginning of a single trail and it is important for a Trail Town to have at least some trails beginning from the town or nearby to the town.

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.

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. Trails are generally either short or long-distance linear trails or loop trails.

Short linear trails are linear, marked routes which can be completed in under a day and are of varying lengths. They are generally marked in two directions as they need to be used as a return journey. Short linear trails are often associated with key visitor attractions such as summits, vistas, gorges and water bodies, and may include picnic and rest areas. Jarrahdale and the broader Shire area has numerous short linear trails, an example includes the Kitty's Gorge Walk Trail.

Long distance trails often connect towns or locations. These are long multi-day routes which start and finish in different locations and may be broken up into smaller sections. They can be iconic tourism products however the market for end-to-end use is relatively limited and often specialised. The Munda Biddi Trail which traverses through Jarrahdale is a good example of a long-distance trail.

Loop trails have generally the same attributes as linear trails except they start and finish in the same location. The Jarrahdale Heritage Town Walk is a good example of a loop trail.

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. The Langford Park Mountain Bike trails are a good example of a trail network.

Jarrahdale and the surrounding area has many existing trails for walking, trail running, horse riding (equine), mountain biking and cycling. The main trails as identified recently in the Peel Trails Strategy and the Shire of Serpentine Jarrahdale Local Trail Plan included 32 trails/networks comprising:

- 20 bush and urban walking trails.
- 2 shared use trails.
- 2 mountain biking trails/networks.
- 8 bridle trails/networks.

Two of these trails are state level, seven are regional level and the remaining 23 trails are local level trails. The existing 32 trails that would form part of the Jarrahdale Trail Town are outlined above in the Needs Analysis Section. The Jarrahdale Trail Town will have individual trails, trail networks and trail centres (one at Jarrahdale and one at Byford).

Jarrahdale is located on the Munda Biddi Trail alignment, and is classified as a Munda Biddi Trail Town. The trail runs in on the eastern side of Jarrahdale and out via the southern side of the town.

The recommendations within this Business Case will help to capture users of the trail to spend time in Jarrahdale, or use the town as an end/start point.

The Bibbulmun Track previously ran through the township, however due to bauxite mining, was realigned to pass Jarrahdale on the eastern side. A project considering the development of the Mounts Trail will provide an opportunity to link Jarrahdale to the Bibbulmun Track and will open up new possibilities for users of the Track as it provides an excellent location for visitors wanting to walk a small section of the Track as a trial or weekend adventure. It also provides a logical stopping point within the Bibbulmun Tracks' Darling Range Section, halfway between Kalamunda and Dwellingup.

## Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
2.1	Develop a Trails Priority Plan to plan for new and/or upgraded trails as per the Peel Regional Trails Strategy/Serpentine Jarrahdale Trails Plan and based on the audit findings (refer recommendation 2.4).	\$30,000	High	SSJ/DBCA
2.2	Work collaboratively with DBCA and user groups to enhance and upgrade the mountain biking and equine trail/s in Langford Park.	Existing SSJ resources	High	DBCA/SSJ/ Trail User Groups
2.3	Promote that there is at least three days of trail activity with a mix of trail grades for different user groups within and nearby to Jarrahdale, that there is a critical mass of trail activity or networks close to Jarrahdale and/or commencing in the town and that some of the trails are accessible from Jarrahdale.	\$5000	High	SSJ
2.4	Conduct a detailed on ground trail audit of all 32 trails identified in this Business Case that are relevant to the creation of Jarrahdale as a Trail Town. This should include signage, risks/hazards, upgrades, determine grading, surface type, usage, trail type etc.	\$50,000	High	SSJ/DBCA/ Jarrahdale Heritage Society
2.5	Develop a wayfinding strategy for Jarrahdale and the associated trails, to address the lack of signage and wayfinding in the town.	\$50,000	High	SSJ
2.6	Upgrade and enhance existing high priority trails in-line with the Shire of Serpentine Jarrahdale Trails Plan and outcomes of the Trail Priority Plan identified in 2.1. i.e. the Munda Biddi Trail – Jarrahdale Section and Kitty's Gorge Trail.	\$2.65m	High	SSJ/DBCA/ DLGSCI
2.7	Work with DBCA to implement improvements to existing equine trails i.e. Jarrahdale Park Bridle Trail and development of new equine trail networks in Jarrahdale to ensure a strong equine focus for the town.	\$1.73m	High	SSJ/DBCA/ DLGSCI
2.8	Continue to work with Alcoa and the Munda Biddi Foundation to ensure that the Munda Biddi Trail continues to traverse through Jarrahdale and that Jarrahdale remains as a Munda Biddi Trail Town. Investigate opportunities to upgrade this section of the Munda Biddi Trail.	Existing SSJ resources	High	SSJ/Alcoa/ Munda Biddi Trail Foundation, DBCA

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
2.9	Continue to work with the Bibbulmun Track Foundation and DBCA to investigate the feasibility of the Jarrahdale to Mounts Trail, that is accessible from Jarrahdale and connects with the Bibbulmun Track.	\$31,000 (study currently underway).	High	SSJ/DBCA/ Bibbulmun Track Foundation
2.10	Investigate the feasibility of establishing the Serpentine Trail (there is potential to extend Kitty's Gorge Trail south of Serpentine River creating a challenging day walk option).	\$50,000	High	SSJ/DBCA
2.11	Identify and develop a network of gravel riding routes around Jarrahdale.	\$255,000	High	SSJ/Main Roads WA
2.12	Work with DBCA to develop a concept plan for new Jarrahdale Equine networks.	\$30,000	High	SSJ/DBCA
2.13	Develop a self-guided heritage tour trail for Jarrahdale with associated signage and collateral.	\$20,000	Medium	Jarrahdale Heritage Society/SSJ
2.14	Develop a self-guided equine tour through Jarrahdale for leisure and equine riders and associated collateral.	\$20,000	Medium	SSJ Equine Group
2.15	Develop the Mundijong to Jarrahdale Rail Trail as detailed in the endorsed <i>Trails Development Business Case 2020</i> .	\$10m	Medium	SSJ/Alcoa/DoT
2.16	Upgrade and enhance existing medium priority trails in-line with the Shire of Serpentine Jarrahdale Trails Plan and outcomes of the Trail Priority Plan identified in 2.1. i.e. the Mundlimup Timber Trails, Langford Park Mountain Bike Trails, Balmoral Trail, Tony Henniker Long Walk and Jarrahdale Heritage Town Walk.	\$620,000	Medium	SSJ/DBCA/ Jarrahdale Heritage Society
2.17	Expand the existing Jarrahdale Mountain Bike Network in Langford Park where there is potential to link north into the proposed Wungong (Byford) Trail Centre and south into town through Jarrahdale State Forest. The terrain offers potential for all classifications and cross country, all mountain and downhill trail types.	\$504,000	Medium	SSJ/DBCA/ DLGSCI
2.18	Investigate the feasibility of establishing an Edge of Scarp Trail for bushwalking/trail running/mountain biking/equestrian along the edge of the scarp from Jarrahdale to Wungong Regional Park.	\$50,000	Medium	SSJ/DBCA
2.19	Upgrade and enhance existing low priority trails in-line with the Shire of Serpentine Jarrahdale Trails Plan and outcomes of the Trail Priority Plan identified in 2.1. i.e. the Jubb Trail, Ken Jones Trail, Korribinjal Brook Trails, Tallow-wood Trail, WWII Prisoner of War Camp Trail and Jarrahdale 1872 Heritage Rail Trail.	\$320,000	Low	SSJ/DBCA/ DLGSCI
2.20	Implement the actions of the Equine Trails Master Plan (currently being prepared) Jarrahdale once complete and endorsed to further establish Jarrahdale and the Shire as Western Australia's premier equine area.	TBC	Ongoing	SSJ/DBCA



### 3. Trail-related Infrastructure

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 is required to be part of a Trail Town and incorporates a trail network/s and individual trails. They are typically located close to major population centres or iconic locations. It is proposed that a trail centre is established in Jarrahdale at Lot 814 Jarrahdale Road (refer Figure 16). This parcel of land is owned in freehold by the Shire and is the location of the Timber Mill Rotunda and Single Men's Quarters. A Trail Centre at this location will compliment the Jarrahdale Oval trail head development and the proposed Byford (Wungong) Trail Centre that has already had a business case prepared for it. The two trail centres can be linked through the Langford Park trail networks.

Although visitors often access the internet to plan their trips, it is important that visitors intending to use the trails have a central information and services point in town. A trail centre provides a space where trail and visitor-related information, services and facilities come together to create a one-stop shop. Because trails are free to use, a Trail Centre can provide an opportunity to generate income, which can then be invested back into trails to enhance the experience and safely maintain the trails. Trail Centres generally include end of trip facilities such as hot showers and toilets, retail spaces for local products, hireable spaces for commercial operations (guided tours etc.) and hireable lockers. In Jarrahdale, a Trail Centre would benefit from a secure 24-hour car park to alleviate the current parking issues across Jarrahdale. A Trail Centre is a requirement for Trail Town accreditation. A trail head for all trails that start/finish in Jarrahdale should also be incorporated into the Trail Centre.



Figure 16: Aerial Image of Lot 814 in Jarrahdale

There are no formal trailheads and signage is generally lacking across the Jarrahdale township and this needs to be addressed to improve the user experience and general way finding in and around the town.

## Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
3.1	Design and construct new Trail Centres in Jarrahdale and Byford. These Trail Centres can be linked through the Langford Park and Wungong Regional Park trail network.	\$5m	High	SSJ/DBCA/DLGSCI
3.2	Develop a master plan including costings for the establishment of the Jarrahdale Trail Centre at Lot 814, Jarrahdale. This Trail Centre should comprise of accommodation in the form of caravanning and camping, a café that also provides visitor information particularly focusing on trails and associated services, retail services, equipment hire, public ablutions and amenities including showers, hireable lockers, parking including for horse floats and trails, secure bike storage, shelter, wash bays for bikes and horses, rest areas and maintenance services/tools. This Trail Centre should also integrate a trails head for the trails that start/finish in Jarrahdale.	\$60,000	High	SSJ/DBCA/DLGSCI
3.3	Develop the Jarrahdale Oval Trail Head with a linkage into the Jarrahdale Trail Centre. This should be in line with the concept plans developed as part of the <i>Trail Business Case in 2020</i> and complement, not duplicate the functions of the Trail Centre to be established at Lot 814. This should focus as a site for special events and for commencing trail activity in this area.	\$350,000	High	SSJ/DBCA/DLGSCI
3.4	Advocate for the upgrades to the water and power supply to Jarrahdale as the current infrastructure is unlikely to cope with additional increases in visitation and pressures from new development and increasing tourism.	Existing SSJ Resources	High	SSJ/ State/ WA State Government/ Federal Govt.
3.5	Install a public toilet at the Jarrahdale Cemetery for Cemetery and Kitty's Gorge Trail users.	\$185,000	High	SSJ/ WA State Government

## 4. Trail Signage and Mapping

Currently, the existing safety on the trails is a concern for users and trail managers. Trail safety includes safe road crossings for people and horses, signage, maps for visitors and emergency services, risk management and trail grading. The highest priority for immediate attention are trail heads and trail markers. The most well utilized and longest trails should be signposted first, followed by the shorter trails. Signage should include advice about the trail grade, distance, average time to complete, and a map and should be located at the trail heads at the commencement and termination of the trail. There are relevant industry and Australian standards that need to be met for example walking track signage should meet *Australian Standard Walking Tracks Part 1: Classification and Signage* and equine trails should be in-line with the equine trails classification adopted by DBCA.

Trail markers may include unique identifiers (for example a reference number or other) to identify the site where the trail marker is located. These unique identifiers can help trail users identify where they are along the trail, or emergency services in the event of injury or exhaustion. It is

recommended above in the Trails section that a trail audit of all relevant trails be undertaken to determine the current status of the signage and its compliance with the relevant standards for each trail type.

The Jarrahdale Heritage Society produces 14 trail maps and one trail booklet that are available for purchase from the Jarrahdale Heritage Society website or the Old Post Office. The maps are a source of income for the Heritage Society. They detail the trail grading, distance and dog information; and are the only trail maps currently available for visitors. They would benefit from GPS integration to provide scalable and accurate maps.

## Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
4.1	As part of the trail audit determine the current status of the signage and its compliance with the relevant standards for each trail type (i.e. walking, mountain biking, horse riding).	Included in recommendation 2.4	High	SSJ/DCBA/Trail Managers
4.2	Provide support to the Jarrahdale Heritage Society to enable the ongoing production of the Jarrahdale Trail Booklet and Trail Maps.	\$5,000	High	SSJ/Jarrahdale Heritage Society
4.3	Develop a signage design suite for each trail type integrating the Jarrahdale Trail branding and relevant information to meet industry and Australian standards for signage.	\$20,000	High	SSJ/DCBA/Trail Managers
4.4	Design a new or retrofit the existing entry statement signs to reflect Jarrahdale's status as a 'Trail Town' once accredited.	\$20,000	High	SSJ/Main Roads WA
4.5	Develop a graphic design template for a trail map to ensure brand and information consistency which can be used for digital and hard copy maps.	\$5,000	High	SSJ/DBCA
4.6	Upgrade the Jarrahdale Town Walk Signage.	\$5,000	High	SSJ/ WA State Government/ Jarrahdale Historical Society

## 5. Risk Management

The Shire currently does not take accountability for people wishing to walk trails, however has a duty of care to ensure users are fully informed about the risks associated with each specific trail they intend to use. Therefore, it is recommended the Shire prepare a risk management plan for trails that sets out the Shire's position in relation to various risks, this is also an essential requirement to become a Trail Town. The risk management plan may include actions required during bushfire events (i.e. social media and website posts encouraging visitors to not use trails), minimum level of information to be included in signage, construction standards for safety and identifying trail-specific risks and control strategies.

## Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
5.1	Develop a risk management plan for sanctioned/formalised trails in Jarrahdale and surrounds.	\$20,000	High	<b>SSJ/DBCA</b>
5.2	Develop bushfire management and emergency evacuation plans for sanctioned/ formalised trails. This should emphasise the danger associated with trail use during the fire danger season, and that evacuation in a rapidly developing fire situation may not be possible. This should also aim to educate people about such risks, to ensure that use is not permitted/ encouraged especially on days of extreme or catastrophic fire risk.	\$10,000	High	<b>SSJ/SES/DBCA</b>
5.3	Develop a response process for the search and rescue of trail users who get lost or injured.	Existing SSJ resources	High	<b>SSJ/DBCA/DFES</b>
5.4	Ensure inclusion of information about 'what to do in an emergency' in trails information such as websites, brochures and maps.	Existing SSJ resources	Medium	<b>SSJ/Jarrahdale Heritage Society/ DBCA/Other Trail Managers</b>
5.5	Advocate for/ investigate the feasibility of establishing a Trails Identification Number system (TIN), similar to the existing Beach Emergency Number system (BEN), to allow for the easy identification of trails to emergency services personnel.	Existing SSJ resources	Medium	<b>SSJ/DBCA/DFES</b>

## 6. Maintenance and Asset Management

There are 15 trails across the Shire that are registered in the Shire's asset database, which mainly consist of drainage and equine trails in addition to this there are the trails that are owned/managed by DBCA. Currently, the Shire undertakes slashing and pruning works on these trails, but do not maintain any surface treatments due to the lack of resources (e.g. funding, people, plant and equipment), the difficulty in bringing machinery onto the trails and the lack of asset data relating to trails. A number of the trails are also located on non-Shire owned/controlled land e.g. DBCA owned/managed land and DBCA manage and maintain these trails, but they also have resourcing issues. Community members who have an interest in the trails undertake maintenance also and without these community members and their volunteer work, the trails would be deteriorating at a much faster rate.

\$50,000 per year is currently budgeted in the Shire's Long Term Financial Plan 2020-2030 for Trail Renewal, however there is no work plan for trails maintenance. Projects are currently underway to map and capture trails to input into the Shire's asset management system; and assess the condition of the trails to help inform the asset management plans.

A lack of guidelines or standards for the construction/maintenance of trail surfaces creates an additional barrier for the Shire to move forward with maintenance. Discussions with DBCA have resulted in conversations about training staff in the maintenance of trails to increase the Shire's capabilities. Here, opportunity arises for training to extend to community volunteers that are interested in adopting a trail, though a policy and Memorandum of Understanding (MOU) needs to

be developed to ensure the safety of volunteers, and agree to a standard of work to be undertaken, which ultimately ensures the safety of visitors who are unfamiliar with the trails.

### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
6.1	Develop a Trails Maintenance Workplan, including costings for annual maintenance and detailing levels of service for the various trail types in Jarrahdale and surrounds, including equine trails, bushwalking trails and mountain biking trails. Allocate an annual budget to trail maintenance within the Long-Term Financial Plan reflective of actual costs as captured in the Trails Maintenance Work Plan.	Existing SSJ resources	High	SSJ
6.2	Continue to map existing trails using GIS/GPS and incorporate trails into the Shire's asset management plan to adequately plan for maintenance, upgrade and renewal.	Existing SSJ resources	Medium	SSJ
6.3	Engage DBCA to train Shire Operations staff in trail maintenance.	\$5000	Medium	SSJ/DBCA
6.4	Develop an MOU and standard of work guide for community volunteers who maintain trails.	Existing SSJ resources	Medium	SSJ
6.5	Work to develop MOU arrangements between the Shire and DBCA to allow the Shire to undertake development and maintenance works on DBCA owned land/ trails as agreed between both parties.	Existing SSJ resources	Low	SSJ/DBCA
6.6	Allocate Shire resources including persons and equipment to undertake trail maintenance.	New staff and trail resources \$200,000/year	Ongoing	SSJ

## C. Access

### 7. Public Transport

One local business operates a charter service in Jarrahdale. This service is important for providing transport for visitors who do not have their own mode of transport. The only form of public transport into and out of Jarrahdale is a bus service. As at the time of writing this Business Case, Transperth operates only one public service per day (that does not deviate via secondary schools). The 2019/2020 financial year saw 291 passengers boarding the bus in Jarrahdale; and 223 passengers alighting (hopping off) the bus in Jarrahdale.

Visitors wishing to use the Transperth service are scheduled to arrive into Jarrahdale at 5:51pm on weekdays, or 5:17pm on Saturdays. There are no services into Jarrahdale on a Sunday. This can create barriers for the day-trip market who may use public buses on weekends, as no services operate for visitors to arrive in Jarrahdale in the morning for a day of walking and/or riding. The bus service is scheduled to leave Jarrahdale at 6:26am each weekday, 7:04am each Saturday, and provides no service on Sundays. This is likely to create a barrier for visitors who are looking to use public transport to get to and from Jarrahdale to use trails in the daylight; and forces visitors to find accommodation in town. The service commences and terminates at the corner of Kingsbury Drive and Jacaranda Avenue which is an informal bus drop off area, surfaced with gravel and no connecting footpaths. The Jarrahdale starting point of the Munda Biddi Trail is adjacent to the bus stop.

An essential requirement of Trail Town accreditation is that the town be easily accessed by public transport, therefore it is recommended that the Shire initiate discussions with Transperth / Public Transport Authority to gauge an understanding of the process to amend the service times, to ensure the bus arrives in Jarrahdale in the morning, and departs Jarrahdale in the early evening and to provide additional bus stop facilities.

#### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
7.1	Design and construct a new public bus terminal with a continuous shared use path to Lot 814 (proposed location of the Trails Centre).	\$500,000	High	SSJ/ Transperth/PTA
7.2	Advocate to PTA/Transperth to amend public bus service times to better service visitors and residents with more convenient and regular times.	Existing SSJ resources	Medium	Transperth/PT A/SSJ
7.3	Advocate for a cycle/mountain bike friendly Metronet station and Metronet services into Byford and future stations.	Existing SSJ resources	Medium	Transperth/PT A/SSJ
7.4	Advocate to the PTA to include mechanism for the transportation of mountain bikes on Transperth buses servicing Jarrahdale.	Existing SSJ resources	Medium	SSJ/Transperth /PTA/SSJ

### 8. Footpaths and Pedestrian Access Ways

Footpaths allow trails to be more accessible to a wider population, as well as providing safe passage from accommodation, community facilities and transport services to trails. Footpaths may

also act as a trail themselves. The Shire's Cycling and Walking Plan recommends construction of footpaths in the Jarrahdale area which will support the Trail Town vision and are included in the recommendations below.

## Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
8.1	Connect the proposed Trail Centre to the Jarrahdale Town Centre via a pathway network.	\$100,000	High	SSJ
8.2	Connect the Jarrahdale Oval Trail Head to the Town Centre via a pathway network	\$200,000	Medium	SSJ/DBCA
8.3	Implement the proposed footpaths/shared use paths as proposed in the Shire's Cycling and Walking Plan.	As per Cycling and Walking Plan	Ongoing	SSJ

## 9. Roads and Road Crossings

Road crossings are a key safety consideration when trails or paths leading to trails approach a road. The Shire's Trails Business Case indicates safe crossing infrastructure at the Jarrahdale Oval Trailhead, over both Nettleton and Millars Roads is required. New trail facility designs must incorporate traffic calming treatments and safe road crossing infrastructure or avoid road crossings where possible.

In order to support both the safe movement of people and animals on trails and in the Jarrahdale township it is important to give consideration to safe shared road use, including crossing of roads, and walking and riding of both horses and bikes on roads as required.

Opportunities to slow traffic on Jarrahdale Road, Nettleton Road and Millars Road, and minimise large vehicle movement must be investigated to ensure minimal risk and encourage a pedestrian/ rider friendly environment. This will result in greater activation of the Jarrahdale businesses and ease of access between trail networks.

The Jarrahdale road network is experiencing an increase in usage as a result of increased visitation to the town due to the increasing use of the trails and this is anticipated to increase through efforts to develop the Jarrahdale as a Trail Town. It is important also that road conditions and safety are improved in response to the increased traffic being experienced and forecast.

## Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
9.1	As part of the trails audit identify all existing and potential road crossings including consideration of safe crossing mechanisms and signage, or if possible avoidance of road crossing.	Included in recommendation 2.4	High	SSJ/Main Roads WA
9.2	For any new trail development minimise or avoid road crossings and if they are unavoidable then implement appropriate interventions in line with Australian standards and road rules.	To be confirmed	Medium	SSJ/Main Roads WA/Trail Manager

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
9.3	Investigate and implement options for slowing of traffic on Jarrahdale, Millars and Nettleton Roads, and diversion of large vehicle movements away from Jarrahdale Road.	Existing SSJ resources	Medium	SSJ/ Mainroads WA
9.4	Provide signage along primary roadways alerting drivers to the presence of walkers, cyclists and horse riders.	\$10,000	Medium	SSJ/ Mainroads WA
9.5	Undertake a review of road use and conditions of roads at the locations of current and proposed trail heads in Jarrahdale, and primary thoroughfares for access to trails and develop remediation/ improvement plans as required.	Existing SSJ resources	Medium	SSJ/ Mainroads WA

## 10. Parking

Parking was highlighted through community engagement as one of the biggest challenges to achieving Trail Town accreditation, and increasing the tourism potential of Jarrahdale in general. Jarrahdale's public parking is confined to Bruno Gianatti Hall and the Old Post Office, both of which are owned by the Shire. More parking is available at business locations, although this is not considered suitable for public car parking for trail use. There are less than 50 available parking bays (most of them are unmarked), plus some additional parking along streets and road verges throughout the town, again this is informal. The community consultation highlighted the need for additional formalised parking in town to support the influx of visitors. A secure car park could provide for overnight visitors and people attending events and generate revenue which could then be reinvested back into the trails to improve their safety and quality.

Electric charging stations for vehicles should be incorporated at prominent locations such as the proposed Trail Centre at Lot 814 to cater for the increasing popularity of electric vehicles.

The Shire is currently in the process of investigating the feasibility and costs associated with upgrading the car parking at the Kitty's Gorge Walk Trail Head on Atkins Street, Jarrahdale.

Another important need that was identified was the need for horse float parking.

### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
10.1	Upgrade the Kitty's Gorge trail head car parking and provide additional carparking bays.	\$211,000	High	SSJ
10.2	Include provision for secure 24 hour car park in the design for the Lot 814 Trails Centre.	Included within planning for Lot 814 (refer 3.2)	High	SSJ
10.3	Review parking provision throughout the town of Jarrahdale to determine if more efficient parking can be provided.	Existing SSJ resources	High	SSJ
10.4	Develop a traffic management and parking plan for Jarrahdale to alleviate the current pressures the traffic places on the town.	\$25,000	High	SSJ



No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
10.5	Improve and extend the parking arrangements at the Old Post Office Museum, including consideration of extension of the current car park and improvements to the location and sign posting of the entry and exit point of the car park.	\$200,000	Medium	SSJ
10.6	Review requirements for horse float parking areas allowing for easy access to equine trails, including ensuring provision of horse float parking areas through the Jarrahdale Oval Master Plan, Jarrahdale Oval Trail Head and at the Trail Centre Lot 814 Jarrahdale Road.	Existing SSJ resources	Medium	SSJ
10.7	Install electric charging stations for vehicles within the Trails Centre.	Included within planning for Lot 814 (refer 3.2)	Low	SSJ
10.8	Improve pedestrian, cycling and horse-riding linkages throughout the town to reduce reliance on motor vehicles as per the Cycling and Walking Plan.	As per Cycling and Walking Plan (refer 8.3)	Ongoing	SSJ

## 11. Conflicts of Use

Engagement with the Jarrahdale community revealed that users experience conflicts when using trails, most often between mountain bikers and horse riders, which can cause safety concerns for both user groups. This is likely due to a lack of awareness, signage and education about how the two users can interact in a safe and respectful way on trails. It is a common belief within the equine community that horses have a right of way in these encounters; however, there are no standards or guides available that confirm this.

The International Mountain Bicycling Association provides a video guide for mountain bike users when interacting with horses, which suggests:

- A rider cannot predict what a horse will do.
- Some horses, particularly younger horses, may be uncomfortable around mountain bikers.
- Mountain bikers are encouraged to greet a horse and the rider announce themselves when approaching from behind or in front.
- Mountain bikers are encouraged to slow down and make the horse riders aware of their presence.
- Horse riders are encouraged to communicate how their horse is reacting to the mountain bike rider.
- Mountain bikers are encouraged to continue to be natural, rather than becoming still or silent.
- All users are encouraged to be respectful of the other users and be polite.

There are no known trail etiquette signs in Jarrahdale at present. These messages can be incorporated into signage at trailheads and on trails where there are known multiple uses. The Shire may also opt to incorporate the messages into future trail maps or on the Shire's website.

## Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
11.1	Develop information on trail etiquette and incorporate this information in trail head signage, maps, trail websites/pages and trail brochures.	Existing SSJ resources	High	<b>SSJ/DBCA/Trails WA</b>
11.2	Develop a warning sign that explains who provides right of way on multiuse trails	\$5,000	Medium	<b>SSJ/DBCA/Trails WA/Trail managers</b>
11.3	Provide education and training sessions for trail user groups.	\$5,000	Low	<b>SSJ/Trails WA/Trail managers</b>

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## D. Attractions and Activities

### 12. Attractions

There are many attractions in Jarrahdale and the surrounding region these include the trails themselves but also the many heritage assets within the township and other attractions as identified in Section 4 above. Serpentine National Park with the Serpentine Falls is a very popular place for people to visit and includes a number of the key trails in the area within it including a trail which links the Park to Jarrahdale.

By creating Jarrahdale as a Trail Town this provides an opportunity to create more attractions some initial ideas include a high ropes and abseiling adventure course and adventure nature play ground in Heritage Park, a pump/BMX track and mountain biking skills park within Lot 814. There is also the opportunity to create a number of tours throughout the town and region to showcase the environmental values of the area.

#### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
12.1	Redevelop Jarrahdale Oval in response to community use and to support Trail Town activities.	\$4m	High	SSJ
12.2	Investigate the feasibility of a high ropes and abseiling adventure course in Heritage Park and models for operation.	\$20,000	Medium	SSJ
12.3	Incorporate a BMX/pump track and mountain biking skills park within the design for the proposed Trail Centre in Jarrahdale (Lot 814) to educate and develop the skills of mountain bike riders and provide for recreational activities.	Included within planning for Lot 814 (refer 3.2)	Medium	SSJ
12.4	Develop an educational environmental tour product in conjunction with the Jarrahdale Forest Protectors.	Existing SSJ resources	Medium	SSJ/Jarrahdale Forest Protectors
12.5	Design and construct an adventure nature playground in Heritage Park.	\$4m	Medium	SSJ
12.6	Design and construct a boardwalk trail from the Centenary Log, through Jarrahdale Heritage Park to the Trail Centre at Lot 814, providing an accessible trail link through the Heritage Park.	\$1m	Low	SSJ
12.7	Support Jarrahdale Heritage Society Walks.	Existing SSJ resources	Ongoing	SSJ
12.8	Activate St Pauls' Church as a tourist attraction and function facility for community hire.	Existing SSJ resources	Ongoing	SSJ/Jarrahdale Heritage Society

## 13. Events

A number of annual events take place in Jarrahdale, which are planned and operated by local groups. These include;

**Jarrahdale Log Chop** – The Log Chop is a traditional axemen's competition organised by the Central and Jarrahdale Axemen's Clubs, and a Country Fair run by the Serpentine Jarrahdale Lions Club. It remains WA's biggest wood chop with a country fair. There are usually over 70 stalls, which include small goods sales, agriculture displays, sales of local produce, demonstrations by local groups, and rides for children, licensed bar and musical entertainment. A shuttle bus service operates from designated car parks in Jarrahdale. The Log Chop event draws crowds of over 10,000 people every year.

**WA Endurance Riders** – The WA Endurance Ride is a 100-person equine event with five endurance rides occurring on the one-day event. The event is held at Jarrahdale Oval where informal parking around the oval provides space for horse floats.

**Light Car Club Rally** - The Darling Car Rally is unique within WA as it is a two-wheel drive only event. The rally is based in Jarrahdale using the state forests and plantations in the area. The mid November run event date signals the last rally of the season and is often the decider for the state two wheel drive championship and Clubman Cup.

**Guided Walks** – Jarrahdale Heritage Society opens the annual walking season with their Ghost Walk. The walk centres around a different theme each year to entertain attendees with a story highlighting the history of Jarrahdale. The Ghost Walk draws upon local actors as ghosts who tell the stories as attendees reach their station on the walk. The event is a fundraiser for the Heritage Society and is well loved by the whole Shire community. They also operate a range of local guided walks in and around the town from March through to November.

A number of events have been suggested for Jarrahdale these include the Forest Fest Event, Park Run and Ultra Series WA there may also be other ideas for events that have a strong link to trails such as adventure races, horse riding and mountain biking. Having events linked to the Trail Town will be an important component in attracting visitors to Jarrahdale.

### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
13.1	Create an online event calendar, so that events are programmed evenly throughout the year to avoid clashes and the public is aware about what events are planned for the area.	Existing SSJ resources	High	SSJ
13.2	Utilise the Jarrahdale Oval as an event space for trail based events along with other community events that are compatible with the site.	Existing SSJ resources	High	SSJ/Event Organisers
13.3	Continue to work with community members to support the development of a Forest Fest event concept or similar.	Existing SSJ resources	Medium	SSJ
13.4	Continue to work with Ultra Series WA to develop a trail running event in Jarrahdale	Existing SSJ resources	Medium	SSJ/Ultra Series WA
13.5	Develop a signature event concept that has the trails as its major theme.	\$5,000	Medium	SSJ/Trails WA

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
13.6	Develop an Events Venue Prospectus in order to outline facilities and benefits to delivering events in Jarrahdale, and actively work to attract and secure the delivery of major events in Jarrahdale.	\$5,000	Low	SSJ
13.7	Provide a range of trails activation activities and events throughout the year.	\$20,000	Ongoing	SSJ/Event Organisers

## E. Amenities

### 14. Visitor Information

Having accurate and informative visitor information is an essential requirement for a Trail Town. This can be provided through existing visitor information sources or new channels can be created. It is important that visitor information is provided both online and in hard copy (e.g. brochures and maps). New social media profiles/accounts should be created for the Jarrahdale Trail Town along with a new website. Many trail users now only access online information and this also provides a great opportunity to market the trails and the Trail Town in a cost effective manner. Many trail users now also use GPS watches and wearable devices.

Having an understanding of trail usage is also important as it will assist in both marketing the trails but also managing use on the trails.

#### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
14.1	Create social media profiles for Jarrahdale Trail Town on platforms such as Facebook, Instagram and Twitter.	\$5,000	High	SSJ
14.2	Develop a Jarrahdale Trail Town website.	\$20,000	High	SSJ
14.3	Procure trail counters for key trails to measure usage.	\$50,000	Medium	SSJ/DBCA/Trail Managers
14.4	Include the development of a visitor centre as part of the Trail Centre to be developed at Lot 814.	Included within planning for Lot 814 (refer 3.2)	Medium	SSJ/PHTA
14.5	Undertake an annual online survey to ascertain Jarrahdale trails usage.	Existing SSJ resources	Ongoing	SSJ/DBCA/Trail Managers
14.6	Provide visitor information in line with Accessibility Standards and alternative languages.	Existing SSJ resources	Ongoing	SSJ

## 15. Equipment Hire and Repair

Increasing the accessibility of the trails helps to capture larger visitor markets and equipment hire is one key way to make trails more accessible to people that may not have access to suitable equipment. Having walking poles, saddles, bikes, helmets and camping gear available is a key requirement of Trail Town Accreditation. Offering a repair service for these items also can support users who have their own equipment and additionally encourage visitors to spend additional time in town whilst equipment is being repaired. It is recommended that provision is made within or the proposed Trails Centre to enable a new equipment hire and repair business to establish.

### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
15.1	Incorporate in the planning for a Trails Centre an equipment hire, repair, maintenance and retail space.	Included within planning for Lot 814 (refer 3.2)	High	SSJ/Private sector

## 16. Food and Beverages

Capturing the domestic short-stay market will require additional food and beverage providers in town to ensure that meals are available in the evening.

Currently, one restaurant provides hot meals and beverages after 6pm. In anticipation of an additional 25,000 short-stay visitors per year (totaling an expected 67,000 overnight stays in Jarrahdale), means a potential 183 hot meals per night are required, every night of the year. Dinners between 5pm – 9pm equate to an average 45 meals per hour or 0.76 meals every minute.

It is likely that one operator can accommodate the visitors in the short term, however once demand increases, additional restaurant services will be required. To ensure that visitors do not have a poor experience when dining in Jarrahdale once demand does pick up, it is recommended that the Shire facilitate new mobile food vendors, and advocates for new restaurants/cafes to move into Jarrahdale.

There appears to be a sufficient number of operators for breakfast and lunch meal services currently however as demand increases additional operators may be required and an increasing diversity of food and beverage offerings made available.

### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
16.1	Develop a prospectus that outlines the benefits that will be generated by the Jarrahdale Trail Town to encourage food and beverage businesses to set-up or expand into Jarrahdale.	\$10,000	High	SSJ
16.2	Encourage local restaurants and cafes to provide daily dinner service, expand their offerings and attract alternative dinner options such as food trucks.	Existing SSJ resources	Medium	SSJ

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
16.3	Investigate the feasibility of installing and constructing free water stations at St Pauls Church/Heritage Park, Jarrahdale Oval Trailhead site, and Kitty's Gorge car park.	Existing SSJ resources	Low	SSJ/DBCA
16.4	Encourage pop-up locations for mobile vendors e.g. food trucks at key sites such as Jarrahdale Oval and the proposed Trail Centre at Lot 814 and potentially the upgraded parking area at the Kitty's Gorge Trail Head.	Existing SSJ resources	Low	SSJ

## 17. General Services and Supplies

There are generally sufficient general services and supplies within Jarrahdale or within 15 minutes' drive including:

- Mechanics.
- Fuel services – Jarrahdale.
- Laundromat – Byford.
- Pharmacy – Mundijong.
- Banking – Serpentine.
- Groceries – Mundijong and Byford.
- Medical services – Serpentine, Mundijong and Byford.

As Jarrahdale progresses as a Trail Town it is likely there will be more demand for general services and supplies as visitor numbers increase. Also the development of the Trail Centre will allow for general service and supplies to be set up and commercialised from this site.

### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
17.1	Include within the prospectus that outlines the benefits that will be generated by the Jarrahdale Trail Town, a section on the opportunity to provide general services and supplies.	Included within recommendation on 16.1.	High	SSJ
17.2	Incorporate in the planning for a Trails Centre provision for general services and supplies.	Included within planning for Lot 814 (refer 3.2)	Medium	SSJ

## 18. Communications

A survey conducted in June 2020 sought to understand the issues experienced by Shire residents with their phone and internet connection and coverage. 97 of the 551 responses were from residents of Jarrahdale.

The report indicates that when power is lost for more than one hour in Jarrahdale, 67 Jarrahdale respondents said they lose mobile reception because the mobile phone tower generator runs out after one hour. They stated that this is dangerous with the area prone to fire.

*“The overhead wires in our area [Jarrahdale] are in a terrible state of repair with a lot of them having fallen off the poles or the poles falling leaving the cables on the ground and in some cases over the roads.”*

It is imperative that visitors on the trails have mobile reception so that in the event of an emergency situation they are able to make and receive calls and messages regarding warnings.

Trail users predominantly now access trail information using a phone or other device such as a tablet or laptop computer using wi-fi or mobile phone coverage.

The Jarrahdale telecommunications tower infrastructure is owned by the Shire and leased to multiple telecommunications and emergency services providers. The Shire can help to increase the length of time that backup power generators provide to the tower by either installing larger diesel generators or a photovoltaic cell system to store power in batteries. These options should be investigated to determine the viability of undertaking this project.

### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
18.1	Install free WiFi provision to provide internet access to Lot 814, Jarrahdale Heritage Park, Jarrahdale Oval and Kitty's Gorge car park.	\$100,000	High	SSJ
18.2	Continue to advocate for improved telecommunications in Jarrahdale from providers, particularly mobile phone reception.	Existing SSJ resources	High	SSJ/Telecommunication providers
18.3	Advocate with WALGA, DPIRD and the Peel Development Commission about the importance of the Jarrahdale communications tower, and that this should be targeted for early funding for battery backup improvement as part of the Federal Government STAND program.	Existing SSJ resources	High	SSJ/WALGA/DPIRD/PDC
18.4	Install large generators at the Jarrahdale telecommunications tower to increase longevity of backup power. Investigate the feasibility of diesel generator vs solar battery storage.	\$35,000	High	SSJ



## F. Accommodation

### 19. Accommodation Types

There are a small number of existing accommodation options in the Jarrahdale township:

- Three private rooms available through Airbnb – These are suitable only for couples or singles and range from \$90-\$160 per night.
- A further nine Airbnb's within a 12km radius (and more in Byford) – These are predominantly entire houses available for hire and they are appropriate for families. There are three boutique-style accommodation options, which would provide a unique experience for visitors. These properties range from \$80-\$590 per night and can host between 2 and 14 guests at a time.
- One Bed and Breakfast in Jarrahdale.
- Serpentine Falls Holiday Park in Serpentine – appropriate for families and offering cabins, holiday homes and caravan sites (powered and unpowered).
- 22-bed hostel-style accommodation at the Jarrahdale Environmental Centre operated by Jarrahdale Primary School.
- Jarrahdale RV Park.

For Trail Town status, there is a requirement to have a broad-range of accommodation options within 30 minutes of town. The accreditation requires two accommodation types for three different market segments across two price categories: budget and midrange.

There are many accommodation providers within a 30-minute drive from Jarrahdale – at least 26 options on TripAdvisor and 19 on Airbnb, which will meet the requirement. There is no gap in this regard. The following localities are located within one hours drive of Jarrahdale with drive times being:

- Rockingham – 30 minutes.
- Pinjarra – 30 minutes.
- Mandurah – 40 minutes.
- Coogee Beach – 44 minutes.
- Perth Airport – 48 minutes.
- Perth – 50 minutes.

It is important to have a range of accommodation options for visitors, from budget level (e.g. camp sites/backpackers) through to high end options (e.g. four star plus hotels and luxury AirBNB/BNB places).

To support future growth of the Trail Town offerings, the below recommendations will assist in facilitating additional accommodation within Jarrahdale township itself. This will drive extra visitor spending in local businesses, and longer stays within the township as it becomes more accessible to different markets.

## Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
19.1	Include the provision of a RV Park that provides horse float parking, stables and water troughs as a component of the planning for the Trail Centre proposal at Lot 814.	Included within planning for Lot 814 (refer 3.2)	High	SSJ
19.2	Investigate the feasibility of the Shire or private sector reconstructing the four Single Man's Quarters as boutique chalets.	\$50,000	Medium	Private sector/SSJ
19.3	Advocate for boutique and high-end accommodation operators to take up land within Jarrahdale and incorporate this within the prospectus.	Included in recommendation 16.1	Low	SSJ/PHTA
19.4	Include budget accommodation options (bunk house, camp sites) as a component of the planning for the trail centre proposed at Lot 814.	Included within planning for Lot 814 (refer 3.2)	Low	SSJ/PHTA

## G. Planning and Management

### 20. Planning

Over the past couple of decades the Shire of Serpentine Jarrahdale and Peel Region has undertaken a number of trail related planning studies. A regional trails strategy for the Peel Region was developed in the mid 2000s and has recently been updated in 2019, also a local trails strategy was prepared for the Shire of Serpentine Jarrahdale also in the mid 2000s and has also been recently updated. In 2020 a Trails Development Business Case was developed for three major trail initiatives the Jarrahdale to Mundijong Rail Trail, the Jarrahdale Oval Trail Head Master Plan and the Byford Trail Centre this was adopted by Council in late 2020. This Business Case has been informed by these planning documents as well as the relevant state level strategic plans for equine trails, hiking and mountain biking which have been well considered and supported by the Shire.

#### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
20.1	Ensure that the planning framework is reviewed and where consistent with the town planning objectives for the town make adjustments to enable such opportunities to be considered.	Existing SSJ resources	High	SSJ
20.2	Advocate to the State Government for the provision of leases of 50 years with a 50 year option or longer, for National Trust controlled land, particularly the No 1 Jarrahdale Mill, Mill Managers House and Heritage Park, with full capacity for commercial subleasing.	Existing SSJ resources	High	SSJ
20.3	Investigate subdivision of portions of Lot 814 to generate funds to be invested into the development of Jarrahdale Trail Town.	\$50,000	Medium	SSJ
20.4	Advocate to the State Government to support income generation from Crown Land throughout the Shire of Serpentine Jarrahdale, to deliver revenue in order to implement the Trail Town Business Case.	Existing SSJ resources	Medium	SSJ
20.5	Develop a Place Plan for Jarrahdale.	\$30,000	Low	SSJ
20.6	Review and update the local and regional trails plans.	\$50,000	Low	SSJ/Adjoining LGAs
20.7	Continue to utilise the guiding principles, directions and recommendations contained within these trail planning documents.	Existing SSJ resources	Ongoing	SSJ/DLGSCI

### 21. Governance

An overarching governance framework is an essential requirement to obtain Trail Town accreditation. It is recommended that a reference group be established to support the Shire in oversee the development of Jarrahdale as a Trail Town. This reference group could also be charged with advocating on behalf of the community to upgrade and develop new trails and associated infrastructure. The body should comprise 6-8 representatives including at least one representative of each of the main trail groups (equine, mountain biking and walking), other

representatives should offer specialist skill sets such as finance, marketing, risk management, business development and a public expression of interest process should be implemented to recruit these members.

### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
21.1	Establish a Trail Town reference group to assist the Shire in the development of Jarrahdale as a Trail Town.	\$5,000	High	SSJ
21.2	Develop role statements for reference group members and recruit appropriate members.	\$5,000	High	SSJ

## 22. Community Engagement

The Shire as part of the development of the Peel Regional Trails Strategy and the Serpentine Jarrahdale Trails Strategy both prepared in 2019 consulted extensively with the community. Also in late 2020 and early 2021 the Shire held a successful public engagement process with the Jarrahdale community and the details and outcomes are included above in the consultation and engagement section. Further community engagement will occur also as part of this draft Business Case and regularly as the Trail Town is developed.

### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
22.1	Develop a community engagement plan for the establishment of Jarrahdale as a Trail Town in line with the Shire's Community Engagement Strategy which utilizes the IAP2 methodology.	Existing SSJ resources	High	SSJ
22.2	Utilise the Trail Town website and social media platforms (once established) to engage with the local, trails and broader community.	Existing SSJ resources	High	SSJ/Trails WA/Peak trail bodies

## H. Engagement of Supporting Businesses

### 23. Business Support and Development

Provide support to local businesses to increase their capacity to service visitors in general, increase their presence on the internet and their marketing strategies. Facilitating access to workshop sessions and one on one business development is important.

Destination and Perth and Tourism WA and how we partner to develop businesses.

#### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
23.1	Include in the prospectus in 16.1 opportunities to establish businesses in Jarrahdale, particularly trail based businesses.	Included in recommendation 16.1	High	SSJ/PCC/Local Businesses
23.2	Work in partnership with the Peel Chamber of Commerce, Business SJ and Jarrahdale Community Collective to support the development and operations of Jarrahdale Businesses.	Existing SSJ resources	High	SSJ/PCC/ Business SJ/ JCC/Local Businesses
23.3	Develop a marketing campaign that highlights businesses and opportunities, such as seasonal campaigns and special deals (e.g. a package where people can stay the night in Jarrahdale, eat dinner and breakfast at a local venue).	\$20,000	Medium	SSJ/PCC/ Local Businesses

### 24. Trail-Friendly Businesses

Working with local businesses is key to ensuring that the Trail Town vision is a collaborative goal, rather than a top-down initiative. A trail-friendly business program teaches local operators to understand the needs of the target market, and allows them to incentivise trail users to visit their store, or utilise their service. Trail-friendly businesses become accredited and in return, may provide:

- Free water.
- Public restrooms.
- Discounts or promotions.

The Shire can support this initiative by adopting the Trails WA policy for establishing a trail-friendly business program, including developing a logo and an online business directory which links to trail pages on the Shire's website, creating additional exposure for the businesses.

Trail Town accreditation requires a strategy to be in place to ensure the town is focused on capacity building within the town and increase the level of services available for trail users.

#### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
24.1	Continue to develop the Jarrahdale Trails brand identity project.	\$36,000	High	SSJ

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
24.2	Develop a database of potential businesses that may be eligible to become a Trail Friendly business.	Existing SSJ resources	High	SSJ/local businesses
24.3	Conduct an information session for interested businesses to inform them on the requirements to become a Trail Friendly business.	Existing SSJ resources	High	SSJ/local businesses/Trails WA
24.4	Adopt and implement the recommendations within the Trails WA Trails-Friendly-Business policy in consultation with local tourism businesses.	Existing SSJ resources	Ongoing	SSJ

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# I. Marketing

## 25. Marketing and Promotion

There is minimal up to date trail marketing information available within Jarrahdale and online and where it is available it seems to be ad-hoc and not consistently presented information. Some informal services include:

- A static information bay on the corner of Nettleton Road and Jarrahdale Road, which provides car parking for up to six cars. The bay contains a map of Jarrahdale trails and other information relating to the area.
- Jarrahdale Heritage Society at the Old Post Office, which provides some trail maps and some visitor information. The Old Post Office is operated by volunteers.
- Minimal directional/wayfinding signage around town relating to trails, parking or other interpretive, educational or information signage.

A one-stop-shop website for Jarrahdale Trail Town including hospitality information, accommodation information and trail maps which increases the accessibility of the tourism product should be developed. It is recommended that this website is operated by the SSJ.

### Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
25.1	Prepare a marketing plan for the Jarrahdale Trail Town.	\$20,000	High	SSJ
25.2	Implement the Jarrahdale Trail Brand (which is currently being developed) once confirmed and utilise on all signage, mapping, interpretation and promotional material and social media.	\$10,000	High	SSJ
25.3	Develop social media platforms as per recommendation 14.1	Included in recommendation 14.1	High	SSJ
25.4	Develop a Jarrahdale Trail Town website as per recommendation 14.2.	Included in recommendation 14.2	High	SSJ
25.5	Leverage promotional campaigns in partnership with Tourism WA, Perth Hills Tourism Alliance and Destination Perth.	20,000	Ongoing	SSJ/Tourism WA/PHTA/Destination Perth

## 26. Digital Trail Information

There is some online trail information across various websites including;

- Alltrails.com – this website/application provides a comprehensive summary of each trail including length, a map, elevation, images and reviews from users. It also includes tags to enable the trail to be found through searches on the website, and provides weather for the trail location. It contains 13 Jarrahdale trails including bridle trails. To see information about the trails, users are required to sign up. This website contains the most reviews of Jarrahdale trails and is the most comprehensive in its information provision.
- TripAdvisor.com – Six Jarrahdale trails are indicated on this website. Reviews and local weather are also available.

- Trailforks.com refines trail maps by use and contains minimal information that is crowd-sourced and therefore not completely reliable.
- TrailsWA.com.au includes information on nine Jarrahdale trails including reviews, grade, metatags, time, length and a map. To achieve Trail Town accreditation, all Jarrahdale trails must be added to the website and a Trail Town profile added. This requires consultation with TrailsWA.
- Jarrahdale Heritage Society's website provides a platform to purchase trail maps and provides information about their guided walks.

The common sentiments across the reviews of Jarrahdale trails relate to:

- Beautiful scenery.
- Lots of shade.
- Abundant wildlife.

Understanding what users like most about the trails can help when developing a brand identity. Overall, the amount of digital information about Jarrahdale trails provides enough detail for visitors to make informed decisions about using the trails, however there is not a significant amount of information relating to equine trails, or indicating the trails appropriateness for equine use, across all websites reviewed. Most websites have the ability to update the information, and it is recommended that the websites be reviewed to ensure that all information is up to date and consistent.

The Shire website contains a page for bridle trails however does not reference Jarrahdale equine trails. It is recommended that this be updated to include the bridle trails. The Shire website is the only digital platform to highlight trails facilities (car parking, BBQs, public toilets) which is particularly useful for visitors planning day trips or overnight trips. The Trail Town accreditation requires links from the Shires trails pages to their respective trail pages on Trails WA.

## Recommendations

No.	Recommendation	Cost Estimate	Priority	Lead Agency/ Partners
26.1	Work with TrailsWA to create a Trail Town profile on TrailsWA.com.au.	Existing SSJ resources	High	SSJ/Trails WA
26.2	Link Shire website trail pages to respective TrailsWA trail pages.	Existing SSJ resources	High	SSJ/Trails WA
26.3	Add Jarrahdale equine trails to Shire website.	Existing SSJ resources	High	SSJ
26.4	Include facility information on all trail pages on Shire website based on the trail audit findings.	Existing SSJ resources	High	SSJ
26.5	Complete trail mapping project and collate all information into Shire's GIS system.	Existing SSJ resources	Medium	SSJ/DBCA/Trail Managers



# 9. Implementation Plan

A three-year implementation plan for the recommendations identified as having a high priority has been developed. These are grouped under the same nine areas and a total cost for each area, year and for the complete three year period has been developed refer Table 10.

The high priorities were all assessed against further criteria to determine the year they would be implemented noting some of the major capital works projects are allocated over more than one year.

The criteria used was:

- Criteria 1     Readiness to implement (e.g. design complete, planning approvals received)
- Criteria 2     Level of support (community, political, government)
- Criteria 3     Strategic importance to achieving Trail Town accreditation

Each criteria was rated out of three with a total of nine being the highest priority that can be achieved.

Table 10: Cost to implement the high priority actions over a three year period.

High Priority Area	Year 1	Year 2	Year 3	Total Cost Years 1-3
A. Landscape and Setting	\$ 10,000	\$ -	\$50,000	<b>\$60,000</b>
B. Trails Development and Management	\$416,000	\$5,455,000	\$5,240,000	<b>\$11,111,000</b>
C. Access	\$ -	\$236,000	\$600,000	<b>\$836,000</b>
D. Attractions and Activities	\$420,000	\$2,020,000	\$1,620,000	<b>\$4,060,000</b>
E. Amenities	\$60,000	\$100,000	\$10,000	<b>\$170,000</b>
F. Accommodation	\$ -	\$ -	\$ -	<b>\$ -</b>
G. Planning and Management	\$ -	\$10,000	\$ -	<b>\$10,000</b>
H. Engagement of Supporting Businesses	\$36,000	\$ -	\$ -	<b>\$36,000</b>
I. Marketing	\$30,000	\$40,000	\$20,000	<b>\$90,000</b>
	\$972,000	\$7,861,000	\$7,540,000	\$16,373,000

## A. Landscape and Setting

No	Recommendation	Cost	Lead Agency/ Partners	Criteria 1	Criteria 2	Criteria 3	Total Rating	Year 1	Year 2	Year 3	Total Cost Years 1-3
1.1	Work with traditional owners to identify opportunities to provide advice and guidance on features of cultural significance, and provide input into planning for new and enhanced trails.	Existing SSJ Resources	SSJ/DBCA	1	3	1	5			\$0	\$0
1.2	Identify/confirm landmark locations (e.g. National Parks/areas of cultural/biodiversity significance and distinct landscapes (e.g. valleys/water bodies/peaks/man made landmarks of significance) and ensure trails (existing and planned) acknowledge and are linked to these locations and landscapes. Prepare a map representing these.	Existing SSJ Resources	SSJ	3	3	3	9	\$0			\$0
1.3	Identify any discordant elements (e.g. heavy industry, landfill sites, mines) that detract from the user experience and develop strategies to manage these elements (e.g. signage or interpretation/providing alternate routes).	Existing SSJ resources	SSJ/Alcoa/DBCA	3	3	3	9	\$0			\$0
1.4	Undertake an Aboriginal history project to capture Indigenous culture and the history of Jarrahdale for inclusion in interpretive signage, public art works and interpretation of significant sites along the trails.	\$50,000	SSJ	1	3	1	5			\$50,000	\$50,000
1.5	Seek to enter into a lease with the National Trust of Western Australia for portions of Jarrahdale Heritage Park.  Prepare a plan for the operations of Heritage Park capturing any improvement works necessary, future development opportunities (e.g high ropes courses, nature play, cultural heritage interpretation, amphitheater, sculptures and picnic areas), arrangements for maintenance and management of the park, commercial opportunities and associated costings.	\$10,000	SSJ/National Trust	3	3	2	8	\$10,000			\$10,000
Total Cost								\$10,000	\$0	\$50,000	\$60,000

## B. Trails Development and Management

No	Recommendation	Cost	Lead Agency/ Partners	Criteria 1	Criteria 2	Criteria 3	Total Rating	Year 1	Year 2	Year 3	Total Cost Years 1-3
2.1	Develop a Trails Priority Plan to plan for new and/or upgraded trails as per the Peel Regional Trails Strategy/Serpentine Jarrahdale Trails Plan and based on the audit findings (refer recommendation 2.4).	\$30,000	SSJ/DBCA	3	3	3	9	\$30,000			\$30,000
2.2	Work collaboratively with DBCA and user groups to enhance and upgrade the mountain biking and equine trail/s in Langford Park.	Existing SSJ resources	DBCA/SSJ/ Trail User Groups	2	3	3	8		\$0		\$0
2.3	Promote that there is at least three days of trail activity with a mix of trail grades for different user groups within and nearby to Jarrahdale, that there is a critical mass of trail activity or networks close to Jarrahdale and/or commencing in the town and that some of the trails are accessible from Jarrahdale.	\$5,000	SSJ	3	3	3	9	\$5,000			\$5,000
2.4	Conduct a detailed on ground trail audit of all 32 trails identified in this Business Case that are relevant to the creation of Jarrahdale as a Trail Town. This should include signage, risks/hazards, upgrades, determine grading, surface type, usage, trail type etc.	\$50,000	SSJ/DBCA/Jar rahdale Heritage Society	3	3	3	9	\$50,000			\$50,000
2.5	Develop a wayfinding strategy for Jarrahdale and the associated trails, to address the lack of signage and wayfinding in the town.	\$50,000	SSJ	2	3	3	8	\$50,000			\$50,000
2.6	Upgrade and enhance existing high priority trails in-line with the Shire of Serpentine Jarrahdale Trails Plan and outcomes of the Trail Priority Plan identified in 2.1. i.e. the Munda Bididi Trail – Jarrahdale Section and Kitty's Gorge Trail.	\$2,650,000	SSJ/DBCA/DL GSCI	1	2	3	6		\$1,325,000	\$1,325,000	\$2,650,000
2.7	Work with DBCA to implement improvements to existing equine trails i.e. Jarrahdale Park Bridle Trail and development of new equine trail networks in Jarrahdale to ensure a strong equine focus for the town.	\$1,730,000	SSJ/DBCA/DL GSCI	1	2	2	5		\$865,000	\$865,000	\$1,730,000
2.8	Continue to work with Alcoa and the Munda Bididi Foundation to ensure that the Munda Bididi Trail continues to traverse through Jarrahdale and that Jarrahdale remains as a Munda Bididi Trail Town. Investigate opportunities to upgrade this section of the Munda Bididi Trail.	Existing SSJ resources	SSJ/Alcoa/Mu nda Bididi Trail Foundation, DBCA	3	3	3	9	\$0	\$0	\$0	\$0
2.9	Continue to work with the Bibbulmun Track Foundation and DBCA to investigate the feasibility of the Jarrahdale to Mounts Trail, that is accessible from Jarrahdale and connects with the Bibbulmun Track.	\$31,000 (study currently underway)	SSJ/DBCA/Bi bbulmun Track Foundation	3	3	3	9	\$31,000			\$31,000

No	Recommendation	Cost	Lead Agency/ Partners	Criteria 1	Criteria 2	Criteria 3	Total Rating	Year 1	Year 2	Year 3	Total Cost Years 1-3
2.10	Investigate the feasibility of establishing the Serpentine Trail (there is potential to extend Kitty's Gorge Trail south of Serpentine River creating a challenging day walk option).	\$50,000	SSJ/DBCA	1	1	1	3			\$50,000	\$50,000
2.11	Identify and develop a network of gravel riding routes around Jarrahdale.	\$255,000	SSJ/Main Roads WA	1	1	1	3			\$255,000	\$255,000
2.12	Work with DBCA to develop a concept plan for new Jarrahdale Equine networks.	\$30,000	SSJ/DBCA	3	3	3	9	\$30,000			\$30,000
3.1	Design and construct new Trail Centres in Jarrahdale and Byford. These Trail Centres can be linked through the Langford Park and Wungong Regional Park trail network.	\$5,000,000	SSJ/DBCA/DL GSCI	1	3	3	7		\$2,500,000	\$2,500,000	\$5,000,000
3.2	Develop a master plan including costings for the establishment of the Jarrahdale Trail Centre at Lot 814, Jarrahdale. This Trail Centre should comprise of accommodation in the form of caravanning and camping, a café that also provides visitor information particularly focusing on trails and associated services, retail services, equipment hire, public ablutions and amenities including showers, hireable lockers, parking including for horse floats and trails, secure bike storage, shelter, wash bays for bikes and horses, rest areas and maintenance services/tools. This Trail Centre should also integrate a trails head for the trails that start/finish in Jarrahdale.	\$60,000	SSJ/DBCA/DL GSCI	3	3	3	9	\$60,000			\$60,000
3.3	Develop the Jarrahdale Oval Trail Head with a linkage into the Jarrahdale Trail Centre. This should be in line with the concept plans developed as part of the <i>Trail Business Case in 2020</i> and complement not duplicate the functions of the Trail Centre to be established at Lot 814. This should focus as a site for special events and for commencing trail activity in this area.	\$350,000	SSJ/DBCA/DL GSCI	2	3	2	7		\$350,000		\$350,000
3.4	Advocate for the upgrades to the water and power supply to Jarrahdale as the current infrastructure is unlikely to cope with additional increases in visitation and pressures from new development and increasing tourism.	Existing SSJ Resources	SSJ/ State/ WA State Government/ Federal Govt.	3	3	3	9	\$0			\$0
3.5	Install a public toilet at the Jarrahdale Cemetery for Cemetery and Kitty's Gorge Trail users.	\$185,000	SSJ/ WA State Government	2	3	2	7		\$185,000		\$185,000
4.1	As part of the trail audit determine the current status of the signage and its compliance with the relevant standards for each trail type (i.e. walking, mountain biking, horse riding).	Included in recommendation 2.4	SSJ/DCBA/Trail Managers	3	3	3	9	\$0			\$0

No	Recommendation	Cost	Lead Agency/ Partners	Criteria 1	Criteria 2	Criteria 3	Total Rating	Year 1	Year 2	Year 3	Total Cost Years 1-3
4.2	Provide support to the Jarrahdale Heritage Society to enable the ongoing production of the Jarrahdale Trail Booklet and Trail Maps.	\$5,000	SSJ/Jarrahdale Heritage Society	3	3	3	9	\$5,000			\$5,000
4.3	Develop a signage design suite for each trail type integrating the Jarrahdale Trail branding and relevant information to meet industry and Australian standards for signage.	\$20,000	SSJ/DCBA/Trial Managers	2	2	2	6			\$20,000	\$20,000
4.4	Design a new or retrofit the existing entry statement signs to reflect Jarrahdale's status as a 'Trail Town' once accredited.	\$20,000	SSJ/Main Roads WA	1	1	1	3			\$20,000	\$20,000
4.5	Develop a graphic design template for a trail map to ensure brand and information consistency which can be used for digital and hard copy maps.	\$5,000	SSJ/DBCA	2	2	2	6			\$5,000	\$5,000
4.6	Upgrade the Jarrahdale Town Walk Signage.	\$5,000	SSJ/ WA State Government/ Jarrahdale Historical Society	3	3	2	8	\$5,000			\$5,000
5.1	Develop a risk management plan for sanctioned/formalised trails in Jarrahdale and surrounds.	\$20,000	SSJ/DBCA	2	3	2	7		\$20,000		\$20,000
5.2	Develop bushfire management and emergency evacuation plans for sanctioned/ formalised trails. This should emphasise the danger associated with trail use during the fire danger season, and that evacuation in a rapidly developing fire situation may not be possible. This should also aim to educate people about such risks, to ensure that use is not permitted/ encouraged especially on days of extreme or catastrophic fire risk.	\$10,000	SSJ/SES/DBC A	2	3	2	7		\$10,000		\$10,000
5.3	Develop a response process for the search and rescue of trail users who get lost or injured.	Existing SSJ resources	SSJ/DBCA/Emergency Services	2	3	2	7		\$0		\$0
6.1	Develop a Trails Maintenance Workplan, including costings for annual maintenance and detailing levels of service for the various trail types in Jarrahdale and surrounds including equine trails, bushwalking trails and mountain biking trails. Allocate an annual budget to trail maintenance within the Long-Term Financial Plan reflective of actual costs as captured in the Trails Maintenance Work Plan.	Existing SSJ resources	SSJ	3	3	3	9	\$0			\$0

No	Recommendation	Cost	Lead Agency/ Partners	Criteria 1	Criteria 2	Criteria 3	Total Rating	Year 1	Year 2	Year 3	Total Cost Years 1-3
6.6	Allocate Shire resources including persons and equipment to undertake trail maintenance.	New staff and trail resources \$200,000/year	<b>SSJ</b>	3	3	3	9	\$150,000	\$200,000	\$200,000	<b>\$550,000</b>
<b>Total Cost</b>								<b>\$416,000</b>	<b>\$5,455,000</b>	<b>\$5,240,000</b>	<b>\$11,111,000</b>

### C. Access

No	Recommendation	Cost	Lead Agency/ Partners	Criteria 1	Criteria 2	Criteria 3	Total Rating	Year 1	Year 2	Year 3	Total Cost Years 1-3
7.1	Design and construct a new public bus terminal with a continuous shared use path to Lot 814 (proposed location of the Trails Centre).	\$500,000	<b>Transperth/P TA/SSJ</b>	1	1	1	3			\$500,000	<b>\$500,000</b>
8.1	Connect the proposed Trail Centre to the Jarrahdale Town Centre via a pathway network.	\$100,000	<b>SSJ</b>	1	1	1	3			\$100,000	<b>\$100,000</b>
9.1	As part of the trails audit identify all existing and potential road crossings including consideration of safe crossing mechanisms and signage or if possible avoidance of road crossing.	Included in recommendation 2.4	<b>SSJ/Main Roads WA</b>	1	2	1	4	\$0			<b>\$0</b>
10.1	Upgrade the Kitty's Gorge trail head car parking and provide additional carparking bays.	\$211,000	<b>SSJ</b>	3	3	1	7		\$211,000		<b>\$211,000</b>
10.2	Include provision for secure 24 hour car park in the design for the Lot 814 Trails Centre.	Included within planning for Lot 814 (refer 3.2)	<b>SSJ</b>	3	3	2	8	\$0			<b>\$0</b>
10.3	Review parking provision throughout the town of Jarrahdale to determine if more efficient parking can be provided.	Existing SSJ resources	<b>SSJ</b>	2	3	2	7		\$0		<b>\$0</b>
10.4	Develop a traffic management and parking plan for Jarrahdale to alleviate the current pressures the traffic places on the town.	\$25,000	<b>SSJ</b>	2	3	2	7		\$25,000		<b>\$25,000</b>
11.1	Develop information on trail etiquette and incorporate this information in trail head signage, maps, trail websites/pages and trail brochures.	Existing SSJ resources	<b>SSJ/DBCA/Tr ails WA</b>	2	2	2	6			\$0	<b>\$0</b>
<b>Total Cost</b>								<b>\$0</b>	<b>\$236,000</b>	<b>\$600,000</b>	<b>\$836,000</b>

## D. Attractions and Activities

No	Recommendation	Cost	Lead Agency/ Partners	Criteria 1	Criteria 2	Criteria 3	Total Rating	Year 1	Year 2	Year 3	Total Cost Years 1-3
12.1	Redevelop Jarrahdale Oval in response to community use and to support Trail Town activities.	\$4,000,000	SSJ	3	3	2	8	\$400,000	\$2,000,000	\$1,600,000	<b>\$4,000,000</b>
13.1	Create an online event calendar, so that events are programmed evenly throughout the year to avoid clashes and the public is aware about what events are planned for the area.	Existing SSJ resources	SSJ	2	1	1	4			\$0	<b>\$0</b>
13.2	Utilise the Jarrahdale Oval as an event space for trail based events along with other community events that are compatible with the site.	Existing SSJ resources	SSJ/Event Organisers	2	2	2	6			\$0	<b>\$0</b>
13.7	Provide a range of trails activation activities and events throughout the year.	\$20,000	SSJ/Event Organisers	3	3	2	8	\$20,000	\$20,000	\$20,000	<b>\$60,000</b>
Total Cost								<b>\$420,000</b>	<b>\$2,020,000</b>	<b>\$1,620,000</b>	<b>\$4,060,000</b>

## E. Amenities

No	Recommendation	Cost	Lead Agency/ Partners	Criteria 1	Criteria 2	Criteria 3	Total Rating	Year 1	Year 2	Year 3	Total Cost Years 1-3
14.1	Create social media profiles for Jarrahdale Trail Town on platforms such as Facebook, Instagram and Twitter.	\$5,000	SSJ	2	3	3	8	\$5,000			<b>\$5,000</b>
14.2	Develop a Jarrahdale Trail Town website.	\$20,000	SSJ	2	3	3	8	\$20,000			<b>\$20,000</b>
15.1	Incorporate in the planning for a Trails Centre an equipment hire, repair, maintenance and retail space.	Included within planning for Lot 814 (refer 3.2)	SSJ/Private sector	3	3	2	8	\$0			<b>\$0</b>
16.1	Develop a prospectus that outlines the benefits that will be generated by the Jarrahdale Trail Town to encourage food and beverage businesses to set-up or expand into Jarrahdale.	\$10,000	SSJ	2	2	2	6			\$10,000	<b>\$10,000</b>
17.1	Include within the prospectus that outlines the benefits that will be generated by the Jarrahdale Trail Town a section on the opportunity to provide general services and supplies.	Included within recommendation 16.1.	SSJ	2	1	1	4			\$0	<b>\$0</b>
18.1	Install free WiFi provision to provide internet access to Lot 814, Jarrahdale Heritage Park, Jarrahdale Oval and Kitty's Gorge car park.	\$100,000	SSJ	2	2	3	7		\$100,000		<b>\$100,000</b>

No	Recommendation	Cost	Lead Agency/ Partners	Criteria 1	Criteria 2	Criteria 3	Total Rating	Year 1	Year 2	Year 3	Total Cost Years 1-3
18.2	Continue to advocate for improved telecommunications in Jarrahdale from providers particularly mobile phone reception.	Existing SSJ resources	<b>SSJ</b> /Telecom munication providers	3	3	3	9	\$0			<b>\$0</b>
18.3	Advocate with WALGA, DPIRD and the Peel Development Commission about the importance of the Jarrahdale communications tower, and that this should be targeted for early funding for battery backup improvement as part of the Federal Government STAND program.	Existing SSJ resources	<b>SSJ</b> /WALGA/ DDPIRD/ PDC	3	3	3	9	\$0			<b>\$0</b>
18.4	Install large generators at the Jarrahdale telecommunications tower to increase longevity of backup power. Investigate the feasibility of diesel generator vs solar battery storage.	\$35,000	<b>SSJ</b>	3	3	3	9	\$35,000			<b>\$35,000</b>
Total Cost								<b>\$60,000</b>	<b>\$100,000</b>	<b>\$10,000</b>	<b>\$170,000</b>

## F. Accommodation

No	Recommendation	Cost	Lead Agency/ Partners	Criteria 1	Criteria 2	Criteria 3	Total Rating	Year 1	Year 2	Year 3	Total Cost Years 1-3
19.1	Include the provision of a RV Park that provides horse float parking, stables and water troughs as a component of the planning for the Trail Centre proposal at Lot 814.	Included within planning for Lot 814 (refer 3.2)	<b>SSJ</b>	1	2	1	4	\$0	\$0	\$0	<b>\$0</b>
Total Cost								<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>



## G. Planning and Management

No	Recommendation	Cost	Lead Agency/ Partners	Criteria 1	Criteria 2	Criteria 3	Total Rating	Year 1	Year 2	Year 3	Total Cost Years 1-3
20.1	Ensure that the planning framework is reviewed and where consistent with the town planning objectives for the town make adjustments to enable such opportunities to be considered.	Existing SSJ resources	SSJ	3	3	3	9	\$0			\$0
20.2	Advocate to the State Government for the provision of leases of 50 years with a 50 year option or longer, for National Trust controlled land, particularly the No 1 Jarrahdale Mill, Mill Managers House and Heritage Park, with full capacity for commercial subleasing. with a 50 year option, for National Trust controlled land, particularly the No 1 Jarrahdale Mill, Mill Managers House and Heritage Park, with full capacity for commercial subleasing.	Existing SSJ resources	SSJ	3	3	2	8	\$0			\$0
21.1	Establish a Trail Town reference group to assist the Shire in the development of Jarrahdale as a Trail Town.	\$5,000	SSJ	2	3	2	7		\$5,000		\$5,000
21.2	Develop role statements for reference group members and recruit appropriate members.	\$5,000	SSJ	2	2	2	6		\$5,000		\$5,000
22.1	Develop a community engagement plan for the establishment of Jarrahdale as a Trail Town in line with the Shire's Community Engagement Strategy which utilizes the IAP2 methodology.	Existing SSJ resources	SSJ	3	3	2	8	\$0			\$0
22.2	Utilise the Trail Town website and social media platforms (once established) to engage with the local, trails and broader community.	Existing SSJ resources	SSJ/Trails WA/Peak trail bodies	2	2	3	7		\$0	\$0	\$0
Total Cost								\$0	\$10,000	\$0	\$10,000

## H. Engagement of Supporting Businesses

No	Recommendation	Cost	Lead Agency/ Partners	Criteria 1	Criteria 2	Criteria 3	Total Rating	Year 1	Year 2	Year 3	Total Cost Years 1-3
23.1	Include in the prospectus in 16.1 opportunities to establish businesses in Jarrahdale, particularly trail based businesses.	Included in recommendation 16.1	SSJ/PCC/Local Businesses	1	1	2	4			\$0	\$0
23.2	Work in partnership with the Peel Chamber of Commerce, Business SJ and Jarrahdale Community Collective to support the development and operations of Jarrahdale Businesses.	Existing SSJ resources	SSJ/PCC/ Business SJ/ JCC/Local Businesses	2	1	1	4			\$0	\$0

No	Recommendation	Cost	Lead Agency/ Partners	Criteria 1	Criteria 2	Criteria 3	Total Rating	Year 1	Year 2	Year 3	Total Cost Years 1-3
24.1	Continue to develop the Jarrahdale Trails brand identity project.	\$36,000	SSJ	3	3	3	9	\$36,000			\$36,000
24.2	Develop a database of potential businesses that may be eligible to become a Trail Friendly business.	Existing SSJ resources	SSJ/local businesses	2	1	1	4			\$0	\$0
24.3	Conduct an information session for interested businesses to inform them on the requirements to become a Trail Friendly business.	Existing SSJ resources	SSJ/local businesses/Trails WA	1	2	2	5			\$0	\$0
Total Cost								\$36,000	\$0	\$0	\$36,000

## I. Marketing

No	Recommendation	Cost	Lead Agency/ Partners	Criteria 1	Criteria 2	Criteria 3	Total Rating	Year 1	Year 2	Year 3	Total Cost Years 1-3
25.1	Prepare a marketing plan for the Jarrahdale Trail Town.	\$20,000	SSJ	2	2	3	7		\$20,000		\$20,000
25.2	Implement the Jarrahdale Trail Brand (which is currently being developed) once confirmed and utilise on all signage, mapping, interpretation and promotional material and social media.	\$10,000	SSJ	3	2	3	8	\$10,000			\$10,000
25.3	Develop social media platforms as per recommendation 14.1	Included in recommendation 14.1	SSJ	3	3	3	9	\$0			\$0
25.4	Develop a Jarrahdale Trail Town website as per recommendation 14.2.	Included in recommendation 14.2	SSJ	3	2	3	8	\$0			\$0
25.5	Leverage promotional campaigns in partnership with Tourism WA, Perth Hills Tourism Alliance and Destination Perth.	\$20,000	SSJ/Tourism WA/PHTA/Destination Perth	2	3	3	8	\$20,000	\$20,000	\$20,000	\$60,000
26.1	Work with TrailsWA to create a Trail Town profile on TrailsWA.com.au.	Existing SSJ resources	SSJ/Trails WA	2	2	3	7		\$0		\$0
26.2	Link Shire website trail pages to respective TrailsWA trail pages.	Existing SSJ resources	SSJ/Trails WA	2	2	3	7		\$0		\$0
26.3	Add Jarrahdale equine trails to Shire website.	Existing SSJ resources	SSJ	3	3	2	8	\$0			\$0
26.4	Include facility information on all trail pages on Shire website based on the trail audit findings.	Existing SSJ resources	SSJ	1	1	1	3			\$0	\$0
Total Cost								\$30,000	\$40,000	\$20,000	\$90,000

# Jarrahdale Trail Town Master Plan

The following Master Plan outlines the key high priority recommendations to enable Jarrahdale to become an accredited Trail Town.

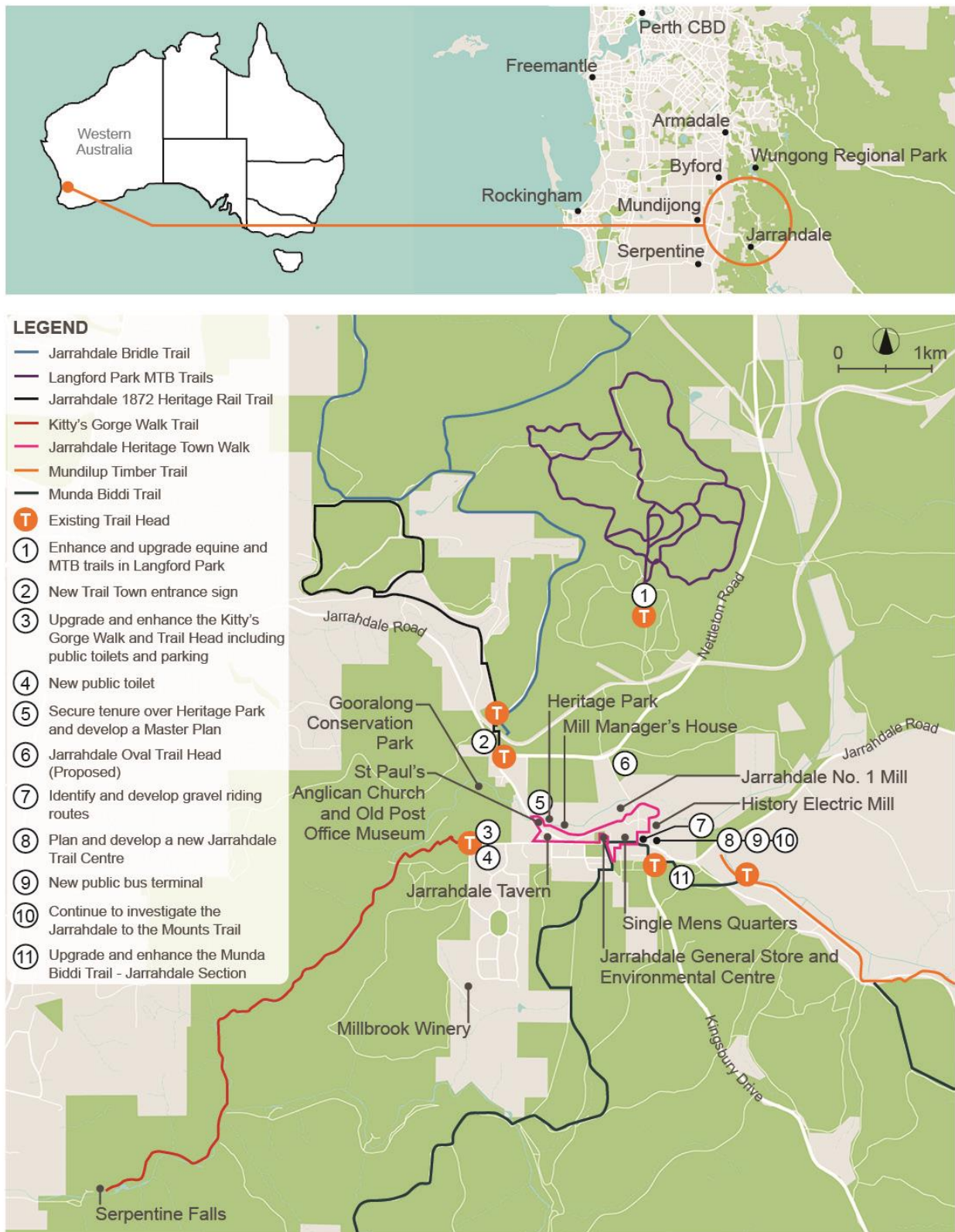


Figure 17: Jarrahdale Trail Town Master Plan

# 10. Financial and Economic Analysis

The Jarrahdale Trail Town, whilst not yet formally accredited, still generates significant financial and economic benefits to the Shire of Serpentine Jarrahdale through its role as a major tourism destination in the Peel Region.

Many visitors to the region take part in trail activities, either as part of a broader trip or as a specific focus of their visit. For example, DBCA recorded over 40,000 people using the Langford Park trails in 2020.

The direct investment estimated in this business case to develop and enhance Jarrahdale as a Trail Town is \$35.292 million which will generate positive economic benefits, both during construction and development of the trails and associated infrastructure, and through the on-going generation of visitors through tourism and the associated spend and flow-on effects generated by the visitor economy.

This investment will enable Jarrahdale to become an integrated, high quality and sustainable Trail Town in one of Western Australia's premier tourism regions. Visitors will enjoy high quality tourism experiences and will likely return with plans to further utilise the trails and spread the word to their connections to visit also. The generation of additional visitation will also increase the demand for services such as accommodation, food and beverage, and trail related services such as equipment hire and supplies, guided tours and shuttle services.

## Modelling Process

Economic Impact Modelling has been undertaken using REMPLAN Economy to quantify the anticipated impacts of the proposed investment (\$35.292m) in Jarrahdale, in relation to:

- Regional tourism, as a result of the additional visitation to the region
- Regional economic impact, as a result of the direct investment in the region.

These estimates reflect the total economic benefit to the Shire of Serpentine Jarrahdale as a result of the proposed investment.

REMPAN Economy uses Australian Bureau of Statistics datasets and an input/output methodology to generate estimates of industrial economic data for defined geographic regions. For this project, a specific Shire of Serpentine Jarrahdale dataset was used to generate the estimates for the Shire.

Modelling is based on various inputs derived through REMPLAN Economy, as well as the following estimates:

- **Total investment** - The direct investment figure used is \$35.292m which reflects the estimated costs of implementation of the business case over the 7+ year period. The investment includes construction costs, retail spend, professional and other services.
- **Visitors per annum** - forecast visitation has been estimated for Jarrahdale as a Trail Town, this includes domestic day and overnight visitors and international visitors. It is estimated

that after the proposed investment in Jarrahdale's trails and associated infrastructure, there will be an increase in additional visitors per annum to the Shire of Serpentine Jarrahdale over the 7+ year life of the plan. These visitor estimates, and the associated assumptions, are detailed below.

- **Estimated expenditure per visitor per day** - Expenditure data has been sourced from Tourism Research Australia's Tourism Profiles (weighted averages) for the Shire of Serpentine Jarrahdale (2019). This data shows that the average domestic day visitor to the region spends \$56 per day, the average domestic overnight visitor spends \$99 per day and \$263 per trip, and the average international traveller spends \$36 per night and \$838 per trip.

## Economic Impact

### Economic Impact of Direct Investment

It is forecast that the total economic impact of investing in the Jarrahdale Trail Town, as a result of the direct investment, will be \$61.517m. This includes the direct injection of \$35.207 million, plus \$22.185m through the supply chain effect and \$4.124m as a result of the consumption effect.

This will support up to 137 jobs (includes 77 direct and 60 flow on/indirect jobs) over the lifespan of the implementation plan. This assumes the works are completed over a minimum of 7 years by local suppliers. The key figures contributing to this are provided in Table 11.

Table 11: Economic Impact of Direct Investment in Trail and Trail Related Infrastructure and Services in Jarrahdale

Economic Impact of Direct Investment				
Impact	Output	Jobs	Wages & Salaries	Value-added
Direct	\$35.207m	77	\$6.379m	\$11.477
Supply-Chain Effect	\$22.185m	51	\$4.699m	\$8.318
Consumption	\$4.124m	9	\$0.784m	\$2.489
<b>Total</b>	<b>\$61.517m</b>	<b>137</b>	<b>\$11.861m</b>	<b>\$22.284</b>

The REMPLAN Impact Summary Report is included in Appendix D which provides more detail and explanation of the modelling, assumptions and outputs.

### Economic Impact of Increased Visitation (Visitor Economy)

The investment in Jarrahdale to become an accredited Trail Town will result in a stronger visitor economy for the town and Shire resulting in increasing domestic visitors from within Western Australia and interstate and international visitors. This will also have a direct and indirect economic effect on the local economy and create long term employment (jobs).

Based on the existing visitor information, participation rates in trail activities (bushwalking, cycling and horse riding) and visitation growth rates in Western Australia forecast visitor numbers were estimated for the duration of the implementation plan (minimum 7 years). This was undertaken for domestic day and overnight visitors along with international visitors (assuming they will return to Australia and Western Australia once the international borders re-open) refer Table 12.

Table 12: Forecast visitations for Jarrahdale as investment is implemented and the town increases its attractiveness to visitors

Year	Domestic Day Visitors	Domestic Overnight Visitors	International Visitors	Total Visitors
1	64,758	10,172	1,255	76,185
2	80,948	12,349	1,382	94,678
3	101,184	14,991	1,521	117,697
4	126,480	18,200	1,675	146,355
5	158,101	22,094	1,844	182,039
6	197,626	26,823	2,030	226,479
7	247,032	32,563	2,235	281,830
<b>Total</b>	<b>976,129</b>	<b>137,191</b>	<b>11,943</b>	<b>1,125,263</b>

It is forecast that the additional economic impact as a result of the development of the visitor economy and increased visitation within Jarrahdale, will be \$246.79 million over 7 years. This includes \$142.18 million directly and \$104.61 million indirectly through the supply chain and consumption effect. This will support up to 533 jobs over a minimum 7 year period, refer Table 13.

Table 13: Annual Impact of Increased Visitation to Jarrahdale

Annual Impact of Increased Visitation					
Year	Output (\$m)	Wages & Salaries (\$m)	Value-added (\$m)	Total (\$m)	Jobs
1	\$9.973	\$2.649	\$4.69	\$17.31	37
2	\$12.277	\$3.261	\$5.773	\$21.31	47
3	\$15.119	\$4.015	\$7.109	\$26.24	56
4	\$18.627	\$4.947	\$8.759	\$32.33	69
5	\$22.958	\$6.098	\$10.795	\$39.85	86
6	\$28.307	\$7.518	\$13.310	\$49.14	106
7	\$34.914	\$9.273	\$16.417	\$60.60	132
<b>Total</b>	<b>\$142.18</b>	<b>\$37.76</b>	<b>\$66.85</b>	<b>\$246.79</b>	<b>533</b>

The REMPLAN Tourism Impact Summary Reports are included in Appendix D.

## Asset Management

A key consideration when investing in assets such as trails and associated infrastructure is to understand the asset management costs of the project. Indicative ongoing asset management costs to the Shire for each recommendation that relates to the development of an asset has been calculated. The calculations are based on an estimate of the ongoing costs as a percentage of the initial cost over a 25 year period and have been sourced from RLB Cost Management Consultants based on industry benchmarks. A summary of the costs by recommendation priorities are included in Table 14.

Table 14: Summary of asset management costs by priority

Priority of Recommendation	1-5 years	6-10 years	11-15 years	16-20 years	21-25 years	Grand Total
High	\$136,269	\$529,935	\$787,332	\$1,135,575	\$1,286,985	<b>\$3,876,096</b>
Medium	\$140,481	\$546,315	\$811,668	\$1,170,675	\$1,326,765	<b>\$3,995,904</b>
Low	\$11,880	\$46,200	\$68,640	\$99,000	\$112,200	<b>\$337,920</b>
<b>Total</b>	<b>\$288,630</b>	<b>\$1,122,450</b>	<b>\$1,667,640</b>	<b>\$2,405,250</b>	<b>\$2,725,950</b>	<b>\$8,209,920</b>

# 11. References

- Australian Bureau of Statistics. (2021, May). *Shire of Serpentine Jarrahdale Population Forecast*. Retrieved from Forecast ID: <https://forecast.id.com.au/serpentine-jarrahdale>
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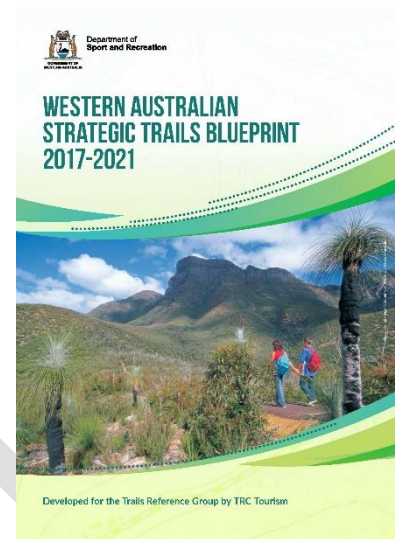
# Appendices

## Appendix A - Strategic Context

### Western Australian Strategic Trails Blueprint 2017-2021

The Western Australian Strategic Trails Blueprint 2017–2021 (the Blueprint) is an overarching guide for consistent and coordinated planning, development and management of quality trails and trail experiences across Western Australia. It provides a vision, guiding principles, strategic directions and actions for consideration across the State for government, trail managers, landholders, trail support groups, tourism operators and the community.

This document recognises that quality trails have the ability to create “Trail Towns”, “Trail Centres” and “Trail Networks” which embrace and benefit communities on an economic, tourism and social level.



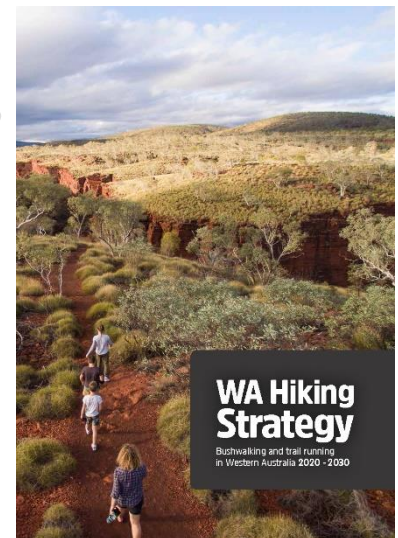
### WA Hiking Strategy: Bushwalking and trail running in Western Australia 2020 – 2030

*“All Western Australians and visitors have the opportunity to connect to country and explore natural landscapes through bushwalking and trail running”*

The magnificent natural areas of Western Australia have been explored by foot for more than 60,000 years. Aboriginal people have long used trails to connect food sources, for social gatherings and to access deeply spiritual places. Hikers continue to traverse these landscapes. Trail running is growing globally and recreational walking continues to be the most popular physical activity in Western Australia.

The purpose of this document is to provide a strategic direction for hiking in Western Australia. It identifies the potential social, cultural, economic, environmental, health and wellbeing outcomes for the State, and articulates a direction for realising these. It seeks to maximise the opportunity for all Western Australians and visitors to benefit from access to an appropriate range of hiking experiences and will guide the sustainable development of hiking activities and associated trails’ infrastructure

Research revealed that hikers cite being able to access trails close to home as a strong reason for their use. Almost 80% of WA residents live in the Perth metropolitan region, yet only about one quarter of existing hiking trails are within close proximity and are not necessarily serving the needs of users. This presents a great opportunity for Jarrahdale given its close proximity to metropolitan Perth and its diversity of walks and hikes.



Key strategies identified that align with Jarrahdale include:

*“Increase hiking opportunities of varying experience and classification across targeted Western Australian locations.” Through “Developing more half- and full-day loop trails near population centres and adjoining long distance trails.”*

*“Improve hiking experiences linked to public transport networks.”*

### **Taking the Reins: The Western Australian Recreational Horse Trail Strategy**

This Strategy has been developed to provide clear guidance and structure for decision makers, land managers, trails planners and the horse trail community. It is a coordinated, structured approach to horse trail access, development and management, driven by an overarching vision.

Taking the Reins aims to ensure that Western Australia takes advantage of the opportunities and benefits that horse trail riding presents, whilst at the same time addressing existing and future challenges.

*Objective : Easily located trails, with current and accurate trail information, that are readily and safely accessed.*

Relevant Strategies:

*Engage with Main Roads and Local Government Authorities to promote the installation of horse-friendly road crossing points, signage and horse holding bays at high priority crossings.*

*Develop agreed standards for design of float parking facilities that meet the needs of horse riders. Work with land managers to adopt and implement the designs.*

*Continue to promote the importance of horse trails to Australian and Western Australian cultural heritage.*

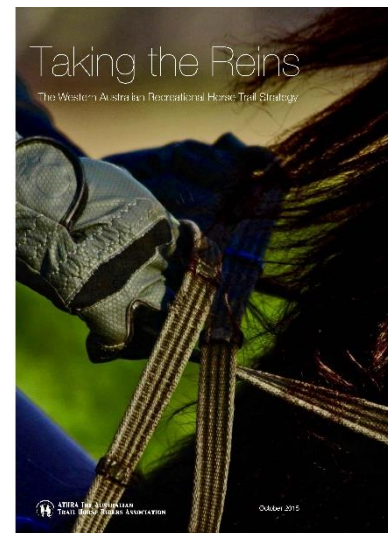
### **Peel Regional Trails Strategy 2019**

The Peel Regional Trails Strategy (PRTS) has been developed to guide future strategic investment in trails recreation, tourism and event development across the Peel region of Western Australia (WA). The Strategy reflects the aspirations of the 5 local government's in the Peel Region (City of Mandurah, Shire's of Boddington, Murray, Serpentine Jarrahdale and Waroona) to become an economically, environmentally and socially sustainable trails destination.

Aligned with the Western Australian Strategic Trails Blueprint 2017-2021 this Strategy considers bushwalk, urban walk, mountain bike, cycling, equestrian, 4WD, 2WD and trailbike trails.

The PRTS provides direction for the local governments within Peel and key stakeholders to develop facilities of varying scales that cater for a diverse range of trail types in appropriate locations.

The Peel Regional Trails Strategy supports the key objectives of the WA Trails Blueprint to develop a statewide network of sustainable trails, facilities and associated infrastructure; to raise the recreational and tourism profile of Western Australian trails; and to develop a diverse revenue stream to ensure economic sustainability.



The vision for trails in the Peel Region is:

The Peel Region will offer visitors and locals accessible and immersive trail experiences, supported by a suite of visitor services offered within Trail Town, Trail Centres and Trail Networks.

Development of Jarrahdale as a Trail Town has been identified as a regional priority in the PRTS.

There are significant tracts of land in the Peel Region which are currently under active mining leases or in the process of rehabilitation. Discussions with Alcoa and South 32, indicated both companies are beginning to recognise the value of trails in the community and looking at the possibilities of working with stakeholders in including trails in areas of rehabilitation and on parcels of land under mining leases but yet to be mined.

There are many Equestrian trail experiences on offer in the Peel Region, ranging from short loops to day rides. Based on the trail user survey a majority of horse riders are female and aged 44-54. Most rate their technical ability advanced and ride with a friend or partner and prefer defined basic camping if staying overnight.

A gap has been identified for equestrian infrastructure and facilities with the need to ensure trail developments have adequate infrastructure relevant to scale of development proposed and to develop trail opportunities focused around trail centres and visitor servicing. It notes that as trail centres, trail hubs and visitor services make horse riding more accessible, however there are currently no locations that have trail centres or locations that have infrastructure to meet trail centre criteria.

Current participation rates state-wide for walking and bushwalking are high and growing. With population expected to double in the northern Peel Region by 2050 ensuring access to walking trails will be critical.

Trail running is an emerging trail use which is growing in popularity.

National, regional and local locations have minimum infrastructure and facilities requirements, but few of the locations assessed meet these in particular for trailhead signage and trail markers. Increase the quantity of sustainable purpose built equestrian trails in strategic locations.

Prioritise investment in fewer trails, with a focus on providing quality experience and facilities.

Ensure trail developments have adequate infrastructure relevant to scale of development proposed.

An estimated 264,000 (13.2%) Perth residents ride for recreation in a typical week. Perth is one of the fastest growing capital cities in the country and Peel one of the fastest regions, but less than 180,000 (9%) of residents have good access to purpose built mountain bike trails.

Current participation rate state-wide for cycling is 12.4%. With population expected to double in the northern Peel Region by 2050 ensuring access to safe cycling routes for commuting and recreating will be critical.

There is opportunity to improve governance structures supporting trails within the Peel region by combining representatives from relevant organisations based on geographic distribution of trail development. Strengthening the role, representatives and resourcing of the WA Trails Reference Group as outlined in the WA Trails Blueprint is also imperative to effective management of trails going forward.

Jarrahdale captures Serpentine NP, Karnet Reserve, Gooralong Conservation Park and Jarrahdale State Forest within its development zone creating a single Nationally significant location. Proximity to a growing population and high scenic quality give this location significant potential for bushwalking and trail running. Existing trails are well used and placing a focus on improving quality of trail experience will be important in development of trails in the area.

Jarrahdale captures Serpentine NP, Gooralong Conservation Park and Karnet Reserve within its development zone creating a single regionally significant location. Proximity to a growing population, existing demand and high scenic quality give this location significant potential for mountain biking. Although there is significant potential it is constrained by conservation reserve and limited existing infrastructure.

Jarrahdale captures Serpentine NP and Karnet Reserve within its development zone creating a single Nationally significant location. Proximity to a growing population and high scenic quality give this location significant potential for equestrian trails.

### Shire of Serpentine Jarrahdale Local Trail Plan 2019

The Shire of Serpentine Jarrahdale offers visitors and locals a hills and forest experience, with the Scarp Serpentine and Wungong Gorges being the notable landscape features.

The Shire is located on the northern boundary of the Region bordering the outer suburbs of Perth. The Shire is predicted to experience significant population growth to 2026 and beyond with population density to be above 50 people per square kilometre. Given this it will be important to focus on local trails within towns and strategic connections for recreation within, into and out of the Shire. There is also potential within the Shire to capitalise on the tourism potential of trail development. Trails focussed on drawing visitors into the region should make the most of the iconic landscape experiences on offer.

The opportunities surrounding the township, and the existing infrastructure and services provided make Jarrahdale suited to Trail Town development in the future and this should be considered in all planning.

The following recommendations relate to the establishment of Jarrahdale as a Trail Town and are further elaborated on in Section 4 Trail Opportunities below.

Proposed Trail Developments	Priority
Wungong Trail Centre (bushwalking and mountain biking)	Very High
Serpentine Trail (bushwalking and trail running)	High
Jarrahdale Oval Trail Head (horse riding)	High
Gravel Routes (cycling)	High
Mounts Trail (bushwalking and trail running)	Medium
Mundijong to Jarrahdale Rail Trail (shared use)	Medium
Edge of Scarp Trail (shared use)	Medium
Jarrahdale Mountain Biking network expansion (mountain biking)	Medium
Jarrahdale Bridle Trail Network (horse riding)	Medium

## Shire of Serpentine Jarrahdale Strategic Community Plan 2017-2027

Council's principal 10-year strategy and planning tool. It is the principal guiding document for the Shire's strategic planning. Community engagement is central to this Plan.

Our vision: City living offering a rural lifestyle with abundant opportunities for a diverse community.

A strategic objective has been developed for each of four key themes of community interest, being:

*People: A connected, thriving, active and safe community;*

*Place: A protected and enhanced natural, rural and built environment;*

*Prosperity: An innovative, commercially diverse and prosperous economy; and*

*Progressive: A resilient organisation demonstrating unified leadership and governance.*

Desired outcomes for each objective have been determined and strategies to achieve the outcomes established and this is presented in Figure 18. Of particular relevance to the creation of Jarrahdale as a Trail Town are objectives 1.1, 1.2, 2.2, 3.1 and 3.2.

*“Conservation of natural vegetation is important as the landscape offers an opportunity to promote the Shire as a ‘trails hub.’”*

*“Actively support tourism growth within the district.”*





## People

A connected, thriving, active and safe community	
1.1	A healthy, active, connected and inclusive community
1.2	A recognised culture and heritage
1.3	A safe place to live



## Place

A protected and enhanced natural, rural and built environment	
2.1	A diverse, well planned built environment
2.2	A sustainable natural environment
2.3	A productive rural environment



## Prosperity

An innovative, commercially diverse and prosperous economy	
3.1	A commercially diverse and prosperous economy
3.2	A vibrant tourist destination experience
3.3	An innovative, connected transport network
3.4	An innovation centre of excellence



## Progressive

A resilient organisation demonstrating unified leadership and governance	
4.1	A resilient, efficient and effective organisation
4.2	A strategically focused Council

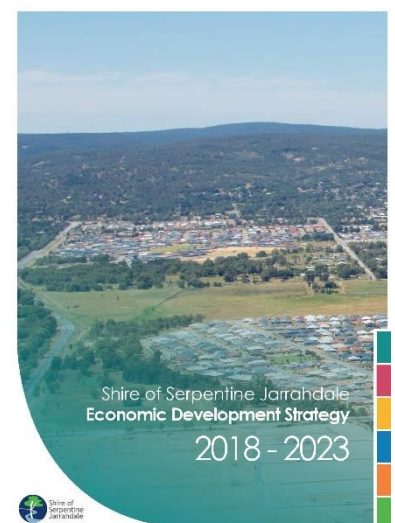
Figure 18: Desired outcomes for each objective in the Strategic Community Plan

### Shire of Serpentine Jarrahdale Economic Development Strategy 2018-2023

This Economic Development Strategy provides the overall direction as well as a tactical action plan to achieve the community’s aspirations of “An innovative, commercially diverse and prosperous economy as expressed in the Strategic Community Plan 20107-2027 and SJ 2050.

In summary it provides:

- 5 year strategy and action plan to guide economic development activities.
- Identifies specific competitive advantages, clusters and growth opportunities.
- Provides strategies and detailed actions to deliver on the community’s aspirations and goals for the future economic growth.



Despite the strong population and economic growth, many residents have to leave the Shire every day to go to work. Based on the 2016 Census data, 79% of local resident workers (10,181 people) seek employment outside of the Shire. This outflow of workers costs the local economy \$31 million in local expenditure and 411 jobs. This cost will continue to increase until more local jobs are provided. Developing Jarrahdale as a Trail Town will assist in addressing this challenge.

A number of the key competitive advantages identified in the Strategy relate to trails and developing Jarrahdale into a Trail Town.

The Shire's Strong Natural Amenity:

*Roughly half of the Shire is made up of National Parks, State Forests and nature reserves, providing considerable pristine nature areas. Serpentine Falls, numerous trails, historical sites and other attractions already provide opportunities for swimming, mountain biking, hiking and other outdoor activities, attractive for residents and visitors alike.*

Emerging Tourism Markets:

Almost 200,000 people visit the Shire on an annual basis to enjoy its numerous natural attractions (TRA, 2017). The Shire also has access to a potential visitor market of 1.9 million people from the surrounding Perth Metropolitan region, which will continue to grow into the future (ABS, 2017b).

Existing Equine Industry:

The Shire of Serpentine Jarrahdale has a well-established equine industry, including trotting and the training of pacers, as well as a variety of support industries and numerous recreational opportunities. Combined, the local equine industry supports an estimated 548 jobs locally and contributes \$72 million to the local economy (8% of total Gross Regional Product). The equine industry would be the third largest sector (in GRP terms) and the fourth largest employer in the local economy, if it stood as an individual industry. A survey of 2010 found that there was \$820 million in property and equine assets in the Shire.

The arts and recreation sector was identified as having a both a high competitive advantage and strong likelihood of economic growth.

Tourism, trails and events were identified as an opportunity to enhance economic development activity for the Shire along with the Equine Industry.

*"Further development of local tourism industry including accommodation, trails and other nature-based/adventure tourism products/experiences, including wellness tourism as well as events."*

*Value Proposition*

- *200,000 existing visitors per year*
- *Potential pool of 1.9 million visitors in immediate region*
- *Attractive existing amenity and natural attractions*
- *Potential national and international reach*

*"Range of equine activities including breeding, training and recreational uses as well as associated servicing activities."*

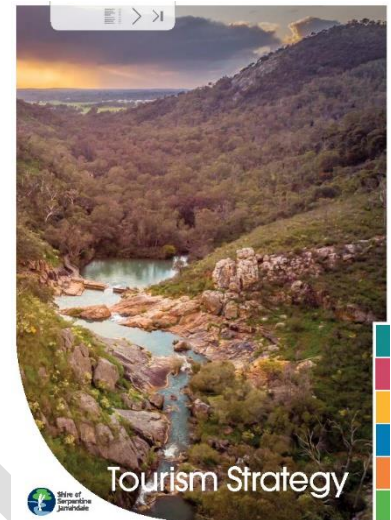
Each of the opportunities highlighted above has the potential to significantly add to the local economy, providing considerable value, contributing to industry cluster development and generating valuable local jobs. It is estimated that the tourism and events sector will create 325 local jobs and generate \$24.9m by 2029 and trails tourism is a key component of this.

A key initiative of the Strategy is to “4.1.9 Proactively develop trails for mountain biking, motor cycling, horseback riding and hiking to promote tourism.”

## Shire of Serpentine Jarrahdale Tourism Strategy

The purpose of the Tourism Strategy (Strategy) is to provide direction for the sustainable development of tourism in the Shire of Serpentine Jarrahdale. Its core aims are to:

- Identify opportunities for development of new and upgrading of existing tourism product to meet future visitor expectations and demands.
- Identify the need for new investment and infrastructure that supports the development of tourism in the Shire.
- Provide relevant, research-based information on current and future tourism supply and demand.
- Provide recommendations on the focused priorities for engagement with key industry stakeholders, potential investors, customers and the community.



The Shire of Serpentine Jarrahdale understands that the development of tourism in the region is essential, both to the sustainability of its unique natural, cultural and historic attractions and to the creation of employment and prosperity of its residents.

The sustainable development of tourism will help foster entrepreneurship and develop the business environment necessary to enable the Shire to realise its tourism potential whilst maintaining protection of the area's natural habitats and biodiversity, as well as the lifestyle choices of those living in the community.

A number of key areas were identified and explored, resulting in the development of eight tourism priorities that will take the Shire forward towards its goal of transforming Serpentine Jarrahdale into a high-ranking day-trip and holiday destination. All eight priorities have relevance to establishing Jarrahdale as a Trail Town and in summary are:

Trails and expansion of the region's trail network, On the Trail – This priority reviews the existing trails network and considers the opportunity for Serpentine Jarrahdale to become a highly desirable Trail Town destination.

Branding and Wayfinding, Finding the Way – This priority identifies the need for an innovative, consistent, consumer-centric tourism brand for the Shire of Serpentine Jarrahdale. This section also considers wayfinding – the means by which potential visitors discover the locality and, once they've decided to visit, move easily from point to point within it, so that maximum exposure of the area's tourism attractions is achieved.

Food Tourism, Food for Thought – This priority leverages the region's agricultural roots to develop opportunities in the food and wine tourism sphere.

Equine Tourism, Horses for Courses – This priority recognises Serpentine Jarrahdale's peak position in Western Australia's equine tourism sphere and explores the potential for equine-based tourism across various areas of activity.



Attractions (Natural, Cultural and Historic), Go Natural – This priority explores ways to develop sustainable tourism visitation through the significant portion of the Shire that is included in the natural estate.

Adventure Tourism, Tap into Adventure – This priority takes advantage of the topography of the land in many parts of the Shire to develop healthy activities that will attract significant numbers of tourists. Adventure tourism integrates with other tourism priorities, such as trails and a number of private sector initiatives.

Tourist Accommodation, Stay...Just a little longer – This priority recognises that the availability of appropriate tourist accommodation in the shire is critical to the development of short-stay tourism. This priority considers options for development, including the creation of a major tourist accommodation and activities hub in Jarrahdale.

Events, In the Event – This priority considers how the addition of regular and occasional events will help attract large numbers of special interest tourists to the Serpentine Jarrahdale area.

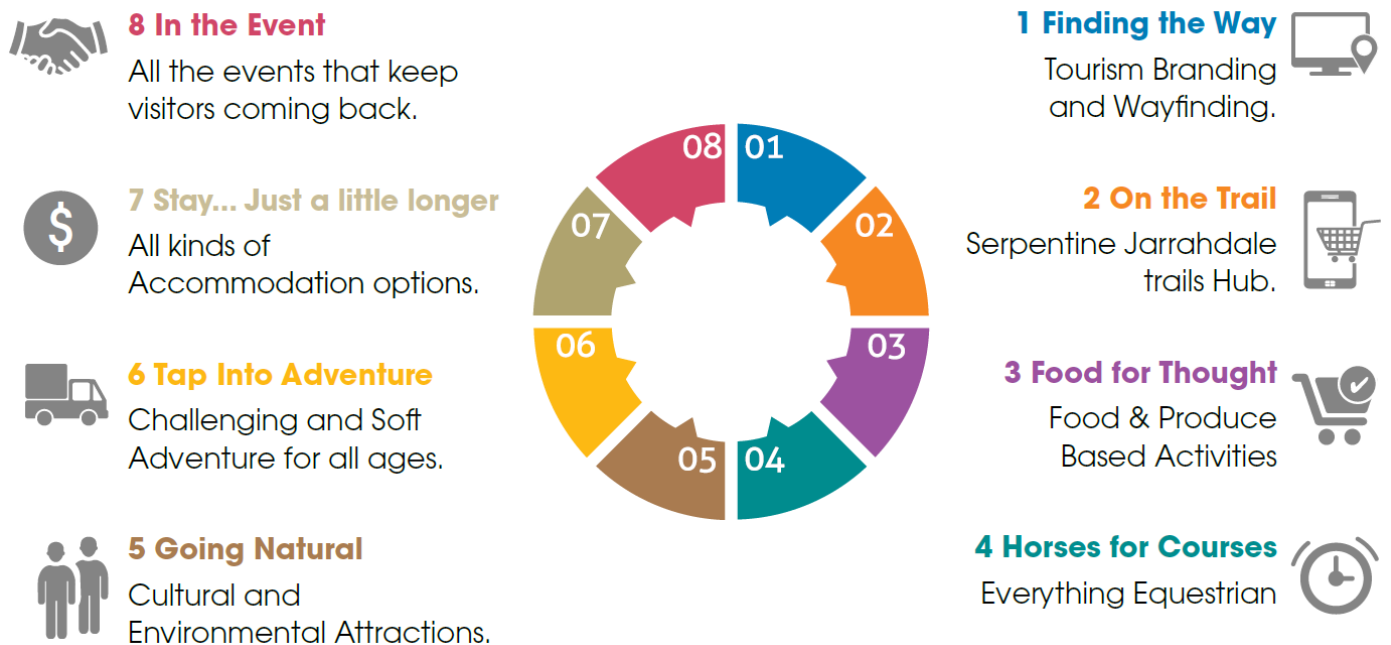


Figure 19: Eight tourism priorities identified in the Tourism Strategy

Jarrahdale

Jarrahdale will form the centrepiece of this Tourism Strategy.

Jarrahdale is a tourism landmark in the Shire of Serpentine Jarrahdale. The historic town dates back to the 1800s and it has many points of interest, including the Mill Manager’s residence, the historic timber mill, St Pauls Anglican Church and the old Jarrahdale Post Office.

A number of accessible trails can be found in the surrounding forest areas of the Darling Scarp, particularly around Langford Park, where there are equestrian, walking and biking trails, as well as picnic areas.

Millbrook Winery is a world-class facility and a popular destination for food and wine tourism. The winery’s restaurant also attracts many visitors, especially on weekends, as does the Jarrahdale Tavern on the main street.

The Jarrahdale Historic Society actively promotes the historic significance of Jarrahdale and the town's local trails, and the group is instrumental in trail maintenance.

Jarrahdale has several advantages over other competing trail areas within the Peel Region and Hills Tourism Precinct. These include the diversity of the town's constructed trails, as well as its history, topography, and natural landscapes; together these features provide Jarrahdale with the potential to become a significant Western Australian Trail Town.

There is a potential for developing Serpentine Jarrahdale into the equestrian trails capital of Western Australia, due to its leadership in horse ownership and equestrian activity, as well as the presence of associated equine businesses in the State. Jarrahdale is well placed to become the hub of the Shire's trails activity. The existing and future Jarrahdale trail networks should integrate with the existing trails throughout the local government area. The Shire has recently completed its Trails Strategy (discussed above) which will complement the work of this tourism strategy.

Mountain biking and walking trails are already well represented in Jarrahdale, and trails that cater to the emerging popularity of running could be incorporated.

Jarrahdale is also identified as a prime location for a major tourist accommodation hub to service overnight and holiday visitors to the Shire.

#### Priority 2 On the Trail Serpentine Jarrahdale Trail Town

The Shire of Serpentine Jarrahdale boasts a diverse range of outdoor trails attractions, ranging from pristine bushwalks and historic trails to mountain bike bridle paths and equestrian tracks.

Whilst providing recreational benefits to the local community, appropriately marketed trails and trails 'hubs', offer tourism destination and attraction benefits that may have a broader appeal and positive impact on the local economy through domestic and international tourism visitation.

An opportunity exists to develop Jarrahdale with 'Trail Town' status through a dedicated Trail Town strategy and brand for the Shire of Serpentine Jarrahdale..

#### Jarrahdale as a Trail Town:

A Trail Town is a population centre connected to circular trail networks that allow visitors to pass through unique natural landscapes before returning to town, helping to secure more trade for local hotels, bars, restaurants and other small businesses. A Trail Town 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.
- Trail branding and signage.

#### Serpentine Jarrahdale Trail Town Designation

To take its rightful place in the hierarchy of Western Australian trails localities, Serpentine Jarrahdale must seize the initiative, develop its trails network and wayfinding, and seek accreditation.

A unique opportunity exists to develop a dedicated tourism brand and marketing strategy for trails and linked trail itineraries for extended trail experiences and visitor stays in Serpentine Jarrahdale.

An Action Implementation Summary has been prepared and these actions where relevant have been incorporated in the business case below.

### Shire of Serpentine Jarrahdale Cycling and Walking Plan

The Shire of Serpentine-Jarrahdale's Cycle and Walking Plan (the Plan) sets out an interim and long term aspirational walking and cycling network for the Shire and includes an implementation program for individual projects that will support the realisation of the Plan's vision and objectives. The entire strategy and path alignment generally follows the Department of Transport's Perth and Peel Long Term Cycle Network Plan.

Wherever possible, the paths included in this plan are to be off road and within the road reserve, with the exception of the route between South Western Highway and Jarrahdale, which is proposed to follow the disused railway line. No paths are proposed through multiple use corridors, through public open space, within drain reserves, Water Corporation pipeline reserve or power line reserves.

In relation to Jarrahdale the relatively small population and the planned continuance of rural uses is likely to limit the potential for significant upgrades to the active transport network in the near future. The portion of the Shire east of the Darling Escarpment is characterised by rolling terrain and is sparsely populated. The town site is very small, so only very short sections of path would be needed to improve walking and cycling within the town centre.

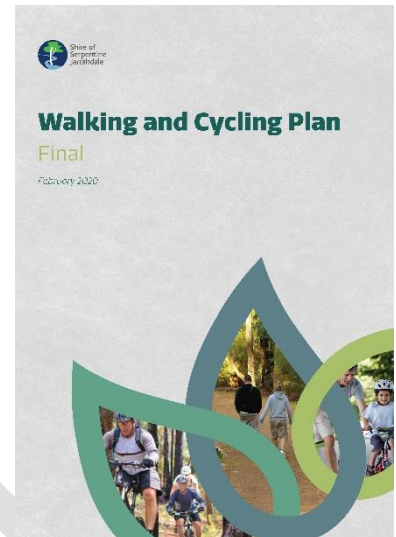
The Jarrahdale precinct has a generally good path network given its small size and relative isolation. However, like the Serpentine precinct, bicycle parking facilities are few and far between. The path along the town site section of Jarrahdale Road (between Buckland Road and Kingsbury Drive) caters for the demand to access key attractors. Recommendations include:

- Extend path on Atkins Street to Marginata Parade and Jarrahdale Road. Install crossover at Jarrahdale Cemetery.
- Install path on Oak Way and Brady Road.
- Any future sealing of Millars Road (to connect the town centre with the oval) should incorporate a path that should continue on to Nettleton Road and connect to Langford Park.
- Install bicycle parking at key facilities within the town centre.

### Shire of Serpentine Jarrahdale Trail Development Business Case 2020

In 2020 Tredwell Management prepared the Serpentine Jarrahdale Trail Development Business Case. The Shire of Serpentine Jarrahdale is transitioning into a prosperous metropolitan hub with strong country values and is home to pristine natural attractions that have the potential to attract vast amounts of tourism and economic investment, particularly through the development of new trails.

The Shire stakes claim to the title of fastest growing local government within Western Australia with the population expected to almost double over the next 16 years from its current estimated 34,523 residents in 2020 to 68,335 residents in 2036 (+97.94%). This



rapid increase in population will require substantial development of SJ's existing trail network to not only cater to the new and existing residents but to also capitalise on future tourism investment.

Three key trail projects have been identified that will provide the Shire of Serpentine Jarrahdale with increased economic, employment and health benefits. These three projects include the:

- Byford Trail Centre.
- Mundijong to Jarrahdale Rail Trail.
- Jarrahdale Oval Trail Head.

Overall, it has been identified that the development of the three trails will attract approximately 46,745 visitors yearly who are estimated to spend approximately \$5.6 million per annum within the Shire. This is supported by approximately 36,000 local visits to the trails by locals per year and a total economic output of \$8.3 million per annum.

In addition to the economic benefits the three trails are expected to create 27 direct and 9 indirect jobs in the tourism sector and 28 direct and 22 indirect jobs in the construction sector.

The development of the three trail projects will be highly beneficial to not only SJ's economy but also to its residents who will reap multiple health and activity benefits due to their close proximity to the proposed Mundijong to Jarrahdale Rail Trail with accompanying Jarrahdale Oval Trail Head and the Byford Trail Centre which will act as a gateway for walkers, horse riders and trail runners into the Wungong Regional Park.

## Appendix B - Consultation and Engagement Outcomes

Ongoing consultation with the community and key stakeholders has occurred over a long period of time in relation to the creation of Jarrahdale as a Trail Town. This has been in line with the Shire's *Community Engagement Strategy* which is based on the *International Association of Public Participation Spectrum of Public Participation*.

Key consultation mechanisms included:

- Stakeholder Workshop.
- On-line Community Survey.
- One on one meetings with key stakeholders.
- Elected Members workshops.

A summary of the key findings from each of the key consultation processes is included below.

### Stakeholder Workshop

A comprehensive stakeholder session and workshop was conducted in Jarrahdale through the development of this Business Case. 41 people attended including representatives from State Government agencies, tourism agencies, political parties, community groups and the broader community.

The purpose of the workshop was to capture ideas on the development of Jarrahdale as a Trail Town from various viewpoints. Groups of attendees were developed to generate discussion amongst differing sectors/interest groups to allow ideas to be further elaborated on as they were raised.

Throughout the session, attendees were asked to submit ideas and feedback on the six subjects that make up a Trail Town within the DBCA Trails Development Series. The below sentiments were commonly heard across all subjects:

- New and existing developments must be accessible for all including those living with a disability.
- There are ongoing parking issues across the whole of Jarrahdale which would need to be rectified.
- Developments should be sympathetic to the natural environment and environmentally sustainable.
- There is a significant gap in informative and trail signage along exiting trails and within the town itself.
- The Mill Managers House should be activated for tourism purposes.
- Telecommunications/mobile phone reception continues to be an issue.
- Community members have an appetite for more food offerings including food trucks.
- More Indigenous recognition should be incorporated into the township.
- The existing tourism information about Jarrahdale and its trails is not up to date or sufficient

Attendees were also requested to define what values are most important to them, in relation to developing Jarrahdale as a Trail Town, to ensure that the development and enhancement of

existing and new trails, associated infrastructure and provision of services align to the values and identity of Jarrahdale. The highest rated values included;

### **Build upon Jarrahdale's existing assets**

The Shire can demonstrate this by:

- Undertaking maintenance and upgrading existing trails to increase the level of service provided to visitors.
- Incorporating amenities such as signage to existing trails.
- Promoting the timber milling heritage through interpretive signage and well-thought out design.
- Consulting with the community during development of the projects to understand the assets.
- Providing innovative facilities that enable increased accessibility for equine users.
- Upgrading existing facilities to make them more fit for purpose.

### **Protect and celebrate Jarrahdale's heritage**

The vision for the Trail Town is to promote Jarrahdale's rich heritage to WA and the world. This heritage includes Aboriginal country and history, colonial timber milling history, and local heroes.

Heritage can be celebrated in many ways including incorporating heritage values into new designs, undertaking active conservation of historical buildings, engaging with local Noongar people, building interpretive signage and supporting community members to tell their stories.

### **Supporting new and existing local businesses**

The Trail Town vision aims to assist in creating jobs for local residents. With 80% of the Shire's residents commuting outside of the Shire for work, and 25% of Jarrahdale's population being under the age of 24, supporting Jarrahdale's businesses to grow through the Trail Town initiative will assist Shire residents to work locally.

Trail tourism supports various industries and it is expected that the development of Jarrahdale as a Trail Town will have flow-on effects in generating demand for trail and trail related services including accommodation, food and beverage offerings, retail, maintenance and transport services which will encourage new businesses to start their operations and existing businesses to expand their businesses in Jarrahdale.

The Shire and Jarrahdale community can embrace this value together by continuing to collaboratively work with local businesses to build and grow the local economy together based on the emerging trail industry.

### **Support existing infrastructure and services to be more fit for purpose**

Optimising existing facilities and services to not only support future increased visitation to the town (for example, creating better facilities for people with RV's and caravans to stay within the town), is vital to ensure that the investment in capital and ongoing costs to develop the Trail Town is a feasible and sustainable option for Council and ratepayers.

### **Environmental sustainability**

In a time of significant climate events due to climate change, environmental sustainability is more important than ever. Initiatives to support environmental sustainability should include education signage, reminders about how to look after the environment around the town (for example, litter or

not picking wildflowers), clean energy infrastructure (such as solar cells for electricity) and tourism products such as tours that educate and interest visitors in protecting the environment; are all supported by the Jarrahdale community. Additionally, supporting the efforts of local groups that protect the environment is particularly important though must be balanced with the priorities of State Government and progression.

DRAFT

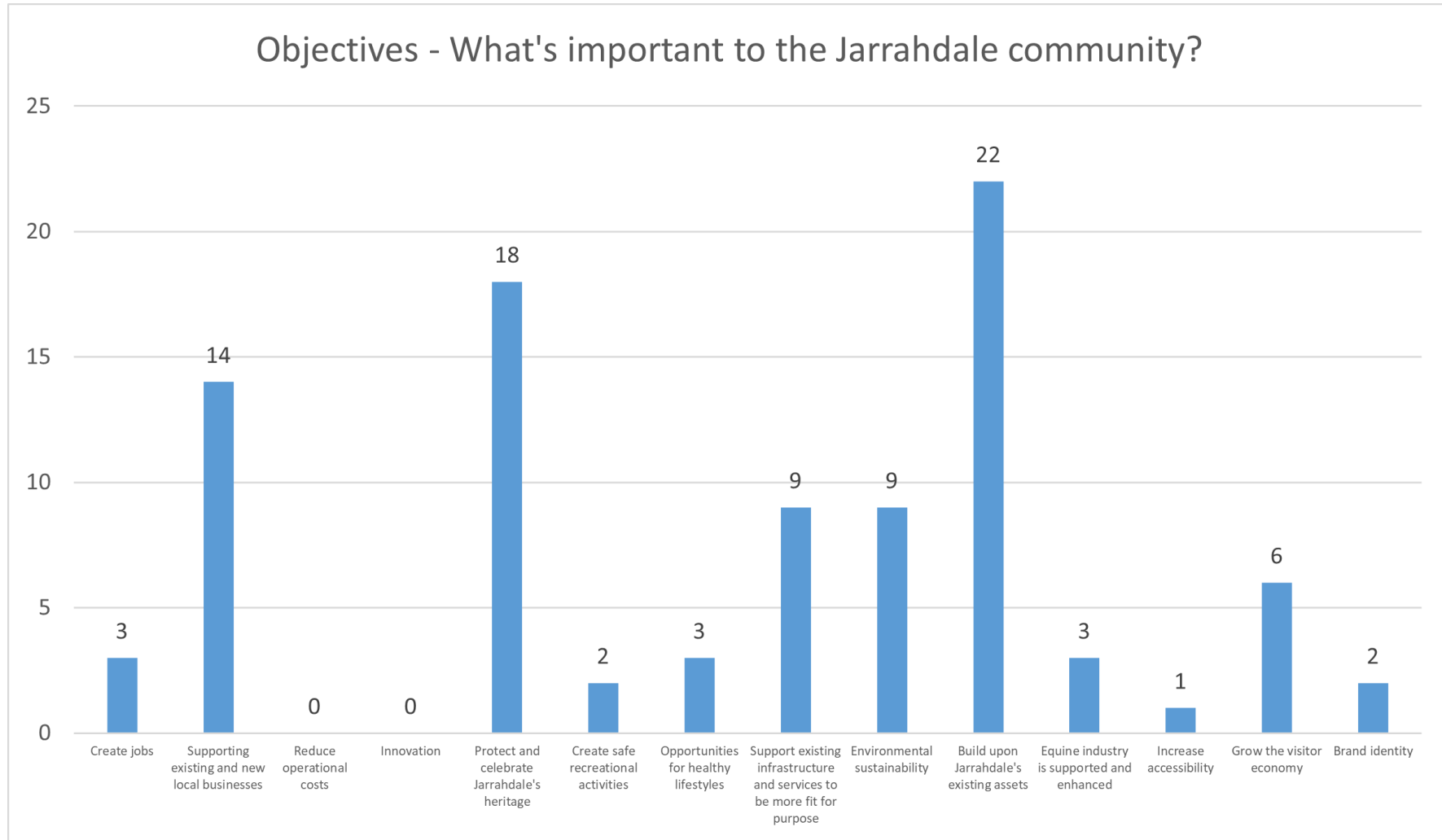


Figure 20: Summary of Workshop Outcomes – ‘What is important to the Jarrahdale community?’



## Community Survey

A comprehensive online survey was undertaken in the community as part of the development of this Business Case. The survey was widely promoted on the Shire's website, communication and social media platforms. 24 people responded to the survey. The survey contained questions which sought feedback on specific topics/opportunities considered for inclusion in this business case. A summary of the key findings are included below.

*Please note these are the views of the community and not necessarily those of the consulting team.*

### Jarrahdale's Strengths as a Trails Destination

- Natural beauty
- Existing trails and tracks some are very popular
- Strong volunteer network who maintain the trails
- History and heritage
- Flora (forests, wild flowers) and fauna
- Location and close proximity to Perth
- Quiet and tranquil
- Local business support of trails
- Easy access to trails
- Unique experiences
- Existing tourism infrastructure
- Village like feel
- Biodiversity hotspot
- Variety of trails on offer of differing durations and experiences
- Already a popular trails destination

### Opportunities in Jarrahdale for Trails

- Improved signage and waymarking on trails
- Improved trail maintenance
- Weed control
- Celebrate the local history e.g. logging, POW camp, timber mills
- Supporting local businesses to benefit from the visitation as a result of the trails
- Expand trails to cater for all trail disciplines i.e. equine, mountain biking, hiking, 4WD and off road motorcycling
- Need for additional and improved parking
- Need for additional accommodation (e.g. RV Park, chalets, camping, caravan park)
- Short stay accommodation in which you can access trails directly
- Increased tourism and visitors
- Host the Tom Quilty Endurance ride
- Further development of the trails within Langford Park
- Equine trails development
- Link trails to a central hub in the town
- Create multi-day hikes
- Associated employment and job opportunities
- Better promotion and marketing
- Alternative to mining as an economic driver in the town

- Improve access to existing trails
- Improved amenities such as toilets
- Improved visitor infrastructure
- Additional multi-use trails
- Connect existing trail to the Jarrahdale town centre
- Improve traffic management within the town
- Improved communications

#### Development of Lot 814 as a Trails Centre

- There was unanimous support for the establishment of Lot 814 as a Trail Centre
- All but one respondent supported the development of accommodation at Lot 814
- 20 of 24 respondents thought the shire should develop and operate this accommodation
- Services and facilities to include:
  - bike rental/hire
  - shuttle services
  - accommodation (e.g. camping/caravan park)
  - parking including for horse floats
  - toilets
  - recycling
  - security
  - trail information including maps
  - laundry facilities
  - gardens
  - wash down areas for bikes and horses
  - showers
  - bike tools for maintenance
  - drinking water
  - vending machines
  - basic camp kitchen
  - first aid
  - shelter
  - parent rooms
  - free camping
  - Public transport e.g. electric bus, more frequent services
  - community function area
  - basic supplies
  - path network
  - Café
  - Improved roads
  - Retail – food/beverage, local arts and crafts
  - Trail equipment hire
  - Bike maintenance
  - Outdoor seating
  - BBQs
  - Bike racks
  - Information centre
  - Lockers
  - Wi-fi

- Telecommunications
- Other considerations include:
  - Environmental impact
  - Ongoing consultation with residents
  - Improved access to trails from this site
  - On site management
  - Utilise current buildings on site
  - Staged development

### Jarrahdale Oval

- 20 of 24 respondents supported the development of Jarrahdale Oval as a trail head
- Jarrahdale Oval can support the Jarrahdale as a Trail Town through
  - Parking
  - Events space
  - Picnics
  - Upgraded toilets
  - Entry statement
  - Trail provision
  - Nature park
  - Playground
  - Equine Centre
  - Group camping
  - Supporting Lot 814 and not duplicating what is proposed there
- Support for the development of a master plan for Jarrahdale
- Functionalities should include:
  - Toilets
  - Parking
  - Picnic tables
  - Water
  - Electricity
  - Playground with shade
  - Showers
  - Information bay/board
  - Equine warm-up track and horse yards
  - Formalised parking
  - Camping areas and facilities
  - BBQs
  - Secure bike parking
  - Shelter
  - Café
  - Formal link back into Jarrahdale
  - Horse stalls
- Be careful to not separate the town's facilities

### Heritage Park

- 21 of 24 respondents support the Shire entering into a lease agreement with the National Trust for portions of Heritage Park
- Suggestions for activities and opportunities for development in Heritage Park included:

- Parking off the main road
- Environmental restoration and preservation
- Adventure Park for all ages
- Walk trails
- Information on the history
- Treetop walk
- Amphitheatre
- Enhance Wattle Trail
- Bins
- Water fountains
- Picnic and BBQ facilities
- Guided walks
- Seating
- Nature play
- Zip line
- Accessible paths
- Museum
- Sculptures
- Improved maintenance
- Better footpaths
- Improved signage

#### Mill Managers House and No. 1 Jarrahdale Mill

- Strong support for the Mill Managers house and the No.1 Jarrahdale Mill having a role to play in the activation of Jarrahdale as a Trail Town.
- Suggestions on how they could contribute include:
  - Information/Visitor Centre
  - No longer should be a private residence
  - The Mill should be a camp site
  - Museum
  - Function Venue
  - Bed and Breakfast offering
  - Markets
  - Performing arts
  - Café
  - Small bar
  - Art gallery
  - Activity and climbing centre
- 19 of 24 respondents thought that the Shire should submit an expression of interest to lease one or both assets should the opportunity arise.
- If the Shire does not lease the assets the following actions are suggested for the National Trust to undertake to assist Jarrahdale become a Trail Town
  - Public access
  - Restore the buildings
  - Rehabilitate the natural environment
  - Markets
  - Events space

- Guided tours
- Educate visitors on the town's history
- Open air cinema
- Accommodation

### General Support for Development Options

- 23 of the 24 respondents supported development of additional amenities and accommodation.
- Reasons provided included
  - *The town won't develop without investment*
  - *It is evident these facilities are necessary as tourism increases*
  - *If people are increasing in the area parking needs to be increased, the current cafes/shops need to be supported first as they have committed to the area already and only businesses that work with the bush environment, no fast food outlets*
  - *We already have local food/beverage businesses that definitely could support further tourist numbers*
  - *Jarrahdale definitely needs services such as equipment hire, parts/supply (for bikes etc), accommodation, car parking, recreational activities*
  - *It would be great to see these services supporting an economy in Jarrahdale that celebrates the natural beauty of the town. Establishing industry around trails will also bring further respect and support for the natural environment that brings in business*
  - *I think controlled and well thought out development and growth would be good for the town and the trail industry*
  - *Current accommodation options and facilities do not support expansion, more short stay accommodation and dedicated small businesses are needing to grow as at the same rate as Trail Town infrastructure is rolled out*
  - *The five A's are great*
  - *It will bring people to Jarrahdale and the surrounding towns. They will support local businesses which in turn employ local people*
  - *It is a commonsense solution*
  - *It promotes more business and more things for people to do. Not just locals but day trips for some*
  - *Overall Jarrahdale is well managed by the community, but better funding might allow for more progress to better utilise it's unique assets*
  - *Jarrahdale should not become a 'dormitory town'; need to provide employment opportunities. Has a good vibe and limited land for housing growth this will ensure it remains small and 'neighbourly' with visitors providing financial input*
  - *I believe this would benefit the area and bring local employment and business opportunities*
  - *Jarrahdale already has a number of visitors. Parking is an issue around the area of the museum and pub. Mainly because the pub does not have sufficient parking. Car parking is available at Munro Street but people are not aware of this - or too lazy to walk from there to the pub. More parking could be available at the RV centre. There is a requirement for more cafes at the weekends. Retail offerings should be in keeping with the nature of the town*

- *The town needs some more entertainment options for the community and visitors. There is also limited accommodation so difficult to stay*
- *Only "no" in so far as it seems too prescriptive - organic growth preferred to overplanning*

#### Current opportunities for further development in Jarrahdale

- Focus on securing land to develop walking infrastructure not walking trails
- Accommodation e.g. short stay, B&Bs, various types/options
- Dining, café, tavern
- Eco tourism
- History tourism
- Trail activity businesses
- Upgrade Jarrahdale Road to support the increase in traffic
- Trails that link food, wine, orchards, pubs, equine etc
- All day walks
- Potential for the Gooralong Park grounds for trail and camp development
- Short stay accommodation
- Trail Town accreditation
- Fuel station
- Improved public bus service
- More diverse use of the trails
- Bike maintenance
- Bike pump track
- Road infrastructure
- Signage
- Toilets
- Parking particularly at Kitty's Gorge Trail and cemetery area
- Upgrade heritage town walk
- Connect town walk and Kitty's Gorge Walk

#### Impact of the development of a Trail Town on the Jarrahdale townsite and surrounds

- Increasing pressure on the surrounding forests and national parks
- Increased traffic this needs to be managed
- Water supply capacity
- Environmental and ecological impact
- The development needs to be keeping with the natural area so not to spoil the environment
- Positive impact
- Car parking capacity
- Accommodation options need to be increased
- Rising property prices
- Increase in tourism
- It will be important to control development in a way that the historical character of the town is maintained
- Employment growth
- Business opportunities

- Maintaining a clean town
- Upgrade of footpaths will be required
- Improved services in the town
- Good reputation for the town
- Greater investment in the town

### Trail Friendly Businesses

- 5 of the 19 respondents were business owners in Jarrahdale
- 4 of the 5 businesses were interested in becoming a trail friendly business
- The support outlined that would be required to become a trail friendly business included:
  - Guidance requiring environmental impacts
  - Consistent and clear information
  - Establish a business group
  - Some co-branded advertising
  - Advertising on Shire/trails website to promote the local businesses
  - Improved parking
  - Education on what a trail friendly business is
  - Funding
  - Reasonable rents
- The other 19 respondents all thought that it would be of benefit to Jarrahdale to have trail friendly businesses

### Jarrahdale to the Mounts Trail

- 22 of 24 respondents supported the development of a trail from Jarrahdale to the Mounts
- The 2 respondents that didn't cited that this already exists, it will place additional pressure on the Bibbulmun Track and the mining that is to take place there
- Some of the area is used to ride off road motorcycles which would conflict with other trail users
- Additional considerations for the Shire to be aware of in when establishing this trail include:
  - Environmental impact
  - Shuttle services
  - Mobile food delivery
  - Improved information signage
  - Appropriate access for bikes and horses
  - Use for hiking, equestrian and cycling no motorized use
  - Link through to Byford Scarp to Wungong
  - Provide hut style accommodation for multi-day hikes
  - Amenities
  - High quality track maintenance
  - Parking
  - Shelter
  - Rubbish collection
  - Easy trail to follow
  - Mining

### Kitty's Gorge Walk trail head parking improvements

- 23 of 24 respondents support this development
- Key considerations that the Shire needs to be aware of in the planning for this parking area are:
  - Consider the impacts on residents
  - Litter management
  - Environmental impact
  - Increase in traffic in the area
  - Toilets
  - Makes sense
  - Traffic management
  - Angled parking
  - One way entry and exit loop
  - Make sure that they are suitable for horses also including float parking
  - Planting
  - Adequate lighting
  - Don't lose its heritage feel
  - No large buildings or infrastructure
  - Will be better than the current situation
  - Must be in keeping with the nature of the area
  - Sympathetic to the aesthetics

### **Meetings with key Stakeholders**

A series of meetings were held with key stakeholders to inform the Business Case, the key findings from this consultation have been summarised and are included below:

- Supportive of establishing Lot 814 as a Trail Centre providing it is well designed and complements the heritage rotunda and men's quarters and the water capacity is addressed at the site
  - Some support for accommodation on the site however it needs to be sympathetic to the town and site and combined with other features and services
  - Should be privately operated
  - Should include community area, equipment hire and repairs, starting point/meeting point
  - Amenities – toilets and showers
  - Trees and shade for campers
  - Horse yards at the campgrounds
- Supportive of establishing Jarrahdale Oval as a Trails Head provided:
  - Toilets, picnic tables and water are provided
  - Caters for horse riders
  - Create as an events space
  - It does not become the visitor centre
  - Priority to be developed over Lot 814
  - Concern it could compete with Lot 814 and vice versa



- Supportive of the Shire entering into a lease agreement with the National Trust for portions of Heritage park for 21 year term and the following activities are suggested:
  - Picnics
  - Walks
  - Nature play
  - Boardwalk
  - History and heritage interpretation
  - Amphitheatre
  - Tree top walk
  - Festivals
  - Sculpture park
  - Celebrate biodiversity within the forest and the park
  
- Would like to see in Heritage Park:
  - Cleaned up and well maintained
  - Scheme for removal of fallen wood
  - Work and support the volunteers currently engaged in the park
  - Manage the park, maintain and curate the park not just basic maintenance, needs a plan
  - Needs enhancing
  - Involve the town in the development
  - Have natural and industrial heritage sculptures but not all of it
  
- Mill Managers House and No. 1 Jarrahdale Mill
  - Possible event space but it needs a lot of investment i.e. power and water infrastructure
  - Small arts in the space
  - Markets
  - Mill Managers House would be best suited to a visitor centre, right in the heart of the town
  - No.1 Mill – tourist hub, museum walk through
  - Event space, plays, productions
  - Brewery
  - Amphitheatre
  - Infrastructure needs to be in place first
  - Tourist hub
  - Water issue - Watercorp need to up-grade the pipes. Shire needs to make this an advocacy project
  - Functions at the Mill, dinner, markets, concerts, consider impact on residents
  - Arts and writers in residence, university students (environment and climate change)
  - Better for private investor. There is only so much Council can do
  - Council is too risk adverse
  - Must have someone living at the Mill to keep eyes on it
  - Nurses quarters have dorm accommodation
  - The Mill Managers house would be good for a Heritage Park manager to keep eyes on the place

- Do you think that the Shire should submit an expression of interest to lease either or both assets should the opportunity arise?
  - Yes – Mill Managers house when vacant, tourist centre, maybe museum. Lots of restrictions due to it's heritage status. Artist in residence, not a community or playgroup centre
  - No.1 Mill - Yes – has potential but needs infrastructure
    - Not if Shire has to pay commercial rent
    - Shire to lease and be able to sub lease
    - Needs so much work
- What do you believe are the current opportunities for further development in Jarrahdale?
  - Accommodation, food and beverage. Needs to be a slow development responding to demand
  - Accommodation, specifically camping accommodation
  - Gooralong Brook needs to be utilised as a formal camping space
  - Build up equestrian in consultation with the equine community
  - Mountain biking facilities
  - Keep the ambience there – relaxation space
  - Scientists from Murdoch, students come to town – joint opportunities
  - Develop the charm side, promote general wellness concept
  - New sciences – forest bathing concept, relieve anxieties
  - Lot 815 subdivide and sell for businesses
- What do you believe will be the impact of this development on Jarrahdale Townsite and surrounds?
  - Has to be in keeping with the heritage feel of the town. Draw on the Mill style
- What support do you believe that Jarrahdale based businesses would require to achieve accreditation as a Trail Friendly Business?
  - The shower at the café is closed and not offered for use - can we support them to re-open? In Dwellingup you turn up and say need a shower they give you a pack for \$10 including a towel
  - The businesses here are fine, but there is a need for more, wait an hour for coffee on the weekend
  - The parking needs to be marked out in places to allow more orderly parking
  - Signage for parking to support access to businesses
  - The carpark at the store needs some work and marking out
  - Nurses quarters is accommodation set up- need to list this as a positive in town
  - Hire business and repair business and cross promote themselves
  - Work with businesses to facilitate sessions with Trails WA to help with exposure to the programme
  - Accommodation – how can we be more regulatory friendly?
- There is support for the development of a trail from Jarrahdale to the Mounts
- There is support for the proposal to improve and create additional parking in the road reserve at Kitty's Gorge and the Jarrahdale Cemetery provided there is consultation with residents, it doesn't impact on the forest and vegetation and there is sensible clearing

- Other comments include the need for public transport, support services, first aid, process to find lost people, need for maintenance of existing trails and associated infrastructure

### **Elected Members Workshop**

- There was strong support for establishing Jarrahdale as a Trail Town
- There is a great opportunity to work with the town's and Shire's strengths including the equine trails and sector, the heritage of Jarrahdale and the strong bushwalking culture in the Jarrahdale and surrounding community
- There is an opportunity to significantly increase tourism in the Shire through the establishment of Jarrahdale as a Trail Town
- Jarrahdale has always been known for its trails and heritage and is essentially already a Trail Town, by achieving accreditation this will be a natural progression
- There is an opportunity to link in with the other communities in the Shire such as Darling Downs, Byford, Mundijong and Serpentine which all offer their own trail experiences
- Jarrahdale has experienced strong growth in trails usage particularly post COVID-19 pandemic lockdown and this is expected to continue

### **Summary of Key Consultation Findings**

- Strong support for the establishment of Jarrahdale as a Trail Town from the local community including the business community
- Jarrahdale's strengths as a trails destination are its natural beauty, diversity of existing trails (e.g. walking, equine, mountain biking), history and heritage, flora and fauna, tranquility, proximity to Perth and village like feel
- There is a need for improved accommodation including the diversity of accommodation types on offer
- There is a strong need for trail support infrastructure and facilities including toilets, parking, shelter, maintenance stations, camp grounds etc
- Parking and traffic management were raised as major current issues that need to be resolved including more formalised parking
- There is a need for additional food and beverage offerings e.g. food vans, café, markets
- There is a need to improve trail and waymarking signage
- Basic infrastructure improvements are required in Jarrahdale including roads, footpaths, communications and water supply
- Opportunity to improve marketing and promotion of the trails
- Strong support for establishing Lot 814 as a trail centre which would include accommodation (e.g. camping, caravans, RVs), trail related services (equipment hire, maintenance, shuttle services), amenities (toilets, showers, laundry), parking including for horse floats and trailers, wash down areas, drinking water, shelter, food and beverage (café, vending machines, food trucks), first aid. Wi-fi, lockers etc
- Key considerations for any form of development in relation to the Trail Town included impacts on the environment, local residents, traffic and the general feel and vibe of the town
- Support for establishing Jarrahdale Oval as a trail head provided it did not compete with local businesses and did not duplicate facilities within the township itself. Therefore it needs to be a more scaled down development with basic amenities (toilets, shelter), parking, events space etc

- There is support for the enhancement of Heritage Park and creating this into an attraction with walking trails, adventure park, nature play, sculptures, picnic and BBQ facilities in a natural environment
- There was strong support for the Mill Managers house and the No.1 Jarrahdale Mill having a role to play in the activation of Jarrahdale as a Trail Town
- Functions suggested for these two facilities included information/visitor centre, museum, function venue, B&B, café, small bar and art gallery
- Local businesses are interested in becoming trail friendly businesses with support from the community and the Shire
- There was support for establishing a trail from Jarrahdale to the Mounts
- There was support for the improvement of the Kitty's Walk parking area

DRAFT

# Jarrahdale Trails Town Development Survey

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## **SURVEY RESPONSE REPORT**

20 January 2021 - 02 June 2021

### **PROJECT NAME:**

Jarrahdale Trail Town Development





SURVEY QUESTIONS

**Q1 | What do you believe the strengths are of Jarrahdale in relation to trails?**

Screen Name Redacted

5/03/2021 08:10 PM

Not heaps. Jarrahdale, town doesn't have the infrastructure to support more people. No where to park, no accommodation and no where to camp in the actual town. See Dwellingup and Pemberton. They are right size currently to be developed.

Screen Name Redacted

5/03/2021 09:22 PM

Outstanding natural beauty, existing trails planned and maintained by a community group, existing tracks of historic use.

Screen Name Redacted

5/03/2021 09:24 PM

The volunteer network is strong, we have a combination of history and flora and fauna

Screen Name Redacted

5/03/2021 09:28 PM

Location, quiet, heritage

Screen Name Redacted

5/03/2021 09:43 PM

The location and the nature forests. Local business support to promote the trails and attract tourists to Jarrahdale

Screen Name Redacted

5/03/2021 10:18 PM

It has great access to bush land with already established network of informal trails. It's close to Perth and most people coming would come through other areas of the shire bringing further economic benefit.

Screen Name Redacted

5/03/2021 10:52 PM

There are plenty of tracks to create permanent trails they just need marking

Screen Name Redacted

5/03/2021 11:35 PM

Jarrahdale is reasonably close to the urban centres, so is quite accessible. There is opportunity to further develop already popular trails such as those at nearby Langford park. The trail center would also bolster the growing tourism industry in town.

Screen Name Redacted

5/03/2021 11:55 PM

Jarrahdale already has an abundance of trails beautiful and

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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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	unique in their own, by linking these trails up and providing the necessary facilities tourists and visitors can enjoy what locals have enjoyed for years.
Screen Name Redacted 5/04/2021 02:27 AM	Local knowledge and existing tourism infrastructure as as a good base. The town does however need an injection of funding to help foster this further
Screen Name Redacted 5/04/2021 05:58 AM	Area is perfect for it and known for good trails
Screen Name Redacted 5/04/2021 06:57 AM	The beautiful hills and trees. Mill history. I also believe there is a great pub there. How good would it be to do a morning hike, bike or horse ride and have a pub lunch.
Screen Name Redacted 5/04/2021 08:34 AM	location, cute village, biodiversity hotspot.
Screen Name Redacted 5/04/2021 08:37 AM	The vast nature and beauty :)
Screen Name Redacted 5/04/2021 04:27 PM	Very good
Screen Name Redacted 5/04/2021 07:27 PM	Clear and unobstructed
Screen Name Redacted 5/04/2021 09:45 PM	Natural pleasure with heaps of amazing areas to see and experience
Screen Name Redacted 5/05/2021 08:14 PM	Variety of long and short trails for walkers, runners, bike riders and horse riders. Opportunity to be in the unique Northern Jarrah Forest, a bio-diversity hot spot, only 40 minutes from central Perth, and the coastal areas of the Peel.
Screen Name Redacted 5/06/2021 10:08 AM	A multitude of trails available including some very challenging hills which are very popular with trail runners and hikers



**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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Screen Name Redacted 5/06/2021 03:18 PM	Beautiful Forest
Screen Name Redacted 5/07/2021 12:14 PM	The variety of trails from Hiking, MB, and bridle as well as the heritage elements
Screen Name Redacted 5/08/2021 08:33 PM	Lots of options to install tracks for various abilities (length and difficulty).
Screen Name Redacted 5/08/2021 09:51 PM	The Jarrahdale area already has established trails that attract many visitors.
Screen Name Redacted 5/10/2021 10:00 PM	Forest surrounds it with a reasonably large area of high quality forest and varied landscape within it (high conservation forest of tall timber, wetlands, granite outcrops, hills, creeks, high biodiversity - particularly widflowers. Many old rail tracks (formation of) available. Accessible and close to population centre. Charm and natural attraction. Access to Bibbulmum, and presence of MundaBiddi

**Mandatory Question** (24 response(s))

**Question type:** Essay Question

**Q2 | What do you believe the opportunities are for trails and trail development and use in Jarrahdale?**

Screen Name Redacted 5/03/2021 08:10 PM	Minimal, water Corp, Alcoa and trails not being allowed 8n the serpentine NP mean not new will be built in the near future.
Screen Name Redacted 5/03/2021 09:22 PM	Weed control, restoration of the natural environment, uplifting community (well being)
Screen Name Redacted 5/03/2021 09:24 PM	By the shire applying for grants signage and maintenance of trails can be better
Screen Name Redacted 5/03/2021 09:28 PM	Beauty to be shared, history to be celebrated, businesses to grow

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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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Screen Name Redacted

5/03/2021 09:43 PM

Supporting local business within Jarrahdale, attraction for tourists to visit Jarrahdale and highlight our historic significance, trails should be expanded to include all encompassing activities ie equine, mountain biking, hiking and 4WD and Motorbiking. Definitely need car parking and accomodation (ie develop RV park for chalets, camping, caravan sites with ablution block

Screen Name Redacted

5/03/2021 10:18 PM

There is a huge potential for increased tourism. Whether it be equestrian, cycle or hiking. There aren't many places in WA where there are good facilities and accommodation with close access to trails. Development of short stay accomodation where you can ride or walk from your door would be a significant draw. There is also the Tom Quilty national endurance championships which come to WA, this event brings over 100 horses, their riders and support teams to the area for 1-2 weeks. There are very few locations that this type of event can be held in WA. Jarrahdale could establish itself as the preferred venue if the facilities were available.

Screen Name Redacted

5/03/2021 10:52 PM

Definitely encourage more people to the area and would be nice to have marked equestrian tracks

Screen Name Redacted

5/03/2021 11:35 PM

I'd be keen to see further development at Langford with connecting trails to the trail centre. Equestrian trails development would also be great.

Screen Name Redacted

5/03/2021 11:55 PM

Link trails ranching out from a central hub or information shelters linking trail option further away from the town centre, multi day hikes linking trails in neighbouring areas.

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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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<p>Screen Name Redacted 5/04/2021 02:27 AM</p>	<p>As stated above, growth in this sector. Jarahdale doesn't have much employment locally, tourism or even light commercial ventures will help change that so we become more of a hub where people want to walk to and from us on trails</p>
<p>Screen Name Redacted 5/04/2021 05:58 AM</p>	<p>Council to advertise it more to wider communities and groups. Better carparking and signage</p>
<p>Screen Name Redacted 5/04/2021 06:57 AM</p>	<p>Hike, bike, horse ride, over night walk trails, with camp site. Round trip and walk back to the car.</p>
<p>Screen Name Redacted 5/04/2021 08:34 AM</p>	<p>to see the town as a asset. In carbon sequestration, education about climate change, saving and preserving biodiversity. Trails will be the only alternative revenue raiser for the town (than alcoa). It needs strong leadership in its design and outcome. The community must be worked with to ensure a healthy relationship going forward. They will see the benefit of it.</p>
<p>Screen Name Redacted 5/04/2021 08:37 AM</p>	<p>So many trails out there are "hidden", access is not easy, even though they very good marked. An opportunity to get water/snacks on the way would be great. Maybe even a campground to stay longer.</p>
<p>Screen Name Redacted 5/04/2021 04:27 PM</p>	<p>Yes fix goralong park as some trails can go through there</p>
<p>Screen Name Redacted 5/04/2021 07:27 PM</p>	<p>Maybe Clearer signage as to the lengths of each trail and wether bikes are permitted</p>
<p>Screen Name Redacted 5/04/2021 09:45 PM</p>	<p>A huge benefit for the community with more visitors and money going to local business</p>
<p>Screen Name Redacted 5/05/2021 08:14 PM</p>	<p>Increase visitor/user numbers will increase the amenities associated with trails such as toilet facilities. Could lead to more or improved</p>

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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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	trails. Increase in users of the local businesses.
<p>Screen Name Redacted 5/06/2021 10:08 AM</p>	<p>I believe more multi-use trails (e.g. for hikers, runners, mountain bikers and horse riders) including some planned routes and maps for guidance would be a great addition. Quite often the trails in the area are poorly marked to enable a loop to be completed rather than out and back the same way. I'm convinced there are many more trails in the area than most people are aware of simply for lack of signage and advertising</p>
<p>Screen Name Redacted 5/06/2021 03:18 PM</p>	<p>Bridal Trails, walking and mountain bike trails. Already have many trails around town but need additional infrastructure to support visitors to the area</p>
<p>Screen Name Redacted 5/07/2021 12:14 PM</p>	<p>Expand the trail networks in all types. Connect them into the Jarrahdale town.</p>
<p>Screen Name Redacted 5/08/2021 08:33 PM</p>	<p>Build on the history of the old logging town, walks focussed on heritage trails, old logging roads, pow camp, kitty gorge etc. Timber mill and surrounds are a waste of space.</p>
<p>Screen Name Redacted 5/08/2021 09:51 PM</p>	<p>I hope that if development is to take place, then managing issues with traffic, parking, communications, fire risk, lack of facilities for visitors etc will be included of the development. Also the development provides business opportunities for current and potential business owners in the area and for the Shire.</p>
<p>Screen Name Redacted 5/10/2021 10:00 PM</p>	<p>As above in terms of landscape providing opportunities for different experiences. It has a 30 +year history of establishing walks (with relevant department) and volunteers maintaining these, and conducting walk groups on a scheduled, regular basis. It has a wealth of knowledge</p>

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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**

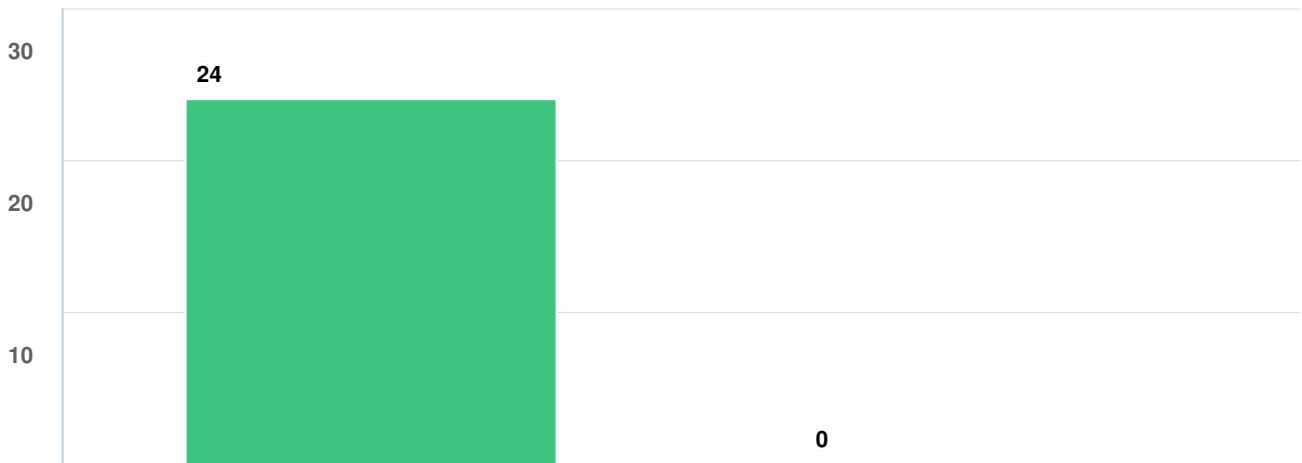
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of its flora and fauna.

**Mandatory Question** (24 response(s))

**Question type:** Essay Question

**Q3 Do you support the development of Lot 814 Jarrahdale Road, Jarrahdale as a Trail Centre?**



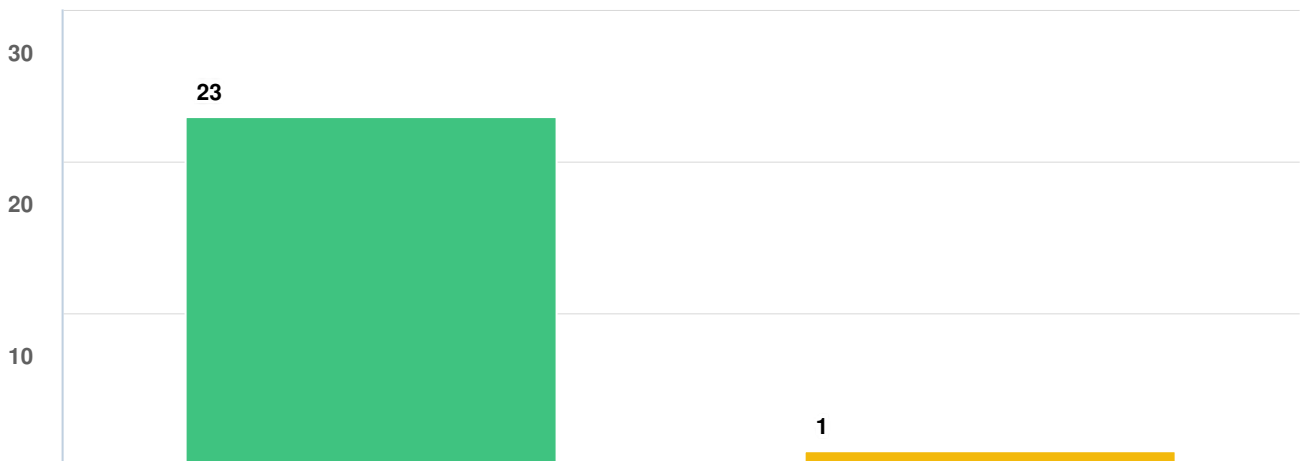
**Question options**

- Yes
- No

*Mandatory Question (24 response(s))*

*Question type: Checkbox Question*

**Q5 Do you support the development of accommodation on the site including the provision of camping and caravan options?**



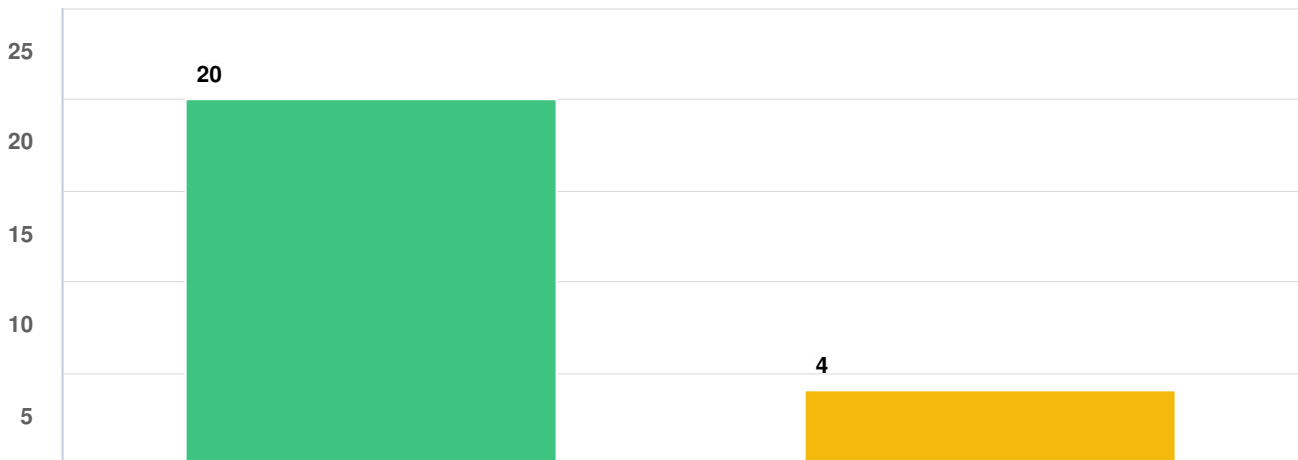
**Question options**

- Yes
- No

*Mandatory Question (24 response(s))*

*Question type: Checkbox Question*

**Q6** If camping and caravan options are developed on the site, do you think that the Shire should develop and operate these acco...



**Question options**

- Yes
- No

*Mandatory Question (24 response(s))  
Question type: Checkbox Question*

**Q7** What services do you believe will be important to deliver at the Trail Centre?

Screen Name Redacted  
5/03/2021 08:10 PM  
Bike rental, shuttle services to/from serpentine np. Multiple tiered accommodation options. Car parking.

Screen Name Redacted  
5/03/2021 09:22 PM  
Toilets, recycling, security

Screen Name Redacted  
5/03/2021 09:24 PM  
Information, both electronic and paper as not everyone who hike or bushwalk carry a phone. Informed staff who also know history of the area. Interactive displays for kids

Screen Name Redacted  
5/03/2021 09:28 PM  
Toilets

Screen Name Redacted  
5/03/2021 09:43 PM  
Visitor centre (not just limited to trails), various accomodation and ablution/laundry facilities, gardens/nature beds, history of

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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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	Jarrahdale, bike hire,
Screen Name Redacted 5/03/2021 10:18 PM	Secure horse yards/float parking. Simple accommodation. Bike hire. Wash down for bikes and horses. Showers and toilets. Visitor trail information/maps. Day parking, including for floats.
Screen Name Redacted 5/03/2021 10:52 PM	Information on trials distances where they go what can be seen on these trials
Screen Name Redacted 5/03/2021 11:35 PM	Ablutions, parking, tool centre for bikes, drinking water.
Screen Name Redacted 5/03/2021 11:55 PM	History of the area to be included in the promotion of the trails network worked in closely with Jarrahdale Heritage Society.
Screen Name Redacted 5/04/2021 02:27 AM	Basic amenities, including showers etc. Possibly vending machines and a basic camp kitchen, trail info and emergency first aid kits. A genuine camping/caravan park incorporating all this will be a drastic improvement over the existing glorified carpark we have currently and will draw more people to the town over the whole weekend, resulting in more money being spent in the town, which in turn can stimulate more job opportunities.
Screen Name Redacted 5/04/2021 05:58 AM	Shelter in winter, toilets and parents rooms, somewhere for free water.
Screen Name Redacted 5/04/2021 06:57 AM	Free camping- it will bring visitors to the area and then they will spend \$\$ in the community. Many people from Perth will come there to camp and then visit the local community and spend their \$\$\$. Facilities for equestrians to securely park and ride the trails. Information about the mills and history
Screen Name Redacted 5/04/2021 08:34 AM	education. Transport (electric bus loop around the trails) connecting up to the public transport routes.

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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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	Community functions and gatherings. The central trails building, however, should be the mill mangagers house with this location being the accomodation hub.
Screen Name Redacted 5/04/2021 08:37 AM	Maps, guidance, bacis supplies
Screen Name Redacted 5/04/2021 04:27 PM	Toilets and drinking water fountain
Screen Name Redacted 5/04/2021 07:27 PM	Something similar to Dwellingup. Clear paths and services for bikers and for hikers. A cafe and parking.
Screen Name Redacted 5/04/2021 09:45 PM	Better roads in and out of Jarrahdale
Screen Name Redacted 5/05/2021 08:14 PM	Visitor information; small commercial operation - cafe style with opportunity to sell tourism related items - local art and handcraft. Opportunity for sale, hire of equipment associated with trails. A suitably styled building that could be utilised as a function centre for small business seminars etc.
Screen Name Redacted 5/06/2021 10:08 AM	Proper trail maps and signage along the routes
Screen Name Redacted 5/06/2021 03:18 PM	Showers and Toilets, parking, water for horses dogs. Cafes bike maintenance
Screen Name Redacted 5/07/2021 12:14 PM	Trail Information, maps, cafe, historical/environmental info, toilets, wash down facilities, outdoor seating areas, bbq's, bike hire, bike racks
Screen Name Redacted 5/08/2021 08:33 PM	Refreshments, toilets, maps and information centre
Screen Name Redacted 5/08/2021 09:51 PM	Trail and town information, WC facilities, cafe, equipment hire, lockers, as described above.
Screen Name Redacted 5/10/2021 10:00 PM	Secure parking, information, good telecommunications, more frequent

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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public transport, camping areas

**Mandatory Question** (24 response(s))

**Question type:** Essay Question

**Q8 | Please provide any other comments or feedback regarding a Trail Centre.**

Screen Name Redacted

5/03/2021 08:10 PM

See above....

Screen Name Redacted

5/03/2021 09:22 PM

Environmental impact and Residents close by should be a primary consideration

Screen Name Redacted

5/03/2021 09:28 PM

Consultation with jarrahdale residents is crucial

Screen Name Redacted

5/03/2021 09:43 PM

I totally support this initiative

Screen Name Redacted

5/03/2021 10:18 PM

It would require some development of trail access. There isn't easy access to trails or the network, would either need to go down Millars road or cross Jarrahdale road. It would be good if this was considered in the development.

Screen Name Redacted

5/03/2021 11:55 PM

Great location for it, ideally situated beside the proposed Jarrahdale parkrun course currently be negotiated with National Trust WA for use of their land,

Screen Name Redacted

5/04/2021 06:57 AM

This needs to be done ASAP. Don't delay. It could be easily started- start small!!

Screen Name Redacted

5/04/2021 08:34 AM

Any caravan parks should be set back and heavily screened with trees and shrubs. Parking is essential in this town. As are footpaths.

Screen Name Redacted

5/04/2021 08:37 AM

A better connection to Byford, so far only the school bus runs twice a day at inconvenient times for tourists. At least 4 times a day for a bus would help people to come and go from

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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**

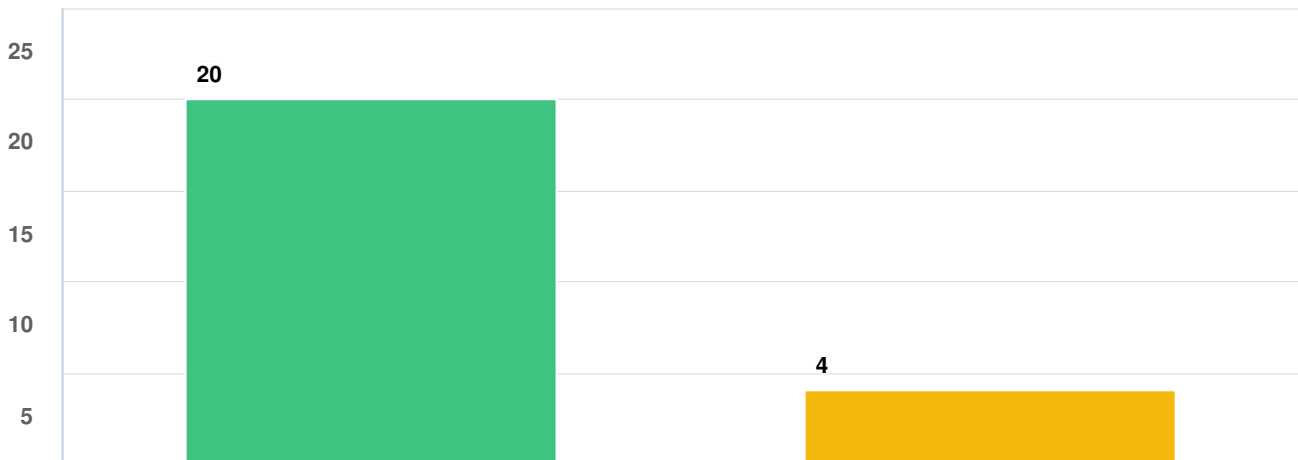

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	Jarrahdale. During the week and on weekends.
Screen Name Redacted 5/04/2021 07:27 PM	I fully support the developments and improvements made In Dwellingup recently. Something similar in Jarrahdale would be great. Knowing what hikes won't have bikes is brilliant as they have somewhere to go.
Screen Name Redacted 5/05/2021 08:14 PM	Public transport or provision of taxi service; first aid provisions.
Screen Name Redacted 5/06/2021 03:18 PM	Needs to be manned to avoid any antisocial behaviour
Screen Name Redacted 5/07/2021 12:14 PM	Needs to be an inviting place for all community members as well as tourists so it can be used all week and year round.
Screen Name Redacted 5/08/2021 08:33 PM	Additional to hiking trails, a few mountain bike trails linking up to Langford park would be good (past the oval). This would allow a hire/bike shop to be run also.
Screen Name Redacted 5/08/2021 09:51 PM	Preference would be to use one of the current buildings on the site for the centre.
Screen Name Redacted 5/10/2021 10:00 PM	Should be developed gradually to adapt to changing demands/needs

**Optional question** (16 response(s), 8 skipped)

**Question type:** Essay Question

**Q9 Do you support the development of a Trail Head at Jarrahdale Oval as contained in the Trails Business Case?**



**Question options**

- Yes
- No

*Mandatory Question (24 response(s))  
Question type: Checkbox Question*

**Q10 How do you think Jarrahdale Oval could be used to support Jarrahdale as a Trail Town?**

Screen Name Redacted

5/03/2021 08:10 PM

Don't shift any new infrastructure away from the existing townsite as is will destroy the current business's that are already there.

Screen Name Redacted

5/03/2021 09:22 PM

It's a useful space to exercise (including pets) and for occasional events.

Screen Name Redacted

5/03/2021 09:24 PM

Could offer a central location for parking and area for larger groups eg when I did a rogain, toilet facilities need to be updated and more CCTV cameras to stop vandalism

Screen Name Redacted

5/03/2021 09:28 PM

Family picnics

Screen Name Redacted

5/03/2021 09:43 PM

As a hub - additional car parking, should include motorbiking also (not

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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	just equine). Has toilet facilities (though needs an upgrade).
Screen Name Redacted 5/03/2021 10:18 PM	Absolutely, it's got potent to be a great asset that is currently drastically under-utilised due to the lack of facilities.
Screen Name Redacted 5/03/2021 10:52 PM	As planned
Screen Name Redacted 5/03/2021 11:35 PM	It would be great to see the land used more.
Screen Name Redacted 5/03/2021 11:55 PM	Trail hub for various user groups will act as an entry statement to Jarrahdale for visitors coming from Byford via Nettleton road.
Screen Name Redacted 5/04/2021 02:27 AM	With more infrastructure at the oval (and perhaps tending it so it resembles an oval and not a collection of rogue weeds) it will organically draw more events and functionality to it, in turn highlighting the trails available to a wider audience. Millars road HAS to be surfaced properly though, and I don't mean the abysmal way Jarrahdale road has been, but we won't go there....
Screen Name Redacted 5/04/2021 05:58 AM	Just get on with the development and don't let the Shire drag its heels. Or ruin it.
Screen Name Redacted 5/04/2021 06:57 AM	Creating events there Hiking trails Biking trails Equestrian trails.
Screen Name Redacted 5/04/2021 08:34 AM	tracks
Screen Name Redacted 5/04/2021 08:37 AM	Yes, if there are some infrastructural changes done, to make it more accessible.
Screen Name Redacted 5/04/2021 04:27 PM	People can stop for a picnic or play some games

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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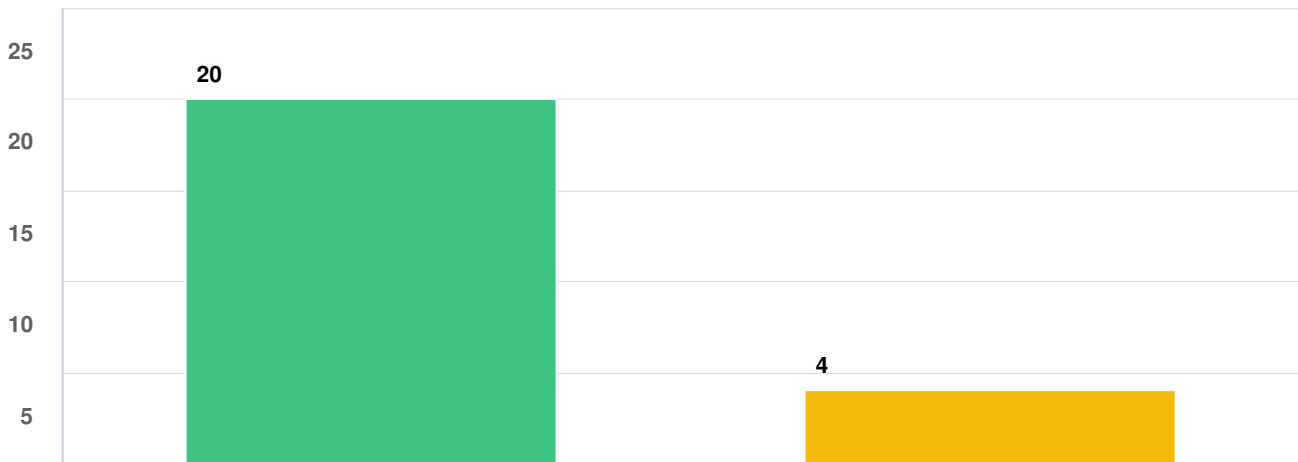
Screen Name Redacted 5/04/2021 07:27 PM	Nature Park and playground with a carpark surrounding the trail centre
Screen Name Redacted 5/04/2021 09:45 PM	Good to use as a base for parking etc
Screen Name Redacted 5/05/2021 08:14 PM	Equine centre; use of oval for camping of larger groups - scouts or guides; endurance riders. Sport - locally - athletics, runners. Dog shows; ? horse events
Screen Name Redacted 5/06/2021 10:08 AM	Camping ground or community event setup ground (e.g. trails events, or as part of horse riding (e.g. endurance race)
Screen Name Redacted 5/06/2021 03:18 PM	Availability for local events to take place, eg log chop. Outdoor cinema, local fairs
Screen Name Redacted 5/07/2021 12:14 PM	Opportunity to hold trail events and activities
Screen Name Redacted 5/08/2021 08:33 PM	Yes but the oval is not central to town. Trail routes and parking at the oval is great but the main trails and buildings should be in town near Lot 814.
Screen Name Redacted 5/08/2021 09:51 PM	To have a designated area for people using the trails where there are adequate facilities instead of them resorting to using residents fences and the cemetery as a toilet. The oval itself should remain as it is.
Screen Name Redacted 5/10/2021 10:00 PM	Is a good location as a centre for equine use, and events

**Mandatory Question** (24 response(s))

**Question type:** Essay Question

Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021

**Q11 Do you support the development of a Master Plan for Jarrahdale Oval**



**Question options**

- Yes
- No

*Mandatory Question (24 response(s))  
Question type: Checkbox Question*

**Q12 What functionalities would you like to see at Jarrahdale Oval?**

Screen Name Redacted

5/03/2021 09:24 PM

Toilets Camping area

Screen Name Redacted

5/03/2021 09:28 PM

Parking, picnic tables, toilets, running water, electricity for public events, playground with shade

Screen Name Redacted

5/03/2021 09:43 PM

Actual grass on the oval. Water fountains, upgrade to toilet facilities - include showers. Dog watering stations, information bay/board. Further shelters

Screen Name Redacted

5/03/2021 10:18 PM

Infrastructure to support community events and organised camping for overnight and multiple day trails events, equine warm up track and horse yards, formalised carparking bays. Toilets and showers.

Screen Name Redacted

Functional facilities Equine arena for

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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5/03/2021 10:52 PM	events Signage equine yards
Screen Name Redacted 5/03/2021 11:35 PM	See above notes for heritage park. I would be happy to see facilities in either location
Screen Name Redacted 5/03/2021 11:55 PM	Picnic and camping facilities - camp kitchen.
Screen Name Redacted 5/04/2021 02:27 AM	Asphalt carpark and road access to it, decent sized play area too for kids along with BBQ and water/toilet facilities. Or perhaps save a few bucks and just do only toilet and water at Forest Green since the town has been screaming for that for years. Michelle isn't a fan though so....
Screen Name Redacted 5/04/2021 05:58 AM	Bbqs, water station, shelter for use in winter, place for bikes to be secured out of foot traffic and not taking up too much space in the shelter.
Screen Name Redacted 5/04/2021 06:57 AM	Area for horses safe Toilets showers Parking.
Screen Name Redacted 5/04/2021 08:37 AM	Public toilets, cafe. Weekly Activities for residents.
Screen Name Redacted 5/04/2021 04:27 PM	More shelters for sun and rain
Screen Name Redacted 5/04/2021 07:27 PM	As above.
Screen Name Redacted 5/04/2021 09:45 PM	bitumen parking
Screen Name Redacted 5/05/2021 08:14 PM	A link into the town via the heritage park for walkers, riders etc.
Screen Name Redacted 5/06/2021 10:08 AM	Any horse riding facilities would be great
Screen Name Redacted 5/06/2021 03:18 PM	Horse stalls, water for horses as well as toilets and showers for horse



## Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021

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	riders, bike riders and hikers. Overnight camping for special events - unsure about overnight camping any time
Screen Name Redacted 5/07/2021 12:14 PM	Parking, equine facilities, water, toilets
Screen Name Redacted 5/08/2021 08:33 PM	Bbq, play area, parking and toilets.
Screen Name Redacted 5/08/2021 09:51 PM	WC facilities. The masterplan proposes BBQ and picnic facilities, water fountain but no WC facilities. In regards to health and hygiene, this is quite concerning. People will wash their hands in the drinking water fountain, people will use the area as a public toilet. Infection control is something that should be taken seriously when developing public facilities in the current climate.

### Mandatory Question (20 response(s))

**Question type:** Essay Question

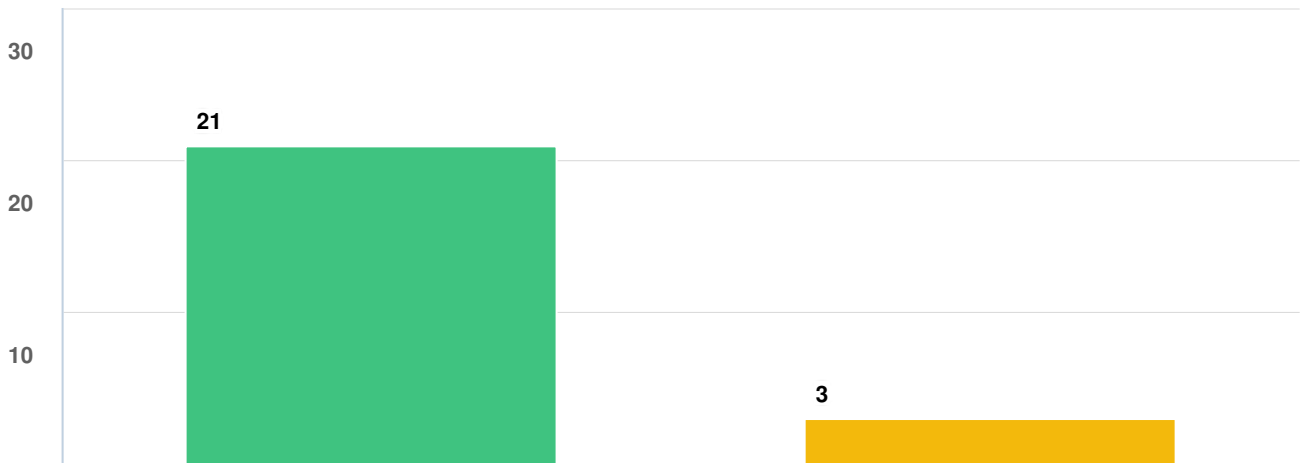
### Q13 Why do you feel this way?

Screen Name Redacted 5/03/2021 08:10 PM	See above. Don't separate the towns facility's. If you divide. Both the old and new will fail.
Screen Name Redacted 5/03/2021 09:22 PM	I don't believe there is sufficient information yet to decide.
Screen Name Redacted 5/04/2021 08:34 AM	It takes visitaton away from the historic town. Jarrahdale is special. This masterplan is boring and not very aesthetically pleasing.
Screen Name Redacted 5/10/2021 10:00 PM	Too expensive and overplanning

### Mandatory Question (4 response(s))

**Question type:** Essay Question

**Q14 | Do you support the Shire entering into a lease agreement with the National Trust for portions of Heritage Park for a period...**



**Question options**

- Yes
- No

*Mandatory Question (24 response(s))*

*Question type: Checkbox Question*

**Q15 | What activities and opportunities would you like to see explored for development in Heritage Park?**

Screen Name Redacted

5/03/2021 08:10 PM

All mentioned above. But mainly parking off the main road. With all access links to the towns current facilities and services.

Screen Name Redacted

5/03/2021 09:22 PM

Environmental restoration & preservation

Screen Name Redacted

5/03/2021 09:24 PM

Adventure park for kids and adults

Screen Name Redacted

5/03/2021 09:28 PM

Walk trails and history shared

Screen Name Redacted

5/03/2021 09:43 PM

Treetop walk and amphitheatre that was planned decades ago! Further maintenance and enhancement of the "wattle trail" (bins required, water

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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	fountains)
Screen Name Redacted 5/03/2021 10:18 PM	I think that there are better investment opportunities in developing trail support and access.
Screen Name Redacted 5/03/2021 10:52 PM	?
Screen Name Redacted 5/03/2021 11:35 PM	No comment
Screen Name Redacted 5/03/2021 11:55 PM	I am in advanced discussions with National Trust WA for a parkrun event to be held in this area each Saturday morning,, written approval is pending in the next few weeks, bbq and picnic facilities to further promote use of the area.
Screen Name Redacted 5/04/2021 02:27 AM	Guided walks to educate people on conservation and local fauna and flora at risk and how we can all help in a positive way. Even have walks offered for school excursions to Jarahdale too as we may get state government funding to help establish this. We could have an actual environmental center like the one based out of Rockingham, not just a dormitory called that
Screen Name Redacted 5/04/2021 05:58 AM	.
Screen Name Redacted 5/04/2021 06:57 AM	I am interested in trails for hiking, bikes and horses
Screen Name Redacted 5/04/2021 08:34 AM	Water fountains, seating, cafe, trails shop, sculpture park, educational facilities, bike fixing station.
Screen Name Redacted 5/04/2021 08:37 AM	Leave the town centre be. Otherwise it will loose the charm it is famous for. Ropes and other activities could be build outside of town.
Screen Name Redacted 5/04/2021 04:27 PM	School trips for nature studies

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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Screen Name Redacted 5/04/2021 07:27 PM	Some nature play for the kids otherwise it's pretty good already
Screen Name Redacted 5/04/2021 09:45 PM	Any
Screen Name Redacted 5/05/2021 08:14 PM	Nature playground Zip line? Small train? use existing alignments. Do not over do it - nature is best
Screen Name Redacted 5/06/2021 10:08 AM	Unfamiliar with the area
Screen Name Redacted 5/06/2021 03:18 PM	walk paths suitable for wheel chair access. Adventure play areas. More parking outside of this area to support the amount of cars coming to the area
Screen Name Redacted 5/07/2021 12:14 PM	Adventure activities, museum, information centre
Screen Name Redacted 5/08/2021 08:33 PM	Sculpture trail, wildlife trail, historic town walk etc
Screen Name Redacted 5/08/2021 09:51 PM	As described above but the No 1 Mill would be an ideal location for an adventure/activity centre.
Screen Name Redacted 5/10/2021 10:00 PM	It should be a place firstly for local people to enjoy peace and relative quiet and then visitors. It should not be 'over 'developed with 'attractions' as is sufficient in itself though there is a good potential for a sculpture theme in some parts.

**Mandatory Question** (24 response(s))

**Question type:** Essay Question

**Q16 | How would you like to see the existing trail and infrastructure offerings in Heritage Park further developed?**

Screen Name Redacted 5/03/2021 08:10 PM	How do you plan linking any of the sites with the trail head for kitty's gorge. Not many people will want to
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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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	add 1km or more to that walk just to park where you want them to. This trail head need to be developed.
Screen Name Redacted 5/03/2021 09:22 PM	A/a
Screen Name Redacted 5/03/2021 09:24 PM	I enjoy walking and picnicking in the area as it is but to have part of it as an adventure playground for both adults and kids would be great
Screen Name Redacted 5/03/2021 09:28 PM	Rejuvenated
Screen Name Redacted 5/03/2021 09:43 PM	See above
Screen Name Redacted 5/03/2021 10:18 PM	Just keep the trails accessible and provide good facilities at the trail head.
Screen Name Redacted 5/03/2021 10:52 PM	V
Screen Name Redacted 5/03/2021 11:35 PM	No comment - trails are currently well maintained.
Screen Name Redacted 5/03/2021 11:55 PM	As per above, our parkrun course being adjacent to the proposed trail centre will provide a regular free community event for locals whilst encouraging tourists to the area who can then further explore what Jarrahdale has to offer.
Screen Name Redacted 5/04/2021 02:27 AM	Funding of a gardener to tend to the existing trails there as i feel the tireless volunteer work done by select few locals should be rewarded monetarily and would give them a mandate to do bigger and better things with access to better tooling etc to make the trails more accessible. Oh yeah, and sort Turtle creek out since you guys fucked it up royally during your "exploratory drilling". This will require a lot of

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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	investment in rehabilitation of the the countless animals that have died in the surrounding waterways because of that stupidity.
Screen Name Redacted 5/04/2021 05:58 AM	.
Screen Name Redacted 5/04/2021 06:57 AM	Horses, hiking and bikes
Screen Name Redacted 5/04/2021 08:34 AM	better footpaths in some areas.
Screen Name Redacted 5/04/2021 08:37 AM	Dont know
Screen Name Redacted 5/04/2021 04:27 PM	Solid foot walking ways
Screen Name Redacted 5/04/2021 07:27 PM	It's pretty good already
Screen Name Redacted 5/04/2021 09:45 PM	Signage and better maintained tracks
Screen Name Redacted 5/05/2021 08:14 PM	Board walk or similar for those not able to walk easily on gravel paths.
Screen Name Redacted 5/06/2021 10:08 AM	Unfamiliar with the area
Screen Name Redacted 5/06/2021 03:18 PM	As above
Screen Name Redacted 5/07/2021 12:14 PM	Improved signage
Screen Name Redacted 5/08/2021 08:33 PM	More maintenance, better signage and more information bosrds. A few more benches/picnic spots
Screen Name Redacted 5/08/2021 09:51 PM	The whole of Jarrahdale lacks the infrastructure for this development, this needs to be resolved before focusing on any particular area.

**Jarrahdale Trails Town Development Survey** : Survey Report for **20 January 2021** to **02 June 2021**

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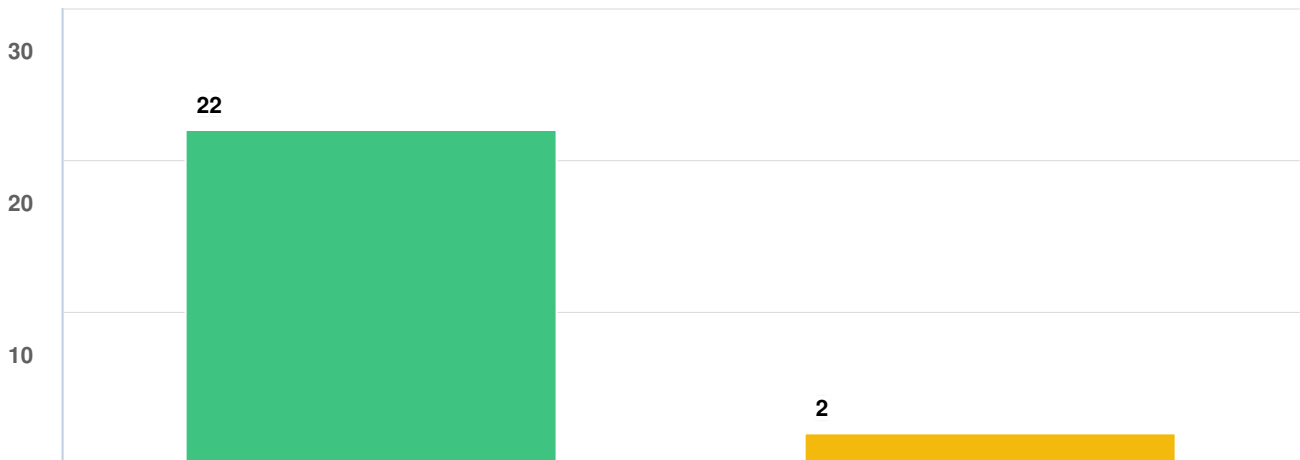
Screen Name Redacted

5/10/2021 10:00 PM

It does need a good detailed landscape plan implemented in collaboration with the volunteers, and a way of maintaining it, including control of rivergums, feral acacias etc.

**Mandatory Question** (24 response(s))**Question type:** Essay Question

## Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021

**Q17 | Do you believe that the Mill Managers House and No1 Jarrahdale Mill have a role to play in the activation of Jarrahdale as ...****Question options**

● Yes ● No

*Mandatory Question (24 response(s))*

*Question type: Checkbox Question*

**Q18 | How do you feel that these assets could be used to contribute to developing Jarrahdale as a Trail Town?**

Screen Name Redacted

5/03/2021 08:10 PM

An info centre. This building should not be a private residence any more. The mill should be a camp-site (think wharcliffe mill in Margaret River)

Screen Name Redacted

5/03/2021 09:22 PM

Venue/museum

Screen Name Redacted

5/03/2021 09:28 PM

History

Screen Name Redacted

5/03/2021 09:43 PM

The Mill Managers house could be the Visitor Centre, or Bed and Breakfast. The Mill could be as a meeting place for groups (ie, biking/hiking etc) reinstate the Markets, have productions (ie plays, theatre etc..



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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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Screen Name Redacted

?

5/03/2021 10:52 PM

Screen Name Redacted

They significantly add to the historical character of the town.

5/03/2021 11:35 PM

Screen Name Redacted

The proximity to the trails of Jarrahdale this area provides a rest stop for people exploring the trails. Amenities and services that may be provided by tenants at the Mill Mangers House will enhance use of the trail area. Any discussions should 1st be had with the current tenants who have actively involved themselves in the community and have some bright ideas for area moving forward.

5/03/2021 11:55 PM

Screen Name Redacted

Mill managers house is perfectly suited to a small cafe or micro bar, nestled away from the main road, with sweeping views of the trails from the north side. It could also be another hub for launching trail walks if the access was sorted to allow cars to park down there without getting bogged trying to leave after the fact. Ask me how I know

5/04/2021 02:27 AM

Screen Name Redacted

.

5/04/2021 05:58 AM

Screen Name Redacted

I think shire should be crating a historical trail/museum where people can see our beautiful history.

5/04/2021 06:57 AM

Screen Name Redacted

This building must be the heart of the trails strategy. Its location, and sybolism is integral to the process. It will enliven Jarrahdale. They are very special buildings and thier loss due to private rental is a very disapointing outcome.

5/04/2021 08:34 AM

Screen Name Redacted

They should be developed as a pub venue.

5/04/2021 08:37 AM

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**

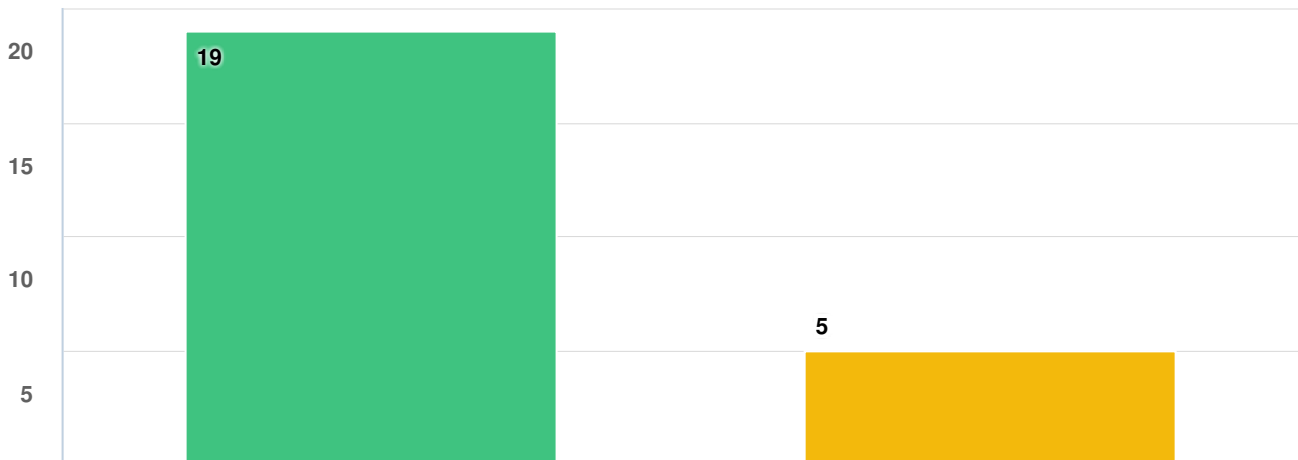

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Screen Name Redacted 5/04/2021 04:27 PM	Cafe
Screen Name Redacted 5/04/2021 07:27 PM	Open to visitors! Should be a museum!
Screen Name Redacted 5/04/2021 09:45 PM	Unsure
Screen Name Redacted 5/05/2021 08:14 PM	Commercial opportunities - function venues - weddings etc Art gallery or similar
Screen Name Redacted 5/06/2021 10:08 AM	They could be opened up to visitors and become historical centres, or be used as accommodation
Screen Name Redacted 5/06/2021 03:18 PM	Number 1 mill should be used for a viable business which reflects the values of the historic town of Jarrahdale
Screen Name Redacted 5/07/2021 12:14 PM	Could be used as accommodation, information centre, cafe, community groups, events
Screen Name Redacted 5/08/2021 08:33 PM	Art gallery, cafe, new museum, information centre are all good options which would be central in town. The heritage park us underutilized at the moment.
Screen Name Redacted 5/08/2021 09:51 PM	Mill Managers House would be ideal for trail centre and No 1 Mill would be ideal for an activity/adventure centre, climbing walls, nets, ropes etc.
Screen Name Redacted 5/10/2021 10:00 PM	Their use should complement the Trail Town development not necessarily be focussed on trails. The MMH particularly could be useful to the Shire. The Mill may need a private commercial interest

**Mandatory Question** (22 response(s))

**Question type:** Essay Question

**Q19 | Do you think that the Shire should submit an expression of interest to lease either or both assets should the opportunity a...**



**Question options**

- Yes
- No

*Mandatory Question (24 response(s))  
Question type: Checkbox Question*

**Q20 | If the Shire did not lease either of these assets, what actions do you believe the National Trust can undertake in relation to these two assets, to assist Jarrahdale to become a Trail Town.**

- Screen Name Redacted      Make it available for public use.  
5/03/2021 08:10 PM
- Screen Name Redacted      Restoration & environmental rehabilitation.  
5/03/2021 09:22 PM
- Screen Name Redacted      The No 1 mill hosting plays/musicals would be great if we could get country markets or a buskers event here, more occasional  
5/03/2021 09:24 PM
- Screen Name Redacted      Use the old timber mill as an events space  
5/03/2021 09:28 PM
- Screen Name Redacted      Allow easier activation - maybe hire the Mill and House out for functions/events, visitor centre, self-

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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Screen Name Redacted 5/03/2021 10:18 PM	guided and guided tours,  Maintain them and open them up for tours and as a location to educate visitors on the towns history. The mill would make an excellent venue for evening entertainment, whether that's an open air cinema or staged performances.
Screen Name Redacted 5/03/2021 10:52 PM	?
Screen Name Redacted 5/03/2021 11:35 PM	No comment
Screen Name Redacted 5/03/2021 11:55 PM	National Trust WA and the shire would need to maintain a close working relationship to ensure use of the area complements the trails town strategy.
Screen Name Redacted 5/04/2021 02:27 AM	Nothing, they are hopeless, I only have marginally more faith in the shire, but that's hanging by a thread after the multiple tone dead decisions and failings of late...  *coughratesincreasecoughnovergesid ecollectioncouchlibraryrelocationcoughjarrahdalerdrepaircough*
Screen Name Redacted 5/04/2021 05:58 AM	.
Screen Name Redacted 5/04/2021 06:57 AM	They should be made available for people to see
Screen Name Redacted 5/04/2021 08:34 AM	They can run the trails town process.
Screen Name Redacted 5/04/2021 08:37 AM	Private lease?
Screen Name Redacted 5/04/2021 04:27 PM	They should do what you would for the people
Screen Name Redacted 5/04/2021 07:27 PM	They must be preserved.

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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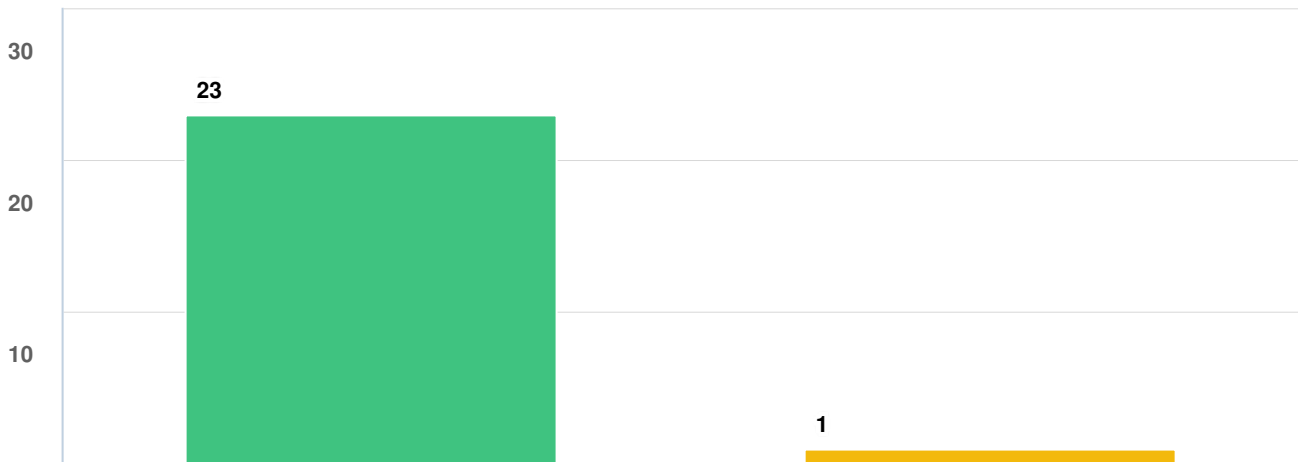
Screen Name Redacted 5/04/2021 09:45 PM	Unsure
Screen Name Redacted 5/05/2021 08:14 PM	Make it easier for commercial enterprise to flourish.
Screen Name Redacted 5/06/2021 10:08 AM	convert them into accommodation to enable overnight camping
Screen Name Redacted 5/06/2021 03:18 PM	better upkeep of the assets and use the No. 1 Mill for an historical display. Of course security becomes the issue
Screen Name Redacted 5/07/2021 12:14 PM	Minor improvements to ensure meet building codes and then let businesses or community groups run out of them.
Screen Name Redacted 5/08/2021 08:33 PM	Open to the public and make it related to the history of the area.
Screen Name Redacted 5/08/2021 09:51 PM	Lease them privately under contracts that ensure they are used for same purpose.
Screen Name Redacted 5/10/2021 10:00 PM	DK

**Mandatory Question** (24 response(s))

**Question type:** Essay Question

Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021

**Q21 Do you support the development of these options in Jarrahdale?**



**Question options**

- Yes
- No

*Mandatory Question (24 response(s))*

*Question type: Checkbox Question*

**Q22 Please provide reason/s for your answer:**

Screen Name Redacted

5/03/2021 08:10 PM

The town won't develop without investment. However people don't visit places just for the sake of it. Which is what it kinda sounds like.

Screen Name Redacted

5/03/2021 09:22 PM

It is evident these facilities are necessary as tourism increases

Screen Name Redacted

5/03/2021 09:24 PM

If people are increasing in the area parking needs to be increased, the current cafes/shops need to be supported first as they have committed to the area already and only businesses that work with the bush environment, no fast food outlets

Screen Name Redacted

5/03/2021 09:43 PM

We already have local food/beverage businesses that definitely could support further tourist numbers. However Jarrahdale definitely needs

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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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	<p>services such as equipment hire, parts/supply (for bikes etc), accomodation, car parking, recreational activities</p>
<p>Screen Name Redacted 5/03/2021 10:18 PM</p>	<p>It would be great to see these services supporting an economy in Jarrahdale that celebrates the natural beauty of the town. Establishing industry around trails will also bring further respect and support for the natural environment that brings in business.</p>
<p>Screen Name Redacted 5/03/2021 11:35 PM</p>	<p>I think controlled and well thought out development and growth would be good for the town and the trail industry.</p>
<p>Screen Name Redacted 5/03/2021 11:55 PM</p>	<p>Current accommodation options and facilities do not support expansion, more short stay accommodation and dedicated small businesses are needing to grow as at the same rate as trails town infrastructure is rolled out.</p>
<p>Screen Name Redacted 5/04/2021 05:58 AM</p>	<p>The five A's are great</p>
<p>Screen Name Redacted 5/04/2021 06:57 AM</p>	<p>It will bring people to Jarrahdale and the surrounding towns. They will support local businesses which in turn employ local people.</p>
<p>Screen Name Redacted 5/04/2021 08:34 AM</p>	<p>It is a common sense solution.</p>
<p>Screen Name Redacted 5/04/2021 04:27 PM</p>	<p>It promotes more business and more things for people to do. Not just locals but day trips for some</p>
<p>Screen Name Redacted 5/04/2021 07:27 PM</p>	<p>Over all jarrahdale is well managed by the community, rare in the shire. But better funding might allow for more progress to better utilise it's unique assets</p>
<p>Screen Name Redacted 5/05/2021 08:14 PM</p>	<p>Jarrahdale should not become a 'dormitory town'; need to provide</p>

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## Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021

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employment opportunities. Has a good vibe and limited land for housing growth this will ensure it remains small and 'neighbourly' with visitors providing financial input.

Screen Name Redacted

5/06/2021 10:08 AM

I believe this would benefit the area and bring local employment and business opportunities

Screen Name Redacted

5/06/2021 03:18 PM

Jarrahdale already has a number of visitors. Parking is an issue around the area of the museum and pub. Mainly because the pub does not have sufficient parking. Car parking is available at Munro Street but people are not aware of this - or too lazy to walk from there to the pub. More parking could be available at the RV centre. There is a requirement for more cafes at the weekends. Retail offerings should be in keeping with the nature of the town

Screen Name Redacted

5/07/2021 12:14 PM

The town needs some more entertainment options for the community and visitors. There is also limited accommodation so difficult to stay.

Screen Name Redacted

5/08/2021 08:33 PM

Have plans to build an annexe to rent out for tourism in town. The shores plans support our plans.

**Optional question** (17 response(s), 7 skipped)

**Question type:** Essay Question

### Q23 | Please provide reason/s for your answer:

Screen Name Redacted

5/10/2021 10:00 PM

Only "no" in so far as it seems too prescriptive - organic growth preferred to overplanning

**Optional question** (1 response(s), 23 skipped)

**Question type:** Essay Question



## Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021

## Q24 | What do you believe are the current opportunities for further development in Jarrahdale?

Screen Name Redacted

5/03/2021 08:10 PM

Secure land to develop walking infrastructure not walking trails. Mountain bikers spend money before and after rides. Horse people which the Shire seem to think is the golden goose don't spend money in town cause they have horses to deal with before and after riding also they are a pest to almost all other trail users. Horse floats and animals don't work in towns.

Screen Name Redacted

5/03/2021 09:22 PM

Accommodation, dining, environmental tourism, preservation, historic tours

Screen Name Redacted

5/03/2021 09:24 PM

More activity based businesses

Screen Name Redacted

5/03/2021 09:28 PM

Cafes and tavern

Screen Name Redacted

5/03/2021 09:43 PM

Upgrade of Jarrahdale Road to support the increase in traffic (especially when Tonkin Hwy extension to SW Hwy is built), trails that interconnect i.e food, wine, orchard, pub, equine, bike etc all encompassing "day out in Jarrahdale" promoting the local business products/services and the trails etc..

Screen Name Redacted

5/03/2021 10:18 PM

Definitely accommodation. Areas of accommodation where you can ride out from your door is unique and would be a significant attraction. With the appropriate approvals it could be quite tasteful in amongst trail areas, with accommodation and increased visitor density the other facilities will come to capitalise on the market.

Screen Name Redacted

Unsure

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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5/03/2021 10:52 PM

Screen Name Redacted

5/03/2021 11:35 PM

The previous Gooralong Park grounds have huge potential for trail and camping development.

Screen Name Redacted

5/03/2021 11:55 PM

Short stay accommodation, cottage industries growing as the trails town strategy is developed

Screen Name Redacted

5/04/2021 02:27 AM

Tourism and light commercial, we have nothing else up here

Screen Name Redacted

5/04/2021 05:58 AM

.

Screen Name Redacted

5/04/2021 06:57 AM

Just build it and they will come

Screen Name Redacted

5/04/2021 08:34 AM

Trails town accreditation will bring a more appropriate buissness solution to the town, as opposed to mining.

Screen Name Redacted

5/04/2021 08:37 AM

A fuel station, accommodation and better Bus connection to byford and rockingham.

Screen Name Redacted

5/04/2021 04:27 PM

All the above

Screen Name Redacted

5/04/2021 07:27 PM

The trail head is a great idea but to really showcase the heritage of the town from the church to the mill managers house as WA history.

Screen Name Redacted

5/04/2021 09:45 PM

Anything to bring more people to the town

Screen Name Redacted

5/05/2021 08:14 PM

Small tourism ventures; cafes. Craft or hobby businesses

Screen Name Redacted

5/06/2021 10:08 AM

more diverse use of the trails and exploring additional areas within Jarrahdale that might be suitable for a trail network

Screen Name Redacted

5/06/2021 03:18 PM

It already is a 'tourist' town and there are opportunities for more B & B facilities and bike maintenance and

## Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021

	possibly even hire
Screen Name Redacted 5/07/2021 12:14 PM	Bike pump track, road infrastructure, parking, connected pathways, signage, trails, heritage buildings
Screen Name Redacted 5/08/2021 08:33 PM	Toilets and more parking at Kitty's gorge and cemetery area. The historic town walk is in need of upgrades, new signage and more points to stop. Need to connect the town walk and town to Kitty's gorge walk.
Screen Name Redacted 5/08/2021 09:51 PM	As described above which also provides opportunity for business and employment in the local area.
Screen Name Redacted 5/10/2021 10:00 PM	There is an obvious need for accommodation, and various options of this, but current building and health etc.requirements as enforced have little flexibility and repress creativity. The needs of the town need to be foremost and any development should be gradual and responsive. Will 'Trails Town' designation prove to be a fad of current bureaucracy? Obviously it would be detrimental to the town to try and impose all those requirements, rather than encourage them to develop as need arises.

### Mandatory Question (24 response(s))

Question type: Essay Question

## Q25 | What do you believe will be the impact of this development on Jarrahdale Townsite and surrounds?

Screen Name Redacted 5/03/2021 08:10 PM	Huge increase in pressure on the surrounding forests and national park. The forests are almost at capacity on the weekends and you want to get more people in there.
Screen Name Redacted 5/03/2021 09:22 PM	Increased traffic, decreased water, concerning environmental impact &

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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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	threats to wildlife
Screen Name Redacted 5/03/2021 09:24 PM	The development has to be in keeping with the natural area so as not to spoil the environment
Screen Name Redacted 5/03/2021 09:28 PM	Positive
Screen Name Redacted 5/03/2021 09:43 PM	I think positive. But there are a few nay-sayers that don't want Jarrahdale to change and don't want to share it. It will definitely increase vehicle traffic and this will need considerable consideration on carparking and accomodation options
Screen Name Redacted 5/03/2021 10:18 PM	It will become busier in town however the overall impact will be positive growth in the town. Raising property prices and as the town becomes an attractive option for many people who enjoy trail sports but work in the city or surrounding areas.
Screen Name Redacted 5/03/2021 10:52 PM	Will increase tourism
Screen Name Redacted 5/03/2021 11:35 PM	It would be important to icontrol development in a way that the historical character of the town is maintained. I would not support building a little Byford:)
Screen Name Redacted 5/03/2021 11:55 PM	Very positive outcomes are assured, increased tourism to the area will provide employment growth and business opportunities.
Screen Name Redacted 5/04/2021 02:27 AM	There will need to be a huge emphasis on keeping this place clean, more tourists and infrastructure will mean more litter and as a town we try really hard to keep this place pristine. Considering how long it takes to get roads fixed up here, I can only imagine how many decades it will take to get something of this scale established. Hopefully we can get a contract to do

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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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	it in a reasonable time for a changr Forgive me, I'm getting more cynical with each answer now, I tried really hard to keep it together but at this point I'm fraying at the seams
Screen Name Redacted 5/04/2021 05:58 AM	Nothing, it will bring more ppl out here
Screen Name Redacted 5/04/2021 06:57 AM	More people
Screen Name Redacted 5/04/2021 08:34 AM	By engaging the general public and bringing tourism into the town, it will rescue the town from an uncertain future. It is the shire's central tourism location. The lack of parking and decent footpaths need a solution. These may impact the 'cute' quality of the town and must be sensetively handled.
Screen Name Redacted 5/04/2021 08:37 AM	More jobs
Screen Name Redacted 5/04/2021 04:27 PM	Better relaxing thing to do
Screen Name Redacted 5/04/2021 07:27 PM	The community groups will be impacted as they are passionate and proud of their town.
Screen Name Redacted 5/04/2021 09:45 PM	Positive impact
Screen Name Redacted 5/05/2021 08:14 PM	increase in numbers, provision of better amenities.
Screen Name Redacted 5/06/2021 10:08 AM	Positive - more visitors and more jobs as a result for the local areas
Screen Name Redacted 5/06/2021 03:18 PM	Even more visitors.
Screen Name Redacted 5/07/2021 12:14 PM	Improve services in the town, improved reputation, more visitors, greater investment

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**

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Screen Name Redacted

5/08/2021 08:33 PM

Less people parking at the cemetery  
and on the road side

Screen Name Redacted

5/08/2021 09:51 PM

Depends where you live. I believe  
traffic will be a major issue and this  
impacts on community safety.

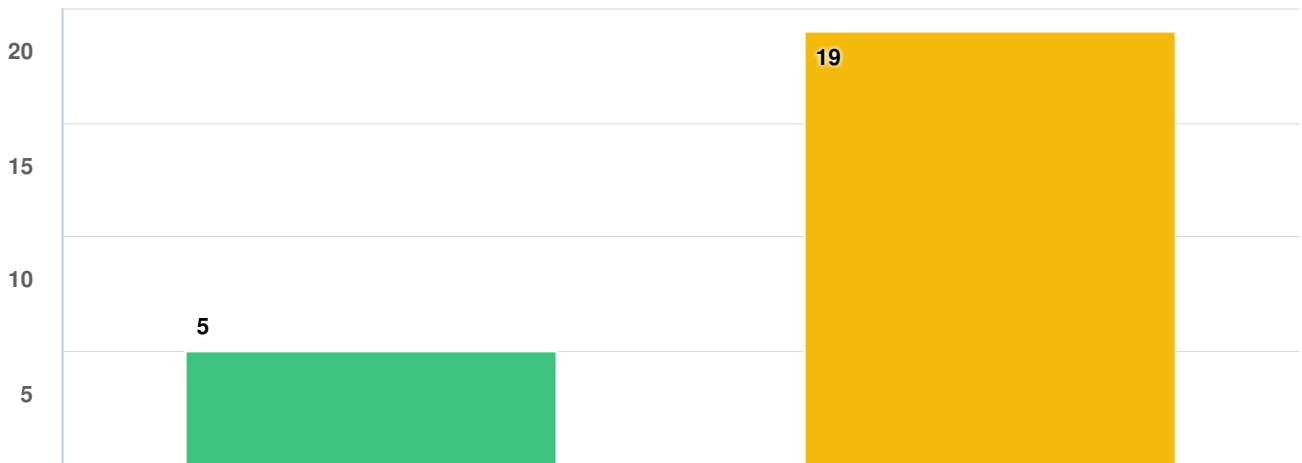
Screen Name Redacted

5/10/2021 10:00 PM

As above, it could be positive if done  
sensitively.

**Mandatory Question** (24 response(s))**Question type:** Essay Question

**Q26 Are you a business owner in Jarrahdale, or considering becoming a business owner in Jarrahdale?**



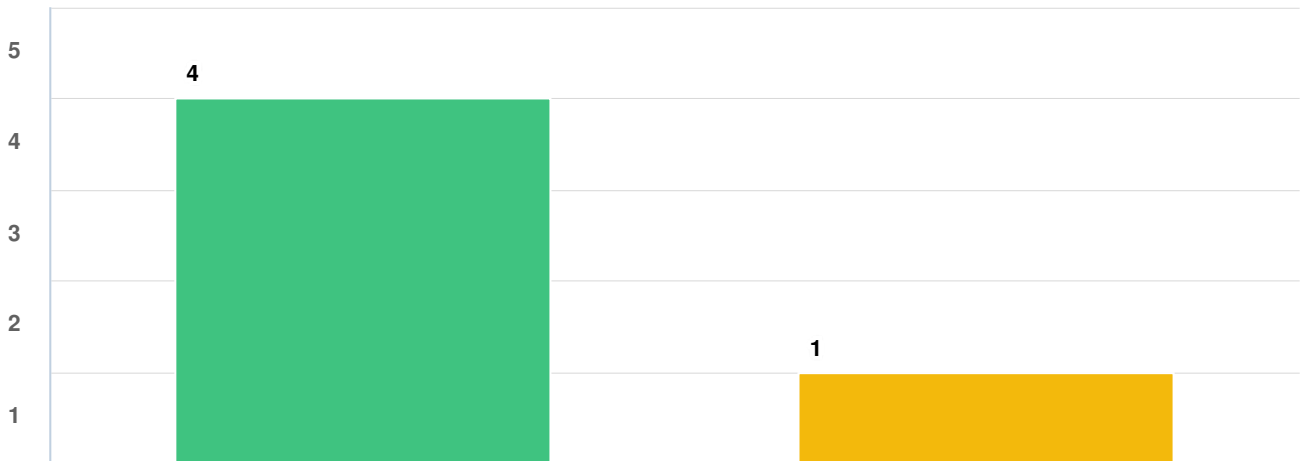
**Question options**

- Yes
- No

*Mandatory Question (24 response(s))*

*Question type: Checkbox Question*

**Q27 Would you be interested in becoming a Trail Friendly Business?**



**Question options**

- Yes
- No

*Mandatory Question (5 response(s))*

*Question type: Checkbox Question*

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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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**Q28 | What support do you believe you would need to become a Trail Friendly Business?**

Screen Name Redacted

5/03/2021 09:22 PM

Clear guidance regarding environmental impacts.

Screen Name Redacted

5/03/2021 09:43 PM

Consistent and clear information - business group ?

Screen Name Redacted

5/04/2021 02:27 AM

Some co-branded advertising essentially, steering tourists towards the collective of businesses in town willing to help make this place better as a whole

Screen Name Redacted

5/04/2021 06:57 AM

My family owns Compleat Angler and Camping World in Rockingham- we currently are supporters of many of the trails in and around Perth. We support the hiking expos and have a specialist Outdoor Ed division in our store.

Screen Name Redacted

5/08/2021 08:33 PM

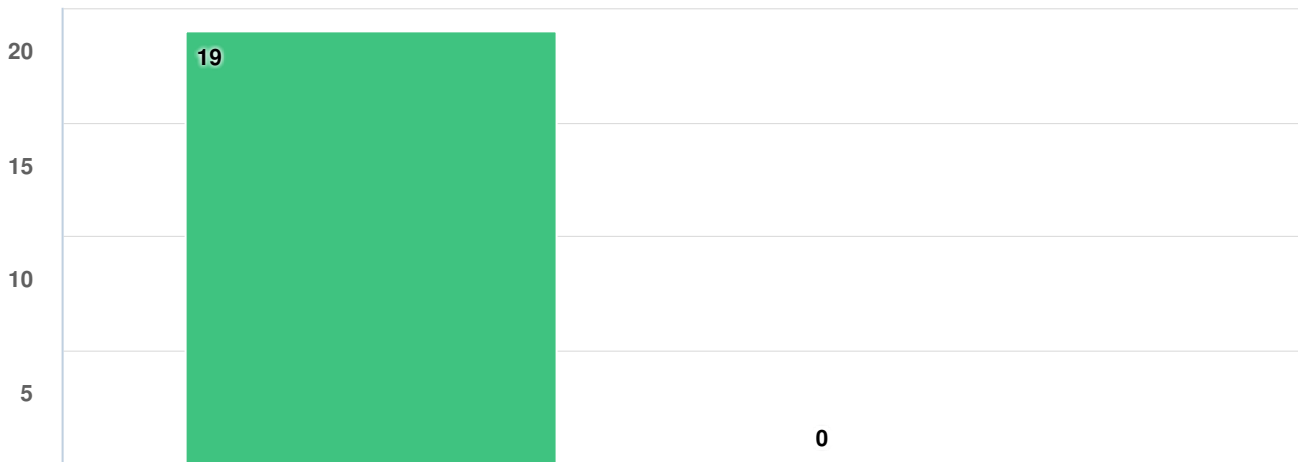
Advertisement on shire website/trails web site to help promote the business (accommodation)

**Optional question** (5 response(s), 19 skipped)

**Question type:** Essay Question



**Q29 Do you believe it would be of benefit to Jarrahdale to have Trail Friendly Businesses?**



**Question options**

- Yes
- No

*Mandatory Question (19 response(s))*

*Question type: Checkbox Question*

**Q30 What support do you believe that Jarrahdale based businesses would require to achieve accreditation as a Trail Friendly Business?**

Screen Name Redacted 5/03/2021 08:10 PM	Proper parking and Proper civil facilities foot paths etc.
Screen Name Redacted 5/03/2021 09:24 PM	I don't know what they need I would think most would get this quite easily, probably just assistance with parking
Screen Name Redacted 5/03/2021 09:28 PM	Not sure
Screen Name Redacted 5/03/2021 10:18 PM	Some education on what trail friendly business means
Screen Name Redacted 5/03/2021 10:52 PM	Unsure
Screen Name Redacted 5/03/2021 11:35 PM	No comment

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**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**

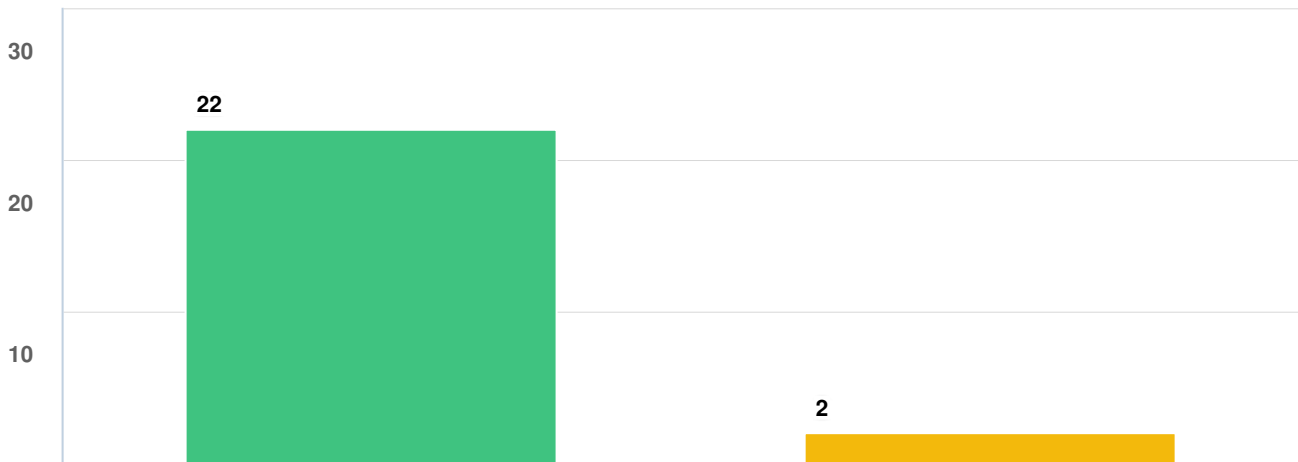

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Screen Name Redacted 5/03/2021 11:55 PM	Trail specific services, hiking and bike hire and repair, hiking and trails tours.
Screen Name Redacted 5/04/2021 05:58 AM	.
Screen Name Redacted 5/04/2021 08:34 AM	more cafes. The pub and cafe are poor quality with rude staff. They hold a monopoly over the visitors currently. The town needs competition.
Screen Name Redacted 5/04/2021 08:37 AM	They should be Jarrahdale Residents.
Screen Name Redacted 5/04/2021 04:27 PM	Funding and services
Screen Name Redacted 5/04/2021 07:27 PM	Support of some regular cycle and hiking groups.
Screen Name Redacted 5/04/2021 09:45 PM	Unsure
Screen Name Redacted 5/05/2021 08:14 PM	Parking is an issue for all.
Screen Name Redacted 5/06/2021 10:08 AM	Not sure
Screen Name Redacted 5/06/2021 03:18 PM	Sensible rents and rates to encourage them
Screen Name Redacted 5/07/2021 12:14 PM	Understanding of what is required to be one
Screen Name Redacted 5/08/2021 09:51 PM	Funding, guidance, meeting spaces and admin assistance
Screen Name Redacted 5/10/2021 10:00 PM	"Can do" attitude from Shire - see above

**Mandatory Question** (19 response(s))

**Question type:** Essay Question

## Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021

**Q31 Do you support the development of a trail from Jarrahdale to the Mounts?****Question options**

● Yes ● No

*Mandatory Question (24 response(s))*

*Question type: Checkbox Question*

**Q32 Please provide your thoughts or feedback about why you do not support the development of a trail from Jarrahdale to the Mounts.**

Screen Name Redacted

5/03/2021 08:10 PM

This already exists as a facility and has done for decades. It's called the bibb track. All this will do is provide huge extra pressure on one of the busiest trails in WA. Also why would you develop, or want to develop area that will be mined by Alcoa over the next 5 to 20 years?

Screen Name Redacted

5/04/2021 08:37 AM

Some of the area is used by families to ride bikes and staying the day. If it all is full of trails those families have nowhere to go. Unless you provide motor bike trails with day use areas.

**Mandatory Question (2 response(s))**

**Question type:** Essay Question

**Q33 What are some key considerations that you would like the Shire to be aware of in the**

## Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021

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**planning for this trail?**

Screen Name Redacted

5/03/2021 09:22 PM

Environmental impact

Screen Name Redacted

5/03/2021 09:24 PM

Local businesses could be used for people who only wanted to walk one way for pick up and food options for those hiking this trail

Screen Name Redacted

5/03/2021 09:28 PM

Not sure

Screen Name Redacted

5/03/2021 09:43 PM

Signage to inform trail participants to further trails within the town and local businesses/activities/what's on offer

Screen Name Redacted

5/03/2021 10:18 PM

Appropriate access. Good trail width for bike and horse access.

Screen Name Redacted

5/03/2021 10:52 PM

That it is friendly to use for hiking equestrian and cycling no motor bikes

Screen Name Redacted

5/03/2021 11:35 PM

I'd like to see mountain bike access considered for the trail.

Screen Name Redacted

5/03/2021 11:55 PM

Link through to Byford Scarp to Wungong and South to Dwellingup - provide hut style accommodation for multi day hikes.

Screen Name Redacted

5/04/2021 02:27 AM

Amenities at these sites, really good track maintenance (unlike the mountain bike track) and a focus on keeping it clean, safe, accessible and maintained

Screen Name Redacted

5/04/2021 05:58 AM

Carpark, shelter, rubbish collection from the Shire to keep it clean

Screen Name Redacted

5/04/2021 06:57 AM

Don't delay! Otherwise we will all be too old to do the trails. Make sure they are Equestrian friendly!

Screen Name Redacted

5/04/2021 08:34 AM

maintainence of biodiversity

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**

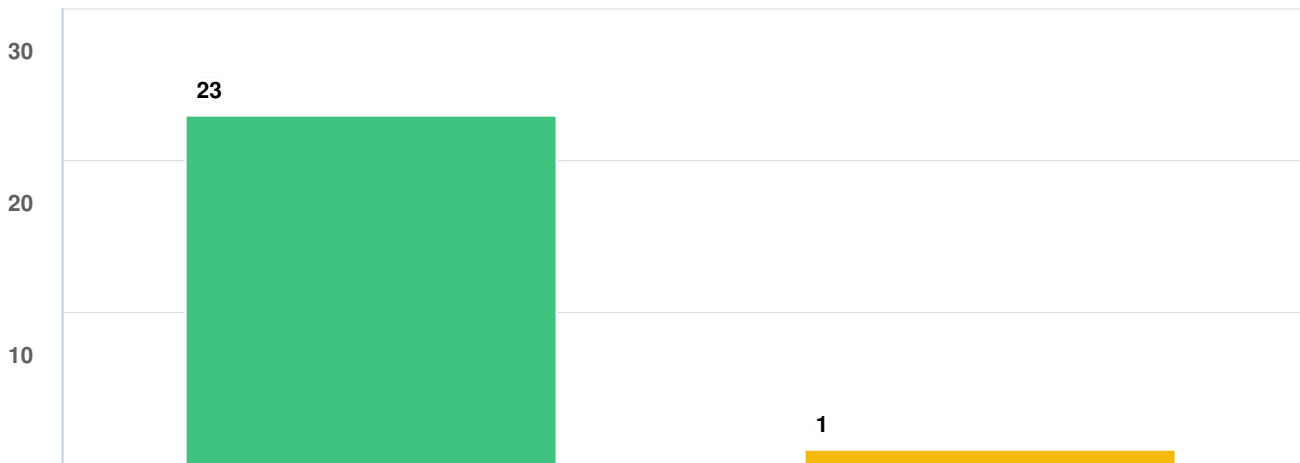

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Screen Name Redacted 5/04/2021 04:27 PM	That's it's an easy trail to follow
Screen Name Redacted 5/04/2021 07:27 PM	Bikes. Wether wanted or not they keep using the trails. Please give them a designated route so hikers can also use the trails without getting run over by bikes.
Screen Name Redacted 5/04/2021 09:45 PM	Access and parking
Screen Name Redacted 5/05/2021 08:14 PM	Transport; getting lost;
Screen Name Redacted 5/06/2021 10:08 AM	it would be great to have a multi-use trail network, especially for horse riders
Screen Name Redacted 5/06/2021 03:18 PM	Beware of Alcoa!!! if they have their way you will not have a forest to walk through to the mounts
Screen Name Redacted 5/07/2021 12:14 PM	Mining,
Screen Name Redacted 5/08/2021 08:33 PM	Bush camp spots with eco toilets and water tanks. Bbq spots for camp cooking.
Screen Name Redacted 5/08/2021 09:51 PM	N/A
Screen Name Redacted 5/10/2021 10:00 PM	The plans of Alcoa would be disastrous to this trail, retention of what remains of the forest is necessary for a Trails Town concept to be viable.

**Mandatory Question** (22 response(s))

**Question type:** Essay Question

**Q34 | Do you support the proposal to improve and create additional parking in this road reserve and Atkins Street?**



**Question options**

- Yes
- No

*Mandatory Question (24 response(s))  
Question type: Checkbox Question*

**Q35 | What are some key considerations that you would like the Shire to be aware of in the planning for this carparking area?**

Screen Name Redacted

5/03/2021 08:10 PM

Don't piss off the residents! They have to live with the inconsiderate users of this car park. You only have to see the rubbish that accumulates in this area after a weekend.

Screen Name Redacted

5/03/2021 09:22 PM

Environmental impact & impact on residents nearby

Screen Name Redacted

5/03/2021 09:24 PM

As a resident close to this area increased traffic up Atkins St may need management

Screen Name Redacted

5/03/2021 09:28 PM

Toilets

Screen Name Redacted

5/03/2021 09:43 PM

Sounds safer than what is currently happening on Atkins Street - it's a

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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	nightmare up on that street on weekends.
Screen Name Redacted 5/03/2021 10:18 PM	It seems to make sense. I'm not familiar with the area so don't have a strong opinion.
Screen Name Redacted 5/03/2021 10:52 PM	People on motorbikes are disrespectful and can ruin a good trial
Screen Name Redacted 5/03/2021 11:35 PM	Traffic management
Screen Name Redacted 5/03/2021 11:55 PM	Angled parking, one way entry and exit loop to minimise congestion for local residents.
Screen Name Redacted 5/04/2021 05:58 AM	.
Screen Name Redacted 5/04/2021 06:57 AM	Make sure they are suitable for horses also.
Screen Name Redacted 5/04/2021 08:34 AM	planting around the parks.
Screen Name Redacted 5/04/2021 08:37 AM	Sizes big enough? And save. Also adequate lighting.
Screen Name Redacted 5/04/2021 04:27 PM	I have family buried there often go to see them. Better parking would be great especially for funerals
Screen Name Redacted 5/04/2021 07:27 PM	Don't lose its heritage feel. I've done this walk for 20yrs before anyone even knew about it and it's always had a remote feeling to it. Even these days when it is often over run with flocks of people it feels like you are truly in the bush. No concrete or big buildings please.
Screen Name Redacted 5/04/2021 09:45 PM	Will be better than the current parking
Screen Name Redacted 5/05/2021 08:14 PM	....

**Jarrahdale Trails Town Development Survey : Survey Report for 20 January 2021 to 02 June 2021**


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Screen Name Redacted dedicated area for horse float parking

5/06/2021 10:08 AM

Screen Name Redacted Must be inkeeping with the nature of the area.

5/06/2021 03:18 PM

Screen Name Redacted Environment, safety, hoons

5/07/2021 12:14 PM

Screen Name Redacted Needs to be considerate of the environment, minimalist and not impact the local houses too much. Main trail area should be lot 814

5/08/2021 08:33 PM

Screen Name Redacted Not to affect any surrounding residents, it will be noisy and visually unappealing. Provide ample parking so visitors no longer park dangerously along the road.

5/08/2021 09:51 PM

Screen Name Redacted sensitivity to aesthetics

5/10/2021 10:00 PM

**Mandatory Question** (23 response(s))

**Question type:** Essay Question

**Q36** Please provide your thoughts or feedback about why you do not support the development of car parking in this area.

Screen Name Redacted

5/04/2021 02:27 AM

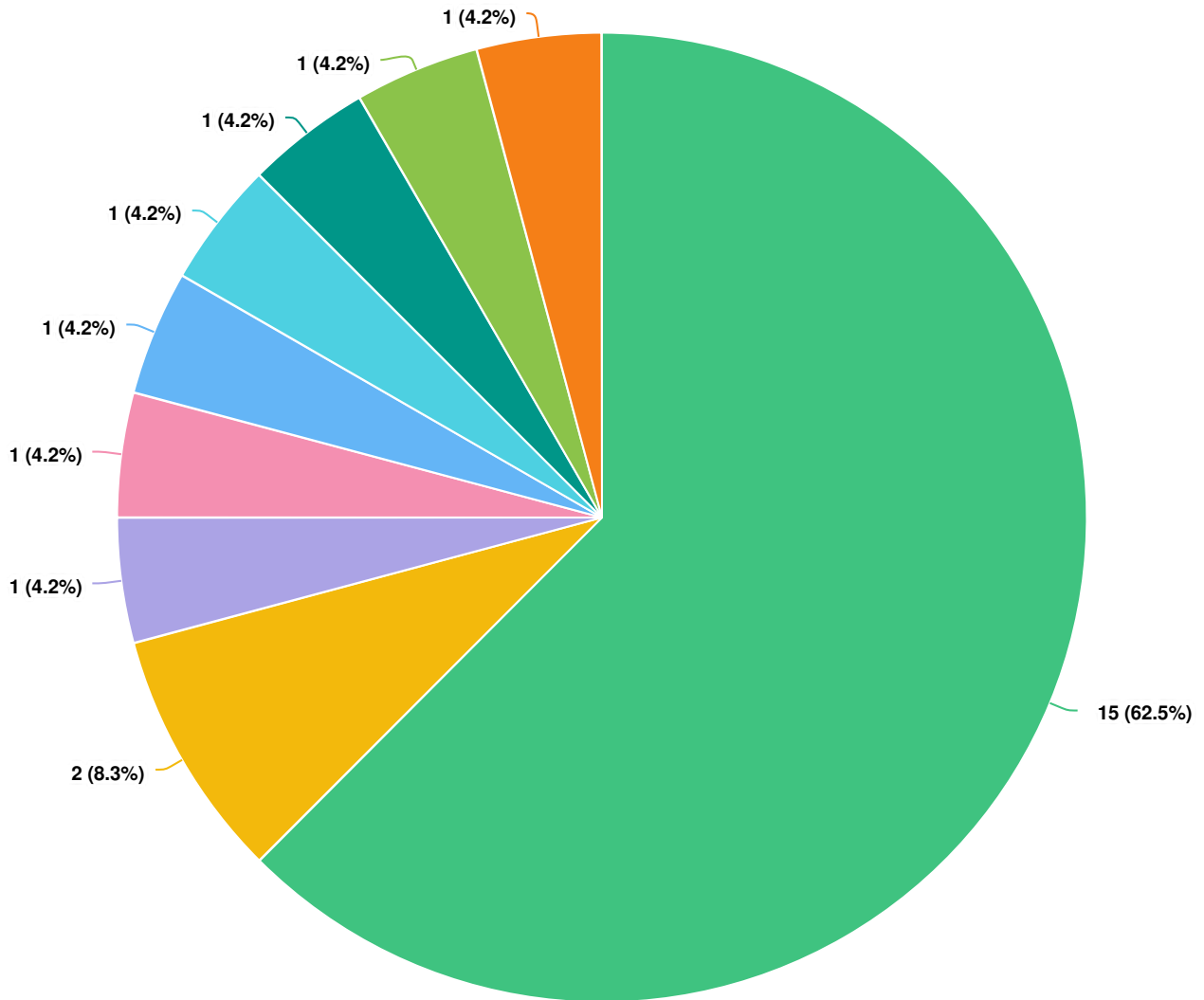
This looks like a lot of removal of bushland in town which would require further consultation with people directly affected by this new development. Without overwhelming support I wouldn't support it as the people directly located to this are critical to keeping people onside with the shire, something you guys are struggling with

**Mandatory Question** (1 response(s))

**Question type:** Essay Question



**Q37 | Your suburb**



**Question options**

- JARRAHDAL, WA    ● CARDUP, WA    ● SERPENTINE, WA    ● ARMADALE, WA    ● BYFORD, WA
- PARKLANDS, WA    ● DARLING DOWNS, WA    ● WHITBY, WA    ● COOLBELLUP, WA

*Mandatory Question (24 response(s))  
Question type: Region Question*

## **Appendix C - Trail Town Accreditation Application**

DRAFT

# Trail Town Accreditation Application Form

## 1. Contact Information

Town name

**This is the application form for a town to be assessed as a Western Australian Trail Town. Applicants should read the supporting information which explains the application process prior to completing this form.**

Contact details for the applicant.

Name

Email

Phone

Postal Address

Organisation that you represent/is making this application

Position in the organisation

### Contents

- 1. Contact Information ..... 1
- 2. Introduction ..... 2
- 3. Landscape and Setting ..... 3
- 4. Existing tracks and trails ..... 6
- 5. FIVE A's of Tourism ..... 10
- 6. Partnerships and Management ..... 16
- 7. Engagement of supporting business ..... 18
- 8. Marketing ..... 18

### 3. Landscape and Setting

In this section (Q's 3-10) there are 6 Essential questions and a total of 4 Desirable points required from Questions 6-9.

3. **ESSENTIAL** Are the town's trails set in landmark locations and distinct landscapes? (expansive vistas, rocky outcrops, water bodies, significant vegetation  
**(MINIMUM REQUIREMENT: One landmark location; Two distinct landscapes; )** Please provide examples and further comments and demonstrate the trail experience is contained within a distinct and attractive natural environment.

Landmark locations	Tick if yes	Details
Protected areas (e.g. National Parks)		
Areas of cultural significance		
Unique West Australian biodiversity		
Unique West Australian flora or fauna		
<b>Distinct landscapes</b>		
Undulating valleys		
Water bodies		
Granite outcrops		
Mountainscapes		
Distinct colour contrast		
Attractive natural		

vegetation	
Other landforms (add any other key landscape features here)	

4. **ESSENTIAL:** Does the setting for the trails provide year round appeal? If there are climatic factors that impact on the year-round appeal of the trails, how are these dealt with to optimise the trail user experience and ensure visitor safety? **MINIMUM REQUIREMENT:** One of the alternatives below. Please provide examples and further comments. Supporting Information:  
 While year-round appeal is valuable, it is not always possible. In some instances where climatic factors impact the amenity of a trail, it is ok for visitors to be advised NOT to use the trail when those factors impact on visitor safety or experience as long as this is made very clear in all promotional materials. Supporting documentation is therefore required to demonstrate how this is managed.

Climatic Factors	Tick if yes	Details
Year-round appeal		
Climatic factors are managed to optimise user experience/safety		

Sense of Place and Cultural Heritage Factors

5. **ESSENTIAL:** Describe the character of the trail experience. What factors contribute to and define the trail experience? E.G. fun, landscape/seascape, culture, history, heritage, interpretation, isolation, wilderness, flora and/or fauna, challenge.

6. **DESIRABLE:** Does the town have a 'sense of place' that reflects the trail activity? Is it obvious to a visitor that this is a Trail Town through the use of public imagery, (e.g landscaping, art work, streetscape, signage etc.) that links to the features/themes of the trail(s)? (qualitative answer)

7. **DESIRABLE:** How does this story (answers to the two questions above) contribute to the Trail Town/location brand if at all? Is there a clear linkage between the town or locations' sense of place and the brand? (qualitative answer)

8. **ESSENTIAL** Please answer the following:  
(Minimum requirement 1, extra point for each additional one)

Sense of place	Tick if yes	Details
Some features in the trail network or town provide inspiration, mystery or moments of personal discovery		
Some features in the trail network, town or landscape provide exhilaration, exceptional fun or challenge.		
Some features in the town or trail network are of unusual peacefulness, remoteness or vastness		
Significant cultural heritage is featured and interpreted in town or on trails		

9. **ESSENTIAL** : How are you engaging with the traditional owners of your land? (NOTE we encourage interpretation of significant sites, traditional owner involvement in interpreting trails, guided tours and/or service delivery)

(Minimum requirement: one of the following, extra point for

each additional tick)

Cultural Interaction and Traditional Owner (TO) involvement	Tick if yes	Comment
Features of cultural interest or significance are in town or on trails and are interpreted		
TOs active in Trail Town visitor management/recreation planning		
TOs active in interpretation (e.g. guided trails, tours)		
TOs have been approached and consulted in relation to the trails within the Trail Town and discussions are ongoing		

10. **ESSENTIAL:** Are there any discordant elements that detract from the user experience of the trail or town character and if so how are these appropriately managed? (e.g. loud industry, rubbish tips, anti social behavior, etc). **MINIMUM REQUIREMENT:** One of the alternatives below.

Supporting Information:

Most trails are built in natural areas and therefore discordant elements are most likely absent, but sometimes when approaching a town, the trails may have to traverse past something not so peaceful or pleasant. If so, you need to explain how you manage this, to ensure the user experience isn't affected adversely.

For example appropriate ways to manage any discordant elements include:

- providing signage or interpretation regarding the discordant element,
- providing alternate routes that divert users or
- incorporating the discordant element into the experience (via branding, user education)

	Tick	Provide details
No elements which detract		
Discordant elements do not detract from overall experience and are managed		

## 4. Existing tracks and trails

In this section, Questions 11-16, there are only Essential questions.

11. **ESSENTIAL:** Does your town /location have: (one point for each one listed. Minimum requirement 4 points).

	How many?	Please list/provide detail
Trail heads (in town or nearby)		
Trail networks		
Trail centres		

Supporting Information:

Further information on these definitions is also provided in the Trail Development series<sup>1</sup> and p.30 of the WA Hiking Strategy. **(INSERT LINK)**

**Trail head (in town or nearby):**

Trail head is the beginning of a single trail. Its important for a Trail Town to have at least some trails beginning from the town or nearby.

**Trail centre:**

A managed multiple trail facility with dedicated visitor services supported by high quality:

- Trails (single or mixed use);
- Outdoor experiences that encourage single day visitation;
- Trail-user related services; and
- Trail branding and signage.

A Trail Centre can stand alone in an individual location or may be positioned within a Trail Town.

<sup>1</sup> <https://www.dpaw.wa.gov.au/images/documents/conservation-management/trails/Trail%20Development%20Series%20Parts%20A-D.pdf>

**Trail network:**

A multiple trail facility with limited or no visitor services, supported by high quality:

- Trails (single or mixed use);
- Outdoor experiences that encourage single or part day visitation; and
- Trail branding and signage.

A Trail Network may be a stand-alone facility or form part of a Trail Town or Trail Centre.

It is a collection of linked trails, often of the same type and typically accessed via a trailhead.

12. **ESSENTIAL:** List all of the trails/networks that are to be assessed in the following table.

Supporting Information:

When completing this answer please demonstrate the following:

- There is at least 3 days' of trail activity (as previously defined in supporting documentation) with a mix of trail grades for different user groups.
- Trail construction accentuates and enhances the natural features of the landscape and is in line with best practice construction guidelines.
- Trail significance and planning has been according to the appropriate planning documentation (eg Trails Development Series; WA Mountain Bike Strategy; WA Hiking Strategy etc).
- There is a critical mass of trail activity or networks close to the town and/or commencing in the town.

*Help Completing the Table*

**Name:** Provide the name for each trail

**Description:** Describe the trail and who does it cater for?

**Length:** Outline each trail's length and also demonstrate that the total combined length of all the trails constitutes 80km mountain bike trail or 30 km hiking trail or three days' at least of dedicated trail activity, within close proximity to the town.

It is not enough to have long distance trails passing through the town. The town must provide a clustered centre of focused trail activity.

**Classification:** The trail difficulty level must be classified.

For mountain bikes this is according to IMBA's trail grading system for mountain bikes.

The Australian Walking Track Grading System (for users), based around AS 2156, is the recognised system for walk trail planning and design in Western Australia.

Details of all the classifications can be found at:

<http://www.trailtalk.com.au/group/trail-management/forum/topics/trail-classification-guidelines>

**Type/Style/System:** The following provides some explanation for describing your mountain bike trails.

Trail type – single use, shared use, Cross country, down hill, or 4X, freeride, park, touring, single track.

Style – technical, flow or other

System- looped, linear or trail network – (Different trail systems can make the optimal use of available space by linking several trails together from a trailhead and may include a combination of trail styles, difficulty levels and designs depending on the location's characteristics and attributes including stacked loop, linked loop, clover leaf or trail finger).

Hiking trails are described in the WA Hiking Strategy p. 39. **insert link** The two most common trail types are loop (circuit) and point-to-point, although trails can be designed in a myriad of ways (e.g. lollipop), with consideration for the needs of the participants and the local landscape.

**Trail Head and signage or navigational information:** Demonstrate that there is high-quality signage on each trail, including trail heads that clearly identify classifications (difficulty), duration, risks and other information. In the instance of remote or wilderness trails, please outline what

navigational information is available.

**Trail significance:** For definitions of National, regional or local significance see pp 32-34 Western Australian Mountain Bike Management Guidelines (see <https://www.dpaw.wa.gov.au/images/documents/conservation-management/trails/Western%20Australian%20Mountain%20Bike%20Management%20Guidelines.pdf>) or p 15 WA Hiking Strategy (see link above).

**Trail construction and design details:** Demonstrate the quality of the trail construction, with consideration to drainage, surfaces and state and international construction guidelines. Please refer to chapter 8 Western Australian Mountain Bike Management Guidelines for Mountain Biking. (see link above).

All walk trail construction and walk trail infrastructure should be designed and constructed to meet Australian Standards AS 2156.1-2001 (R21018) Walking tracks - Classification and Signage, and AS 2156.2- 2001 Walking tracks - Infrastructure design.

<https://parks.dpaw.wa.gov.au/sites/default/files/docs/activities/users-guide-walks-classification-standards.pdf>

*Additional notes for completing the table*

- Is there a range of experiences/classifications that are appropriate to the target market? (e.g. consider the balance of beginner to advanced trails).
- Is there access to a range of trail types from the town centre? Can these be accessed safely?
- Are they supported by shuttle / support services?



QUESTION 12: TRAIL DETAILS TABLE

Name	description	length	grade	trail head /Signage or navigational information	type/style	location	significance (national/regional)	trail construction and design

13. **ESSENTIAL:** Are some of the trails accessible from the town centre? Please list those which are.

Supporting Information:

This question aims to find out if there is a critical mass of trail offerings accessible from the town centre? A visitor should be able to park their car at their accommodation and be able to walk/ride for at least one day without needing to use their car. This could include regular shuttle services, but ideally includes a series of well-planned loop trails.

14. **ESSENTIAL :** (minimum requirement 3/4) Is access to the trails obvious and identified by signs from the following:

	Provide evidence and examples
Town centre	
Trail head	
Trail centre	
Entry roads	

Supporting Information:

Signage is very important as it shows the town embraces the trails and ensures that everyone can find their trails easily. The town centre, trail heads and trail centres should all have excellent signage.

A note about Top Trails.

The Top Trail icon should be used on signage to identify the best trails. The Top Trail program is to identify the best trails in an area – the one you would recommend to ride/hike if you could only choose one trail in a network / region. During the process of becoming a Trail Town a decision must be made about which trails are the Top Trails in the area. It may be that what was once the Top Trail is now 'mediocre' in comparison to some new trails and so should be removed from the Top Trails listing and

replaced by one of the new trails.

The Top Trails should be identified with the Top Trail icon on maps and signage and at the Trailhead as per the guidelines (see link). They will also be identified as the Top Trails on the Trails WA website <http://trails.wa.com.au/trails/top-trails/>

15. **ESSENTIAL:** Are trail maps available through multiple media and highly accessible for key trails in your location (7 days per week?).

Minimum requirement: 2 out of 4. For remote or wilderness trails, can visitors find adequate planning information about these trails? –

Please provide details including which maps for which trails are available through which sources.

Trail maps	Tick if yes	Details
Visitor centre		
Online printout brochure		
Online GPS mapping		
Printed publications		

16. **ESSENTIAL:** Trail Safety Design: Your trail network needs to be designed and managed to be safe (with of course consideration being given to the grade of trail and type of user and their expectations). For example are road crossings safe? Do signs and maps clearly outline the risks associated with specific trail grades or types? Do you have a risk management plan for the Trail Networks? Please provide detail of

the planning in place to ensure visitor safety. Attaching a Risk Management Plan and a Track Maintenance Schedule can assist in answering this question. Attach images of safe road crossings.

**Supporting Information**

This question aims to find out that visitor safety is taken into account in the design, planning and management of the trail (of course also taking into account the grade of the track). Key issues to consider here are safe road crossings, adequate signage so visitors are aware of inherent risks of particular trail grades and regular trail maintenance.

**5. FIVE A's of Tourism**

Access, Attractions, , Acitivites, Amenities, Accomodation

**Access**

In this section, questions 17-22, there are 4 Essential questions and 2 additional points required from questions 19, 21 and 22.

17. **ESSENTIAL:** Are there entry statements to the town on major roads that clearly identify the town as a Trail Town. In the instance of a renewal of this Accreditation, is the Trail Town logo clearly displayed on entry statements? Please provide photo evidence  
 YES/NO

18. **ESSENTIAL:** Is there a sealed road connecting major population centres to the Trail Town?

19. **ESSENTIAL:** Can the town be easily accessed by public transport, air or train? (Minimum requirement: one, extra points for more)

Transport access	Tick if yes	Comment
Public transport bus		
Private transport bus		
Air		
Train		

20. **ESSENTIAL:** Are the scheduled transport services regular and reliable? (Regular does not have to be daily, but must be consistent and reliable).  
YES/NO

21. **DESIRABLE:** Do any of the scheduled transport services allow baggage required by trail users (e.g. can they carry bikes?)

22. **DESIRABLE:** Are there any long-distance trails that connect to the town centre? (e.g. Bibbulmun Track and / or Munda Biddi?)

**Attractions and Activities**

In this section, questions 23-26, there are 3 Essential questions and 4 additional points required from questions 23-26.

23. **DESIRABLE:** Are there trail activities other than the accredited trail-type? (e.g. in the case of a hiking Trail Town, are there cycling, equestrian, motorised, paddling or other trails as an added attraction?). List examples - mountain biking, equestrian, paddling, snorkel, trail bike, 2W drive, 4W drive etc. One point for each additional trail type.

24. **ESSENTIAL:** Are there built attractions and activities (museum? heritage attraction, shopping, craft market, breweries, wineries and other tourism product) and organized tours (including themed, self guided and tag along tours, four wheel drive tours, mountain bike clinics and guided rides, interpretive bus tours) in the town that

enhance the tourism offering and that appeal to a range of visitor markets?

**Attractions and Activities:** (Minimum requirement: 2 Extra points for additional activities or attractions)

Visitor Market	List attractions and activities
Families/children	
Adults	
Seniors	

**Tours:** (Minimum requirement one. Extra points for additional tours)

Visitor Market	List tours (including themed, self guided or tag along )
Families/children	
Adults	
Seniors	

25. **ESSENTIAL:** Are there regionally significant features and attractions (natural, built or tourism product) within half day distances that complement the Trail Town? (eg zip lining, major dams, steam train, sky diving, parasailing, surfing, gold prospecting, wineries, breweries etc) Minimum requirement 2, extra points for each additional. Please list

26. ESSENTIAL: Are there any (current or future) planned significant events and festivals that compliment trails activities, nature and/or adventure? (minimum requirement: one current or two planned. Extra points for each additional)

	Provide details
Planned events	
Current events	

Amenities

In this section, questions 27-33, there are 8 Essential questions and a minimum of 6 additional points required.

27. Does the town have a visitor information service? Supporting Information.

A Visitor information service providing information 7 days per week and in a central location is essential. An E-Kiosk and signage is adequate if maps are also available elsewhere in the town.

	Tick Yes and provide details
ESSENTIAL: Visitor information service providing information (maps, trail information) 7 days per week and in a central location	
DESIRABLE: Staffed 7 days per week	
DESIRABLE: Do local businesses also provide visitor information?	

28. A) Which of the following food services exist?

Food service	Tick Yes	Tick Yes 7 days per week
ESSENTIAL: Meal services available 7 days per week, night time provision, day trip provision? Or how is this need met?		
DESIRABLE: Trail food supplies for hikers/bike-packers (e.g. dehydrated meals and small packages of provisions)		
DESIRABLE: Food and Beverage/Hospitality services, 7 days per week including evenings		

B) ESSENTIAL: Trail services: minimum requirement : 5

Trail Services	Tick Yes	Tick Yes 7 days per week
Relevant trail equipment hire (canoes, bikes, walking packs etc)		
Equipment repair		
Equipment sales (e.g. camping		

fuel, supplies, hiking boots, bike chains, spare tyres, pumps)		
Shuttles to trails		
Group or guided activities		
Logistical support (equipment/food delivery)		
Short term luggage / equipment/parcel storage or holding		
Access to free water		

29. **ESSENTIAL:** Transport services (Minimum requirement 2 ticks across the two columns. Additional points for each additional service).

	Tick Yes	Tick 7 days per week
Fuel		
Maintenance (bike)		
Maintenance (car)		

30. Are there basic amenities supplied at Trail Town for trail users?

<b>ESSENTIAL:</b> Secure Parking	
<b>ESSENTIAL:</b> Toilets	

<b>ESSENTIAL:</b> Shade and shelters	
<b>DESIRABLE:</b> Showers	
<b>DESIRABLE:</b> Picnic table	

For mountain biking town: (minimum requirement 2?)

Bike racks	
Bike wash facilities	
Bike repair stations	

For bridle trails if this is part of application (minimum requirement 2?)

Water troughs	
Horse harness stations	
Horse float parking	

31. **ESSENTIAL:** Are there sufficient supporting services and amenities in the town (minimum requirement 3)

Laundry	
Pharmacy	
Grocery	
Phone charging station	
Internet	
ATM	

32. Are there basic amenities supplied at the trail **centre** for trail users?

ESSENTIAL: Secure Parking	
DESIRABLE : Toilets	
DESIRABLE: Showers	
DESIRABLE: Shade and shelters	
DESIRABLE: Picnic table	
Bike racks (ESSENTIAL for MTB town)	

33. ESSENTIAL: Are there medical services within 30 minutes' drive? (minimum requirement 1. Additional points for each additional service).

Hospital	
Doctor	
Nursing centre	
Ambulance depot	

Accommodation

In this section there is only one Essential question (q.34).

34. Is there a range of accommodation types across the following price categories within 30 minutes of the town? (Minimum requirement: One example of two accommodation types suitable for 3 market segments, for price categories Budget and Midrange.)

Supporting Information:

The minimum requirement to meet this essential criteria is one example of two accommodation types for three different market segments across two price categories, Budget and Midrange. What this means in reality is that a town just needs one Caravan Park, one campground (or Backpackers), one Bed and Breakfast and One self contained cottage offering to meet this minimum standard. Please specifically name each example for each category. This is a very low minimum requirement. There would be some judgement required by the Assessment Panel in assessing this question because whilst the standard is quite low, we would expect more accommodation services to become available as demand in the Trail Town grows. Higher levels of service would be necessary for a growing and successful Trail Town to ensure there is sufficient quantity to meet demand. As a Trail Town grows it may be required to demonstrate that accommodation services are also growing.

<i>Other</i>				
--------------	--	--	--	--

<b>Price Category: High End Desirable</b>	<b>Market Segment</b>			
	Familie s	Singles	Couple s	Large groups
<i>Accommodation type</i>				
<i>Hotel</i>				
<i>Boutique</i>				
<i>Other</i>				

<b>Price Category: Budget</b>	<b>Market Segment</b>			
	Families	Singles	Couples	Large groups
<i>Accommodation Type</i>				
<i>Caravan</i>				
<i>Camping</i>				
<i>Backpacker</i>				

<b>Price Category: Midrange</b>	<b>Market Segment</b>			
	Familie s	Singles	Couple s	Large groups
<i>Accommodation type</i>				
<i>BnB</i>				
<i>Hostel/Pension</i>				
<i>Self contained</i>				



## 6. Partnerships and Management

### Planning

In this section there is only one Essential question.

35. **ESSENTIAL** Demonstrate the planning framework that underpins and supports the Trail Town. (Minimum requirement 3/3. ).  
Supporting Information.

Demonstrate the planning framework your Trail Town is underpinned by.

Some of the things to consider:

- Is there an integrated local master plan?
- Is your trail planning accepted and adopted by the land manager
- do you have a good relationship/partnership with the land manager?
- Is there a planning framework in place to support your Trail Town?
- Are there Trail Town plans in place?

A very good reference guide for this section is the Trails Development Series produced by the Department of Biodiversity, Conservation and Attractions and the Department of Local Government, Sport and Cultural Industries. In particular Part A.

For further information in answering this question, see also the Western Australian Mountain Bike Management Guidelines especially page 16 and pp19-21, 23.

	Provide details
Planning Framework (State or Regional level)	
Master Plan (Local)	
Land manager involvement in Trail Town/trail development and/or Is your trail planning accepted and adopted by the land manager?	

### Governance

In this section there is only one Essential question.

36. **ESSENTIAL:** Is there an agreed governance structure that underpins the management and maintenance of your Trail Town? .  
This will be assessed by an assessor as part of your application.

Supporting Information.

A key to ongoing sustainability of a trails tourism offering is good governance. Very often trails are built and then no long term planning is in place to ensure the trails are managed and maintained. This question is aimed at ensuring a Trail Town has a governance system in place to oversee the long term sustainability of the trail destination.

Is there a governance structure in place that coordinates the operation and management of your Trail Town. How does it include planning for revenue generation and responsibility for trail maintenance, management and construction?

Things to consider when answering this question:

- Is there a sustainable business model that is in place to support the Trail Town?
- Demonstrate your financial planning.
- Does the governance structure include a budget with funds set aside for specific items including trail management and maintenance?
- Is there are decision making structure where the community can guide where the money is spent?
- Has sustainability been considered in the budget incorporating potential revenue generating opportunities such as fees, sponsorship, licensing?
- Demonstrate how volunteers are involved.
- What is your process for trail maintenance?

See stage two Framework in Trail Development Process and D7 Trail

Development Series for further information about maintenance and management planning and p .40 WA Hiking Strategy for revenue generation ideas.

Community engagement

In this section there is only one Essential question.

	Details
Name of applicant organisation	
Governance structure – description to include what organisation(s) exist to oversee sustainable operation of the Trail Town and what partnerships exist and with which organisations	
Budget - Demonstrate financial planning in place	
Decision making structure (where community can be engaged and guide where the money is spent)	
Identified income sources eg fees, sponsorship, volunteers	
How are volunteers engaged and involved?	
How is trail planning, construction, maintenance and management coordinated for your town?	

37. **ESSENTIAL** Demonstrate how the community is supportive of the Trail Town concept. (e.g. Quote surveys, attendance at forums.).

Supporting information:

Demonstrate how the community is supportive of the Trail Town concept. Your sustainable business model needs to include a community component. In order to respond to this question you need to be able to demonstrate that your town is on board with the Trail Town. An outline of surveys undertaken or attendance at community forums can demonstrate this.

## 7. Engagement of supporting business

In this section there are two Essential questions.

38. **ESSENTIAL:** Is there a strategy in place to encourage businesses within the town to understand the needs of the target market and to become accredited Trail Friendly Businesses ? (Link to [Trail Friendly Business documentation?](#)) Please detail. Supporting Information.

This question aims to find out how the town is focused on capacity building within the town to increase awareness of the Trail Town and increase the level of services available for trail users.

39. **ESSENTIAL:** Please list the accredited trail friendly businesses for your town and the services they provide, or demonstrate there are multiple and recognizable Trail Friendly Businesses in the town or how the business community is engaged with the Trail Town concept and trail user markets (eg letters of support , research, questionnaire).

Supporting Information.

This question aims to find out whether there is a critical mass of accredited trail friendly businesses already in the town and if not, whether the business community is actively engaging with the trail user market. The number of trail friendly businesses is less important because it's relative to the size of the visitor market at the destination. What is more important is, are there enough trail friendly businesses or is there going to be enough to meet the needs of this growing market segment?

## 8. Marketing

In this section there are 7 Essential questions and one additional point is required from the desirable questions.

This section aims to demonstrate that your Trail Town marketing is selling the experience effectively and creating the right expectations and that a Marketing and Branding strategy is in place and resourced.

40. **ESSENTIAL:** Is there a comprehensive, brand and marketing plan for your Trail Town/network? Does it cover website, promotional material, brand, distribution channels . How is the plan realised /implemented?
41. **ESSENTIAL:** Is there a website that provides trail information, clear directions and hospitality booking information for your trails or Trail Town/network? (i.e. via your Visitor Centre or stand alone?)
42. **ESSENTIAL:** Does your town have a Trail Town profile on Trails WA website?
43. **ESSENTIAL:** Are all the trails and trail networks on the Trails WA website?
44. **DESIRABLE:** Does the Trails WA website link to local hospitality bookings, services and information for your town?
45. **ESSENTIAL :** Is there a link on your website to the Trails WA website and app (and each trail description links to the detailed profile on Trails WA).

46. **DESIRABLE:** Are the Top Trails in your network identified by the Top Trails icon on signs and promotional materials.

47. **ESSENTIAL:** Demonstrate how the Trail Town logo will be incorporated in the signage and marketing material planned for the town (refer to **Guidelines for the promotion of WA's Top Trails and Trail Towns. Insert link**). Please attach examples

Marketing Material	
Signs	

48. **ESSENTIAL:** How does your Trail Town provide pre-visit promotional information (other than online) and how does it all work together to create demand and manage expectations?.  
Supporting Information.

The answer to this question needs to demonstrate that the Trail Town has got its whole suite of material ready so people can find the Trail Town and have suitable expectations. Marketing material also needs to advise visitors on what to expect and all information needs to create and also manage visitor expectations.

49. **DESIRABLE:** Provide evidence of how the branding is embedded and realised in the Trail Town and through the business community.  
Supporting Information.

Evidence of how the branding is embedded includes signs and visitor information which reinforces the experience and quality of experience.

## Appendix D - REMPLAN Impact Summary Reports

DRAFT

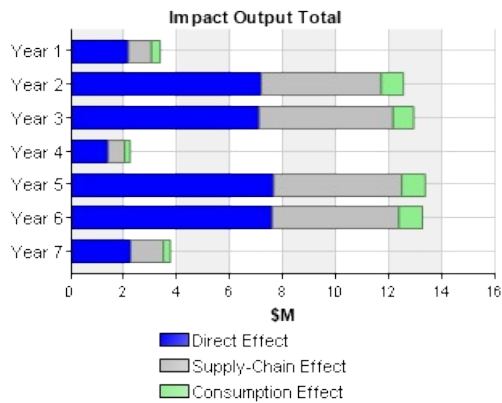


## Impact Summary Report for Serpentine-Jarrahdale (S)

### 7 Year Impact Scenario

Year	Industry Sector	Direct Change Jobs	Direct Change Output (\$M)
1	Non-Residential Building Construction		\$0.185
1	Construction Services		\$0.005
1	Information Media & Telecommunications		\$0.121
1	Professional, Scientific & Technical Services		\$1.478
1	Arts & Recreation Services		\$0.366
2	Construction Services		\$6.782
2	Information Media & Telecommunications		\$0.120
2	Professional, Scientific & Technical Services		\$0.055
2	Arts & Recreation Services		\$0.220
3	Non-Residential Building Construction		\$3.850
3	Construction Services		\$2.846
3	Information Media & Telecommunications		\$0.025
3	Professional, Scientific & Technical Services		\$0.090
3	Arts & Recreation Services		\$0.280
4	Construction Services		\$0.415
4	Information Media & Telecommunications		\$0.040
4	Professional, Scientific & Technical Services		\$0.710
4	Arts & Recreation Services		\$0.225
5	Construction Services		\$7.270
5	Information Media & Telecommunications		\$0.040
5	Arts & Recreation Services		\$0.330
6	Construction Services		\$7.154
6	Information Media & Telecommunications		\$0.040
6	Professional, Scientific & Technical Services		\$0.100
6	Arts & Recreation Services		\$0.295
7	Construction Services		\$1.320
7	Information Media & Telecommunications		\$0.020
7	Professional, Scientific & Technical Services		\$0.030
7	Arts & Recreation Services		\$0.880

### Impact on Output



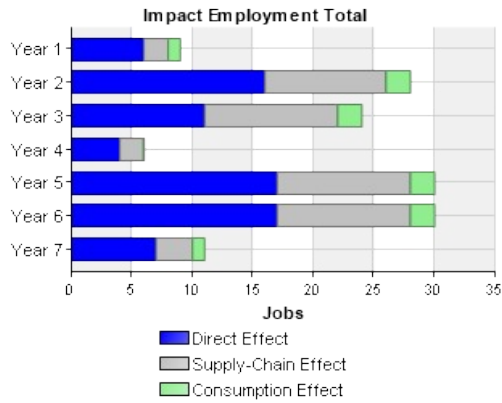
	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Year 1	\$2.155	\$0.868	\$0.327	\$3.350	1.403	1.555
Year 2	\$7.177	\$4.524	\$0.836	\$12.537	1.630	1.747
Year 3	\$7.091	\$5.060	\$0.774	\$12.925	1.714	1.823
Year 4	\$1.390	\$0.625	\$0.201	\$2.216	1.450	1.594
Year 5	\$7.640	\$4.833	\$0.890	\$13.364	1.633	1.749
Year 6	\$7.589	\$4.780	\$0.889	\$13.259	1.630	1.747
Year 7	\$2.250	\$1.218	\$0.273	\$3.741	1.541	1.663
<b>Years 1 - 7</b>	<b>\$35.292</b>	<b>\$21.909</b>	<b>\$4.191</b>	<b>\$61.392</b>	<b>1.621</b>	<b>1.740</b>

From a direct increase in output of \$35.292 million over the 7-year period, it is estimated that the demand for intermediate goods and services would rise by \$21.909 million. This represents a Type 1 Output multiplier of 1.621. These supply-chain effects include multiple rounds of flow-on effects, as servicing sectors increase their own output and demand for local goods and services in response to the direct change to the economy.

The increases in direct and indirect output would typically correspond to the creation of jobs in the economy. Corresponding to this change in employment would be an increase in the total of wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under this scenario are estimated at \$4.191 million.

Total output over the 7-year period, including all direct, supply-chain and consumption effects is estimated to increase by up to \$61.392 million. This represents a Type 2 Output multiplier of 1.740.

### Impact on Employment



	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Year 1	6	2	1	9	1.333	1.500
Year 2	16	10	2	28	1.625	1.750
Year 3	11	11	2	24	2.000	2.182
Year 4	4	2	0	6	1.500	1.500
Year 5	17	11	2	30	1.647	1.765
Year 6	17	11	2	30	1.647	1.765
Year 7	7	3	1	11	1.429	1.571

There is a net direct increase in output of \$35.292 million over the 7-year period.

**Peak Employment Gain occurs in year 5**

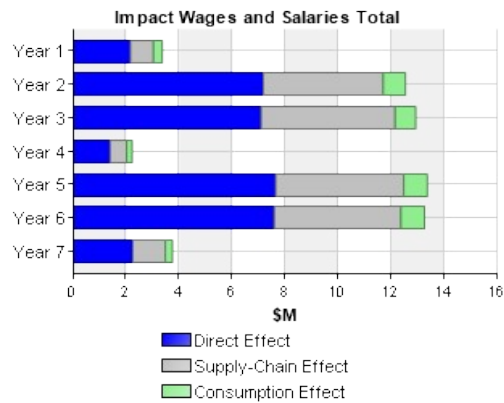
In year 5 there is an estimated net 17 direct jobs supported. From this direct expansion in employment, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts will support 11 jobs. This represents a Type 1 Employment multiplier of 1.647.

The direct and indirect output and the corresponding jobs in the economy are expected to support the payment of wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under this scenario are estimated to support 2 jobs in year 5.

In year 5, under this scenario, there is an expansion in overall employment, including all direct, supply-chain and consumption effects, estimated at 30 jobs. This represents a Type 2 Employment multiplier of 1.765.

**Impact on Wages and Salaries**





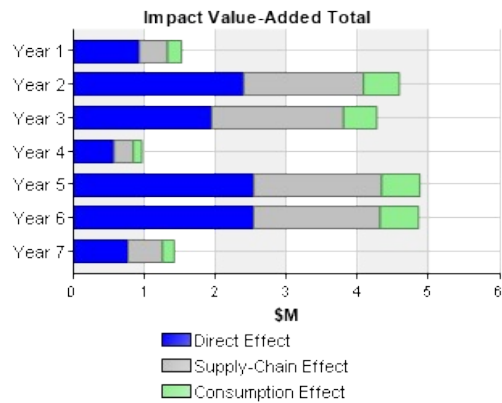
	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Year 1	\$0.632	\$0.247	\$0.062	\$0.941	1.390	1.488
Year 2	\$1.303	\$0.942	\$0.159	\$2.403	1.723	1.844
Year 3	\$1.037	\$1.041	\$0.147	\$2.225	2.004	2.146
Year 4	\$0.377	\$0.163	\$0.038	\$0.578	1.433	1.535
Year 5	\$1.385	\$1.006	\$0.169	\$2.561	1.726	1.848
Year 6	\$1.391	\$0.998	\$0.169	\$2.558	1.717	1.839
Year 7	\$0.449	\$0.284	\$0.052	\$0.784	1.632	1.748
<b>Years 1 - 7</b>	<b>\$6.575</b>	<b>\$4.680</b>	<b>\$0.796</b>	<b>\$12.051</b>	<b>1.712</b>	<b>1.833</b>

From a direct increase in output of \$35.292 million over the 7-year period, it is estimated that direct wages and salaries would increase by \$6.575 million. From this direct impact on the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in the net increase in wages and salaries of \$4.680 million paid to workers. This represents a Type 1 Wages and Salaries multiplier of 1.712.

The net increase in direct and indirect output and the corresponding jobs in the economy are expected to correspond to an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under this scenario are expected to result in an overall increase in wages and salaries by \$0.796 million.

Total wages and salaries over the 7-year period, including all direct, supply-chain and consumption effects is estimated to increase by up to \$12.051 million. This represents a Type 2 Wages and Salaries multiplier of 1.833.

## Impact on Value-Added



	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Year 1	\$0.929	\$0.394	\$0.198	\$1.520	1.424	1.637
Year 2	\$2.394	\$1.683	\$0.504	\$4.581	1.703	1.914
Year 3	\$1.944	\$1.852	\$0.467	\$4.263	1.953	2.193
Year 4	\$0.573	\$0.268	\$0.121	\$0.962	1.467	1.679
Year 5	\$2.536	\$1.797	\$0.537	\$4.870	1.709	1.920
Year 6	\$2.533	\$1.780	\$0.537	\$4.850	1.703	1.914
Year 7	\$0.768	\$0.485	\$0.165	\$1.418	1.631	1.845
Years 1 - 7	\$11.678	\$8.258	\$2.529	\$22.465	1.707	1.924

From a direct increase in output of \$35.292 million over the 7-year period, the corresponding increase in direct value-added is estimated at \$11.678 million. From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to value-added of \$8.258 million. This represents a Type 1 Value-added multiplier of 1.707.

The increase in direct and indirect output and the corresponding boost to jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under this scenario are expected to further boost value-added by \$2.529 million.

Total value-added over the 7-year period, including all direct, supply-chain and consumption effects is estimated to increase by up to \$22.465 million. This represents a Type 2 Value-added multiplier of 1.924.

### Impact Summary - Year 1 to Year 7

Impact Summary	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$35.292	\$21.909	\$4.191	\$61.392	1.621	1.740
Employment (Jobs) Peak Gain - Year 5	17	11	2	30	1.647	1.765
Wages and Salaries (\$M)	\$6.575	\$4.680	\$0.796	\$12.051	1.712	1.833
Value-added (\$M)	\$11.678	\$8.258	\$2.529	\$22.465	1.707	1.924

Under this scenario Gross Regional Product is estimated to increase by \$22.465 million over the 7-year period. Contributing to this is a direct increase in output of \$35.292 million, \$6.575 million more in wages and salaries and a boost in value-added of \$11.678 million.



From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$21.909 million, \$4.680 million more paid in wages and salaries, and a gain of \$8.258 million in terms of value-added.

These supply-chain effects represent the following Type 1 economic multipliers:

Impact	Type 1 Multipliers
Output	1.621
Employment Peak Gain - Year 5	1.647
Wages and Salaries	1.712
Value-added	1.707

The increase in direct and indirect output and the corresponding change in jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under the scenario are expected to further boost output by \$4.191 million, wages and salaries by \$0.796 million, and value-added by \$2.529 million.

Under this scenario, total output is expected to rise by \$61.392 million. Corresponding to this are anticipated increases in employment of jobs, \$12.051 million wages and salaries, and \$22.465 million in terms of value-added.

The total changes to economic activity represent the following Type 2 economic multipliers:

Impact	Type 2 Multipliers
Output	1.740
Employment Peak Gain - Year 5	1.765
Wages and Salaries	1.833
Value-added	1.924

## Disclaimer

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# Tourism Impact Summary Report for Serpentine-Jarrahdale (S) (Tourism Activity: 365 days)

## Tourism Impact Scenario

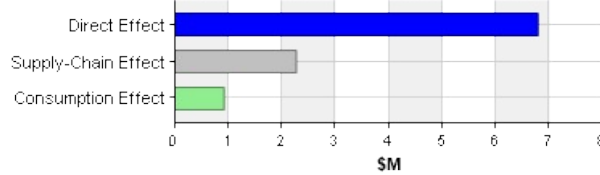
Name Jarrahdale Trail Town Visitors Year 1  
 Duration 365 days

Direct Impact	Domestic Day	Domestic Overnight	International	Total
Number of Visitors	64,758	10,172	1,255	76,185
Number of Nights	n/a	3.00	3.00	
Estimated Expenditure per Visitor per Day (\$)	\$56	\$99	\$36	
Total Estimated Expenditure (\$)	\$3,626,448	\$3,021,084	\$135,540	\$6,783,072

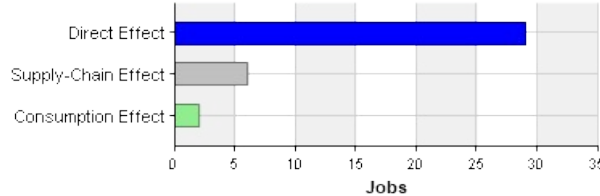
Estimated Expenditure per Visitor per Day data sourced from:  
 TRA 2019 Serpentine-Jarrahdale (S) Local Government Area Tourism Profile

## Tourism Impacts

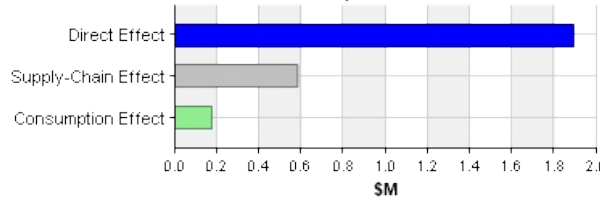
Impact Output - Serpentine-Jarrahdale (S) (2019 Release 2)



Impact Employment Total - Serpentine-Jarrahdale (S) (2019 Release 2)

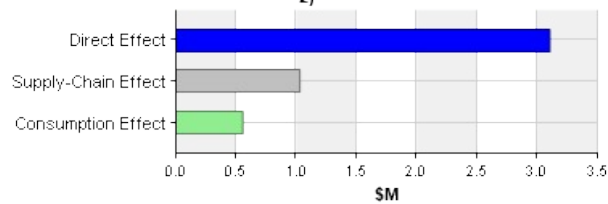


Impact Wages and Salaries Total - Serpentine-Jarrahdale (S) (2019 Release 2)





Impact Value-Added Total - Serpentine-Jarrahdale (\$) (2019 Release 2)



Under this scenario Gross Regional Product is estimated to increase by \$4.690 million ( 0.42%) to \$1,108.561 million. Contributing to this is a direct increase in output of \$6.783 million, 29 additional jobs , \$1.892 million more in wages and salaries and a boost in value-added of \$3.104 million.

From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$2.269 million, 6 more jobs , \$0.582 million more paid in wages and salaries, and a gain of \$1.030 million in terms of value-added.

These supply-chain effects represent the following Type 1 economic multipliers:

Impact	Type 1 Multipliers
Output	1.334
Employment	1.207
Wages and Salaries	1.308
Value-added	1.332

The increase in direct and indirect output and the corresponding creation of jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under the scenario are expected to further boost output by \$0.921 million, employment by 2 jobs , wages and salaries by \$0.175 million, and value-added by \$0.556 million.

Under this scenario, total output is expected to rise by \$9.973 million. Corresponding to this are anticipated increases in employment of 37 jobs , \$2.649 million wages and salaries, and \$4.690 million in terms of value-added.

The total changes to economic activity represent the following Type 2 economic multipliers:

Impact	Type 2 Multipliers
Output	1.470
Employment	1.276
Wages and Salaries	1.400
Value-added	1.511

### Tourism Impact Summary (Tourism Activity: 365 days)

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$6.783	\$2.269	\$0.921	\$9.973	1.334	1.470
Long Term Employment (Jobs)	29	6	2	37	1.207	1.276
Wages and Salaries (\$M)	\$1.892	\$0.582	\$0.175	\$2.649	1.308	1.400
Value-added (\$M)	\$3.104	\$1.030	\$0.556	\$4.690	1.332	1.511



## Disclaimer

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Using ABS datasets and an input / output methodology industrial economic data estimates for defined geographic regions are generated.

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## Tourism Impact Summary Report for Serpentine-Jarrahdale (S) (Tourism Activity: 365 days)

### Tourism Impact Scenario

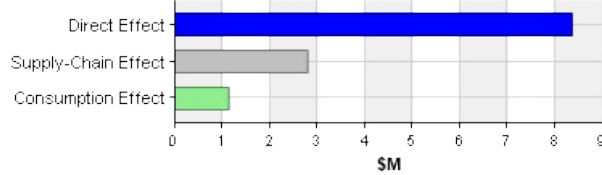
Name Jarrahdale Trail Town Visitors Year 2  
 Duration 365 days

Direct Impact	Domestic Day	Domestic Overnight	International	Total
Number of Visitors	80,948	12,349	1,382	94,679
Number of Nights	n/a	3.00	3.00	
Estimated Expenditure per Visitor per Day (\$)	\$56	\$99	\$36	
Total Estimated Expenditure (\$)	\$4,533,088	\$3,667,653	\$149,256	\$8,349,997

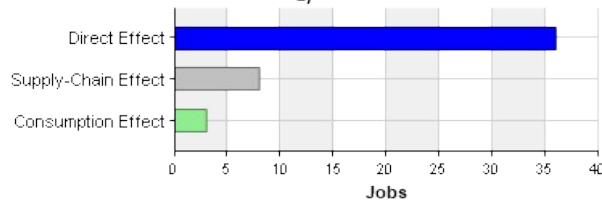
Estimated Expenditure per Visitor per Day data sourced from:  
 TRA 2019 Serpentine-Jarrahdale (S) Local Government Area Tourism Profile

### Tourism Impacts

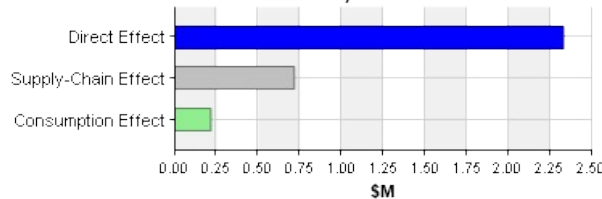
Impact Output - Serpentine-Jarrahdale (S) (2019 Release 2)



Impact Employment Total - Serpentine-Jarrahdale (S) (2019 Release 2)

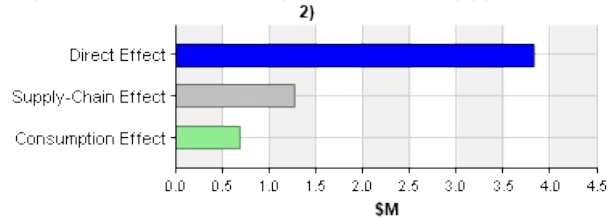


Impact Wages and Salaries Total - Serpentine-Jarrahdale (S) (2019 Release 2)





### Impact Value-Added Total - Serpentine-Jarrahdale (\$) (2019 Release



Under this scenario Gross Regional Product is estimated to increase by \$5.773 million ( 0.52%) to \$1,109.645 million. Contributing to this is a direct increase in output of \$8.350 million, 36 additional jobs , \$2.329 million more in wages and salaries and a boost in value-added of \$3.821 million.

From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$2.793 million, 8 more jobs , \$0.716 million more paid in wages and salaries, and a gain of \$1.268 million in terms of value-added.

These supply-chain effects represent the following Type 1 economic multipliers:

Impact	Type 1 Multipliers
Output	1.334
Employment	1.222
Wages and Salaries	1.308
Value-added	1.332

The increase in direct and indirect output and the corresponding creation of jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under the scenario are expected to further boost output by \$1.134 million, employment by 3 jobs , wages and salaries by \$0.215 million, and value-added by \$0.684 million.

Under this scenario, total output is expected to rise by \$12.277 million. Corresponding to this are anticipated increases in employment of 47 jobs , \$3.261 million wages and salaries, and \$5.773 million in terms of value-added.

The total changes to economic activity represent the following Type 2 economic multipliers:

Impact	Type 2 Multipliers
Output	1.470
Employment	1.306
Wages and Salaries	1.400
Value-added	1.511

### Tourism Impact Summary (Tourism Activity: 365 days)

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$8.350	\$2.793	\$1.134	\$12.277	1.334	1.470
Long Term Employment (Jobs)	36	8	3	47	1.222	1.306
Wages and Salaries (\$M)	\$2.329	\$0.716	\$0.215	\$3.261	1.308	1.400
Value-added (\$M)	\$3.821	\$1.268	\$0.684	\$5.773	1.332	1.511





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# Tourism Impact Summary Report for Serpentine-Jarrahdale (S) (Tourism Activity: 365 days)

## Tourism Impact Scenario

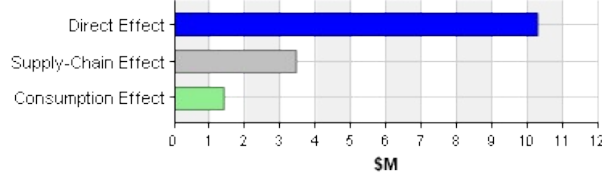
Name Jarrahdale Trail Town Visitors Year 3  
 Duration 365 days

Direct Impact	Domestic Day	Domestic Overnight	International	Total
Number of Visitors	101,184	14,991	1,521	117,696
Number of Nights	n/a	3.00	3.00	
Estimated Expenditure per Visitor per Day (\$)	\$56	\$99	\$36	
Total Estimated Expenditure (\$)	\$5,666,304	\$4,452,327	\$164,268	\$10,282,899

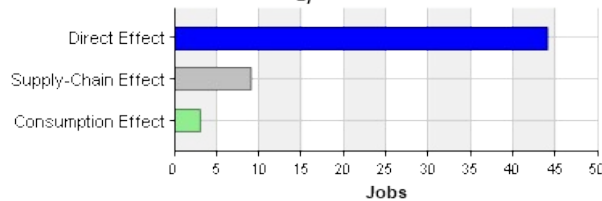
Estimated Expenditure per Visitor per Day data sourced from:  
 TRA 2019 Serpentine-Jarrahdale (S) Local Government Area Tourism Profile

## Tourism Impacts

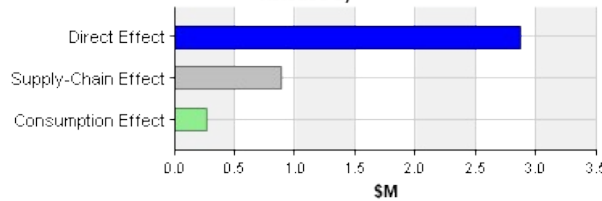
Impact Output - Serpentine-Jarrahdale (S) (2019 Release 2)



Impact Employment Total - Serpentine-Jarrahdale (S) (2019 Release 2)

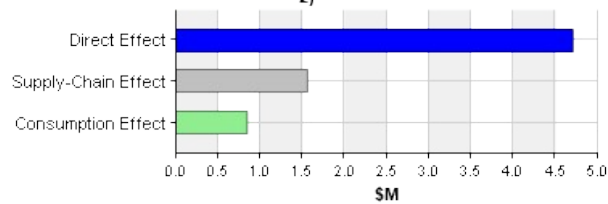


Impact Wages and Salaries Total - Serpentine-Jarrahdale (S) (2019 Release 2)





Impact Value-Added Total - Serpentine-Jarrahdale (\$) (2019 Release 2)



Under this scenario Gross Regional Product is estimated to increase by \$7.109 million ( 0.64%) to \$1,110.981 million. Contributing to this is a direct increase in output of \$10.283 million, 44 additional jobs , \$2.868 million more in wages and salaries and a boost in value-added of \$4.706 million.

From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$3.440 million, 9 more jobs , \$0.882 million more paid in wages and salaries, and a gain of \$1.561 million in terms of value-added.

These supply-chain effects represent the following Type 1 economic multipliers:

Impact	Type 1 Multipliers
Output	1.334
Employment	1.205
Wages and Salaries	1.308
Value-added	1.332

The increase in direct and indirect output and the corresponding creation of jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under the scenario are expected to further boost output by \$1.396 million, employment by 3 jobs , wages and salaries by \$0.265 million, and value-added by \$0.843 million.

Under this scenario, total output is expected to rise by \$15.119 million. Corresponding to this are anticipated increases in employment of 56 jobs , \$4.015 million wages and salaries, and \$7.109 million in terms of value-added.

The total changes to economic activity represent the following Type 2 economic multipliers:

Impact	Type 2 Multipliers
Output	1.470
Employment	1.273
Wages and Salaries	1.400
Value-added	1.511

### Tourism Impact Summary (Tourism Activity: 365 days)

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$10.283	\$3.440	\$1.396	\$15.119	1.334	1.470
Long Term Employment (Jobs)	44	9	3	56	1.205	1.273
Wages and Salaries (\$M)	\$2.868	\$0.882	\$0.265	\$4.015	1.308	1.400
Value-added (\$M)	\$4.706	\$1.561	\$0.843	\$7.109	1.332	1.511



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# Tourism Impact Summary Report for Serpentine-Jarrahdale (S) (Tourism Activity: 365 days)

## Tourism Impact Scenario

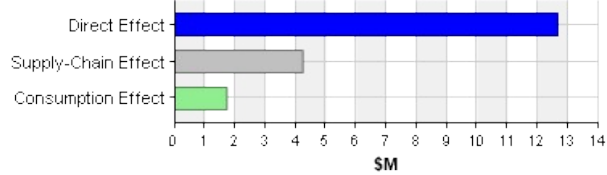
Name Jarrahdale Trail Town Visitors Year 4  
 Duration 365 days

Direct Impact	Domestic Day	Domestic Overnight	International	Total
Number of Visitors	126,480	18,200	1,675	146,355
Number of Nights	n/a	3.00	3.00	
Estimated Expenditure per Visitor per Day (\$)	\$56	\$99	\$36	
Total Estimated Expenditure (\$)	\$7,082,880	\$5,405,400	\$180,900	\$12,669,180

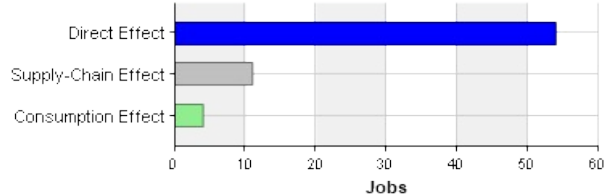
Estimated Expenditure per Visitor per Day data sourced from:  
 TRA 2019 Serpentine-Jarrahdale (S) Local Government Area Tourism Profile

## Tourism Impacts

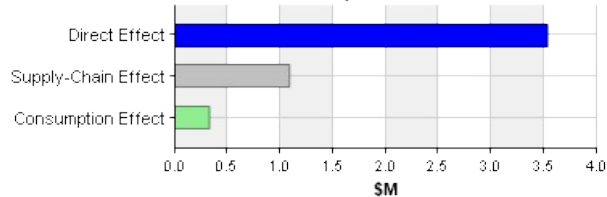
Impact Output - Serpentine-Jarrahdale (S) (2019 Release 2)



Impact Employment Total - Serpentine-Jarrahdale (S) (2019 Release 2)

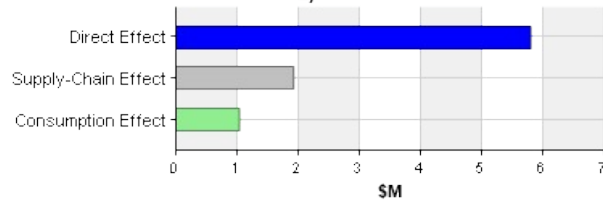


Impact Wages and Salaries Total - Serpentine-Jarrahdale (S) (2019 Release 2)





### Impact Value-Added Total - Serpentine-Jarrahdale (\$) (2019 Release 2)



Under this scenario Gross Regional Product is estimated to increase by \$8.759 million ( 0.79%) to \$1,112.631 million. Contributing to this is a direct increase in output of \$12.669 million, 54 additional jobs , \$3.533 million more in wages and salaries and a boost in value-added of \$5.798 million.

From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$4.238 million, 11 more jobs , \$1.087 million more paid in wages and salaries, and a gain of \$1.923 million in terms of value-added.

These supply-chain effects represent the following Type 1 economic multipliers:

Impact	Type 1 Multipliers
Output	1.334
Employment	1.204
Wages and Salaries	1.308
Value-added	1.332

The increase in direct and indirect output and the corresponding creation of jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under the scenario are expected to further boost output by \$1.720 million, employment by 4 jobs , wages and salaries by \$0.327 million, and value-added by \$1.038 million.

Under this scenario, total output is expected to rise by \$18.627 million. Corresponding to this are anticipated increases in employment of 69 jobs , \$4.947 million wages and salaries, and \$8.759 million in terms of value-added.

The total changes to economic activity represent the following Type 2 economic multipliers:

Impact	Type 2 Multipliers
Output	1.470
Employment	1.278
Wages and Salaries	1.400
Value-added	1.511

### Tourism Impact Summary (Tourism Activity: 365 days)

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$12.669	\$4.238	\$1.720	\$18.627	1.334	1.470
Long Term Employment (Jobs)	54	11	4	69	1.204	1.278
Wages and Salaries (\$M)	\$3.533	\$1.087	\$0.327	\$4.947	1.308	1.400
Value-added (\$M)	\$5.798	\$1.923	\$1.038	\$8.759	1.332	1.511



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# Tourism Impact Summary Report for Serpentine-Jarrahdale (S) (Tourism Activity: 365 days)

## Tourism Impact Scenario

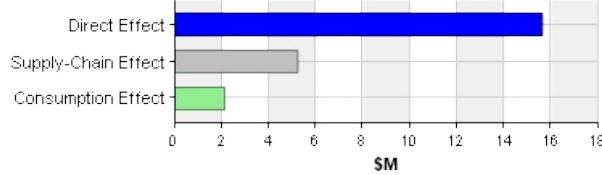
Name Jarrahdale Trail Town Visitors Year 5  
 Duration 365 days

Direct Impact	Domestic Day	Domestic Overnight	International	Total
Number of Visitors	158,101	22,094	1,844	182,039
Number of Nights	n/a	3.00	3.00	
Estimated Expenditure per Visitor per Day (\$)	\$56	\$99	\$36	
Total Estimated Expenditure (\$)	\$8,853,656	\$6,561,918	\$199,152	\$15,614,726

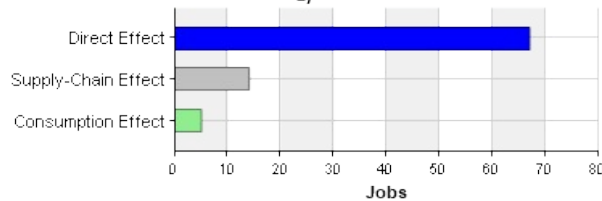
Estimated Expenditure per Visitor per Day data sourced from:  
 TRA 2019 Serpentine-Jarrahdale (S) Local Government Area Tourism Profile

## Tourism Impacts

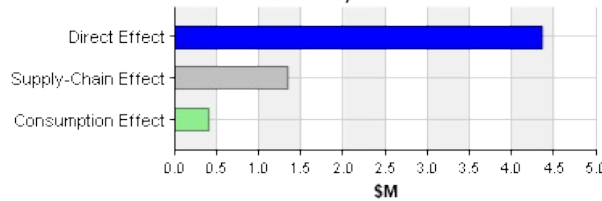
Impact Output - Serpentine-Jarrahdale (S) (2019 Release 2)



Impact Employment Total - Serpentine-Jarrahdale (S) (2019 Release 2)



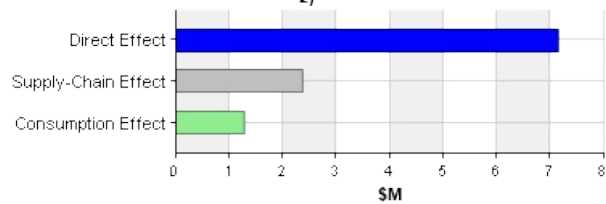
Impact Wages and Salaries Total - Serpentine-Jarrahdale (S) (2019 Release 2)







### Impact Value-Added Total - Serpentine-Jarrahdale (\$) (2019 Release 2)



Under this scenario Gross Regional Product is estimated to increase by \$10.795 million ( 0.98%) to \$1,114.667 million. Contributing to this is a direct increase in output of \$15.615 million, 67 additional jobs , \$4.355 million more in wages and salaries and a boost in value-added of \$7.145 million.

From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$5.223 million, 14 more jobs , \$1.340 million more paid in wages and salaries, and a gain of \$2.370 million in terms of value-added.

These supply-chain effects represent the following Type 1 economic multipliers:

Impact	Type 1 Multipliers
Output	1.334
Employment	1.209
Wages and Salaries	1.308
Value-added	1.332

The increase in direct and indirect output and the corresponding creation of jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under the scenario are expected to further boost output by \$2.120 million, employment by 5 jobs , wages and salaries by \$0.403 million, and value-added by \$1.279 million.

Under this scenario, total output is expected to rise by \$22.958 million. Corresponding to this are anticipated increases in employment of 86 jobs , \$6.098 million wages and salaries, and \$10.795 million in terms of value-added.

The total changes to economic activity represent the following Type 2 economic multipliers:

Impact	Type 2 Multipliers
Output	1.470
Employment	1.284
Wages and Salaries	1.400
Value-added	1.511

### Tourism Impact Summary (Tourism Activity: 365 days)

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$15.615	\$5.223	\$2.120	\$22.958	1.334	1.470
Long Term Employment (Jobs)	67	14	5	86	1.209	1.284
Wages and Salaries (\$M)	\$4.355	\$1.340	\$0.403	\$6.098	1.308	1.400
Value-added (\$M)	\$7.145	\$2.370	\$1.279	\$10.795	1.332	1.511



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# Tourism Impact Summary Report for Serpentine-Jarrahdale (S) (Tourism Activity: 365 days)

## Tourism Impact Scenario

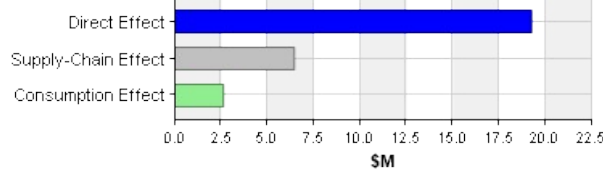
Name Jarrahdale Trail Town Visitors Year 6  
 Duration 365 days

Direct Impact	Domestic Day	Domestic Overnight	International	Total
Number of Visitors	197,626	26,823	2,030	226,479
Number of Nights	n/a	3.00	3.00	
Estimated Expenditure per Visitor per Day (\$)	\$56	\$99	\$36	
Total Estimated Expenditure (\$)	\$11,067,056	\$7,966,431	\$219,240	\$19,252,727

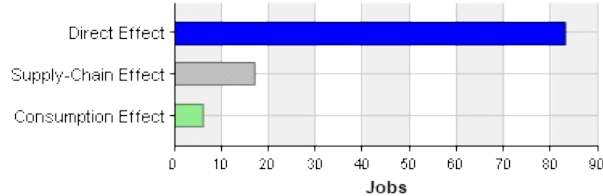
Estimated Expenditure per Visitor per Day data sourced from:  
 TRA 2019 Serpentine-Jarrahdale (S) Local Government Area Tourism Profile

## Tourism Impacts

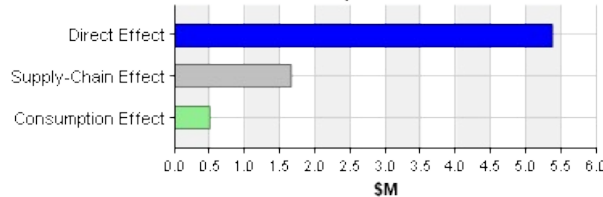
Impact Output - Serpentine-Jarrahdale (S) (2019 Release 2)



Impact Employment Total - Serpentine-Jarrahdale (S) (2019 Release 2)

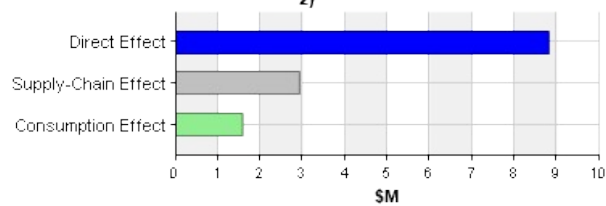


Impact Wages and Salaries Total - Serpentine-Jarrahdale (S) (2019 Release 2)





### Impact Value-Added Total - Serpentine-Jarrahdale (\$ (2019 Release 2)



Under this scenario Gross Regional Product is estimated to increase by \$13.310 million ( 1.21%) to \$1,117.182 million. Contributing to this is a direct increase in output of \$19.253 million, 83 additional jobs , \$5.369 million more in wages and salaries and a boost in value-added of \$8.810 million.

From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$6.440 million, 17 more jobs , \$1.652 million more paid in wages and salaries, and a gain of \$2.923 million in terms of value-added.

These supply-chain effects represent the following Type 1 economic multipliers:

Impact	Type 1 Multipliers
Output	1.334
Employment	1.205
Wages and Salaries	1.308
Value-added	1.332

The increase in direct and indirect output and the corresponding creation of jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under the scenario are expected to further boost output by \$2.614 million, employment by 6 jobs , wages and salaries by \$0.497 million, and value-added by \$1.578 million.

Under this scenario, total output is expected to rise by \$28.307 million. Corresponding to this are anticipated increases in employment of 106 jobs , \$7.518 million wages and salaries, and \$13.310 million in terms of value-added.

The total changes to economic activity represent the following Type 2 economic multipliers:

Impact	Type 2 Multipliers
Output	1.470
Employment	1.277
Wages and Salaries	1.400
Value-added	1.511

### Tourism Impact Summary (Tourism Activity: 365 days)

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$19.253	\$6.440	\$2.614	\$28.307	1.334	1.470
Long Term Employment (Jobs)	83	17	6	106	1.205	1.277
Wages and Salaries (\$M)	\$5.369	\$1.652	\$0.497	\$7.518	1.308	1.400
Value-added (\$M)	\$8.810	\$2.923	\$1.578	\$13.310	1.332	1.511



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# Tourism Impact Summary Report for Serpentine-Jarrahdale (S) (Tourism Activity: 365 days)

## Tourism Impact Scenario

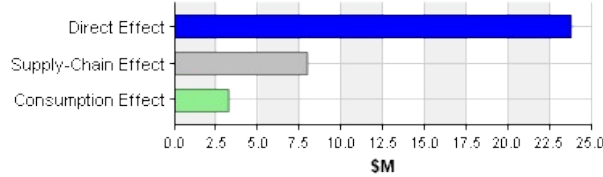
Name Jarrahdale Trail Town Visitors Year 7  
 Duration 365 days

Direct Impact	Domestic Day	Domestic Overnight	International	Total
Number of Visitors	247,032	32,563	2,235	281,830
Number of Nights	n/a	3.00	3.00	
Estimated Expenditure per Visitor per Day (\$)	\$56	\$99	\$36	
Total Estimated Expenditure (\$)	\$13,833,792	\$9,671,211	\$241,380	\$23,746,383

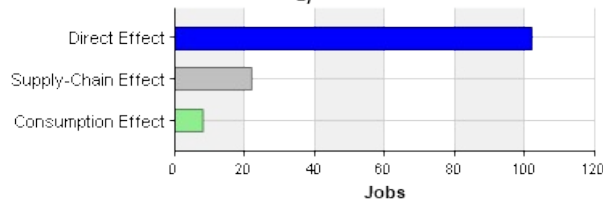
Estimated Expenditure per Visitor per Day data sourced from:  
 TRA 2019 Serpentine-Jarrahdale (S) Local Government Area Tourism Profile

## Tourism Impacts

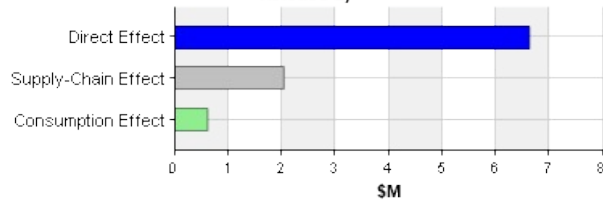
Impact Output - Serpentine-Jarrahdale (S) (2019 Release 2)



Impact Employment Total - Serpentine-Jarrahdale (S) (2019 Release 2)

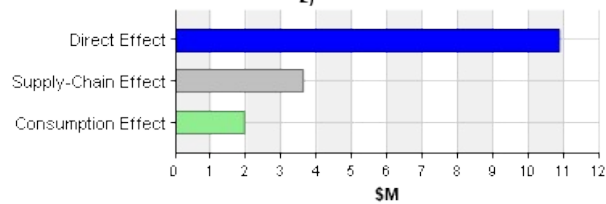


Impact Wages and Salaries Total - Serpentine-Jarrahdale (S) (2019 Release 2)





### Impact Value-Added Total - Serpentine-Jarrahdale (\$) (2019 Release 2)



Under this scenario Gross Regional Product is estimated to increase by \$16.417 million ( 1.49%) to \$1,120.289 million. Contributing to this is a direct increase in output of \$23.746 million, 102 additional jobs , \$6.623 million more in wages and salaries and a boost in value-added of \$10.867 million.

From this direct expansion in the economy, flow-on supply-chain effects in terms of local purchases of goods and services are anticipated, and it is estimated that these indirect impacts would result in a further increase to output valued at \$7.943 million, 22 more jobs , \$2.037 million more paid in wages and salaries, and a gain of \$3.605 million in terms of value-added.

These supply-chain effects represent the following Type 1 economic multipliers:

Impact	Type 1 Multipliers
Output	1.334
Employment	1.216
Wages and Salaries	1.308
Value-added	1.332

The increase in direct and indirect output and the corresponding creation of jobs in the economy are expected to result in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under the scenario are expected to further boost output by \$3.224 million, employment by 8 jobs , wages and salaries by \$0.613 million, and value-added by \$1.946 million.

Under this scenario, total output is expected to rise by \$34.914 million. Corresponding to this are anticipated increases in employment of 132 jobs , \$9.273 million wages and salaries, and \$16.417 million in terms of value-added.

The total changes to economic activity represent the following Type 2 economic multipliers:

Impact	Type 2 Multipliers
Output	1.470
Employment	1.294
Wages and Salaries	1.400
Value-added	1.511

### Tourism Impact Summary (Tourism Activity: 365 days)

Impact	Direct Effect	Supply-Chain Effect	Consumption Effect	Total Effect	Type 1 Multiplier	Type 2 Multiplier
Output (\$M)	\$23.746	\$7.943	\$3.224	\$34.914	1.334	1.470
Long Term Employment (Jobs)	102	22	8	132	1.216	1.294
Wages and Salaries (\$M)	\$6.623	\$2.037	\$0.613	\$9.273	1.308	1.400
Value-added (\$M)	\$10.867	\$3.605	\$1.946	\$16.417	1.332	1.511



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