

## 10.4.1 - Equine Advisory Group - Equine Priorities Update and Recommendations (SJ4426)

<b>Responsible Officer:</b>	Manager Community Activation
<b>Senior Officer:</b>	Director Community Engagement
<b>Disclosure of Officer's Interest:</b>	No Officer involved in the preparation of this report has an interest to declare in accordance with the provisions of the <i>Local Government Act 1995</i> .

### Authority / Discretion

Executive	The substantial direction setting and oversight role of the Council such as adopting plans and reports, accepting tenders, directing operations, and setting and amending budgets.
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### Report Purpose

The purpose of this report is for Council to:

- Receive an update on the progress against Equine Priorities from July 2023, and
- Consider recommendations from the Equine Advisory Group (February 2024 meeting).

### Relevant Previous Decisions of Council

*Ordinary Council Meeting – 17 July 2023 – OCM176/07/23 - COUNCIL RESOLUTION / Officer Recommendation:*

*That Council:*

1. *RECEIVES* the progress update on the status of work undertaken on the Equine Priorities, as contained at attachment 2.
2. *REQUESTS* the Chief Executive Officer to progress “Strategy C1 Signage, Maps and Supporting Information” from the Equine Trails Master Plan in the 2023/24 financial year.
3. *SUPPORTS* the continuation of the Equine Advisory Group and *REQUESTS* the Chief Executive Officer to seek nominations for the Equine Advisory Group for appointment after the local government election.

### Background

The purpose of the Equine Advisory Group is to provide the Shire with advice regarding the needs and priorities of the Serpentine Jarrahdale equine community and support Council in the delivery of projects to enhance the local equine industry and community.

### Contact Us

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The functions of the Equine Advisory Group are to:

- Advocate to the Shire on behalf of the Serpentine Jarrahdale equine industry and community, representing their needs.
- Contribute to the development, implementation, and review of projects to enhance and support the Serpentine Jarrahdale equine industry and community.
- Form partnerships with and support the engagement of a broad cross-section of the Shire of Serpentine Jarrahdale equine community.
- Provide recommendations to the Council, as required, in relation to support and development of the equine industry and community in the Shire of Serpentine Jarrahdale based on stakeholder input.

Council endorsed a list of Equine Priorities developed by the Equine Advisory Group at its meeting on 17 July 2023. The priorities are diverse and cover direct service provision by the Shire to the equine community, planning for future infrastructure, working in partnership with the equine community and advocacy to State Government agencies to enhance the use of equine facilities in the Shire.

### **Community / Stakeholder Consultation**

At the Equine Advisory Group meeting on 15 February 2024, the Equine Priorities document was discussed. The minutes from this meeting are included with this report as **attachment 1**. The current Equine Advisory Group considered which priorities should continue, be discontinued, or added for implementation during the term of their membership - being up until the next ordinary Local Government election in October 2025. The updated priorities document as recommended by the current Equine Advisory Group is included as **attachment 2**.

### **Statutory Environment**

Nil.

### **Comment:**

#### Equine Priorities Update

Since the adoption of the Equine Priorities in July 2023, Shire Officers have worked collaboratively with the Equine Advisory Group, local equine clubs, equine businesses and external government agencies, to further enhance and support Serpentine Jarrahdale equine industry and community.

The current Equine Advisory Group considered the Equine Priorities document in February 2024. The document contains 40 actions and a summary of the status of the actions is provided below (consistent with **attachment 2**):

- 18 completed.
- 3 not progressing.
- 1 not started / for future consideration
- 1 to be removed.
- 14 Ongoing.
- 3 In Progress.



Highlights of actions that have been completed, or are ongoing, include:

- Appointment of the part time Shire Equine Officer.
- Jarrahdale horse trails entering the detailed planning stage with DBCA, with funding secured.
- Equine Road Safety Campaign being re-run in 2024.
- Updating equine signage in 2023/24 in Darling Downs.

Equine trails signage and equine safety are considered to be ongoing priority areas for the current Equine Advisory Group, with recommended actions moving forward outlined following.

#### Equine Advisory Group Recommendation

The Equine Advisory Group reviewed the Equine Priorities document and discussed items that had not yet started, and identified the following actions for consideration to be progressed by Shire Officers in 2024/25:

1. *Ensure an assessment of existing and clarity on required signage is included within the Equine Trails Masterplan.*

Given upgrades to signage at the Darling Downs Equestrian Park are currently being completed, which has a current signage plan, the Equine Advisory Group identified that upgrades and improvements to signage at other horse trails in the Shire was the next natural progression for this action as contained with the Equine Priorities document.

In the Shire's Equine Trails Master Plan, the Implementation Plan identifies the following Strategy (**attachment 3**) relating to horse trail signage:

#### **Strategy C1: Signage, Maps and Supporting Information**

Provide consistent and reliable signage, maps & supporting information for equine trails within the Shire.

##### **Rationale:**

Horse trail signage has been identified as a key issue on the majority of the existing equine trails through community consultation and on-ground site visits. Installing contemporary trail signage is a key component to upgrading each of the equine trails to enhance trails for both enjoyment and safety. Existing signage on the equine trails is generally worn/dated and information requires significant upgrade. It is important that equine trails have effective signage which aligns with the requirements for their level of difficulty (consistent with WA Horse Trail Classifications).

The availability and dissemination of horse trail related information is also important as this was rated as poor for multiple equine trails in the community survey. Trails WA and the Shire website both provide information and maps for the Shire's equine trails, and it is important that these websites are continually updated to align with the new information and trails identified in this Master Plan. The existing information relating to equine trails across the Shire is generally inconsistent, outdated, limited and unreliable. Information relating to equine trails is also available on a range of third-party online sources with user-generated content, such as AllTrails, which varies in accuracy and consistency.

As part of the development of this Master Plan, existing equine trails were audited and mapped. This information should now be used to update current maps and develop reliable equine trail maps and supporting information for the newly identified trails. The maps and information can be in printed form, online and/or integrated into interactive online applications. It is important



that equine trail maps and information are presented in a range of formats to cater for all levels of technological ability. It is also important that outdated equine trail information is removed from circulation.

Shire Officers support this action being progressed. Should the recommendation be supported by Council, further engagement will occur with the Equine Advisory Group to determine a priority order for horse trail signage plans to be developed. Work to develop plans for sign type and location per bridle trail can be completed with in-house resources, however the broader design and branding strategy is recommended to be completed via the engagement of a Design Agency, as occurred with the Jarrahdale Trails Town branding to ensure consistency of style across all Shire Equine Reserves and trails. This is to be submitted for Council consideration as part of the 2024/2025 budget setting process.

Following the completion of signage plans, Shire Officers will explore external grant opportunities or allowances within existing signage renewal budgets to deliver signage improvements and upgrades to horse trail signage in the Shire.

2. *Run an awareness campaign to educate people on how horses and other vehicles can safely interact on trails and roads.*

Shire Officers developed an Equine Road Safety Awareness Campaign in 2023, to educate people on how horses and other road users can safely interact on roads and trails. The Equine Road Safety Awareness Campaign was targeted at all Shire residents, horse riders, cyclists, walkers, and commuters and commenced in March 2023 and concluded with Road Safety week for additional impact and relevance. Road Safety Week ran from 15 May to 22 May, 2023, and highlighted the impact of accidents on roads and educated on ways to reduce them.

The campaign consisted of 4 x short videos, posters and postcards which were distributed in key areas around the Shire, newspaper advertisement, EDM graphic, LCD screen graphic, Shire Officers email signature banner and social media campaign (Facebook and Instagram). A small number of wheelie bin stickers were distributed as a more lasting reminder of the campaign.

In May to June 2024, the full campaign from 2023 will be re-run. Shire Officers have submitted a road safety grant seeking funding from the Road Safety Commission for an additional radio campaign and purchase of additional wheelie bin stickers to enhance the campaign for 2024. The outcome of this is not yet known.

The Equine Advisory Group determined this to be an ongoing priority, as the Shire is growing rapidly bringing urban dwellers into the more rural areas of the Shire who may not be aware of the rules on the road regarding equine use. There was a serious equine accident in the Shire in late 2023, causing injury to 2 people, which has further highlighted the need for this safety campaign. The 2024 campaign is supported by the Equine Advisory Group, local WA Police, WA Horse Council, and local equine interest groups.

The Equine Advisory group would like this campaign to be an ongoing annual feature that the Shire will run on behalf of the equine community.



## Options

### Option 1

That Council:

1. RECEIVES the progress update on the status of work undertaken on the Equine Advisory Group Priorities, as contained at **attachment 2**, and NOTES the priorities that are recommended to remain ongoing for the current Equine Advisory Group.
2. REQUESTS the Chief Executive Officer progress the recommendations from the February 2024 Equine Advisory Group meeting, being:
  - a) Progress strategy C1 of the Shire's Equine Trails Masterplan (Implementation Plan) via the development of an Equine Signage and Wayfinding Branding Guide.
  - b) Continue to deliver road safety initiatives aimed at educating people on how horses and other vehicles can safely interact on trails and roads.
3. NOTES a business case for the development of an Equine Signage and Wayfinding Branding Guide will be presented as part of the 2024/25 budget setting process for Council consideration.

### Option 2

That Council:

1. RECEIVES the progress update on the status of work undertaken on the Equine Advisory Group Priorities, as contained at **attachment 2** and NOTES the priorities that are recommended to remain ongoing for the current Equine Advisory Group.
2. NOTES the recommendations from the February 2024 Equine Advisory Group meeting but DOES NOT SUPPORT these being progressed at this time.
3. REQUESTS the Chief Executive Officer advise the Equine Advisory Group that a reconsideration of priorities is to occur.

Option 1 is recommended.

## Conclusion

Over the past 3 years, Shire Officers have worked collaboratively with the Equine Advisory Group, local equine clubs, equine businesses and external government agencies, to further enhance and support the Serpentine Jarrahdale equine industry and community.

An update on the Equine Priorities document is provided to Council as **attachment 2** to this report, with many priorities to remain ongoing with the current Equine Advisory Group.

A recommendation by the Equine Advisory Group is presented to Council for its consideration, being:

- a) Progress strategy C1 of the Shire's Equine Trails Masterplan (Implementation Plan)
- b) Continue to deliver road safety initiatives aimed at educating people on how horses and other vehicles can safely interact on trails and roads.

## Attachments (available under separate cover)

- **10.4.1 - attachment 1** – Equine Advisory Group Minutes – 15 February 2024 (E24/2216)



- **10.4.1 - attachment 2** – Equine Advisory Group Priorities Update – February 2024 (E24/4278)
- **10.4.1 - attachment 3** – Strategy C1, Equine Trails Master Plan Extract (E23/7679)

**Alignment with our Council Plan 2023-2033**

<b>Connected</b>
3. Empower the community to engage with the Shire and collaborate on matters that are important to them.

**Financial Implications**

Budget allocations to progress the identified Equine priorities will be submitted as part of the 2024/2025 Budget setting process for Council's consideration.

**Risk Implications**

Risk has been assessed on the Officer Options:

Officer Option	Risk Description	Controls	Principal Consequence Category	Risk Assessment			Risk Mitigation Strategies (to further lower the risk rating if required)
				Likelihood	Consequence	Risk Rating	
1	Development of horse trail plans for other horse trails in the Shire may set expectations within the equine community that they will be delivered by the Shire, which may not be the case if funding cannot be secured for the implementation of the signage plans moving forward.	Installation of signage to remain subject to annual budget processes and scheduled renewal allocations for the appropriate reserves	Reputation	Possible	Minor	MODERATE	Further engagement with Equine Advisory Group
2	Not supporting the recommendation from the Equine Advisory Group could result in the Group and/or individual members	Recommendation from the Equine Advisory Group aligns with Council's endorsed Equine	Strategic Stakeholder Relationships	Unlikely	Minor	LOW	Explain basis for decision.



Continued

# Ordinary Council Meeting – 15 April 2024 – 10.4.1 – Equine Advisory Group - Equine Priorities Update and Recommendations (SJ4426) - AMENDED

	feeling that their feedback or input is not valued by Council	Priorities list and Equine Trails Master Plan					
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**Voting Requirements:** Simple Majority

### Officer Recommendation

#### That Council:

1. **RECEIVES** the progress update on the status of work undertaken on the Equine Advisory Group Priorities, as contained at attachment 2, and **NOTES** the priorities that are recommended to remain ongoing for the current Equine Advisory Group.
2. **REQUESTS** the Chief Executive Officer progress the recommendations from the February 2024 Equine Advisory Group meeting, being:
  - a) **Progress strategy C1 of the Shire’s Equine Trails Masterplan (Implementation Plan) via the development of an Equine Signage and Wayfinding Branding Guide.**
  - b) **Continue to deliver road safety initiatives aimed at educating people on how horses and other vehicles can safely interact on trails and roads.**
3. **NOTES** a business case for the development of an Equine Signage and Wayfinding Branding Guide will be presented as part of the 2024/25 budget setting process for Council consideration.