

08 Implementation Plan

STRATEGIC OUTCOME C: Information, Promotion & Marketing

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 (refer 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 The existing information relating to equine trails across the Shire is generally inconsistent, outdated, limited and unreliable.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 It is also important that outdated equine trail information is removed from circulation.

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ACTIONS

Table 39: Signage, Maps and Supporting Information Actions

ACTION		TIMEFRAME	COST	PARTNER
C1.1	Revision and Expansion of Maps: Review and expand on the maps available on Trails WA and the Shire webpage to ensure that all equine trails are promoted with clear distinction of their alignment, trail grade/difficulty and other features.	Immediate	Low	Shire of SJ Trails WA
C1.2	Central Online Platform: Support Trails WA to become the central platform with publicly available, high quality and reliable bridle trail information, including maps (potentially interactive) and trail manager access to manage and update trail related information.	Short	Low	Shire of SJ Trails WA
C1.3	Quick Response (QR) Codes: Utilise QR Codes on signage, maps, and other marketing material to provide links with further information relating to the equine trails network, for users to download on their personal device.	Medium	Low	Shire of SJ
C1.4	Signage and Infrastructure Guide: Ensure that the Shire's current and future equine trail signage and infrastructure (including maintenance) adheres to the Shire's Signage Standards and Brand Style Guide.	Ongoing	Low	Shire of SJ
C1.5	Revision and Updates: Ensure that sufficient resources are budgeted for periodic reviews and updates of on-ground signage, maps, and information (online and printed).	Ongoing	Low	Shire of SJ