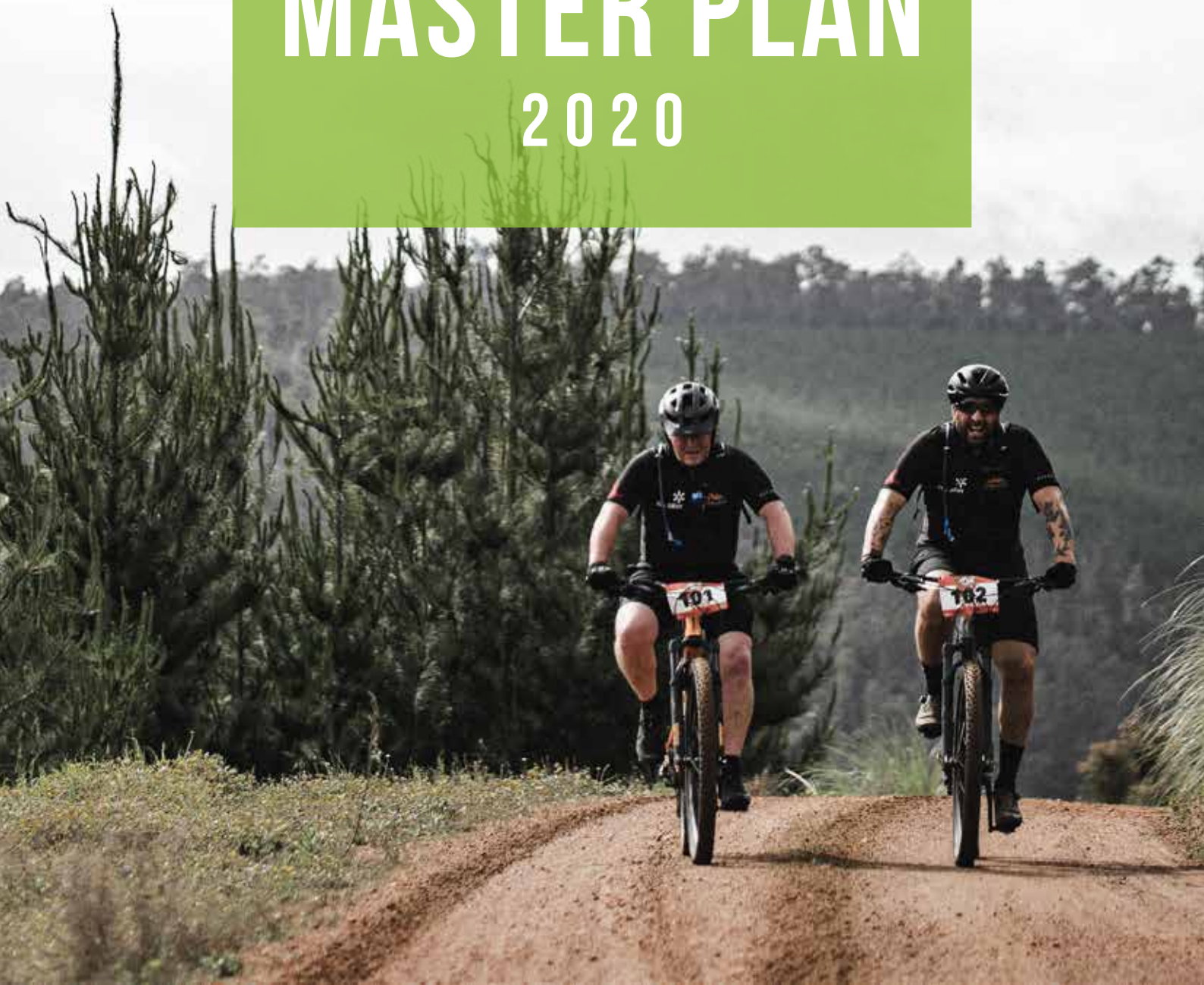


NANNUP CYCLE MASTER PLAN 2020



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Prepared by Common Ground Trails Pty Ltd for the Shire of Nannup June 2020.

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Acknowledgments:

Common Ground Trails wishes to acknowledge the significant contributions of the Project Steering Committee including representatives from the Shire of Nannup, the Department of Biodiversity, Conservation and Attractions, the Department of Local Government, Sport and Cultural Industries, Forest Products Commission and Nannup Mountain Bike Club.

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

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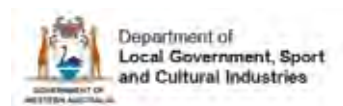
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Department of Biodiversity,
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EXECUTIVE SUMMARY

Cycling is one of the world's fastest growing recreational and tourism activities and communities that support cycling can enjoy a range of economic social and environmental benefits. Cycling as an industry has the potential to transform regions, as witnessed in Derby and Maydena in Tasmania and the Seven Stanes in Scotland. International attention has been brought to cycling trails in these locations, supporting local employment opportunities for residents. Nannup is extremely well positioned to capitalise on this growth activity and the benefits it brings.

Nannup has 87% state forest within the Shire and is classified as a biodiversity hotspot with endemic vegetation and fauna. There are magnificent stands of karri, marri and jarrah forests surrounded by steep valleys and hills, there are swamp and peat pockets featuring tea-tree and boronia. These hilly landscapes provide unique points of difference for cycling, which has rapidly gained popularity within the region. The Blackwood River traverses the length of the Shire and provides trail opportunities that few regions within Western Australia can realise. There are hundreds of varieties of orchids which flower in spring to autumn. All of this culminates in potential for a diverse trails experience which is valued by residents and shared with visitors to the region.

Nannup is renowned for the iconic events that are developed by not for profit organisations and businesses. Events provide major economic stimulus for local businesses and immerse the community in cultural and arts practises that small regional towns rarely have access to. Events provide a portal for regional promotion that trails can support.

There are several trails plans which have recently been developed in WA including the Western Australian Mountain Bike Strategy, Department of Transport 2050 Cycling Strategic Plans and WestCycle's 'Our Bike Path 2014 - 2020'. Nannup features in each of these plans as a prioritised trail hub of regional significance.

The Master Plan has been developed in partnership with key land managers, community groups and tourism agencies. Recommendations were developed by assessing the existing supply of trails and infrastructure, events, tourism and commercial products, governance, management and promotion of trail opportunities in the region. Recommendations provided will work towards developing an innovative, high quality and cohesive network of trails, which offer varied experiences, and caters for progression and diverse styles of riding while maintaining local character. Incorporating trails for road, mountain bikes, cross country, downhill, gravity and enduro cyclists positions Nannup as a formidable "cycling central" destination promoting the "united tribes of cycling" to the world.

The vision for cycling in the Nannup region is:

The Nannup region will be recognised as a premier destination for cycling, hosting captivating experiences for road cyclists, gravel cyclists, mountain bikers and recreational cyclists.

Investment in cycle tourism trail infrastructure, supporting businesses and tourism product and improved visitor information and marketing will firmly establish Nannup as a Trail Town.

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

Priority Area 1. Invest in the Munda Biddi as a backbone

Firmly establish Nannup as a destination along the internationally renowned Munda Biddi Trail, through investment in improving the trail experience locally. Use the trail as a backbone which provides connection and a starting point from which other experiences and trails emerge from.

The Munda Biddi is an internationally recognised long trail attracting multiday bike packers and riders completing sections. Promoting Nannup as the half way service point will firmly establish Nannup as a destination for users of the trail. Key to establishing Nannup as a renowned destination along the Munda Biddi is ensuring the trail experience is high quality. It is recommended that the trail be realigned off of East Nannup Road to improve both rider experience and safety. Using the proposed town link trail from town to Tank 7&8, it is proposed that investigations be undertaken looking at alignment of the Munda Biddi through Plantation and State Forest to link from Tank 7&8 through to Donnelly River Village. Where possible new trail development should use the Munda Biddi Trail as a spine connecting the development back to Nannup.

Priority Area 2. Create an iconic trail experience

Develop the Trees to Sea Trail as an iconic cycling experience showcasing the terrain and scenic quality of the region

The Trees to Sea trail connecting Nannup to Margaret River, the Wadandi Track and the coast has potential to be developed as an iconic trail experience. Formalising a 130km off road adventure route from the coast at Margaret River to Nannup, Bridgetown and Boyup Brook will offer a marketable 'hero' experience within the Region. This trail has the potential to be a renowned iconic experience capturing the growing market of leisure riders seeking trails which connect them with unique landscapes in a curated experience. Connecting to the coast, the trail will take riders through a range of landscapes and enable connections within the South West, through connection to another key trail in the region; the Wadandi Track. A direct link to Margaret River will also enable Nannup to tap into the established and growing cycle tourism markets in the Margaret River Region.

Priority Area 3. Infill immersive experiences

Create a series of infill experiences connecting key destinations, attractions and experiences. Ensure quality trail user experiences, which will deliver social, economic and tourism benefits to the community.

Proposed immersive experiences will cater for a range of cycling types, showcasing the best of what the Nannup region has to offer in terms of terrain and scenic quality and fill the identified gaps in the existing trail offer. Trails proposed and recommended upgrades to existing trails will provide key connections and recreation experiences for local communities and provide the unique experiences that visitors are seeking. The priority infill trail experiences identified include:

- Tank 7&8 MTB (mountain bike) trail network
- Donnelly Trail Hub MTB and gravel cycling
- Road cycling routes
- Gravel cycling routes
- Adventure trail MTB connection between Tank 7&8 and Donnelly Trail Hub
- Tank 1 and Tank 5 MTB network development
- Ellis Creek State Forest MTB trail network
- Ruabon – Tutunup Rail Trail

Priority Area 4. Create a vibrant Trail Town

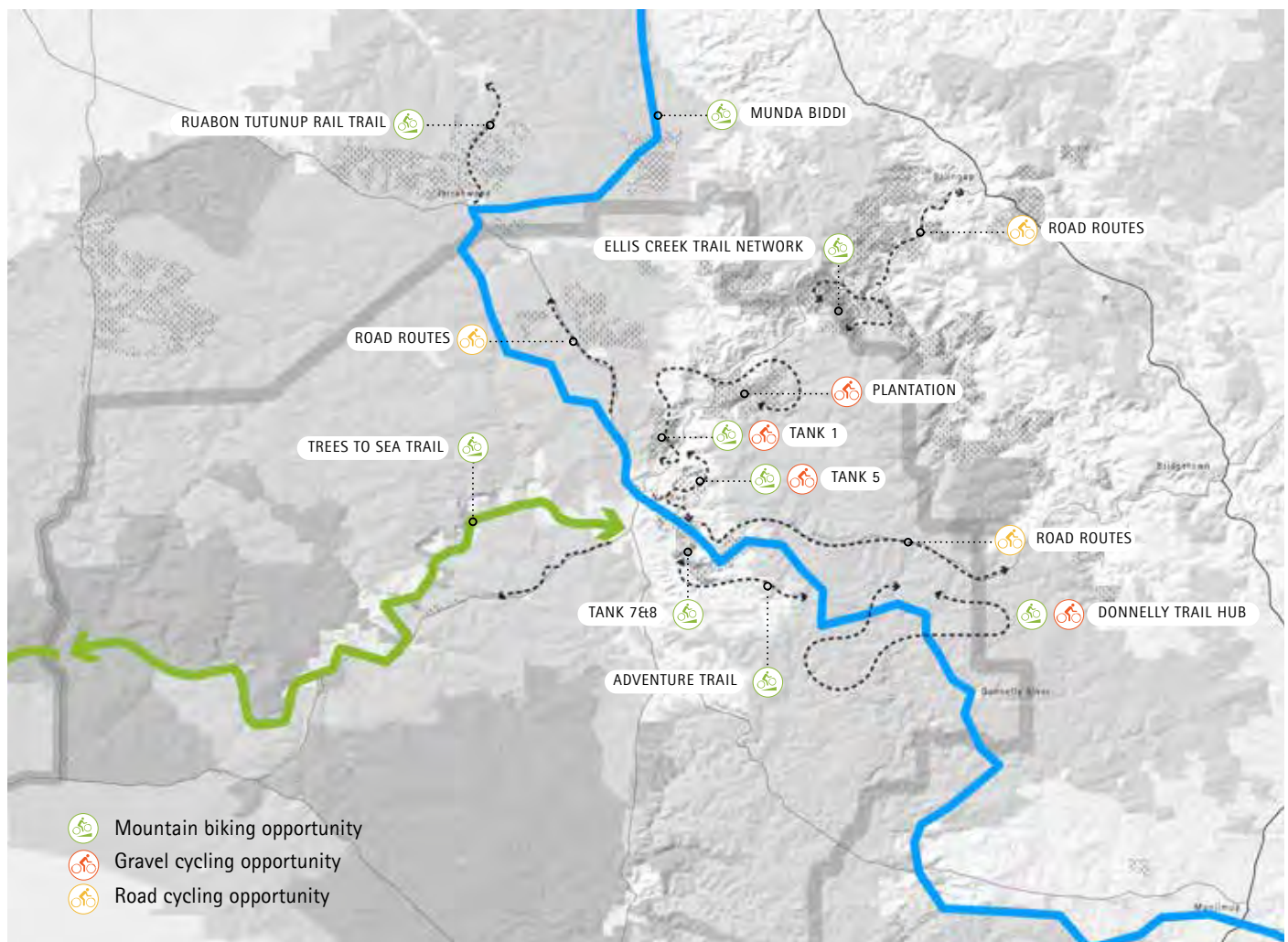
Firmly establish Nannup as a Trail Town offering infrastructure, services, community and culture that generates excitement in the riding community and entices repeat visits.

Delivering captivating trail experiences should be a focus for development in the coming years. Secondary to trail development will be ensuring Nannup townsite evolves into a vibrant trail town, with events, facilities and services that cater for cyclists. Marketing and promotion of the experience on offer needs to be appropriate to the level of development and to the intended markets. A comprehensive and cohesive strategy looking at how the diversity of experience can be packaged and marketed is needed to entice longer stays and repeat visits.

Priority Area 5. Create enviable governance

Optimise governance and management structures across trail land owners, stakeholder groups and regional partners to ensure the Nannup region is positioned as a trails destination.

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



INTRODUCTION

INTRODUCTION

PROJECT BACKGROUND

Australia's South West is a destination synonymous with diverse landscapes of significant beauty. It's a place where world-class wineries, spectacular coastline and the solitude of ancient forests come together to form a unique region. The South West is renowned for its natural landscapes and the range of outdoor activities which allow people to immerse themselves in these landscapes. Cycling is one such activity which is growing in popularity and is capable of providing tremendous economic, tourism, environmental, health, social and community benefits.

The South West region of Western Australia has seen unprecedented growth in cycle participation over the past few years, driven by the world-wide explosion in cycling (particularly mountain biking) and a number of iconic regional events. Whilst many love to ride in their own backyard there has been increasing appeal in travelling for cycling, and a want to enjoy new destinations and riding experiences with friends.

As cycling participation has increased so too has the demand on cycle trails, destinations and experiences. Much growth to date has taken place informally and passionate local communities have formed and developed trail networks to alleviate short-term demand. However the true potential of the activity is not being met and informal trails are being developed, meaning landowners and land managers are struggling to find the resources necessary to deal appropriately with this unprecedented growth. For the purposes of this document trails refers to both on-road and off-road cycling routes/pathways, unless otherwise noted.

With its rolling landscapes, scenic road trails, expanses of state forest and timber plantations, close proximity to major regional populations and half way point on the Munda Biddi Trail, Nannup has become increasingly popular as a cycling destination. The growth of cycle events have also placed a spotlight on Nannup and the surrounding area, both as a road-based and gravel cycling destination.

The key objective for this project is to ensure sustainable development of trails and cycling in the region. The master plan will be an important tool for land owners, will help provide management guidance for sensitive landscapes and will inform the Shire of Nannup's Community Strategic Plan and proposed Trails Town Master Plan.

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

PARTNERS

The lead agency is the Shire of Nannup, in partnership with the Department of Biodiversity, Conservation and Attractions (DBCA), the Department of Local Government, Sport and Cultural Industries (DLGSC) Forest Products Commission (FPC), Water Corporation and the Nannup Mountain Bike Club (NMBC). These stakeholders established a steering committee to set the project objectives and vision to oversee the project.

OBJECTIVES

The key outcomes of the Nannup Cycle Master Plan include:

- To inform establishment of Nannup as a Trails Town
- To inform the Nannup Community Strategic Plan
- Prioritise and inform future trails planning and construction in the Shire of Nannup
- Provide supporting documentation for funding applications for trails, detailed design and construction projects
- Outline trails infrastructure requirements to be located at the Nannup town trailhead and on trails

WA STRATEGIC TRAILS BLUEPRINT



STATE-WIDE ACTIVITY BASED TRAIL STRATEGIES



REGIONAL TRAILS MASTER PLANS

Nannup
Cycle
Master Plan



LOCALISED TRAILS PLANS

Figure 1. State-wide trails planning structure

PROJECT AREA

PROJECT AREA

Nannup is a town and shire located in the south west corner of Western Australia, approximately 280 kilometres south of Perth. Located on the Blackwood River, the area extends from the heart of the Forests and Valleys tourism region to the Southern Ocean on the south coast. Bounded by rolling hills, scenic tourist drives, remote coastal stretches and the River (which cuts a path east to west through the Shire); the region has the potential to provide a number of unique riding locations and experiences. The Shire is located in the DBCA South West and Warren regions (Blackwood and Donnelly Districts).

Primary industry in the Shire is dominated by agriculture, forestry and fishing, accommodation and food service, and manufacturing; with the main employment drivers being cattle farming (beef) (6.8%), accommodation (5.6%) and local government (4.5%).¹ The Shire has a land area of 2,953 square kilometres, about 85% of which is covered in hardwood jarrah, karri and marri forests, while the southern coastline is mostly within the D'Entrecasteaux National Park. The Blackwood River is a dominant feature of the area, passing through the town and providing scenic vistas meandering alongside many of the scenic drives. In addition, the Munda Biddi Trail passes through town while the Bibbulmun Track passes approximately 12 kilometres to the east.

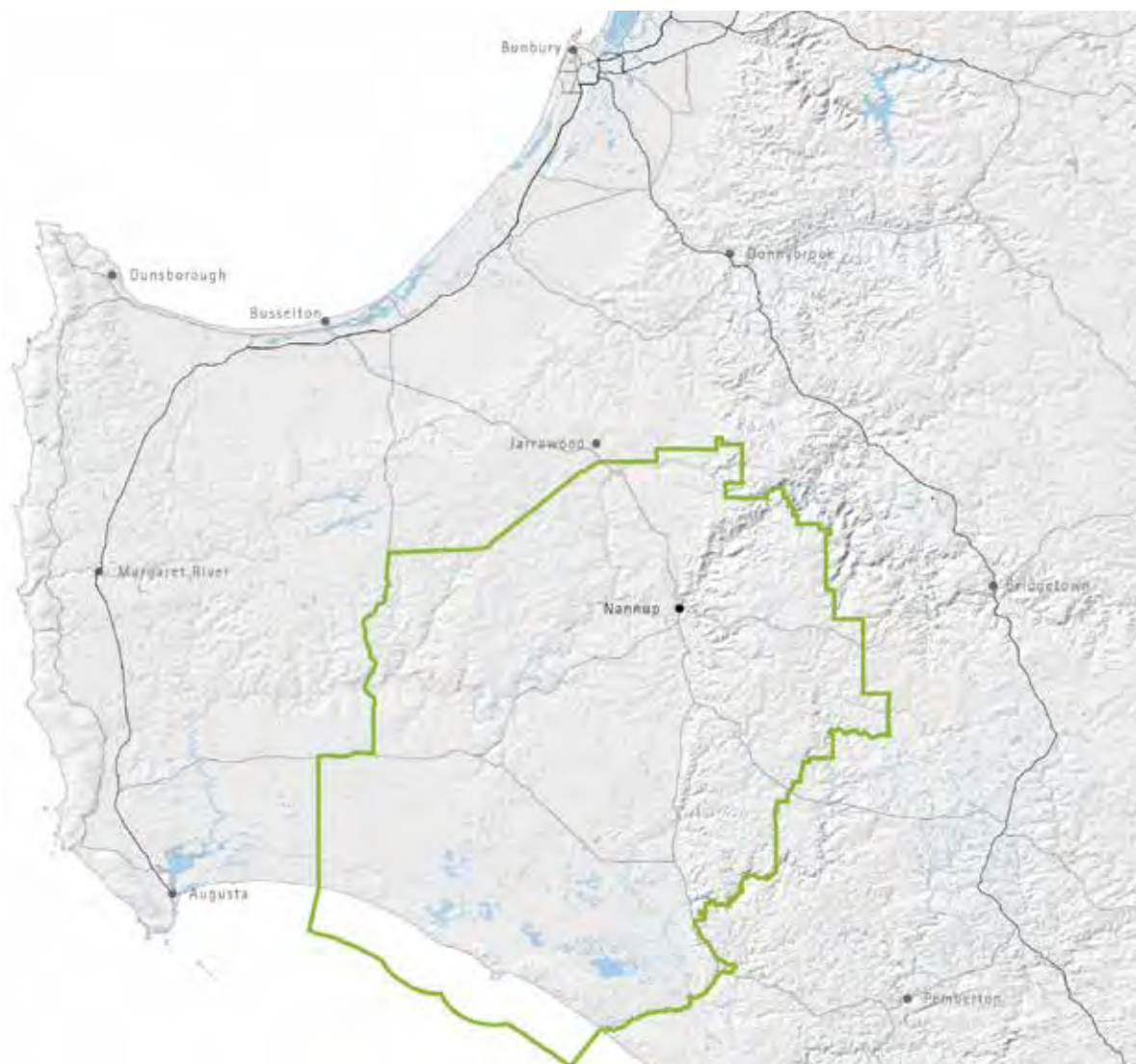


Figure 2. Project area

LANDSCAPE CHARACTER

Landscape character forms a critical part of the trail user experience. Nannup is located on the Darling Plateau which is characterised by a rolling landscape dissected by major river valleys and studded with rough granitic outcrops. Extensive areas of tall dense forest dominated by jarrah, marri and the towering karri trees offer framed and enclosed views. The Blackwood River Valley and the river itself are dominant features of the region providing scenic vistas, varied terrain and a sinuous connection through the region.

The township of Nannup is the main settlement with smaller settlements scattered throughout the region. Nannup townsite is a charming timber town located on the banks of the Blackwood River with immediate access to a variety of terrain and opportunities. A moderate temperate climate offers enchanting misty mornings in winter, refreshingly cool summer nights, a blaze of colour through the deciduous trees in autumn, and bursts of pinks, purples and yellows in spring. Distinguishing landscape features within the Nannup region which have potential to provide iconic trail experiences are outlined in figure 3.

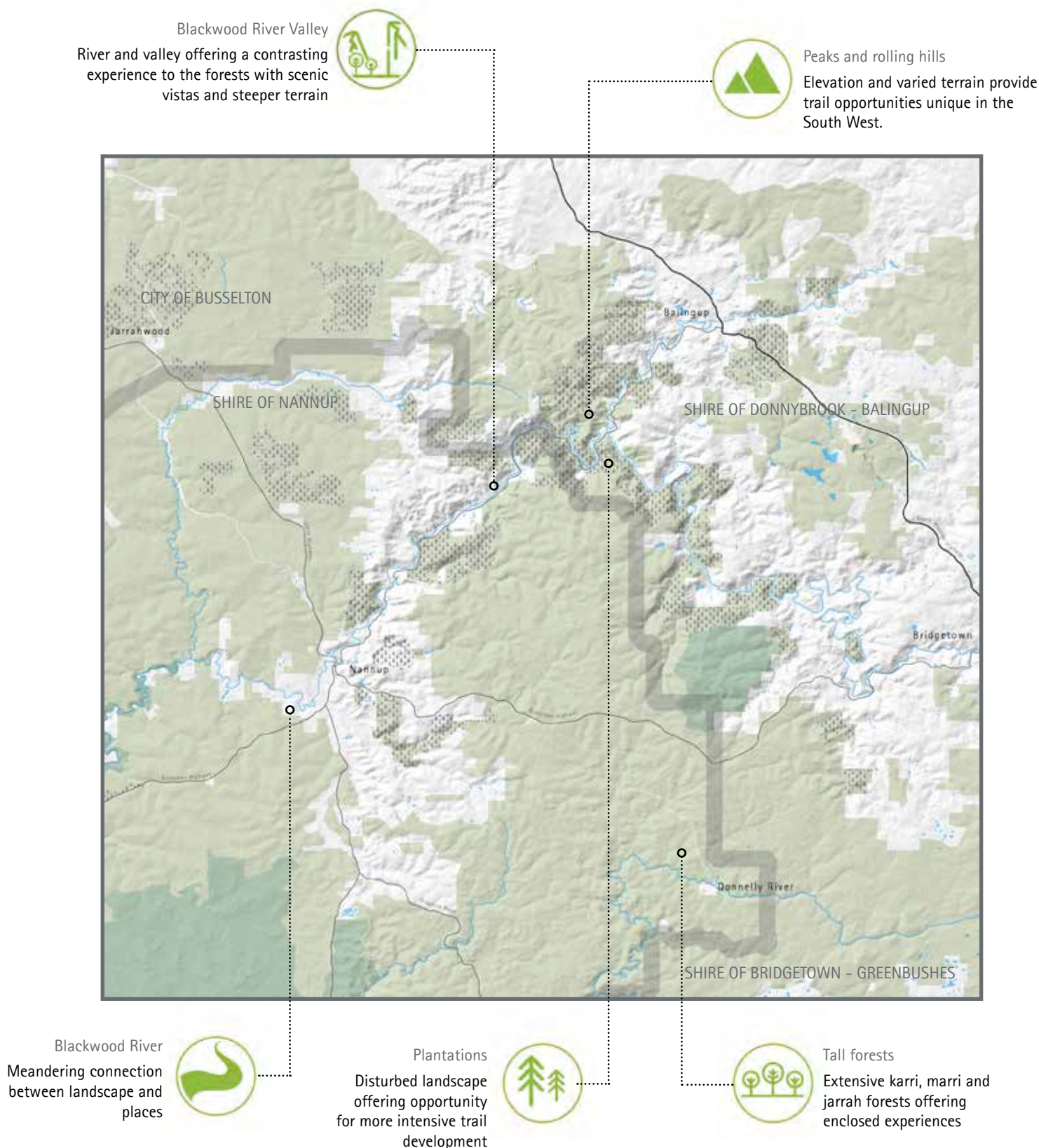


Figure 3. Project area landscape characteristics

CONSTRAINTS

Identified constraints in the area include;

- Conflicting land uses and zoning
- Environmental constraints, such as disease risk areas, the presence of threatened species or ecological communities, topography and hydrography
- Aboriginal and non-Aboriginal heritage registered sites and sites of known significance
- Tenure constraints, where potential trails traverse differing tenure types (water catchment areas)
- Conflicts between trail users
- Unsanctioned trails

ENVIRONMENTAL CONSIDERATIONS

Nannup has 87% state forest within the Shire and is classified as a bio-diversity hotspot with endemic vegetation. This creates an amazing vista throughout the landscape and is a vegetation type rarely seen in other locations. The landscape changes depending on the soil type, with persistent species including jarrah, marri, karri, sheoak, banksia and xanthorea.

In the valleys there are swamp and peat pockets featuring tea-tree and boronia. There are hundreds of varieties of orchids which flower in spring to autumn. All of this culminates in a trails experience which is valued by residents and shared with visitors to the region.

Nannup sits within the south western WA biodiversity hotspot, one of only 35 around the world. The hotspot contains an estimated 5,700 species of vascular plants, of which around 79% are endemic. The geological stability of south western WA has led to deeply weathered, infertile soils that have contributed to the amazing diversity of flora species (and fauna species) that have evolved to survive in difficult and unique conditions, in relative isolation from the rest of Australia.

Mountain biking and road cycling are inherently nature-based activities and although there is less impact on the natural environment when sealed road routes are used, protection of environmental values is essential for delivering enjoyable trail experiences across both disciplines. By applying sustainable planning, design and construction principles, trails can protect these values, by:

- Avoiding sensitive ecosystems
- Keeping users on designated and appropriate trails
- Reducing fire management risk (i.e. knowing where riders will be)
- Applying standard trail widths, minimising the disturbance footprint and associated effects
- Rehabilitating unsanctioned trails
- Creating stewards for the environment through facilitating a sense of community ownership of the trails
- Creating passive surveillance

ABORIGINAL CULTURE, HERITAGE AND NATIVE TITLE

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

UNSANCTIONED TRAILS

There are currently significant amounts of trail in the region that are unsanctioned or informal. These comprise fire management access tracks and informal user-created trails. These trails have not been formally planned or designed nor has their construction necessarily been in accordance with best practice. In preparation of this master plan none of the unsanctioned trails have been formally assessed for their sustainability or suitability for use. Whilst it can be argued that the continued construction and use of unsanctioned trails is reflective of the demand in the community, it must be acknowledged that the continued construction and use of unsanctioned trails may lead to further degradation and in some cases irreversible impacts on environmental and heritage values.

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

- They can have an adverse effect on the site due to lack of planning and/or poor construction or maintenance. Where unsanctioned trails breach environmental legislation, for example through damage to sensitive habitats or designated wildlife and archaeological/cultural sites, they may constitute criminal offences for which the land managers may be held liable.
- They can breach planning legislation, leading to enforcement action
- They can cause disruption to routine land management practices such as forestry
- They can lead to conflict between user groups
- They can pose risks to those building or using unsanctioned trails and features if they are not properly designed, constructed and maintained

There are a few options for managing unsanctioned trails. In all instances clear, transparent and effective communication between the land manager and unsanctioned trail builder/s is required to ensure effective implementation. At one end of the scale the land manager might choose to close the trail and remove any unsafe features, at the other end there may be opportunities for trail user groups/clubs to have full responsibility for trail design, building and maintenance. Some models for management are outlined below:

- Removal of unsanctioned trails – The land manager is entitled to remove unsanctioned trails
- Adoption of trails by land manager – This approach may be appropriate where the land manager is prepared to take full responsibility for the trail. This is unlikely unless the trail could be incorporated into a planned trail, and only when appropriate checks and approvals have been completed.
- Volunteering agreements – An agreement is developed following discussion between a land manager and trail user group/club about options for volunteer maintenance of trails. The agreement needs to be clear on where responsibilities lie and trails may need to be improved to meet standards for classification.
- Agreements with formal user groups/clubs – A land manager enters into an agreement with a formal trail user group/club that has a governance structure, training provision and insurance for trail work. The agreement could take a variety of forms depending on the aims and objectives of both parties and could include responsibilities for building trails, risk assessments, trail inspections, repair and decommissioning. The agreement should also set out points of contact and set out processes for any joint decision making.

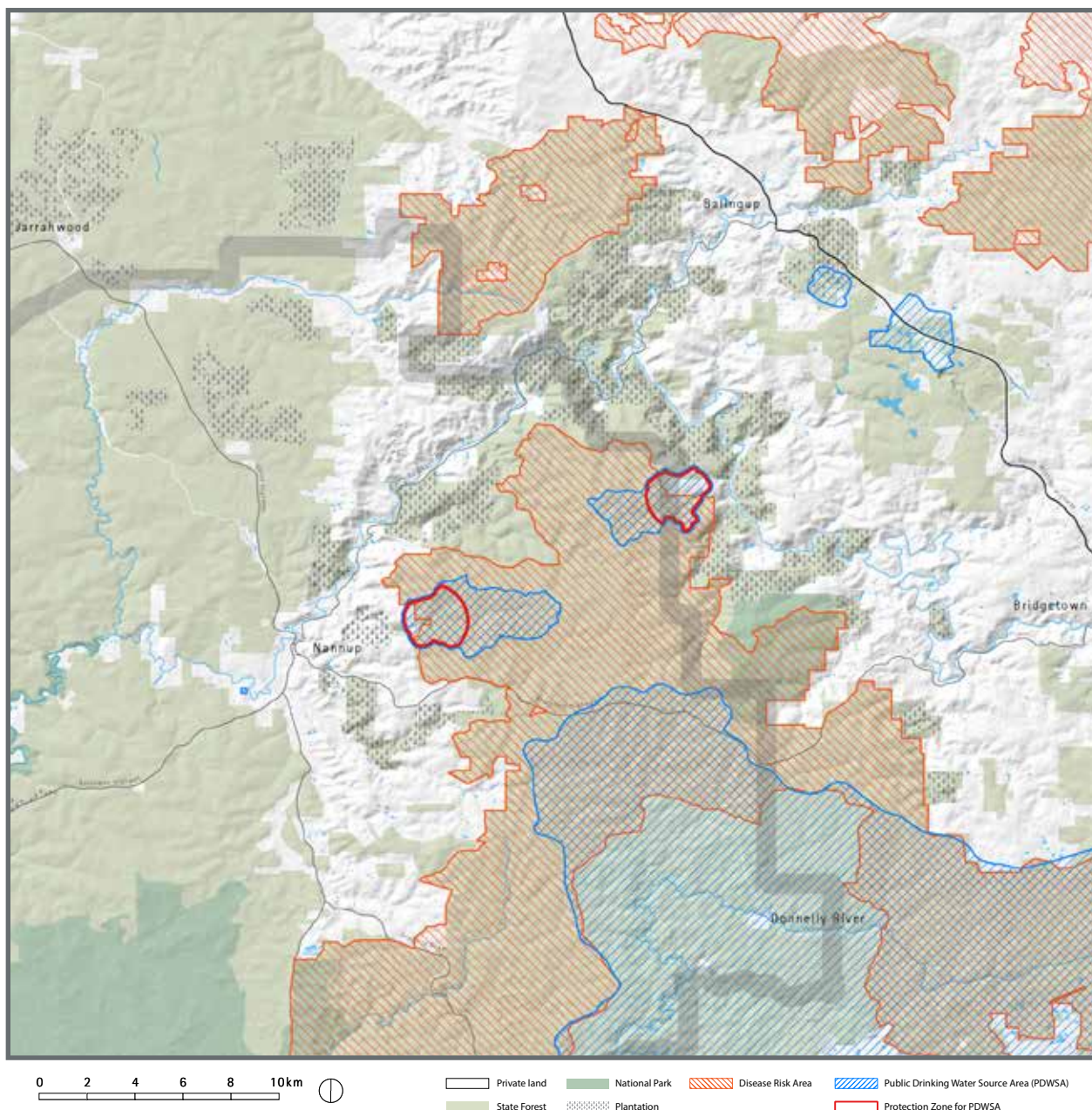


Figure 4. Project area constraints

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

Operational Policy 13 (2019) implements the Government's response to the 2010 parliamentary committee report on recreation in public drinking water source areas. It is aimed at ensuring recreation in PDWSAs is conducted in ways which maximise water quality to protect public health. It identifies that:

- Existing approved recreation (i.e. events and facilities) should be maintained at September 2012 approved levels. New or enhanced recreation (i.e. events and facilities) needs to be located outside proclaimed PDWSAs
- Individuals undertaking passive land based recreation activities (not part of organised events) in PDWSAs (such as trail based activities) are:
 - Not supported in Reservoir Protection Zones (RPZ) – public access in RPZ is prohibited except along public roads
 - Supported in PDWSA outer catchments, subject to recreation compatibility requirements noting that recreation cannot exceed 2012 approved levels and new or enhanced recreation needs to be located outside proclaimed PDWSAs
 - Supported in the wellhead protection zones and outer catchments of groundwater source areas

As outlined in figure 4 PDWSA occurs over much of the study area and will present a major constraint in these areas, with new trail development subject to the assessment process for new recreation detailed in Operational Policy 13, 2019.

DISEASE RISK

Disease caused by *Phytophthora* species, a soil borne fungal pathogen, is wreaking havoc on susceptible native flora species in the south west of WA, particularly the introduced *Phytophthora cinnamomi*. In an effort to contain it's spread, it is essential to follow strict hygiene protocols and avoid moving between infested and uninfested areas. While detailed disease surveys would need to be undertaken for any trail development, current known extent has been taken into account when recommending locations for development.

TENURE

Nannup has a moderate existing trail network comprised mainly of informal trails built through the town's surrounding pine plantations and touring routes on the extensive regional road networks. The mountain bike trails are predominantly on land managed by the Forest Products Commission under state government. As plantations are regularly cleared and logged it is desirable to diversify the land tenures used for mountain biking. Road cycling routes are predominantly on the area's shire managed road networks with the exception of Vasse Highway which is managed by Main Roads. Whilst incredibly scenic, roads in the region are often dangerous due to visibility inhibited by blind corners, little to no verge for pull off and limited overtaking areas for passing cars. These routes are very popular due to the low number of vehicles on these routes but consideration needs to be given to growing popularity.

The South West's existing trails, while limited, are predominantly provided on DBCA managed estate. As identified in the WA Mountain Bike Strategy, it is desirable to diversify the land tenures used for mountain biking to ensure their long term sustainability.

Across the project area there are a variety of land tenures², each with their own requirements with regards to trail development. These tenures include;

- Crown land
- Unallocated crown land
- Reserves
- Conservation reserves (nature reserves, national parks and conservation parks)
- Regional parks
- State forests and timber reserves
- Freehold land

Department of Biodiversity Conservation and Attractions

Management plans are a legislative requirement for the DBCA's management of reserves. In the Shire of Nannup there are two Parks and Wildlife Service districts; The Blackwood region which covers the western and northern area of the shire and Donnelly, which covers the south and east region. The Shannon Park and D'Entrecasteaux National Park Management Plan 1987-1997 incorporates the Donnelly district of the shire. There are no management plans for the Blackwood district. The Shannon Park and D'Entrecasteaux National Park Management Plan outlines that:

- There is increased pressure on the parks in terms of recreational use. Water craft have now been banned at Lake Jasper due to the environmental impacts on the water course and the high cultural value of the artifacts at the bottom of the lake potentially being damaged.
- As visitation to the South West increases there is increased pressure to retain the parks as remote and pristine environments for future generations to appreciate.
- There is a need to identify further opportunities for walk trails and built accommodation to meet the demand for a range of recreational opportunities within the park. There is also a need to upgrade/rehabilitate many of the existing camping areas. This is particularly evident at the mouth of the Donnelly River and Lake Jasper.

DBCA together with DLGSC have released a Trails Development Series which provides guidelines for development and management of trails in WA. The aspiration is that this document be adopted by all land managers. As some of the proposed trail developments are on DBCA tenure it is recommended that the Local Government liaise with DBCA to understand current recreation planning for DBCA land in the Nannup Shire.

Forest Products Commission

The Forest Products Commission (FPC) is responsible for managing the harvesting, re-growing and sale of timber according to the requirements of the Forest Management Plan (FMP)³. The FMP is developed in partnership with the Conversation Commission of WA and DBCA. The Plan addresses the management of the socio-economic benefits flowing from the use of the plan area, including recreation and tourism. In particular it addresses the sustainable access of plantation areas for recreation purposes. As part of this plan there are specific allowances for travel routes which provide linkages between formal and informal reserves, including the Munda Biddi Trail and Bibbulmun Track, with the objective that the amenity and integrity of the trail be maintained as much as practicable.

FPC support the Cycle Master Plan in principle, noting that in FPC managed land forestry is the priority. Cycling routes and trail development will need to be planned with consideration of harvesting schedules.

Main Roads WA

Cycle promotion is endorsed at a local, state and federal level through government policy, legislation and strategy. Main Roads WA (MRWA) is responsible for the construction, care and maintenance of traffic signals and line marking for all roads. The retrofit of cycling facilities to MRWA controlled roads should be seen as a priority on identified cycling routes in the Shire of Nannup. This would require negotiation with MRWA by the Local Government.

Local Government

The Shire of Nannup manages recreation sites and trails as part of their day to day operations. Trails development is a key strategic priority for Council and this is achieved through partnerships with community or private developers. An Memorandum of Understanding (MOU) is developed that outlines the roles and responsibilities of each party during the planning and construction stage. A separate MOU is then developed for ongoing maintenance and management once the trail or recreation site is developed. At the conclusion of the MOU period a review is undertaken by both parties.

Freehold

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



Nannup Historical Society Credit: Sean Blackmore

DEMOGRAPHICS

The 2016 Census Data⁴ revealed there is a small resident population of 1,328 with the town of Nannup being the main settlement in the Shire, and five smaller outlying settlements. On the night of census only 540 residents were at home, indicating that there are a high number of absentee property owners. The Shire of Nannup estimates that 50% of rates notices are sent out of the region. From 2011 to 2016 the region grew by 5.2% indicating a fairly stable resident population. This is below the Western Australian growth of 11% but above the national growth of 1.6%.

There is a relatively even split between female (48.3%) and male (51.7%) residents. The Shire of Nannup has a high average age of 53, compared to WA (36) and Australia (38) indicating the region's lifestyle attraction and propensity of youth to leave regional areas for further education and employment opportunities once they finish primary and secondary schooling.

A majority of residents earn between \$1-\$499 per week in personal weekly income (36%), with 49.3% employed full-time, 36.9% employed part-time and an unemployment rate of 6.6%, working across 115 registered businesses. Interestingly there is a high volunteer contingent in the Shire with 33.9% volunteering through an organisation or group, well above the Western Australian and national averages of 19%.

LOCAL TRAIL USERS

Trails are key attractions for international and domestic visitors looking for quality nature-based experiences. Equally important are the local users, many of whom have worked hard to drive the development of trails so others may enjoy them and without whose efforts many trails would not exist. The local trail user market includes trail users who reside in the Shire of Nannup and also spreads across neighbouring local government areas including Margaret River, Busselton and Pemberton. There is potential for sustainable growth in participation within the local trail user markets through ensuring appropriate and sufficient trails are provided and community volunteer sporting and trail care groups are encouraged and supported.

The Nannup Mountain Bike Club is active within the community, encouraging and supporting young people to learn how to ride and ensuring they have appropriate protective equipment. The Club has an MOU with Council to maintain the Pump Track and regularly hosts skills training and maintenance programs at this location, as well as partnering with the Nannup District High School and Council to deliver cycling sessions with the Nannup Police.

VISITATION AND VISITOR PROFILES

The region is predominantly a self-drive destination, though it can be reached via a daily bus service from Perth. Tourism product is dominated by the accommodation market with most experiences centred around self-exploration, the natural environment and a select number of food and wine attractions. Tourism in recent years has seen an ever-increasing growth in cycle tourists, with mountain bikers travelling to enjoy the elevation and state forest trails. Road and gravel cyclists have also seen recent growth, particularly due to the efforts of Ride WA and their event offerings.

Nannup positions itself as the 'Heart of the South West' as it is located within an hour of other South West tourism destinations such as Margaret River, Busselton, Augusta, Bridgetown and Pemberton and within close proximity of the regional centres of Bunbury and Manjimup. Door counts from the Nannup Visitor Centre indicate that tourism numbers have increased from 41,366 in 2017 to 48,689 in 2019. It is anticipated that visitation will continue to increase with new attractions opening, marketing through the Local Tourism Organisation and awareness of the area as an appealing destination.

Whilst there is limited access to detailed visitor profiles for the Shire of Nannup a review of state and regional trends can help provide context to the visitor market in Western Australia.

In year end December 2019, 24.2 million daytrips were taken within the State and 12.0 million overnight (domestic and international) visitors came to or travelled within WA. Together, these visitors spent \$11.0 billion in the State, \$5.2 billion (48%) of which was spent in regional WA.⁵

WA saw an 4.5% increase in visitation to WA for holiday purposes and the South West region from 2018-2019 has witnessed an 8.3% increase in room nights and an 8.1% increase in the number of visitors to the region, with the largest jump being in interstate visitation (up 24.9%).

The increase in regional visitation is an opportunity for Tourism WA to continue committing to regional dispersal as a key visitation objective. In particular the south west is easily accessible and highly desirable for short trips within the Perth market and provides the diversity of experiences appealing to interstate and international markets. Furthermore, the development of the Busselton Airport could provide direct access to interstate markets and packaging opportunities.

Another key driver of tourism to the region is events, with the Nannup Music Festival, Flower and Garden Festival, and Making Smoking History Forest Rally attracting a range of visitors to the area. In addition the Tour of Margaret River (TOMR) is driving cycle tourism specific visitation to the region. Ride WA, the event organisers, have now also based themselves in Nannup due to the identified opportunities of the area. Ride WA have earmarked that the scenic roads and rural hamlets of Nannup and the Blackwood River Valley will help elevate the Tour into a must do event on the Australian cycling calendar. TOMR is the only Pro-Am cycling event in WA.

In 2018 the Australia's South West tourism region had 3,370,700 overnight visitors and has the highest proportion of regional domestic visitors, with 57% travelling for holiday and leisure purposes.⁷ The majority of intrastate tourists visit the City of Busselton, while interstate and international visitors prefer the Shire of Augusta-Margaret River. The coastal areas of the South West receive approximately 65% of visitors, while inland South West receives approximately 35%.

Intrastate visitors account for 88% of the visitors to Australia's South West, and tend not to stay as long as interstate and international visitors with an average length of stay of 3.1 nights in 2012.

Interstate visitors account for 6% of the visitors to Australia's South West with a total of 160,300 visitors staying in the region at an average of 5.3 nights.

International visitors account for 6% of the visitors to Australia's South West and accounts for 18% of visitor nights. 81% of the international visitors to Australia's South West purpose of visit was for holiday.

In 2018 the top 3 leisure activities for international visitors to Australia include going to the beach (83%), sightseeing (82%), and shopping for pleasure (79%). The top international markets to Australia's South West over the last five years are the United Kingdom, Singapore, Malaysia, USA and New Zealand.

Whilst intrastate visitors predominantly stayed with friends or relatives (36%), hotels/resorts/motels was the most popular option for interstate (49%) and international (35% visitors).

THE SOUTH WEST:



Figure 5. Snapshot of visitation in the South West.

EMERGENCY RESPONSE

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

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

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

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

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


VOLUNTEER NETWORKS

As a community, Nannup relies heavily on volunteer support for many areas of operations including recreation, transportation, emergency services, event development and management. In respect to trails development and management the main organisations that would assist includes the Nannup Mountain Bike Club, the St John Ambulance and Bush Fire Brigades. The Nannup Community Resource Centre manages the Nannup Volunteers program which assists to recruit and manage volunteers.

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

- Track maintenance on Pump Track and Tank 7 & 8 once constructed in partnership with Local Government
- Skills development opportunities including workshops
- Word of mouth promotion to encourage visitors and residents to cycle
- 'Eyes on the ground' to report back to land manager any incidents of vandalism, unsanctioned track building, and trail bikes on tracks
- Promoting community ownership and positive motivations towards cycling

Volunteers play a key role in event development and management. There are extensive logistics required to stage an event, particularly ensuring risks are mitigated where possible. Events are demonstrated stimulators for economic and social benefit, providing a goal for participants to work towards in skills and fitness, whilst encouraging more people into recreational and competitive cycling. Ride WA, the Munda Biddi Foundation and the Nannup Mountain Bike Club have developed events in the region which has assisted to build the cycling community and awareness of the trail networks.



METHODOLOGY & CONSULTATION

METHODOLOGY & CONSULTATION

PROJECT METHODOLOGY

To progress the development of cycling in Nannup a steering committee with representatives from the Shire of Nannup, Forest Products Commission (FPC), Department of Biodiversity, Conservation and Attractions (DBCA), Water Corporation, and Nannup Mountain Bike Club (NMBC) was developed. The steering committee has overseen the concept plan and detailed design of the Tank 7 & 8 trails, and is overseeing development of the Nannup Cycle Master Plan.

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

PROJECT DEFINITION

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



STAKEHOLDER AND COMMUNITY CONSULTATION

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

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

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

- Steering Committee liaison
- User group consultation
- Stakeholder consultation
- User survey
- Drop in day
- Draft review period



TRAILS AUDIT AND DETAILED GAP ANALYSIS

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



CONSTRAINT DEFINITION AND OPPORTUNITY PLANNING

Identified and reviewed the region's opportunities and constraints including potential facilities, existing trails and social, cultural, environmental and physical constraints.



MASTER PLAN PREPARATION

Draft documentation, steering committee review and final documentation and distribution of Nannup Cycle Master Plan.

STAKEHOLDER CONSULTATION

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

- Warren Blackwood Alliance Councils (WBAC)
- Cape Roc
- Busselton Airport
- Forest Products Commission (FPC)
- Department Biodiversity Conservation and Attractions (DBCA)
- Ride WA
- Department Local Government Sport and Cultural Industries (DLGSC)
- Westcycle
- Nannup Mountain Bike Club (NMBC)/Peel MBC/Margaret River Off Road Cycling Association (MRORCA)
- South West Development Commission (SWDC)
- Regional Development Australia (RDA)
- Tourism WA
- Australia's South West (ASW)
- Southern Forests and Valleys Tourism Association (SFVTA)
- Munda Biddi Foundation
- Department of Transport
- Donnelly River Village
- Main Roads WA
- Road Safety Commission/RAC
- Local businesses, commercial operators/Business Initiative Group Nannup (BigN)
- Nannup District High School
- Funding bodies:
 - Lotterywest
 - RAC
 - Dept Transport
 - RDA/SWDC
 - Tallison

Following user group consultation and opportunity identification, stakeholder consultation was undertaken. The mechanisms employed included individual meetings with stakeholder representatives and a number of stakeholder forums, which were undertaken in locations where user groups were not represented by formal bodies.

The purpose of the stakeholder consultations was to inform the relevant parties of the Master Plan process and objectives, seek information on local and regional opportunities and constraints, review priority trail locations and identify potential governance structures. The stakeholder engagement group included representatives from:

- Business Initiative Group Nannup (BigN)
- Ride WA
- Community individuals who expressed interest or requested additional information/input
- Forest Products Commission
- Southern Forests and Valleys Tourism Association (Executive Officer)
- DBCA Blackwood and Donnelly
- Donnelly River Village (Board Members)
- Munda Biddi Foundation(Executive Officer)
- Forest Rally
- Private landowners

The key outcomes of discussions throughout the stakeholder consultation included;

- Trail development needs to follow a planning process using the guidelines 'Principles of Trails Development Series' which includes long term environment, social and economic sustainability considerations
- Trail development must consider forest management practices if on DBCA or FPC land tenure
- Consider sustainability and risk issues with unsanctioned trail development and potential liability issues with sanctioned development
- As a priority, develop loop trails in existing recreation sites that have infrastructure in place
- Cycling destinations have demonstrated that increased cyclists on roads reduces road conflicts, 'Share the road' signs are required to educate motorists and provides legitimacy to cycling
- Marketing and communication including a unified brand and signage needs to be consistent
- In the planning stage consider strategies and protocols for closing trails during extreme weather conditions and in emergencies
- Consider opportunities for showcasing iconic, cultural or heritage features in the landscape and the value of interpretation
- Ensure promotion is developed in a collaborative manner, engaging with the landowner and tourism bodies
- It is important that consultation with community is undertaken in the process to becoming a cycling destination
- Opportunities for partnerships with Munda Biddi Foundation in Nannup
- Trail counters are required to collect data of users
- As a priority sanction existing trails to reduce construction costs
- Preference for trails in scenic locations, with a mix of highly accessible and more remote but unique environments
- There is acknowledgment that timber production is the primary land use, and that any trail network needs to be developed in a manner that can operate in conjunction with timber harvesting operations and is sympathetic to effective dual use

USER GROUP CONSULTATION

A stakeholder facilitated workshop hosted in Nannup with 21 community attendees focused on the themes of: place making, branding, facilities/infrastructure, social/community development, trails, culture, governance, economic development/triple bottom line. A number of representatives from each of the following cycle user groups attended the workshops;

- Nannup Mountain Bike Club
- Ride WA
- South West Mountain Bike Club

Key community outcomes from user group consultation included:

- Incorporating cultural components into infrastructure and trail development is important
- Ensure there are low impacts on volunteers
- Develop a brand that becomes internationally recognised, that is unique and identifies Nannup as a Trails Town
- Ensure maps have accurate trail alignments
- Promote Nannup as the Munda Biddi Trail half way point service centre and promote Donnelly River Village as a trail hub
- Sanctioned trails to incorporate where possible universal accessibility, link neighbouring towns with multi-use trails
- Ensure sustainability via user pays or sponsorship
- Develop parking areas out of the main street and lobby for public transport to support bike transport
- Develop the town and trails for the local residents, it is important to ensure the character of Nannup is retained
- Develop trails that showcase the environment whilst protecting the bio-diversity
- Develop trails that meet racing specifications and offer repeatable event experiences

USER SURVEY

Two surveys were initiated over the course of the project planning, forming an integral component of the consultation strategy for the Master Plan. The initial survey was developed to better understand the existing trends of the wider cycling community and their preferences for biking development in the Shire of Nannup. Social Pinpoint provided an opportunity for cyclists to detail proposed routes, points of interest and areas of concern onto a topographical map.

The surveys were developed as an online form and were widely distributed throughout the bike community. It was promoted through user group membership databases, websites and social media, and received input from 308 respondents, with 24 respondents (7%) being from Nannup and 32% identifying as trail bike riders (motorbikes) which are outside of the brief of this project.

Key Survey Outcomes

- 46% of survey respondents use plantation roads for cycling, followed by 43% using Tank 7 as a cycling base
- Tank 8, Munda Biddi Trail and Timberline trail are well utilised
- Word of mouth and social media are the primary promotion tools
- Trail head to be located in the Nannup townsite and trail access from town is critical, with inter-connecting trails
- Accurate trail and directional signage is critical
- Motorbike riders are concerned that they will lose access to connector trails from Nannup and be excluded from trail areas
- Utilise the rail corridors in the region to establish link trails to neighbouring towns including Margaret River, Busselton and Balingup
- Over 60% of respondents indicated that they would travel further than 100kms to access quality trail experiences

- Only 7% of respondents stay in luxury accommodation. The balance stay in Airbnb, B&B, formal camping and free camping options
- Additional infrastructure requests include directional and interpretive signage, wash down stations and water stations
- A key recommendation in the feedback is to retain the raw, handmade authenticity of constructed trails, that offer differing skill levels options
- Conflicts between trail bikes, mountain bikes and 4WD's identified
- Trailforks, Strava and Garmin are the predominantly used map apps

The extensive consultation undertaken on the Master Plan was an inclusive and valuable process, which greatly informed the project outcomes. The consultation generally highlighted the increasing demand and lack of existing trails in the region. User feedback reflected the stakeholder desire to develop sustainable trails for all types and abilities within the recreation and tourism sectors. Feedback also identified need to develop a unified brand so that the region can capitalise on current and future marketing opportunities. The feedback highlighted the need for the Master Plan and reinforced the project vision to develop Nannup as a Trails Town and to support Donnelly River Village as a Trails Hub.

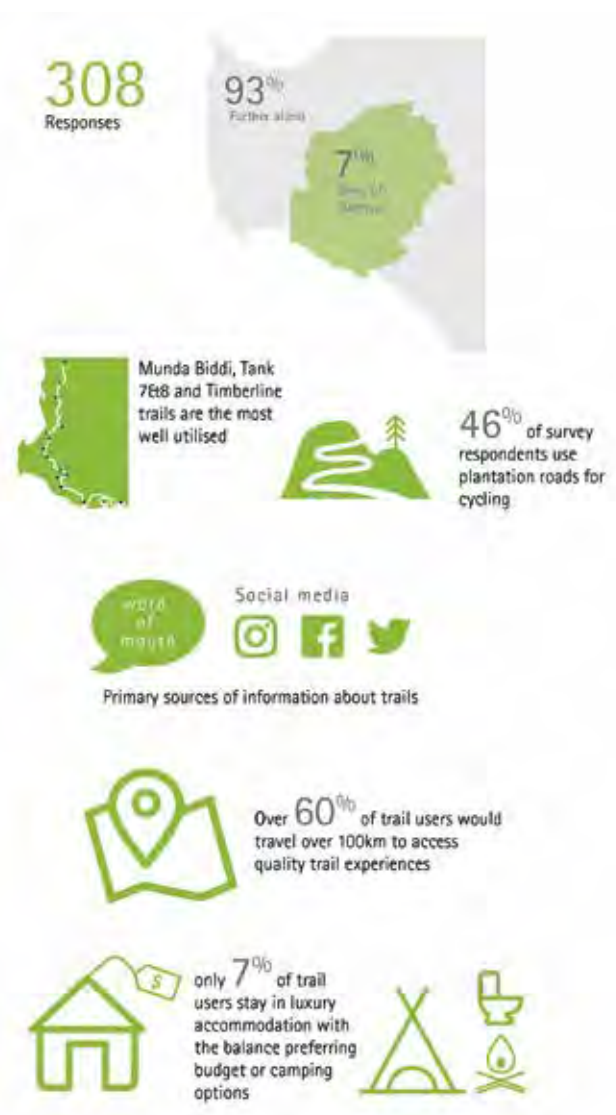


Figure 6. Snapshot of survey results



TRAIL PLANNING & DEVELOPMENT

TRAIL PLANNING & DEVELOPMENT

STRATEGIC PLANNING CONTEXT

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

Table 1. Key Strategic Plan Summary

DOCUMENT		SUMMARY
Government Planning & Policy		
DBCA Parks and Wildlife Management Plans		Management plans advising on land tenure and management strategies.
Tourism WA 2 Year Action Plan 2018-2019		Primary objective to attract more people more often to regional WA, outlines actions to assist with the development and marketing of mountain bike trails for niche audiences across WA
Trail Planning and development		
STATE	Western Australian Strategic Trails Blueprint 2017-2021	Provides background on growth and trends in trails. Summarises current situation in WA, supply, demand. Identifies issues for trail development in WA. Provides guiding principles, strategic directions and actions for consideration across the state. Is a guide for consistent and coordinated planning, development and management of quality trails and trail experiences across WA.
	Western Australian Mountain Bike Strategy 2015 – 2020	Identifies priority areas for development of mountain bike trails, racing, events, participation and tourism.
	Trail Development Series (DBCA & DLGSC) 2019	Provides guidelines for development and management of trails in WA. Aspiration to be adopted by all land managers.
	WA Cycle Tourism Strategy (Westcycle, 2018)	Identifies the potential of the cycle tourism market in the State and outlines development of priority areas.
REGIONAL	South West Mountain Bike Master Plan 2016	Proposes aspirational locations for development of and strategic investment into mountain biking opportunities, to establish the South West as an international mountain biking destination.
	Warren Blackwood 2050 Cycling Strategy	Department of Transport initiative, provides direction for development of cycling infrastructure across the region.
	SWDC Tourism Futures South West	Outlines development of Nannup Tourism Trails Hub – extend the Trails Hub program in the region to Nannup by the development of existing and new Nannup trails and associated services. Supports development of the Munda Biddi as an iconic trail experience.
LOCAL	Shire of Nannup Community Strategic Plan 2017-2027	Relevant actions include working with relevant authorities and stakeholders to establish a trails hub and improving the bike and pedestrian friendly path network

TRAIL HIERARCHY

Varying regional strategies have approached classification of off-road and on-road cycling similarly by establishing a hierarchy based on significance and the characteristics of each model. The difference is that for mountain biking the hierarchy looks at the broader facility offering whilst the road cycling classification looks at the function of the routes.

The South West Mountain Bike Master Plan provided assessment of a destination's development opportunity based on its trail offering and broader service capacity. This opportunity included the scale of development and the desired recreation and tourism outcomes. Regional master planning typically identified a location's significance. The categorisation of significance has been outlined below for mountain biking;

NATIONAL	REGIONAL	LOCAL
A mountain bike facility for a large population centre and/or a tourism resource that caters for at least a week of unique riding.	A mountain bike facility for a small population centre or large community and/or a tourism resource that caters for short breaks or weekend trips.	A mountain bike facility for a small community and/or a tourism resource that caters for day trips.

As an identified Trail Hub Nannup has the potential to be a destination of national significance, particularly when considering the inclusion of road and gravel cycling. As a mountain bike destination however the South West Mountain Bike Master Plan has assigned it as a destination of regional significance. In order to be a destination of national significance there needs to be considerable investment in developing the requirements of a Trail Hub. This includes;

- Minimum of 80km of trail developed with a majority of singletrack forming at least four major loops
- Facility development within a 20-25km zone
- Wide variety of riding experiences and trail types, and must have classifications suitable to all abilities
- Established tourism market
- Ancillary tourism services including; accommodation, restaurants/cafes, attractions, visitor services and information
- Ancillary riding facilities including; car parking, toilets, showers
- Cycle specific services including; bike sales and repairs, bike hire
- Trail features including; signage, mapping, event infrastructure

For road cycling the Warren Blackwood 2050 Cycling Strategy outlines a hierarchy of cycle routes, defined by function rather than built form. This terminology and definitions will inform cycling strategies in WA into the future. In brief they include:

Primary routes – high quality paths of 3m wide, (typically asphalted) and separated from main traffic roads with uninterrupted passage. Often dual use so signage and managing safety for users is a consideration.

Secondary routes – provide connectivity between recreation, commercial, education, health and industrial precincts, generally located within urban environments. Secondary routes are primarily located adjacent to road networks or are cycling lanes. Physical barriers such as kerbing or bollards can be employed to create distance between vehicles and bikes.

Local routes – connect residential areas to primary and secondary networks, parks and local services. Local routes may use existing road infrastructure so signage, wayfinding and planning are critical to ensure rider safety.

Tourist routes – provide a passive riding experience of a long distance trail, linking towns. Managing trail user conflicts is important, and ensuring good wayfinding and interpretive signage increases the user experience.

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

Trail development in Nannup should also seek to complement the other cycle destinations in the South West, establishing the broader region as a significant cycle precinct with a diverse offering.



Munda Biddi near Jarrahwood. Credit: Common Ground Trails

TRAIL MODELS

A trail model defines how a location's trail offerings can be developed and applies to a population centre or an individual area. The four main trail models, as outlined below, are typically used to plan for development and are not necessarily promoted to the user. Whilst this modelling has been developed for mountain biking it also provides some relevance for road cycling.

TRAIL MODEL	FEATURES
Trail Hub	<ul style="list-style-type: none"> Large range of high quality trails Trail user related services and facilities Strong branding
Trail Centre	<ul style="list-style-type: none"> Managed trail or trail network Dedicated on site trail related services and facilities Standalone, however can be located within a trail hub
Trail Town	<ul style="list-style-type: none"> Offers a wide range of high quality trails as well as related services, facilities, businesses, strong branding and governance Can incorporate trail centres and have multiple trail networks. Must consist of a number of sites
Trail Network	<ul style="list-style-type: none"> Collection of linked trails Typically accessed via a trailhead May be standalone and/or can form part of a trail hub
Individual Trails	<ul style="list-style-type: none"> Individual linear or looped trail Typically form part of the other trail models, as above

The South West Mountain Bike Master Plan identified Nannup as a potential Trail Hub due to its ability to offer a wide range of riding experiences across varying landscapes. The elevation and fall of the surrounding topography could support one of the more diverse and descending riding experiences in the state.

This classification does however raise the importance of developing the ancillary services and provisions available in town. In addition a strong, cohesive brand is required in order to effectively capture and promote the area's cycling experience.

Nannup is seeking to become an accredited Trail Town, catering for cycling, walking, canoeing and horse-riding. The Department of Local Government, Sport and Cultural Industries and Trails WA are currently developing the accreditation program, which will be managed by Trails WA through a consultancy firm. A Trail Town is classified as a population centre which has been assessed and accredited as a destination for its trails offering through the provision of high quality:

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

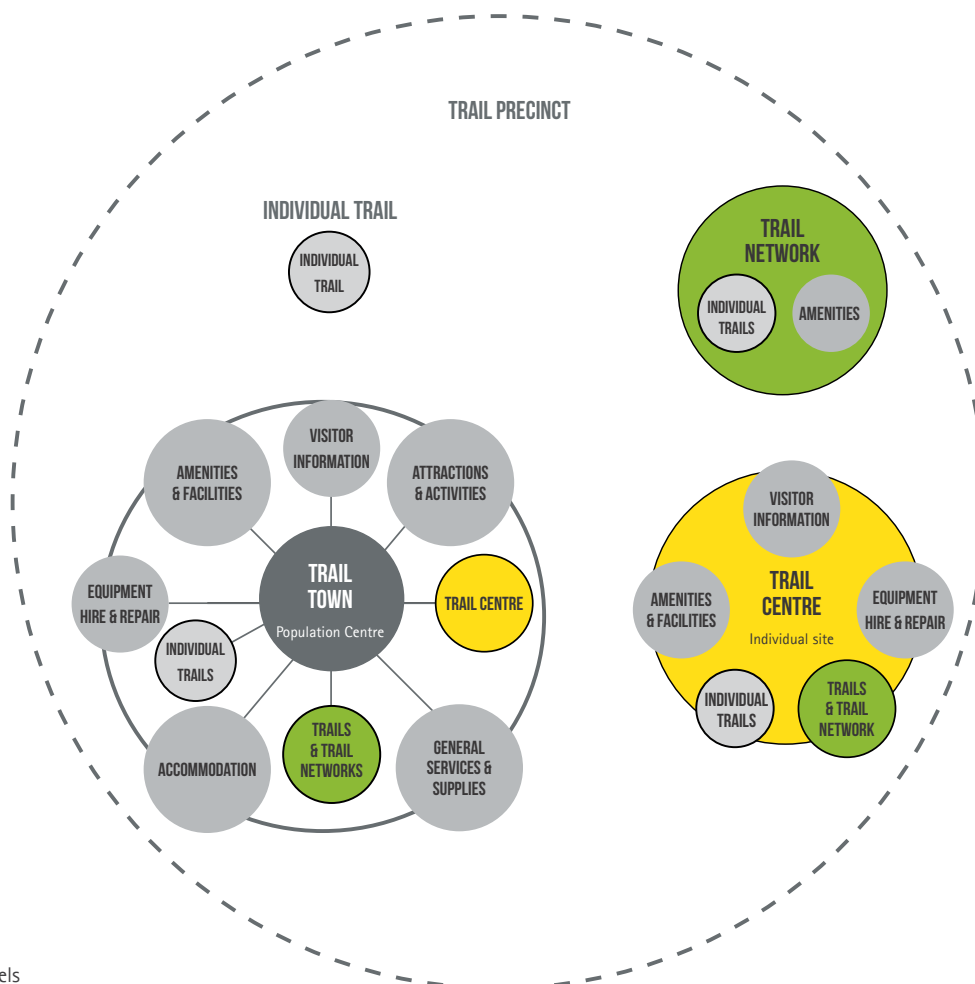


Figure 7. Trail Models

Donnelly River Village is seeking to establish as a Trails Hub. This is a natural fit with their "back to nature" ethos and is supported in the Board of Management's Strategic Plan. The Munda Biddi Trail and Bibbulmun Track both pass through Donnelly River Village and the DBCA's King Karri trail sits within the boundary of the property. The Warren Blackwood Stock Route horse riding campsite is nearby at Willow Springs. In 2019, Lotterywest supported the development and promotion of a Heritage Trail around the village, complementing the Heritage Trail established in the Nannup townsite. The establishment of the Heritage Trail has seen an immediate increase in day visitors to the Village.

Donnelly River Village offers a range of accommodation options for cyclists and trail enthusiasts, from cottages, bunk house and lodge, with kitchen facilities available for self-catering and a cafe open 7 days per week.

Donnelly River Village is keen to promote loop trails from the Munda Biddi and town centre, encouraging visitors to stay longer. DBCA are currently relocating the King Karri trail head to the village store and updating the Munda Biddi and Bibbulmun Track information. Incorporated into this is the promotion of three other sites within the Donnelly Valley including The 4 Aces, One Tree Bridge and Forester's Wood.

In 2015 the Department of Sport and Recreation appointed NBD Marketing to ascertain the development potential for Nannup as a Trails Hub. Using the tools of the 2012 World Class Trails Hub Strategy, an audit of existing infrastructure and trails was completed, providing a number of recommendations to be actioned; including sanctioning trails, branding, promotion and infrastructure development. The report reinforced the need to focus trail development on the unique landscape and river and to establish the trail hub centre in the townsite.

The framework used to make this assessment was used as a basis to determine where Nannup sits in 2020. It should be noted that this is a preliminary assessment only for the purposes of this Master Plan.



Figure 8. Trail Town inventory assessment

Interpretation of Changes 2015 – 2020

Since the Munda Biddi Foundation Cycle Friendly Business program was rolled out in Nannup there has been considerable growth and maturity in the business sector and trails development.

The major changes includes:

- Trails are now a key strategic priority for the Local Government, and budgets and resources have been allocated to progress this as an economic stimulator
- National standard cycling events hosted in the region
- The Riverside Trail, Warren Blackwood Stock Route, Kondil Park and Timberline Trail have been renovated or constructed
- Canoe drop-in points established along the Blackwood River
- Heritage Trail and Food Trails established
- Trails mapping and promotion has commenced
- The Nannup Mountain Bike Club has established and is a key engagement tool with community
- New businesses have commenced trading including bike hire, shuttle and tour operator

It is evident from the spider graph results that branding and marketing are the key factors that require addressing. There has been an agreement between DBCA and the Local Government that unsanctioned trails would not be promoted. With the Tank 7 & 8 trails in the process of being sanctioned it would be anticipated that place making workshops and branding will be a high priority moving forward to attain the goal of becoming a Trail Town.

TRAIL TYPES

There are a range of trail types which cater to the range of user cohorts identified above. Trails come in a variety of types and configurations as defined in Table 6 below and are defined by their model, system, use, direction and classification. Trails can be sanctioned or unsanctioned, and historically trails in the area have been unsanctioned; though this

Master Plan will provide direction for the advancement of sanctioned trails. Trail systems define a trail's connectivity and its relationship to other trails. Trails can be linear, looped or networked together. Lastly, trails can be developed to accommodate multiple trail user groups or exclusively for a single user group.

TRAIL TYPE	CHARACTERISTICS	LEVEL OF PROVISION
Gravel	Unsealed roads. Utilising sealed roads as connectors where necessary.	With an extensive network of forestry and fire management roads throughout the region, there is potential to create a series of routes for gravel cyclists. Ensure public access to these roads is retained will also be critical allowing for personalised route choices.
Cross Country	Singletrack with a combination of climbing and descending trail and natural trail features of varying technicality. They appeal to the majority of the market and can cater for timed competitive events. Typically bikes are lightweight with shorter travel dual suspension or no rear suspension.	Cross Country and more importantly descending focused cross country trails will form a significant component of the trail development throughout Nannup. This style of trail will suit the large landscapes which require both ascending and descending trails. As with industry trends the focus should be on longer descending focused cross country trails as well as more remote wilderness and adventure style trails.
All Mountain	Similar to cross country, primarily singletrack with greater emphasis on technical descents and non-technical climbs. All mountain trails are suitable for timed competitive events.	All mountain trails suit the landscapes and elevation variation of the forests and valleys found around Nannup and these styles of trails will form part of the offering in the region. The limited physical scale of opportunities in the region will limit the all mountain style trails to shorter front country style single climb and descend trails rather than larger iconic back country style trails.
Downhill	Descent only trails with an emphasis on speed and technical challenge. They appeal to more experienced riders; however lower-classification trails are emerging to cater for all experience levels. Downhill trails usually require shuttle uplift to the trailhead via chairlift or vehicle shuttle. These trails are suitable for timed competitive racing.	Downhill trails are a unique selling point for Nannup and need to consider rider route options for differing skill levels. A mix of blue, green, black and double black trails that are networked will ensure riders have route options to enjoy.
Freeride	Descent focused trails with an emphasis on technical challenge and skill development. Trails feature both built and natural technical features with a focus on drops and jumps. Appeals to more experienced riders and caters for competitions judging manoeuvres and skills.	Similar to downhill trails freeride trails will form a smaller ancillary offering to larger cross country trail networks. Should large scale freeride trails be able to be developed as part of larger trail networks it would separate Nannup from other regions in WA.
Park	Built feature environment with emphasis on manoeuvres, skills and progression. Appeals to wide market including youth and can cater for competitions judging aerial manoeuvres. Can include jump and pump tracks and skills parks. Typically dirt surfaced but can include hardened surfaces.	Park based trails have the potential to be provided in the Nannup townsite as part of a trailhead development and will provide a valuable recreation resource for locals.
Touring	Long distance riding on reasonably uniform surface conditions and lower grades. Touring trails are dual direction linear trails or long distance circuits with a focus on reaching a destination. Touring trails can include rail trails, access/fire roads and singletrack. While there is a limited market, touring trails can be ridden in sections making them accessible to all.	In addition to a tourism based cycle trail connecting attractions, Nannup has significant potential to capitalise on the more contemporary style of Touring with the development of adventure trails through the region's iconic landscapes. This style of trail and the significant market it can capture should be a major consideration of the region.
Adaptive Mountain Biking	This is not a formally recognised trail type in itself however other trail types may be suitable for adaptive mountain biking, which caters to riders who require adapted equipment to suit their physical, intellectual, neurological and sensory abilities.	In WA many sanctioned mountain bike trails have been assessed for their suitability to cater for off-road hand cycles. With the proposed trail development in Nannup there is potential design trail with accessibility at the forefront. Break the Boundary is a not for profit volunteer-based community group that advocates for accessibility and inclusion for off-road hand cyclists and people with mobility challenges.
Road	Sealed roads. Riders tend to seek elevation and prefer routes that loop ranging in length from 50km to 200km+.	There are a number of established road cycling routes around Nannup which have become more popular with the staging of the Tour of Margaret River from the town. There is potential to improve the safety of a number of roads with widening of shoulders and installation of signs and traffic management devices these improvements will increase the available route options for road cyclists.

ACCESSIBILITY & ADAPTIVE TRAILS

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

At a national level, Break the Boundary, advocates for accessibility and inclusion of people with physical and neurological disabilities in mountain biking and provides information on adaptive trails in Australia. Trailforks also provides information on adaptive mountain biking trails. Within WA, Collie has just opened an adaptive trail riding experience. The Arklow Adaptive Trail is a hand-cycle friendly 9.2km green loop opened in 2019.

The Adaptive Trail Rating (ATR) System assesses the level of accessibility of mountain-bike trails and their associated amenities for adaptive riders. In addition Break the Boundary and Mountain Bike Australia have developed the Australian Adaptive Mountain Bike Guidelines + Audit Worksheet to provide framework around the development and signage of adaptive trails. Whilst purposely built adaptive trails are excellent, already established trails may be suitable and can be rated in terms of their accessibility level through ATR.



Adaptive cyclist Credit: Break the Boundary.com.au

TRAIL DEVELOPMENT

Ensuring sustainable trails both from a management and trail experience perspective requires a thorough development process. As outlined in the Trail Development Series⁸ working within a standardised methodology is especially important in high conservation areas and building rigour into the development process ensures high quality outcomes on the ground.

The trail development process involves eight stages and involves a constant evaluation, review and improvement process as trails are extended or revised.

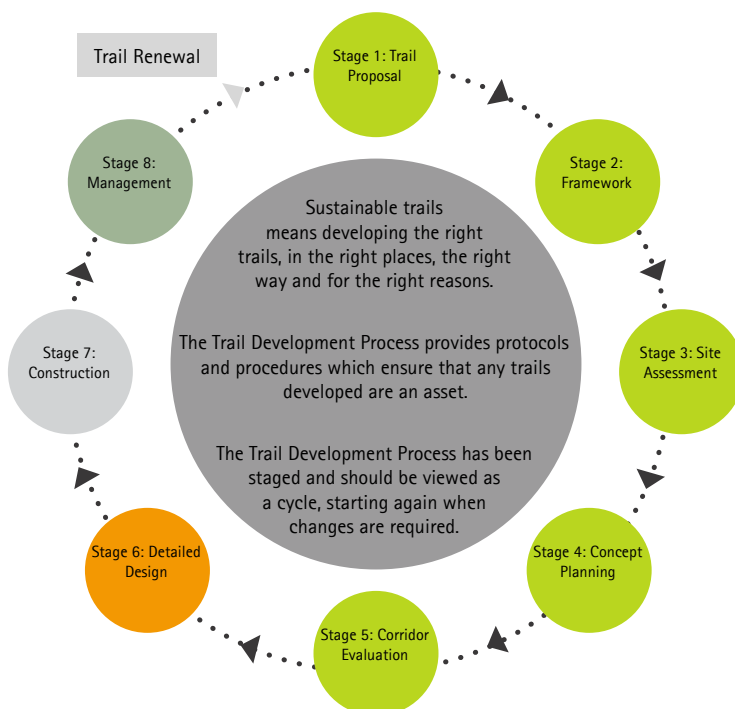


Figure 9. Trail development process

DEVELOPMENT DRIVERS

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

Table 2. Potential Drivers for trail development

DEVELOPMENT DRIVER	DEVELOPMENT CONSIDERATIONS
Community	<ul style="list-style-type: none"> ▪ Located within proximity to or with good access from population centres ▪ Existing community involvement ▪ Ensure good engagement and involvement of community based trail bodies ▪ Emphasis on quality of trails and facilities
Recreation	<ul style="list-style-type: none"> ▪ Located within proximity to or with good access from major population centres ▪ Diversity of trail experiences
Events	<ul style="list-style-type: none"> ▪ Event-specific infrastructure designed to cater for racing particular to specific styles and formats to industry standards ▪ Emphasis on quality of trails and facilities
Tourism	<ul style="list-style-type: none"> ▪ Located within proximity to other tourism experiences, accommodation and visitor services ▪ Align to unique landscape and biodiversity experiences



Nannup pump track Credit: Louise Stokes

TRAIL DEVELOPMENT AND MANAGEMENT MODELS

There are numerous case studies from around Australia and the world that demonstrate public and private investment in trails and associated facilities provides significant, sustainable benefits to local communities, and local and regional economies⁹. These benefits include local community engagement and enjoyment, increased participation in recreational activity, the ability to attract a dedicated trails market, business and sponsorship opportunities and economic benefits for the local areas as well as the broader regional and state economies.

Investment returns are indicated by:

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

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

A variety of development and management models need to be given further consideration to ensure sustainable growth of the Nannup region as a trails destination. See Table 3 for a comparison of possible management models. Consistent with the experience of successful trail models worldwide, the following revenue models should be investigated during the planning stages to ensure sustainable management is achievable:

- Park entry fees
- Trail access fees
- Vehicle parking fees
- Shuttle uplift user fees (mountain bike trails)
- Lease of space to commercial operators
- Café, retail and/or rental income

Table 3. Comparison of management models

	PUBLIC	PRIVATE	PARTNERSHIP
Description	<ul style="list-style-type: none"> • Government agency has sole management responsibility of the trail facility. • Commercial and event operators may contribute financially to the management of trails. 	<ul style="list-style-type: none"> • Private land owner has sole management responsibility of the trail facility. 	<ul style="list-style-type: none"> • Multiple stakeholders share management responsibility of the trail facility. • Partners could include non-government incorporated agencies, such as peak bodies, state government bodies, private bodies, foundations or trusts, and volunteer mountain bike bodies. • Volunteers may contribute to the management of trails.
Advantages	<ul style="list-style-type: none"> • Clarity on roles and responsibilities. • Majority of tenure is Crown land. • Consistent approach to development processes and standards. 	<ul style="list-style-type: none"> • Reduced political interference with decision making. • Can be flexible and responsive to market preferences and trends. • Can provide a specific and unique experience to fill a gap without consideration of broader priorities. 	<ul style="list-style-type: none"> • Leverage a broad support base for maintenance, development, funding, events and promotion. • Multiple funding contributors. • Risk can be shared. • Funding can come from a range of partners. • Single management entity to take responsibility on behalf of stakeholders.
Disadvantages	<ul style="list-style-type: none"> • Maintaining the status quo will mean limitations on resourcing. • Political pressures lead to uncoordinated priorities. • Grants not always available to government bodies. 	<ul style="list-style-type: none"> • Decisions can be made, such as trail closures, with no public consultation. • Caters to a limited market. 	<ul style="list-style-type: none"> • Larger number of stakeholders. • Potential for political pressures to influence decision-making.

CASE STUDIES/EXEMPLARS

A number of destinations across Australia and internationally have embraced cycling as a means of driving tourism, community engagement, economic diversification and town revitalisation. The following is an assessment of two mountain bike and one road cycling exemplar destinations.

CUMBERLAND, BC, CANADA

Located in the foothills of the Beaufort Mountains on Vancouver Island in Canada, 144 kms from the city of Vancouver, Cumberland is a small village that has seen transformational growth from coal mining to now being a recreational activity centre focusing on tourism. Cumberland has 80 kilometres of mountain bike single track in the Comox Valley, managed by a dedicated group of riders known as the United Riders of Cumberland (UROC).

Most of Cumberland's vast trail network is located on private land in a working forest, and UROC has played a key role in ensuring non-motorized public access. A land-use agreement signed in December 2015 formalised trail access and allowed for the expansion and improved maintenance of the trail network.

Each year, Cumberland hosts a variety of mountain bike races and events, including the BC Bike Race, Mind Over Mountain Adventure Race (MOMAR) and annual UROC-hosted enduro, cross-country, downhill and marathon races.

In 2006 the resident population was 2,762 people, an increase of 4.9% from the 2001 census count. It is estimated that with current population growth that the town could reach 8,500 residents by 2030. Cumberland is attracting a lot of new, young residents. It is growing faster, and attracting a much younger population.

From July to August 2016 there were a total of 35,031 trail users in Cumberland, with a monthly average of 8,757 and a daily average of 292.

Cumberland's reputation has also supported the attraction of businesses consistent with local values and is part of "Cumberland" branded exports out of the community.



BRIGHT, VICTORIA

Combined with great location, temperate weather conditions and a combination of summit and river plain riding opportunities, Bright is acknowledged as the premier cycling destination in Australia. Located 327 kilometres north east from Melbourne, Bright is central to Rutherglen, Beechworth, Milawa, Wandiligong and Wangaratta.

Tourism surveys by event organisers show that an average recreational cycle tourist spends \$230-250 per night, with around \$847,000 spent in Bright annually.

The calendar of cycling activities is extensive and ranges from local club to International world series events including the Audax Alpine Classic which attracts 2,500 riders plus support personnel and spectators, and the 7 Peaks Challenge.

What makes Bright so popular for cyclists includes:

- The variety of trail options,
- Proximity to Victorian Alps Altitude ranges from 319m above sea level in townsite to 1922 m at Feathertop summit,
- Range of supporting businesses (cafes, accommodation, bike hire etc),
- Training ground for pro-cyclists, and
- Diversity of events.



MAYDENA BIKE PARK, TASMANIA

Maydena sits by the Tyenna River, west of New Norfolk between Mount Field National Park and Lake Pedder. In 2007 the State Government constructed 'Eagles Eyrie' a mountain adventure hub with a mountain-top railway project at a cost of \$1.2M. The anticipated costs spiralled to \$15M and the project was not completed.

The population of Maydena in 2011 was 225 residents with a 33% unemployment rate (ABS 2011). In 2012 the primary school closed with students amalgamated to a nearby town. Maydena was effectively a ghost town with a declining timber industry and few employment opportunities, little to encourage young people to stay in the town. Soon after the café and petrol station closed.

In 2017 the State Government sought private sector investment to salvage the adventure hub which was scheduled for demolition due to structural damage. Simon French, Managing Director of Dirt Art negotiated with the State Government and Forestry Tasmania to purchase the school, café and petrol station and to lease the plantation land and lookout, with an option to purchase.

The Maydena Bike Park is an 800-metre descent gravity focused mountain bike park and opened in January 2018 with 50kms of downhill trail and a further 50km under development. The company offers hire bikes and shuttle services year-round and currently attracts 150 people per day to the park. It is anticipated in peak periods of summer that 300 people per day will ride. Current prices are \$120 for a one day bike hire, \$35 for a park pass, \$80 per day for a shuttle pass (most people do 4-5 shuttles per day).

Interstate visitors are the primary target and Perth, with direct flights to Hobart are an attractive audience for the park, with no facilities similar to this currently available within WA.

The Maydena Bike Park has transformed the town, offering employment options for residents and particularly young people. During the construction phase there were 15 employees contracted, 4 have been retained for trails maintenance and during winter there were 6 full time employees. There are 150 houses in town and within 1 week of the park opening 30 houses sold. 50% of housing stock are now short-term rentals or affiliated with the park (staff housing etc).

The Maydena Bike Park has a great social media following and has dedicated significant time and resources to producing high quality imagery and engaging with media/journalists.

Future projects for Maydena include:

- The development of family friendly trails and networked cross-country trails
- The renovation of the school to incorporate a restaurant and deck, bike maintenance shop, merchandise area, bike hire and offices
- Airport charters
- Annual competitions, Enduro and Gravity events,
- Chairlift with bike attachments, and
- Scenic flights



CURRENT SITUATION ANALYSIS

CURRENT SITUATION ANALYSIS

MARKET OVERVIEW AND MOTIVATORS

CYCLE MARKETS

Studies into the travel behaviour of cycle tourists have determined that they are a highly valuable visitor market due to their propensity to stay longer, travel outside of urban centres and spend more.¹⁰ The key attributes of this market are;

- Their average daily spend is slightly higher than domestic visitors but nearly five times as high as their overall trip spend;
 - Average daily spend of \$124 per night
 - Average length of stay is 16 nights (compared to 4.5 nights for the average overnight visitor ¹¹)
 - Total trip expenditure is approximately \$2000 per domestic cycle tourist and \$5,005 per international cycle tourist
- They have a higher tendency to visit a destination more than once compared to the general visitor market
- They are more likely to visit Western Australia (16%) compared to the average overnight visitor (8%)
- More likely to be male between the age of 24–49 years of age
- They have a higher propensity to travel to regional areas
- Cycling tourists typically engage at least three times per year, suggesting that cycle tourism is a niche but high engagement activity¹²
- 83% stayed at least one night on their last cycling experience
- Cycle tourists are significantly more likely than spectators or local cyclists to love fine wine and going to the best restaurants (68%) and love outdoor activities in natural environments (82%)
- Twice as many cycle tourists travel on a long trip (5 nights stay or more) to interstate regional destinations as those travelling to intrastate destinations (18% vs. 8%)

Data provided in the 2019 National Cycling Participation Survey¹³ provides further insight into the cycling participant. For 2019, regional Western Australia was one of the only areas in Australia which experienced growth (contrary to the declines observed in Perth and nationwide). This survey includes a series of attitudinal indicators which provide information on;

- Feelings of comfort while riding
- Change in cycling conditions over the past 12 months
- Barriers to riding for different purposes (community, education shopping, recreation and to access public transport)
- Priorities to improve cycling conditions.

Key outcomes of the survey relevant to this strategy include;

- 15.6% of WA residents ride a bicycle in a typical week
- The cycling participation rate for regional WA (37.3%) is much higher than Perth (17.8%), based on a population proportion percentage
- Males are significantly more likely to have ridden in the past week than females
- The highest cycling participation rate was among children aged under 10, with participation in regional WA much higher than in Perth
- 81% cycled for recreation in the last month, while 38% used a bicycle for transport
- 59% of households have access to at least one working bicycle, with higher access rates in regional WA than in Perth
- the most important actions council could take to encourage bike riding included;
 - more off-roads paths and cycleways
 - better connections between bike paths and schools
 - more on-road bicycle lanes
 - more signs highlighting bicycle routes

Cycle tourists come from a variety of backgrounds and are categorised according to whether riding was their primary motivation for travel or as an incidental activity. When assessed against key tourism markets identified by Tourism WA and Tourism Australia there are noted similarities.

Destination Cycle Tourists

"Destination Cycle Tourists" are cycle enthusiasts who regularly travel with cycling as a primary motivator. They have likely visited other Australian or international destinations and seek high quality routes/trails with good supporting infrastructure in scenic/natural locations. This group also includes event participants who travel to a destination specifically for the event; this may include pre or post event riding/touring.

Cyclists While on Holiday

"Cyclists While on Holiday" are typically leisure cyclists whose primary motivator for travel is not bike riding. Cycling undertaken may even just be an incidental activity and plays no part in influencing travel behaviour. While they view cycling as a secondary motivation for their visit they will participate in riding activities and will likely hire equipment. They may place less emphasis on the route/course/trail and more on accessibility of the facility, the setting and nearby attractions and amenities.

Market Segmentation Comparison

When assessed against the segments of the key markets identified by Tourism WA and Tourism Australia it can be seen that the two types of cycle tourists share many common traits.

Following a review in 2017 of their segmentation in the domestic market, Tourism WA identified six target markets in the Australian travelling population. Based on Nannup's high appeal and existing visitation within the domestic market this segmentation has been used to compare commonality of these markets with the two types of cycle tourists.

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

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

While this is only a broad assessment of the similarities between the intrastate and interstate market segments, it does provide some insight in to the viable attractiveness for each market segment to Nannup, refer to table 4.

Table 4. Tourism market segment comparison.

IDENTIFIED TOURISM MARKET	DESTINATION TRAIL USERS	TRAIL USERS WHILE ON HOLIDAY
Off the Beaten Track		
Love the outdoors, especially hiking and camping	✓	✓
Seek the best value for money	✓	✓
Are practical and carefully make decisions	✓	
Have a lot of free time but keep active with hobbies	✓	✓
Are not too fussed about socialising/shopping/restaurants	✓	
Are environmental and love the simple life	✓	
And are seeking;		
<i>To avoid crowds and touristy destinations</i>	✓	
<i>Nature and wildlife experiences</i>	✓	✓
<i>Holidays within Australia with a preference for regional destinations (rather than cities)</i>	✓	
<i>Affordable accommodation in standard hotels/motels or resorts, with friends and family, or in caravan or camping accommodation</i>	✓	✓
<i>Best value for money</i>	✓	✓
Escape & Connect		
Value relationships and are socially active	✓	✓
Like to challenge themselves and be creative	✓	✓
Are passionate and busy with hobbies & interests	✓	✓
Have a strong interest in food, at home and out	✓	
Are motivated in their careers	✓	
Value fashion and style		✓
And are seeking;		
<i>To disconnect and have a complete break from responsibilities and worries</i>	✓	
<i>A chance to reconnect with their partner</i>	✓	✓
<i>Food & wine experiences and sightseeing</i>	✓	✓
<i>Willing to pay more for a quality experience</i>	✓	
<i>More likely to choose higher end accommodation and have a higher average spend per trip</i>	✓	

METRO CYCLING COMPARED TO REGIONAL CYCLING

The EY Sweeney Report, Growing Cycle Tourism in Victoria (2015)¹⁴ provides comprehensive data on the motivations of cycle tourists when choosing a metropolitan or regional destination. The report found that there are noted differences in the reasons cycle tourists travel to metropolitan areas compared to regional areas. The reasons for travelling to a regional area were more often to experience the outdoors and sightseeing, whereas those travelling to a metropolitan area were most likely to do so as a spectator or competitor in a cycling event. In addition, those visiting a metro destination were significantly more likely to have experienced a food and wine cycle tour than those to regional destinations (17% vs 6%). This suggests that wineries close to metro areas (such as the Swan Valley, and possibly the Margaret River region) play an influential role in cycling tourism.¹¹

When it comes to choosing a destination from a metro/regional perspective, there was a significant difference in the role that cycling plays in decision-making. Three quarters (74%) of those visiting metro areas (on their last trip) reported that cycling was the main reason for the choice in destination, compared to 53% for those going to regional destinations. This suggests that a combination of factors, such as other activities/experiences on offer, factors were taken into account when planning a cycling trip to regional areas. The propensity of cycling tourists travelling to metropolitan areas participating/spectating in cycle events highlights the importance of events in profiling a destination.

VISITATION DRIVERS

An assessment of visitation drivers during the consultation period identified why existing markets are visiting Nannup. This was split across the general tourist, cycle tourist and which potential markets could be targeted. This determined that one of Nannup's greatest assets was its natural beauty and topography, and its central location in the south west.

General Tourist

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

Cycle Tourist

- Altitude, gradients and rolling hills
- Centrally located to South West (access)
- Proximity to Perth and South West
- Safe roads
- Events
- Skills training for regional, WA and Eastern States events

Potential Markets

- Double income, no kids
- Families
- Adventure trails
- Pack and tour trails
- Eastern States visitors with direct Jetstar flights Melbourne to Busselton



Nannup pump track Credit: Shire of Nannup

CYCLE TYPE DEFINITIONS

Cycle tourism has seen significant growth over recent years, and the cycle tourist is no longer limited to the hard-core enthusiast who has a singular focus. Typically, the profile of a cycle tourist was determined by the type of bicycle on which they spend their riding holidays.

Studies worldwide have shown that where cycle tourists were typically assigned to four or five clear cycle types there is now a multitude and the lines have blurred considerably as the cyclist enjoys a greater range of cycling styles. An overview of the three key tourist types (i.e. what drives a cyclist to travel) and how varying cycle types (dependent on the bike they use) fall under each of these three tourist types is provided below.

TOURIST TYPE	CYCLIST TYPE	DESCRIPTION
Recreation	General	<ul style="list-style-type: none"> ▪ Use any type of bike, including rapidly growing e-bike's ▪ May or may not ride on a regular basis ▪ Usually for exercise, recreation or commuting ▪ Engage in low intensity riding activities, typically around urban centres
	Road	<ul style="list-style-type: none"> ▪ Utilise roads and/or bike paths ▪ Ride on various types of bikes but typically road or hybrid bikes
	Mountain Biking	<ul style="list-style-type: none"> ▪ Predominantly off road ▪ Utilise purpose built single track trails
Events	Event Participant	<ul style="list-style-type: none"> ▪ Travel specifically to participate in a cycling event (can be any of the first four cyclist types in this table)
	Road	<ul style="list-style-type: none"> ▪ Utilise roads and/or bike paths for either competitive or participation events
	Track Cycling	<ul style="list-style-type: none"> ▪ Bicycle racing sport held on specially built banked tracks or velodromes using track bicycles
	BMX	<ul style="list-style-type: none"> ▪ BMX bikes on purpose built BMX tracks ▪ Travel is predominantly centred around events (state super series or state championship)
Touring	Touring (on-road)	<ul style="list-style-type: none"> ▪ Long distance riding on a relatively uniform surface ▪ Multi-day riding (from 2 up to 20 plus) ▪ Focus on reaching a destination at the end of each day but visit a variety of experiences along the way
	Touring (off-road)	<ul style="list-style-type: none"> ▪ Long distance riding on a variety of surfaces ▪ Multi-day riding (from 2 up to 20 plus) ▪ Focus on reaching a destination at the end of each day but visit a variety of experiences along the way ▪ Can include rail trails, access/fire roads and singletrack

Cyclist types are then further classified under User Cohorts in Table 5 which determines the four key motivations behind cycling. For example the cyclist type 'mountain bike' may be riding for leisure, travelling specifically to ride (enthusiast), to compete in events (sports) or travelling as a solo rider.

This data can then be used to assess the level to which the Shire of Nannup chooses to cater for this user cohort, based on their propensity to travel for the riding and tourism experiences that Nannup currently offers or will be looking to develop in the future. An assessment of this data can also be used to determine the attractiveness of a market, based on their viability and return-on-investment potential, as a means of guiding future development.

Table 5. Cycle Cohorts

USER COHORTS	DESCRIPTION	MARKET POTENTIAL	TOURIST TYPE	LEVEL OF PROVISION
Leisure	<ul style="list-style-type: none"> General cyclists of all ages and abilities Limited skills Seeking highly accessible routes with accessible facilities and services (ie bike hire, cafes and toilets) 	Large	Riding is additional to existing trip	Secondary focus. Not inspired to travel to undertake riding, but may engage in incidental activity.
Enthusiast	<ul style="list-style-type: none"> Predominantly recreational riders Aged between 29-60 and form the existing market majority Moderate skills and ride weekly Most likely to travel for cycling as a primary purpose 	Large	Cycling is a destination trip, however can also be additional	Primary Focus. Will make up majority of destination visitors who travel for the purpose of cycling.
Sport	<ul style="list-style-type: none"> Competitive cyclists participating in events for formal, structured activity such as group touring Usually members of a cycling club Highly skilled and looking for skill development trails and networks 	Small (but influential)	Cycling is a destination trip	Medium focus due to icon events in the region which are gaining exposure and participation. Trail/route development should consider racing requirements.
Independent	<ul style="list-style-type: none"> Travel as a solo rider to undertake a range of riding experiences. Likely to engage in end-to-end trail experiences/ adventure trails May interact with local riding clubs, more so as a means of finding out about trails rather than seeking group riding experiences. 	Moderate	Cycling is a destination trip	Limited market in isolation. Can be well catered for with development of enthusiast and leisure products.

EMERGING MARKETS/TRENDS

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

Another new market which is revolutionising the cycle market is e-bikes. Terrain is becoming less of a barrier and the leisure cyclist can explore over longer distances with greater ease. With increased technology and affordability e-bikes are improving accessibility for all ages, particularly ensuring older age groups can remain active more often. Bike shops now include e-bikes in the bike hire range, most popular with holiday travellers, offering an option for them to trial the bikes before they purchase them. Several cyclists have trialled riding the Munda Biddi Trail on an e-bike. Currently it is possible to ride the majority of the trail with a few shortcuts on sealed roads to towns to re-charge. The option to install solar e-bike charging stations at select huts along the Munda Biddi would provide opportunity to enable cyclists to complete the trail who would not physically otherwise be capable, and provide the confidence that they won't run out of battery power in the middle of the bush.

Other emerging trends include: fat bikes (bikes with oversized tires), which have allowed the rider to traverse soft, unstable terrain such as sand or snow; popularity of soft-adventure trails and guided or self-guided experience packages that provide information, accommodation, transport and equipment; use of digital technologies (such as smart phones and apps) and social media to access information about trails and record their trail activities.¹⁵

It is important in establishment of the cycle market and cycle destinations to consider a range of development considerations. This will also take into account existing and possible constraints.

MARKET MOTIVATORS & NEEDS

Cycling is both a sport and a recreational activity and the needs of the various cycling types. The motivators of each market needs consideration when developing the offering in Nannup. Primary Motivators are usually centred around;

- Diversity
- Uniqueness
- Quality
- Accessibility
- Community

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

- Wine, beer and food
- Biodiversity
- Landscapes
- Art and culture
- Events

Industry advice gathered from the consultation process indicates that cyclists are seeking destinations that offer more than just ride routes. Fellow cyclists create a "cycling community" and the outing is more about the socialising after the ride than the ride itself. Often riders are posting pictures of the tourism experiences (ie coffee, beers, food) as much, if not more so, than the views from the ride or fellow cyclists. The experiences that a cyclist sought generally focused on similarities across the motivators listed above, however cycle type specifics included;

Mountain biker experiences:

- Munda Biddi experience
- Downhill rides with big hills
- Scenery
- Breweries

Road cyclists:

- Great food and wineries
- Safe roads with wide shoulders, preferably asphalt compared to bitumen finish

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

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

These discussions also identified key areas for improvements, including; adventure tourism, networks, routes and wall climbs.



Nannup Foreshore Park Credit: Shire of Nannup

CURRENT TRAIL SUPPLY

EXISTING ROAD CYCLING ROUTES

Nannup is well located to capitalise on the road cycling market due to its proximity to neighbouring towns, particularly Margaret River and the Busselton airport. Popular riding routes with safe and well maintained roads, often showcasing magnificent views or iconic experiences include:

- The Golden Triangle (Balingup, Bridgetown, Nannup)
- Gold Gully-East Nannup Rd
- Brockman Hwy-Sears Rd-Mockidillup Rd-Graphite Rd- Nannup
- Brockman Hwy-Stacey Rd-Denny Rd-Brockman Hwy-Nannup
- Mowen Rd-Sues Hwy-Vasse Hwy-Nannup
- Brockman Hwy-Marrinup Ford Rd-Nannup Balingup Rd
- Vasse Hwy-Cundinup South Rd-Kirup-Nannup Balingup Rd

EXISTING GRAVEL CYCLING ROUTES

Nannup has an extensive network of fire management and forestry roads which provide an appealing opportunity for gravel riders. Recent emergence of gravel events in Nannup have firmly established it as a destination for this style of riding. Outside of events promoted training routes are popular.

EXISTING MOUNTAIN BIKE ROUTES

Sanctioned mountain bike trails in the Nannup Shire include:

- Timberline Trail
- Munda Biddi Trail (including the Sidings Trail)
- Lewana State Downhill track (currently sanctioned only for events)

Unsanctioned trails are well known in the area, mostly occurring within plantations.

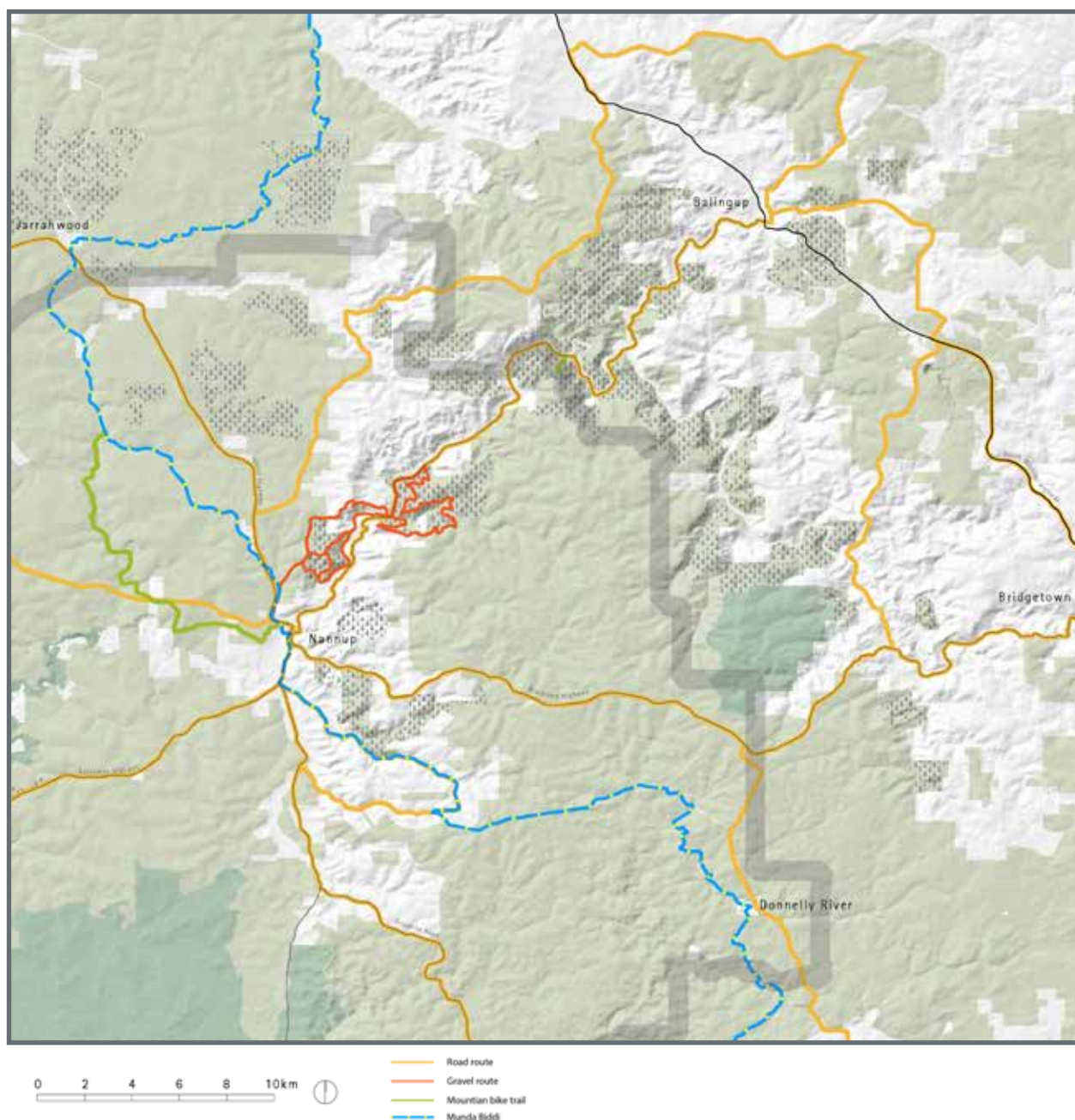


Figure 10. Existing trails and routes

GOVERNANCE

EXISTING GOVERNANCE

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

Typically, trail development bodies across the state have worked in isolation, however more recently there has been a movement towards cooperative governance structures. The emerging hierarchy of trail governance includes the following key bodies:

GOVERNANCE BODY	ROLE
WA Trails Reference Group	Advises on implementation of State trail strategies and monitors progress and proposed actions and outcomes reporting back to government and industry.
Trails WA	Established to advocate for the development of trails and to market trails.
Local Government	Development and management of trails on local government estate for recreation and tourism benefit.
Department of Biodiversity Conservation and Attractions	Development and management of trails on State Government estate for recreation and tourism benefit.
Westcycle	Peak body for cycling and oversees all variations of cycling including mountain biking in WA.
Nannup Mountain Bike Club	Local club

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

With formal sanctioned trails just beginning to emerge in Nannup there is opportunity to implement governance structures which bolster trail development including establishment of a range of management models.

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

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

VOLUNTEER TRAIL MANAGEMENT

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

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

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

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

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

EVENTS

Events are an important part of cycling and Nannup already hosts several top events, with more in the pipeline. Social and competitive events contribute to the creation of strong cycling communities. Racing events are a major motivator for the sport user type, and to an extent a motivator for enthusiasts, but do not typically appeal to the leisure market.

The following event overview captures the core data from each event in or near Nannup based on their last attendance records (refer to Table 6). It is evident that the bulk of event competitors are from within WA, with small percentages of interstate and international participants. Typically events are significantly male dominated with the 40-49 year old age group being the most represented.

Whilst numbers may be small for some events, events are a core marketing activity which create regional advocates and help drive repeat visitation year after year or even pre or post event.

Table 6. Summary of cycling events in the Region

EVENT	LOCATION	DETAILS	DEMOGRAPHICS	MARKETS
SEVEN Australia's Premier Gravel Race (founded 2018) <i>Ride WA (Private)</i>	Nannup	SEVEN is Australia's premier gravel race, held in the spectacular Blackwood Cycling District. It links together Western Australia's best trails and most spectacular climbs to form the ultimate one-day challenge in Australian cycling. The 125km route features ten categorised climbs, with over 3,000 metres of elevation gain. Competitors have 10 hours to complete the course. This is a Superbike event, open to MTBs, gravel bikes, CX bikes, custom built bikes, hand MTBs and e-MTBs	Competitors Avg 750 83% male / 17% female <21yo 2% 21-39 26% 40-49 40% 50-59 24% 60+ 6%	Intrastate
DIRT (founded 2019) <i>Ride WA (Private)</i>	Linga Longa/ Nannup	DIRT is a multi-surface multi-stage race through the spectacular Blackwood Cycling District of Western Australia. With 20 categorised climbs and over 4,000 metres of elevation gain over 168 kilometres, DIRT is an epic three days on the gravel. Suitable for riders of all abilities with routes designed to suit MTB, Gravel, CX or custom built Superbikes. Riders of hand MTBs and e-bikes are also welcome to take up the DIRT challenge. Four spectacular stages over three days are on offer, in natural arenas that are ideal for spectating.	Avg 100 Competitors 76% male 24% female <21yo 0% 21-39 25% 40-49 45% 50-59 22% 60+ 6%	International 1% Intrastate
Tour of Margaret River (founded 2009) <i>Ride WA (Private)</i>	Nannup Balingup Greenbushes Kirup Manjimup	The Tour of Margaret River (TOMR) is Australia's only Pro Am cycling event for teams. TOMR has grown to become the most prestigious amateur road racing event on the WA cycling calendar, and the largest road racing event for teams in the country. It is the only road cycling event in Western Australia to be categorised by Cycling Australia as being of national significance. The unique format of TOMR enables amateur cyclists to compete directly against riders from the pro tour peloton. Designed especially for teams, TOMR is a highly tactical race where competitors are allocated points in a way specific to each stage. The event is particularly appealing to bike shops and corporate teams, who revel in the challenge of competing to be the best teams in the country.	Avg 630 Competitors 82% male 18% female <21yo 3% 21-39 30.5% 40-49 37% 50-59 23% 60+ 5.5%	International 2% Interstate 2% Intrastate
Tour of the Blackwood <i>Bridgetown Rotary (Club)</i>	Bridgetown Greenbushes Balingup Nannup	Now it its fourth year, the Rotary Tour of the Blackwood is one of the most challenging rides in Western Australia. Starting by the banks of the mighty Blackwood River, the Full Tour meanders some 130km through stunning countryside between beautiful Bridgetown and the magical townsites of Balingup and Nannup, and features over 2,000m of climbing including a Category 4 ascent toward the finish line.		Intrastate
Melo Velo Series <i>SW Cycle Club (Club)</i>	South West	South west cycle club regional rides with teams of 4 people, comprising a graded road race out and a team trial back to the start point.		Intrastate South West
Tour of WA <i>Ride WA (Private)</i>		Social cycle ride around regional WA. 2020 is the inaugural event with Margaret River as the start and finish point for the event.		Intrastate South West Interstate
Chase the Thylacine <i>Cape MTB (Club)</i>	Busselton/ Nannup	Informal annual club run event – 2 day mountain bike adventure from Busselton to Nannup and back along forestry roads and Munda Biddi.		Predominantly locals

EVENT	LOCATION	DETAILS	DEMOGRAPHICS	MARKETS
Cape to Cape MTB Race <i>Buzz Marketing</i> (Private)	Augusta Margaret River Dunsborough	A popular four day stage race in the Margaret River Wine Region. The 210km cross country style race course passes through a variety of tenures and utilises formal and informal trail networks, access tracks and roads. The vast majority of the race course is not repeatable or signed. The event is well promoted including a 1 hour documentary which screens on SBS yearly. The event is now running at full capacity and event directors are looking at additional events to cater for the market.	1200 Competitors 88% Male 18-24yo 2% 25-34yo 19% 35-44yo 44% 45-54yo 24% 55-64yo 9% >65yo 2%	International 6% Interstate 24% Intrastate 62% South West 8%
X Adventure <i>Rapid Ascent</i> (Private)	Dunsborough	Also series of two popular multi-sport adventure races which include a mountain bike leg, with solo and team entries. The mountain bike leg of cross country style race course utilises formal and informal trail networks in Dunsborough across various tenures including the Dunsborough Skills Development Course. A majority of the race course is repeatable.	1164 Competitors 64% Male <18yo 5% 19-39yo 49% 40-49yo 35% 50-59yo 10% >60yo 1%	International (1p) Interstate (1p) Intrastate 100%
Karri Cup <i>Northcliffe Visitors Centre</i> (Private)	Northcliffe	A popular Marathon race in Northcliffe with options of 25, 50 or 100km races with solo and team entries. The 100km cross country style race course passes through a variety of tenures and utilises formal and informal trail networks, access tracks and roads. Much of the race course is repeatable, but does not have permanent signage. Each competitor is accompanied by an average of 1.5 supporters / spectators and in addition to entry fees spends an additional \$3-400 in the area.	567 Competitors 84% Male <20yo 9% 20-29yo 5% 30-39yo 26% 40-49yo 37% >50yo 22%	Interstate (1p) Intrastate 69% South West 31%
Downhill State Series & State Championship <i>PDMBC (Club)</i>	Wellington Mills Nannup	Club run downhill events with five downhill state series and one state championship, with three events held in the south west, typically at Wellington Mills and Nannup. The downhill style race courses utilise existing formal trail networks on DBCA estate and are repeatable but not permanently signed. Race courses are based in pine plantations and are subject to logging pressures.	Avg. 80-100 Competitors 95% Male <18yo 25% 19-30yo 50% >30yo 25%	International 1% Interstate 1% Intrastate 98%
Gravity Roller Club Series <i>PDMBC (Club)</i>	Wellington Mills Pemberton	A club run series of five All Mountain style races with two stages held in the south west at Wellington Mills and Pemberton. The race courses, which have timed descents, utilise existing formal trail networks and are repeatable but Wellington Mills is not permanently signed and is subject to logging pressures.	Avg. 80-100 competitors 95% Male <18yo 25% 19-30yo 50% >30yo 25%	International 1% Interstate 1% Intrastate 98%
State XC Series & State Championship <i>PMBC (Club)</i>	Pemberton Collie Dunsborough	Club run cross country events with six state series and one state championship, with four events held in the south west at Pemberton, Collie, Dunsborough and the state championships in Margaret River. The race courses utilise existing formal trail networks on Reserves and DBCA estate. They are repeatable and signed excluding Margaret River which is not signed and is subject to logging pressures.	Avg 85 competitors 95% male <18 7% 18-24yo 15% 25-34yo 33% 35-44yo 43% 45-54yo 2%	Predominantly Intrastate
Round tu-it 6hr Classic <i>AMBC (Club)</i>	Northcliffe	A club run six hour marathon race in Northcliffe. The cross country style race course utilises a formal private trail network and is repeatable.	Not Available	Not Available

PROMOTION AND MARKETING

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

Key government agencies and major cycling bodies promote the activity and benefits of cycling in general. State, regional and local tourism organisations, and visitors centres are the bodies which market and promote the region and its destinations. Typically promotion is focused on websites, social media, media familiarisations, and printed material such as visitors guides, but can include television commercials. Australia's South West is the tourism body responsible for promoting the region. With all forms of cycling increasing in popularity promotion of opportunities is on the rise, Australia's South West webpage highlights a number of different opportunities in the South West, notably the Munda Biddi and Old Timberline Trail in Nannup.

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

Various tourism bodies are responsible for promoting the region. The Southern Forests and Blackwood Valley Tourism Association will provide destination marketing and visitor servicing when they commence trading in 2020. Trail based activities are promoted as a key attraction within the region through the Trails WA, Total Trails and Australia's South West websites and trail user bodies, DBCA, commercial operators and event promoters.

The Shire of Nannup has produced a trails map that incorporates all local trails for visitor information and there is a regional map at the Trailhead on Brockman St and at the Nannup Visitor Service.

Local tourism organisations and visitors centres also typically depict cycling, but also have limited trail information or direct marketing. The Munda Biddi Trail Foundation undertakes targeted marketing, and promotes and provides information on the Munda Biddi Trail. A series of commercial maps are available and the website features comprehensive information on the trail including listing cycle friendly businesses.

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

The region's most significant promotion comes through events, especially the Tour of Margaret River which attracts a high level of intrastate competitors. Typically this event has magazine, social and online coverage as well as numerous advocates leaving the region and state. SEVEN and DIRT gravel events are also attracting significant interest highlighting the diversity of cycling opportunities in the region. Most of the other events in the region also generate advocates who promote the region. Many of the region's other events are well promoted nationally to the cycling community including through magazines and on mountain bike community websites. The region's trails have been sporadically featured within magazines however typically are not well represented on industry and community trail databases.



Nannup main street Credit: Shire of Nannup

GAP ANALYSIS

The following gaps in the current situation have been identified through comparing, market demand, demographic and user aspirations against the existing supply of product opportunities and governance. Knowledge gathered throughout consultation with stakeholders and community also feeds into this analysis.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ▪ Natural environment ▪ Blackwood River ▪ Proximity to Margaret River, Pemberton and Bridgetown ▪ Tour of Margaret River Pro-Am cycle race hosted in Nannup ▪ SEVEN and DIRT rides hosted in Nannup ▪ Nannup Mountain Bike Club ▪ Nannup pump track ▪ Safe roads to ride on with minimal traffic ▪ Nannup is 1/2 way service centre on Munda Biddi ▪ Munda Biddi Trail passes through Donnelly River, 1/2 way point on E2E ride ▪ Lewana State Downhill track ▪ Variety of low cost accommodation in town ▪ Trail head in Nannup townsite 	<ul style="list-style-type: none"> ▪ Capital investment for trails development and infrastructure ▪ Southern traffic bridge needs pedestrian crossing ▪ Branding and marketing ▪ Volume of accommodation required for major events. ▪ Hotel/motel accommodation to accommodate groups or tours ▪ Public transport options to Nannup ▪ Opening hours existing cafes and restaurants ▪ Trails directional signage ▪ Supermarket ▪ Munda Biddi south out of town is along sealed road ▪ Specialised trails packaged foods and equipment ▪ Activities for younger children and teenagers ▪ Cost of hire of temporary infrastructure, such as toilets, drinking water, food and drink, and bike wash facilities for events. ▪ Mobile phone black spots
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ▪ Shuttle service ▪ Suspension bridge across Blackwood River to create loop trails to town ▪ Packaged tours ▪ Direct flights Melbourne to Busselton ▪ Partnerships with neighbouring towns ▪ E-bike charging stations along the Munda Biddi Trail ▪ Bike mechanic services ▪ Car hire ▪ Cycle events in Nannup ▪ Free camping ▪ Farmers market ▪ Technology advances in digital marketing ▪ Engagement with Indigenous peoples ▪ Youth employment, training opportunities ▪ Trail building program at High School ▪ Trails suitable for people with disabilities to use 	<ul style="list-style-type: none"> ▪ Bushfires, other natural disasters ▪ Businesses failing due to lack of local support ▪ Change in policy from DBCA or FPC in relation to symbiotic partnerships in plantations ▪ Lack of affordable long term rentals for community ▪ Nannup main street loses its character and heritage feel ▪ Loss of community amenity ▪ Reliance on volunteer emergency services (Ambulance, SES)

GAP ANALYSIS CONSIDERATIONS

Based on the Strengths – Weaknesses – Opportunities – Threats (SWOT) analysis of existing conditions undertaken there were a number of considerations which should be investigated as key development/marketing/event opportunities. These included;

- Branding developed which showcases Nannup's unique topography and landscapes and captures the community 'essence'
- Implement a road-cycle framework to provide safer cycling experiences – this should consider signage, road-user education, and regular shoulder maintenance or construction on the identified high priority road cycling routes
- MOU developed with partnering shire's earmarking and supporting iconic road cycle routes
- Work closely with local Traditional Owners and those with knowledge of local European culture to continue to develop interpretation around Nannup's cultural heritage
- Promotion of business opportunities that support cycle tourism to assist Nannup's Trail Town accreditation
- Investment in cycle-friendly business training
- Packages developed around flights from Melbourne, which could include incentivised cycle/bike transport with air carrier partners (Jetstar initially)
- Audit to be undertaken of accommodation capacity in town to identify development opportunities or planning/zoning considerations
- Symbiotic partnership MOU developed for ongoing co-use of DBCA/FPC plantations

TRAILS VISION AND PRIORITIES



VISION

The Nannup region will be recognised as a premier destination for cycling, hosting captivating experiences for road cyclists, gravel cyclists, mountain bikers and recreational cyclists.

Investment in cycle tourism trail infrastructure, supporting businesses and tourism product and improved visitor information and marketing will firmly establish Nannup as a Trail Town.



Nannup pump track Credit: Shire of Nannup

PRIORITY AREAS

This Master Plan identifies five priority areas that require consideration and development to support the growth of cycling in Nannup;

Priority area 1. Invest in the Munda Biddi as the backbone

Priority area 2. Create an iconic trail experience

Priority area 3. Infill immersive experiences

Priority area 4. Create a vibrant Trail Town

Priority area 5. Create enviable governance

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

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

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

The backbone trail for cycling in the region is the Munda Biddi, providing a key connection through Nannup townsite from the north and linking to Pemberton in the south. The Munda Biddi Trail will provide the gateway to the natural and cultural experiences on offer.

Creating an iconic trail experience – Trees to Sea – will link Nannup to Margaret River, the Wadandi Track and the coast via an off-road trail along the Blackwood River. This experience will provide a 'hook' enticing cyclists to visit Nannup. The experience also has potential to draw visitors from the coast inland to Nannup.

In fill trail experiences will deliver experiences that showcase the best of the Nannup Region and fill the identified gaps in the existing trail offer. Trails proposed and recommended upgrades to existing trails will provide key connections and recreation experiences for local communities and provide the unique experiences that visitors are seeking. The priority infill trail experiences identified include:

- Trees to Sea Trail connection between Nannup and the coast,
- Tank 7&8 MTB trail network
- Donnelly Trail Hub MTB and gravel cycling
- Road cycling routes
- Gravel cycling routes
- Adventure trail MTB connection between Tank 7&8 and Donnelly Trail Hub
- Tank 1 and Tank 5 MTB network development
- Ellis Creek State Forest MTB trail network
- Ruabon – Tutunup Rail Trail

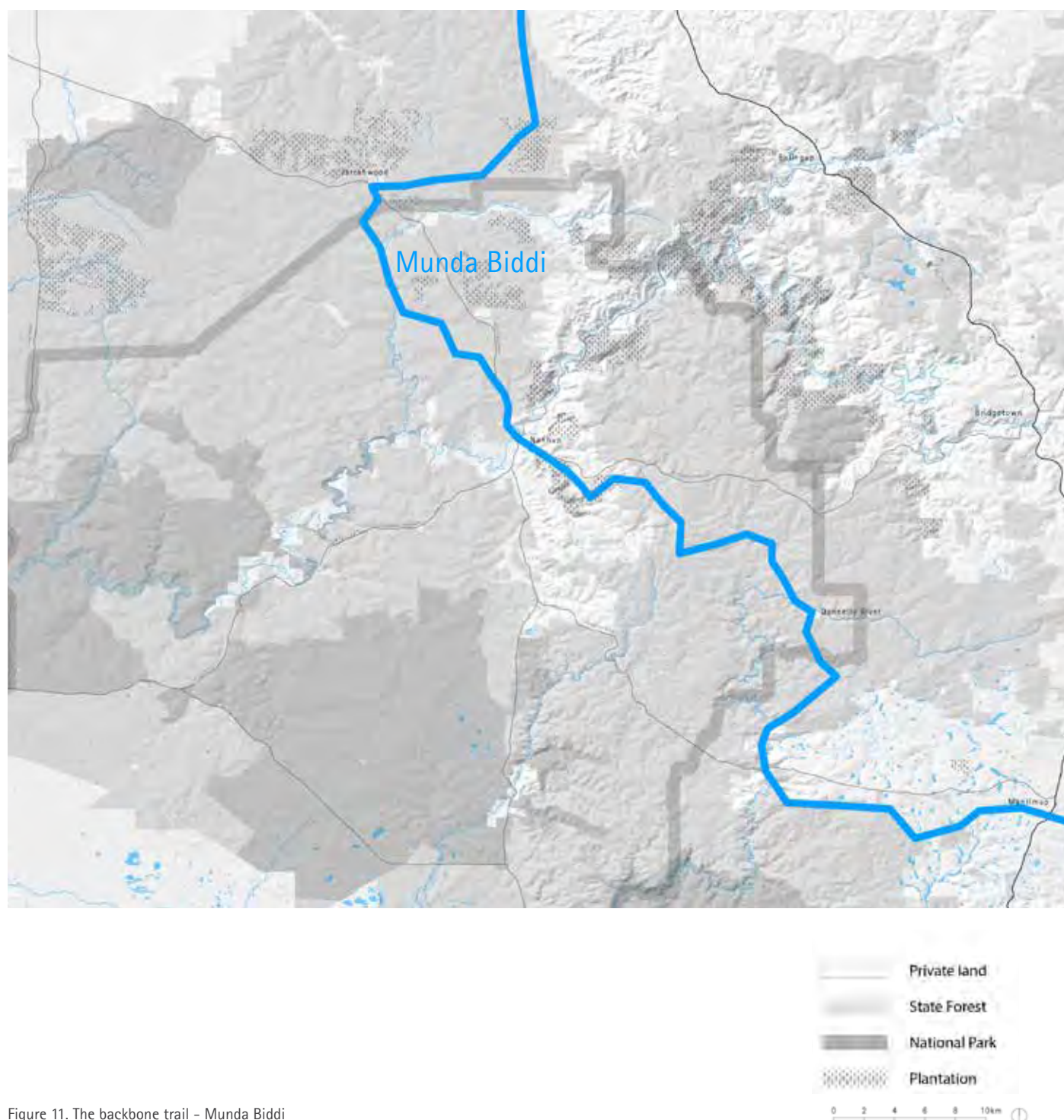
Delivering captivating trail experiences should be a focus for development in the coming years. Secondary to trail development will be ensuring Nannup townsite evolves into a vibrant trail town, with facilities and services that cater for cyclists. Marketing and promotion of the experience on offer needs to be appropriate to the level of development and to the intended markets. A comprehensive and cohesive strategy looking at how the diversity of experience can be packaged and marketed is needed to entice longer stays and repeat visits. Equally as important is getting the governance and management right with the key recommendation being establishment of a trails committee or body that is driving the development of trails, ensuring a consistent approach across all land tenures.

PRIORITY AREA 1. INVEST IN THE BACKBONE

The Munda Biddi is an internationally recognised long trail attracting multiday bike packers and riders completing sections. Promoting Nannup as the half way service point with Donnelly River Village being the physical half way point will firmly establish Nannup as a destination for users of the trail.

Key to establishing Nannup as a renowned destination along the Munda Biddi is ensuring the trail experience is high quality. It is recommended that the trail be realigned off of East Nannup Road to improve both rider experience and safety. Using the proposed town link trail from town to Tank 7&8, it is proposed that investigations be undertaken looking at alignment of the Munda Biddi through Plantation and State Forest to link from Tank 7&8 through to Donnelly village.

Where possible new trail development should use the Munda Biddi Trail as a spine connecting the development back to Nannup.



PRIORITY AREA 2. CREATE AN ICONIC TRAIL EXPERIENCE

The Trees to Sea trail connecting Nannup to Margaret River, the Wadandi Track and the coast has potential to be developed as an iconic trail experience. Formalising a 130km off road adventure route from the coast at Margaret River to Nannup, Bridgetown and Boyup Brook will offer a marketable 'hero' experience within the Region. This trail has the potential to be a renowned iconic experience capturing the growing market of leisure riders seeking trails which connect them with unique landscapes in a curated experience. Connecting to the coast the trail will take riders through a range of landscapes and enable connections within the South West, through connection to another key trail in the region the Wadandi Track. A direct link to Margaret River will also enable Nannup to tap into the established and growing cycle tourism markets in the Margaret River Region.

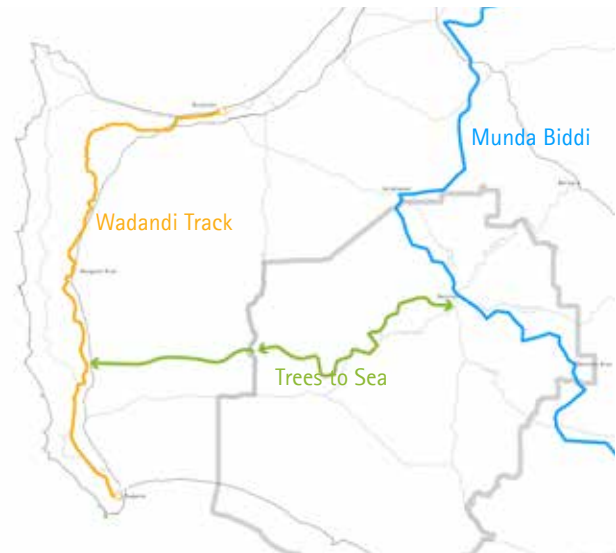


Figure 12. Trees to Sea trail context

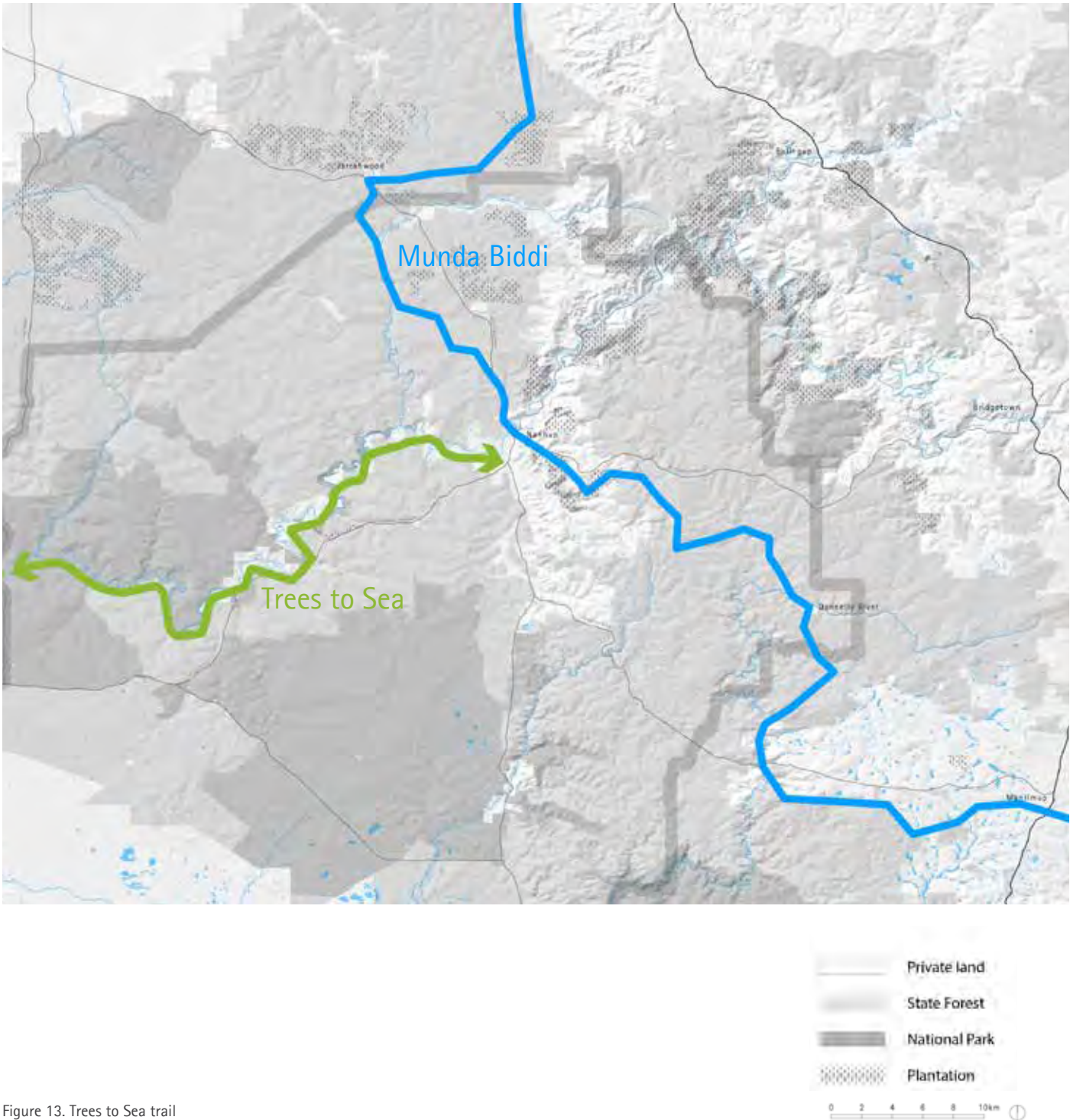


Figure 13. Trees to Sea trail

PRIORITY AREA 3. INFILL IMMERSIVE EXPERIENCES.

Proposed immersive experiences will cater for a range of cycling types, showcasing the best of what the Nannup region has to offer in terms of terrain and scenic quality. The following pages outline priority proposals for each cycling type and trail proposals within the town of Nannup. For a summary of priority trail projects including responsible agency and next steps for development refer to recommendations section.

MOUNTAIN BIKE TRAILS

Nannup has the potential to provide for the short break or day trip market which have mountain biking as a primary motivator. Development of Ellis Creek State Forest will establish the region as a destination for the enthusiast and gravity mountain bikers. This area will provide an excellent recreation resource and will be an intrastate market driver, however the more unique opportunity is surrounding the Blackwood River and on the rolling hills above which are typically farmland and privately owned. This farmland could be developed to offer a unique open farmland trail with long flowing descents. When combined with Balingup and Bridgetown's offerings, the area will provide excellent mass-market opportunities which will capture the interstate and international markets. The shire reserves and surrounding timber plantations also provide opportunity for a level of intensive development not available on conservation reserves however the nature of timber reserves and their intensive management are the most significant constraint of the area. All development should consider the need for event infrastructure and appropriate event trail layouts.

This Master Plan identifies three key areas where there is significant potential for development of mountain bike trails – the plantations north and east of Nannup, Ellis Creek State Forest and Donnelly State Forest. The Plantations provide opportunity for higher impact trail development in particular gravity and downhill style trails. The State forests provide a natural setting suited to cross country and all mountain style trails with pockets where the terrain is suited to downhill and gravity trails.

Long distance touring routes which have been identified include the connection to Busselton using the Ruabon Tutunup Rail Trail and the connection along the Blackwood River to Margaret River and the coast.

Area's identified for network development and specific trails are outlined below in table 8 and in figure 14.



Table 8. Mountain bike trail priorities

Map ID	Trail Name	Description	Infrastructure requirements	Target Market/s
01	Tank 7 & 8	A proposed 30km mountain bike trail network containing cross country, all mountain and gravity trails.	<ul style="list-style-type: none"> ▪ Trailhead primary ▪ Trailhead secondary ▪ Trail network entry archway ▪ Toilets ▪ Re-alignment uplift road ▪ Signage ▪ Directional signage ▪ Car parking ▪ Picnic tables and bench seating ▪ Shuttle turn around 	Leisure Enthusiast Sport
02	Tank 1 and Tank 5 Mountain bike trail development	Tank 1 located in the Milward plantation off the Old Cundinup Road and Tank 5 located in the Folly plantation off Folly Road have great potential as mountain bike sites, encompassing cross country, enduro and downhill tracks. The old golf course was located at the Tank 1 site prior to it moving into the townsite and has power and parking onsite. There is an unsanctioned downhill trail that is well maintained and utilised for event training in this location.	<ul style="list-style-type: none"> ▪ Trail development ▪ Trailhead primary ▪ Directional signage ▪ Car parking ▪ Trail network entry archway 	Leisure Enthusiast Sport
03	Ellis Creek State Forest mountain bike network	Significant elevation and steep terrain, make this area suited to shuttle access trails. Significant constraints include conservation reserve, environmental issues, surrounding land use and disease risk area.	<ul style="list-style-type: none"> ▪ Trail development ▪ Trailhead primary ▪ Directional signage ▪ Car parking ▪ Trail network entry archway 	Leisure Enthusiast Sport
04	Lewana State Downhill Track	20 kms north east of Nannup the unsanctioned downhill trail network is approved for State Downhill events only, being steeper and longer than most other locations in the state. The Peel Mountain Bike Club has been instrumental in maintaining this trail network. From the top car park area there are several different lines down the hill. This area is normally not sign posted and the drive back up is on forest access tracks. Near-by is Lewana Cottages who are located on 80 acres and have accommodation for 50 people. They are seeking to attract cyclists to the area.	<ul style="list-style-type: none"> ▪ Trail development ▪ Trailhead primary ▪ Trailhead secondary ▪ Toilets ▪ Re-alignment uplift road ▪ Signage ▪ Directional signage ▪ Trail network entry archway ▪ Hygiene bath x 4 ▪ Car parking ▪ Picnic tables and bench seating ▪ Bus turn around 	Enthusiast Sport
05	Donnelly Trail Hub Mountain Bike Network	The area surrounding the Donnelly River Valley is an iconic landscape with steep slopes and large karri trees. Although the area has good opportunity for development it is significantly constrained by PDWSA, limiting future development of the area. If future development in the location was not so constrained it would be a much higher priority, and should the PDWSA constraints change in the future the location may need to be reassessed. The area has existing mountain bike demand due to one of the preferred Munda Biddi Trail sections being located in the area. Should constraints be removed, the area would be capable of hosting a significant trail network. The environmental issues and PDWSA are identified as the area's largest constraints.	<ul style="list-style-type: none"> ▪ Trail development ▪ Trailhead primary ▪ Directional signage ▪ Car parking ▪ Trail network entry archway 	Leisure Enthusiast Sport Independent
06	Adventure trail link Nannup to Donnelly	Linking the Tank 7&8 trail development and the potential trail hub at Donnelly there is potential to create a 20-30km single track mountain bike adventure trail. Ideally the trail would loop back to Tank 7&8 providing a single direction experience. Part of this trail could also form part of the proposed Munda Biddi realignment.	<ul style="list-style-type: none"> ▪ Trail development ▪ Trailhead primary ▪ Directional sign-age ▪ Car parking ▪ Trail network entry archway 	Enthusiast Independent

Map ID	Trail Name	Description	Infrastructure requirements	Target Market/s
07	Munda Biddi Realignment	Realignment of the Munda Biddi is earmarked using the proposed Town Link Trail and then through plantation and state forest. This will greatly improve the safety and experience of riders on the Munda Biddi as they leave Nannup.	<ul style="list-style-type: none"> Trail development (approx. 17km) Directional signage 	Enthusiast Independent
08	Trees to Sea (Nannup – Margaret River and coast)	There is a significant long term opportunity to formalise a 130km adventure route from the coast at Margaret River to Nannup, Bridgetown and Boyup Brook. Primarily using existing gravel back roads, forestry tracks and firebreaks this would provide a scenic route through the Warren Blackwood sub-region and is a safer option than using main roads. It would be important to undertake a detailed constraints analysis addressing potential issues such as land tenure, environmental sensitivity, Indigenous and non-Indigenous heritage. This potential trail has been documented in the Warren Blackwood 2050 Cycling Strategy.	<ul style="list-style-type: none"> Trail development concept and detailed design Environmental and indigenous considerations Construction Signage Interpretation 	Leisure Enthusiast Independent
09	Ruabon – Tutunup Rail Trail (Nannup – Busselton)	27kms north of Nannup the Sidings Trail (Munda Biddi) passes through Jarrahwood to Donnybrook. There is opportunity to sanction a cycling trail from Jarrahwood to Busselton along the rail corridor through the Witcher Range to the Vasse-Wonnerup Wetland system. These two areas have high environmental values and are extremely sensitive landscapes. Sanctioning the trail will assist to protect the conservation values of the remnant bushland where the trail exists and complete an important cycling connection between Busselton and Nannup. This project has been identified in the Ruabon-Tutunup Management Plan 2007 and the Warren Blackwood and Leeuwin Naturaliste 2050 Cycling Strategies.	<ul style="list-style-type: none"> Trail development concept and detailed design Environmental and indigenous considerations Construction Signage Interpretation Trailhead primary x 2 Hygiene baths x 3 	Enthusiast Independent

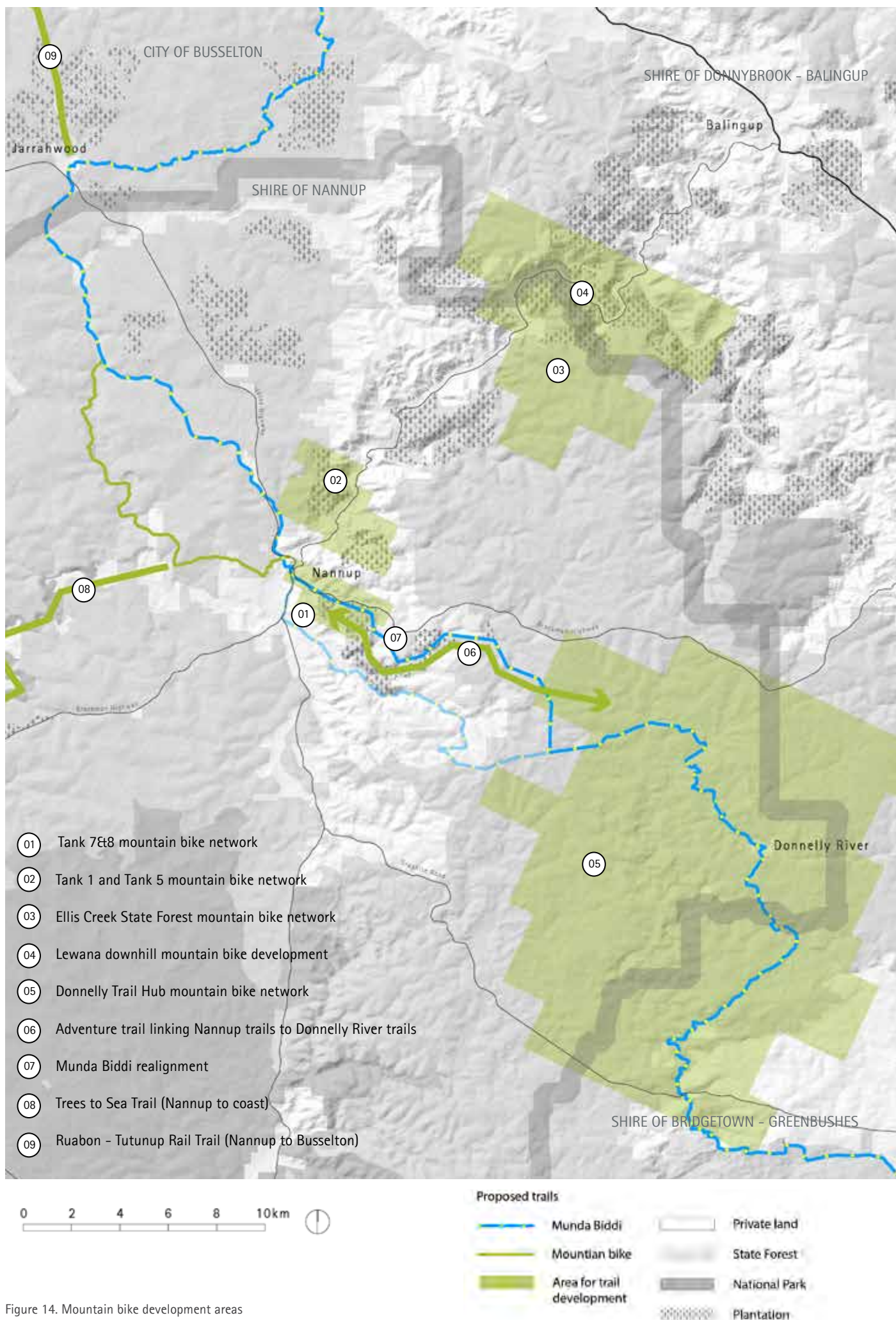


Figure 14. Mountain bike development areas

ROAD CYCLING ROUTES

Nannup has potential to firmly establish itself as a sought after road cycling destination. With an already popular series of routes and the annual Tour of Margaret River event there is a solid base from which to develop. Key recommendations include:

- Safety improvements on identified popular routes including widening road shoulders, installation of signage and flashing lights activated by cyclists which warn motorists of presence of cyclists ahead
- Development of marketing material which outlines key routes and key details for each route including for example distance, elevation, optional features, and scenic values.

Routes which have been identified as having potential to be apart of the marketed suite of routes are outlined below in table 9 and in figure 15.



Table 9. Road routes

Map ID	Route Name	Infrastructure requirements	Target Market/s	Distance
01	Nannup – Balingup- Bridgetown	<ul style="list-style-type: none"> ▪ Signage ▪ Flashing safety lights ▪ Cycle shoulder on road 	Enthusiast Sport Independent	112km
02	Gold Gully-East Nannup Rd	<ul style="list-style-type: none"> ▪ Signage ▪ Flashing safety lights ▪ Cycle shoulder on road 	Enthusiast Sport Independent	27km
03	Brockman Hwy-Sears Rd-Mockidillup Rd- Graphite Rd- Nannup	<ul style="list-style-type: none"> ▪ Signage 	Enthusiast Sport Independent	95km
04	Brockman Hwy-Stacey Rd-DennyRd- Brockman Hwy-Nannup	<ul style="list-style-type: none"> ▪ Signage ▪ Flashing safety lights ▪ Cycle shoulder on road 	Enthusiast Sport Independent	67km
05	Mowen Rd-Sues Hwy-Vasse Hwy-Nannup	<ul style="list-style-type: none"> ▪ Signage ▪ Flashing safety lights ▪ Cycle shoulder on road 	Enthusiast Sport Independent	104km
06	Brockman Hwy-Marrinup Ford Rd-Nannup Balingup Rd	<ul style="list-style-type: none"> ▪ Signage 	Enthusiast Sport Independent	102km
07	Vasse Hwy-Cundinup South Rd-Kirup- Nannup Balingup Rd	<ul style="list-style-type: none"> ▪ Signage ▪ Flashing safety lights ▪ Cycle shoulder on road 	Enthusiast Sport Independent	110km

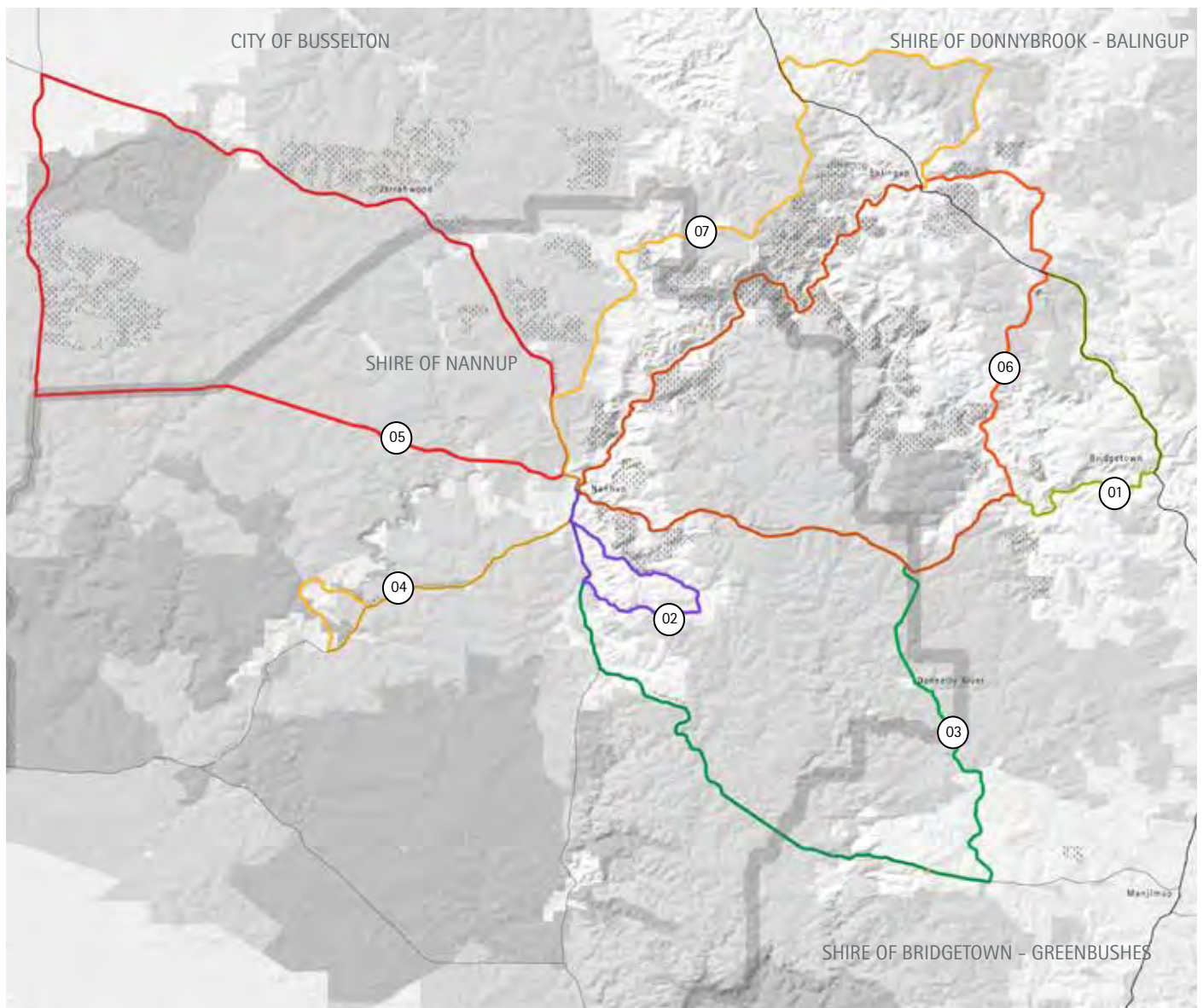
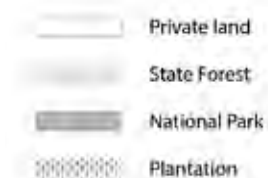


Figure 15. Potential key road cycling routes

Potential routes

- 01 Nannup - Balingup - Bridgetown
- 02 Gold Gully - East Nannup
- 03 Brockman HWY - Sears Road - Mockidillup Road - Graphite Road
- 04 Brockman HWY - Stacey Road - Denny Road
- 05 Mowen Road - Sues Road - Vasse HWY
- 06 Brockman HWY - Marrinup Ford Road - Balingup Nannup Road
- 07 Vasse HWY - Cudinup South Road - Balingup Nannup Road



GRAVEL CYCLING ROUTES

Gravel cycling is emerging as a popular cycle type and Nannup through events such as Seven and Dirt is quickly establishing itself as a premier gravel destination. The key recommendation for development of gravel cycling in Nannup is the establishment of a marketed series of routes. These routes should be detailed in online and print and signposted at key intersections on the ground. Information for each route should include, access, distance, elevation, optional features and scenic values.

Routes which have been identified as having potential to be apart of the marketed suite of routes are outlined below in table 10 and in figure 16.

Table 10. Potential gravel cycling routes.

Map ID	Trail Name	Description	Infrastructure requirements	Target Market/s
03	Yanmah Brook Circuit	<p>This ride exits the village via the Bibbulmun (not single track) or alternatively the Munda Biddi.</p> <p>Stump Road and Scorch Road take you down to Yanmah Brook, where a left turn takes you onto Brook Road following the Yanmah Brook for about 8kms. The Munda Biddi is on Brook Road for about 3 of these kms.</p> <p>Brook Road ends at the bitumen (Sears Road – Manjimup to Donnelly road). Turn left to return to village, turn onto Carter Road (gravel) and back to the village (the last 1 or 2 kms is the same as the original exit from the village). The option is to stay on the bitumen (ie. no turn at Carter Road) 18km (1 to 2 hours)</p>	<ul style="list-style-type: none"> ▪ Signage/wayfinding ▪ Branding ▪ Mapping 	<p>Leisure</p> <p>Enthusiast</p>
04	Willow Spring Circuit	<p>Exit the village via the Munda Biddi (which follows Willow Springs road for a few kms)</p> <p>Where the Munda Biddi exits Willow Springs Road, continue on Willow Springs Road</p> <p>Follow this road (ideally all the way to the Willow Springs) – ie a picnic/camping area and site of a previous timber settlement. Return to the village via the Munda Biddi Trail. 12-16km (1 to 2 hours)</p>	<ul style="list-style-type: none"> ▪ Signage/wayfinding ▪ Branding ▪ Mapping 	<p>Leisure</p> <p>Enthusiast</p>
05	Pool Road – Swamp Road – Tin Mines Road	<p>An easy route, ride past the dam and then about 5km along a track (Pool Road) following the Donnelly River valley, a left turn takes you along Swamp road (a feature along here is the Old Potato Farm or Ross's Swamp). Swamp Road runs into Tin Mines Road which runs back to the dam (the last approx 1km of the ride is on the same track as the first 1km of the Pool Road ride). When you hit Swamp Road if you turn right, there is an option to return via the bitumen (Bridgetown/Donnelly Road) for a shorter/easier ride. 16km – Allow (1 – 2 hours)</p>	<ul style="list-style-type: none"> ▪ Signage/wayfinding ▪ Branding ▪ Mapping 	<p>Leisure</p> <p>Enthusiast</p>
06	Andrews Rd to Donnelly River	<p>There is a magnificent stand of karri trees on Graphite Rd that is a showcase for the region, however it is too dangerous for motorists to pull over to take photos and there is currently no shoulder on the edge of the road. An infrastructure project exists to construct a pullover lane with a driveway into Andrews Rd where a carpark could be established and a walk trail with viewing platform at Graphite Rd. A cycle trail along gravel roads to Donnelly River Village is possible, although hygiene baths would be required as this is a dieback area. This potential project has been discussed with DBCA personnel who agreed that it could be possible, however would be a low priority. 17km (1 to 2 hours)</p>	<ul style="list-style-type: none"> ▪ Signage/wayfinding ▪ Branding ▪ Mapping 	<p>Leisure</p> <p>Enthusiast</p>
07	Barrabup 03 to Cudinup	<p>This 20km loop trail passes through pristine old growth forest near the original alignment of the Bibbulmun Track and links back to the Munda Biddi Trail. This is a popular area for viewing wildflowers in spring and has good opportunities for cultural interpretation and guided tours. 12km (1 to 2 hours)</p>	<ul style="list-style-type: none"> ▪ Signage/wayfinding ▪ Branding ▪ Mapping 	<p>Leisure</p> <p>Enthusiast</p>
08	SEVEN Training routes	<p>Already marketed by event organisers as a gravel route containing some parts of the official course. 51km (half to full day)</p>	<ul style="list-style-type: none"> ▪ Signage/wayfinding ▪ Branding ▪ Mapping 	<p>Enthusiast</p> <p>Sport</p>
09	Link to Linga Longa Bike Park	<p>There is opportunity to market a route linking Linga Long Bike Park to the plantations which would potentially appeal to a segment of the market that visits Linga Longa. 21km (2-3 hours)</p>	<ul style="list-style-type: none"> ▪ Signage/wayfinding ▪ Branding ▪ Mapping 	<p>Enthusiast</p> <p>Independent</p>



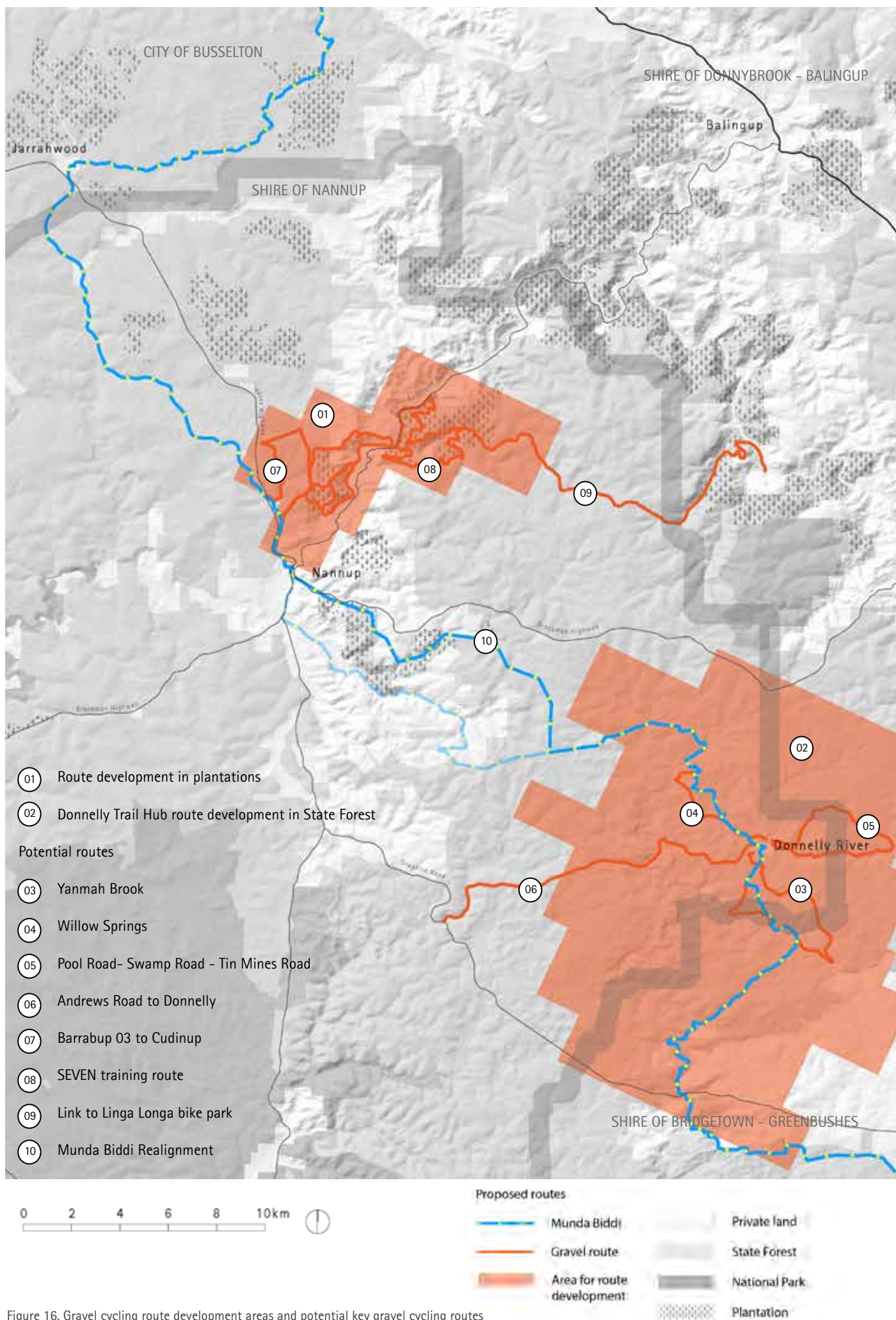


Figure 16. Gravel cycling route development areas and potential key gravel cycling routes

NANNUP TOWNSITE

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

Priority infrastructure proposals in establishing Nannup as a Trails Town are outlined in table 11 below and figure 14.

Table 11. Priority trail and infrastructure projects in Nannup townsite.

Map ID	Trail Name	Description	Infrastructure requirements	Target Market/s
01	Principle Trailhead	<p>The principle trailhead within the townsite should be a prominent vibrant hub of cycling activity from which riders begin their journey into the broader trail network. Foreshore Park is recommended as the most desirable location due to proximity to the center of Town and proposed town trails.</p> <p>The principle trailhead will ideally contain challenge park facilities (pump track, jump lines, learn to ride track, skills loop) and support facilities such as playground, parking, toilets and picnic areas. Space for an event marshalling area is also desirable.</p>	<ul style="list-style-type: none"> ▪ Challenge park ▪ Toilets ▪ Signage ▪ Directional signage ▪ Car parking ▪ Picnic tables ▪ Nature Play playground 	All
02	Blackwood River Suspension Bridge	Constructing a suspension bridge over the Blackwood River at the end of Kearney St in the townsite would facilitate the completion of a cycle and walk loop trail around North Nannup. There is a public access-way fenced between private property for access and there is a trail corridor between each private property and the Blackwood River on the west side of town. This trail would require branding and signage installation. Consideration would need to be given to risk management issues and maintenance during winter due to seasonal water level fluctuations and flooding.	<ul style="list-style-type: none"> ▪ Trail development concept and detailed design ▪ Environmental and indigenous considerations ▪ Construction ▪ Civil engineering considerations ▪ Path construction to bridge ▪ Trail rehabilitation on western side of trail ▪ Consultation with land owners ▪ Signage ▪ Interpretation ▪ Trailhead primary ▪ Picnic tables and bench seating 	Local Leisure
03 04	Riverside trails	<p>Several trails along the Blackwood River have been identified including upgrading the existing Nannup River Trails to shared use, and loop trails making use of the proposed Blackwood River Suspension Bridge.</p> <p>Consideration would be required for risk management issues and maintenance during winter due to seasonal water level fluctuations and flooding.</p>	<ul style="list-style-type: none"> ▪ Trail development (approx. 7km) ▪ Directional signage 	Local Leisure

Map ID	Trail Name	Description	Infrastructure requirements	Target Market/s
05	Town Link Trail	A shared use trail linking town to Asplin Arboretum and Tank 7&8 is proposed on the northern side of Brockman Highway. Ideally this trail will start at the Principle Trailhead.	<ul style="list-style-type: none"> Trail development (approx. 2km) Directional signage 	Local Leisure Enthusiast
06	Asplin Arboretum	<p>Located 2kms from the Nannup townsite in the Folly Plantation, this Arboretum was established between 1968 to 1972 as a trial plot for the Department of Forestry to determine the best species of conifer for plantation timber. Over 100 different species of trees were planted from around the world. Originally the Arboretum was fenced to deter kangaroos and rabbits. The Arboretum is now in private ownership and is valued by the community for its heritage and social significance. It is understood that some species are endangered in their country of origin and valued for seed collection.</p> <p>A tri-partisan partnership project is proposed between Council, community and land-owners to restore and rehabilitate the land and to establish walking and cycling trails within the Arboretum with cultural and heritage interpretation.</p>	<ul style="list-style-type: none"> Trail network development (approx. 10km) Primary trailhead Directional signage 	Local Leisure Enthusiast
07	Tank 7&8 Mountain Bike network	A proposed 30km mountain bike trail network containing cross country, all mountain and gravity trails.	<ul style="list-style-type: none"> Trail development (Approx 30km) Trailhead primary Trailhead secondary Trail network entry archway Toilets Re-alignment uplift road Signage Directional signage Car parking Picnic tables and bench seating Shuttle turn around 	Local Enthusiast Sport
08	Munda Biddi Realignment	Realignment of the Munda Biddi is recommended using the proposed Town link trail and then through plantation and state forest. This will greatly improve the safety and experience of riders on the Munda Biddi as they leave Nannup.	<ul style="list-style-type: none"> Trail development (approx. 17km) Directional signage 	Local Leisure Independent
09	Southern Traffic Bridge	The southern entry to town via Brockman Highway requires upgrade to the bridge to improve cyclist and pedestrian safety. Shire should lobby Main Roads to complete the improvements.	<ul style="list-style-type: none"> Bridge upgrade 	
10	Freestyle Jump Park	At the intersection between the Timberline Trail, Kondil Park and Munda Biddi, 300m from the Nannup trail head is a parcel of land owned by DBCA that currently has a motocross track located on it. When the sub-division along Barrabup Rd and Miller Rd was developed, motorbikes were banned from the area, however the infrastructure remains. This area would be suitable for development of a freestyle jumps park, potentially with an element of community/club managed lines. There is parking and sealed road access to Vasse Highway.	<ul style="list-style-type: none"> Trail development Signage 	Local Enthusiast Sport
11	Trails, Events and Visitor Centre	The parcel of land adjacent the Town Hall corner Warren Road and Forrest St, presents an ideal prominent location for development of a dedicated trails, events and visitor centre. Such a facility would be the first stop for visitors to town, providing information relating to trails experiences on offer as well as the broader tourism offer.	<p>TBC pending outcomes of consultation and business case, likely:</p> <ul style="list-style-type: none"> Dedicated car parking Co-location with existing community facilities in existing buildings 	All

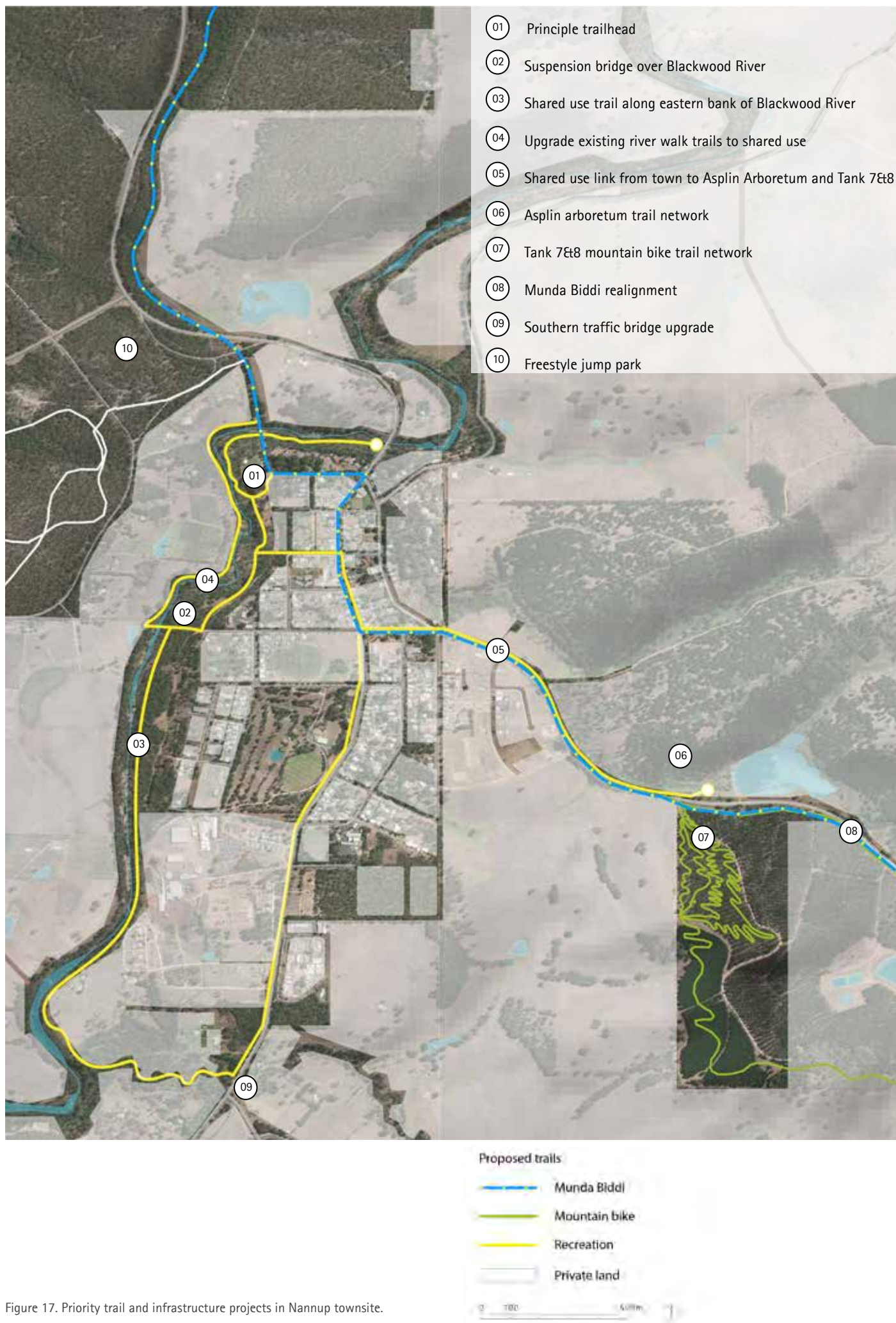


Figure 17. Priority trail and infrastructure projects in Nannup townsite.



PRIORITY AREA 3. CREATE A VIBRANT TRAIL TOWN

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

Nannup has made significant progress over the past five years in adopting cycle friendly business practices since the Munda Biddi Foundation Cycle Friendly Business program was introduced. Building on this groundwork will ensure a comprehensive suite of facilities, services and experiences which can ensure exceptional experiences and all touch points of the visitor experience. Private investment into the industry will be critical for success. Council can promote opportunities and engage with the business sector, with the following considerations for progressing economic development.

Industry development:

- Adopt a bike friendly program to engage businesses
- Promote business and industry opportunities to potential investors and new residents in partnership with real estate agencies and Development Commissions
- Continue to host cycle friendly workshops for businesses, residents and user groups to progress cycle tourism in the region
- Support Donnelly River Village to establish as a Trail Hub
- Partner with the Nannup District High School and DLGSC to establish a Trails Construction School in Nannup, promoting youth employment opportunities
- Seek funding to undertake construction of Tank 7 & 8 trails, and commence concept and detailed design of Tank 5 trails
- Work in partnership with the Shires of Bridgetown-Greenbushes and Manjimup to support cycle events of national significance

Commercial opportunities:

- Bike and equipment hire
- Training and skills, youth development programs and ladies skills
- Food and beverage, evening restaurant, brewery, cellar door sales and upmarket bar
- Bicycle mechanic
- Tour businesses
- Shuttle bus services
- Bike sales

Additional services:

- Trail network information and maps
- Bike maintenance equipment and tools
- Skills area including pump track
- Bathroom and shower facilities
- Playground and picnic facilities
- Locker facilities
- Events facilities
- Bike wash down area
- Medical services

MARKETING AND EVENTS

Marketing and promotion of the experience on offer needs to be appropriate to the level of development and to the intended markets. A comprehensive and cohesive strategy looking at how the diversity of experience can be packaged and marketed is needed to entice longer stays and repeat visits.

It is important to ensure promotion of trail opportunities and experiences is appropriate to the level of development and the intended markets. On an ongoing basis, it will be important to maintain up to date, accurate trail information to ensure accurate communication and accessibility for users. Content development and management (including continual updates) is often the biggest challenge for destinations as no one agency takes the lead. It will be vital for the Shire of Nannup to invest in a resource (either in-house or external) who will be responsible for generating or commissioning editorial and imagery and management of the brand. This will ensure consistency of the messaging, inspirational content development and that the key messages are adapted by the industry and promoted through external partners and networks.

At a state level there has been a noted increase in the promotion of cycle tourism over the past few years, particularly since the launch of the WA Cycle Tourism Strategy. Traditionally this has been driven by event marketing, though specific cycle tourism promotions have started to appear and significant funding has been made at a state level to the development of trails and cycle tourism across the greater south west.

Specific attention and support should also be provided for the aspiration of any local Aboriginal people in developing Aboriginal tourism, interpretation and art.

Branding

The Shire of Nannup currently engages the brand of 'Rest, Connect, Grow', with a connection from their website to a comprehensive business, community and tourism website titled 'Everything Nannup'. It is broadly acknowledged that a new tourism brand is required, which will align with the newly formed Southern Forests and Valleys Local Tourism Association promotion and branding. In 2020 placemaking workshops will be held in Nannup to commence this process. As identified in the 2020 Trails Hub Inventory Assessment branding and promotion are currently scored low and are critical to achieve accreditation. It is recommended that a cycling 'identity' form a key component of Nannup's broader positioning and brand.

Promotion

Promotion of trails can increase recreation, tourism and event markets. Trail destinations that can harness the power of word-of-mouth marketing will build a strong brand and market presence. State, regional and local tourism organisations, and visitor centres are the bodies which market and promote the region and its destinations. Typically, promotion is focused on local signage, websites, social media, media organisations, and printed material such as visitor guides and maps, but can include television commercials and travel documentaries.

With a strong event and recreational riding fraternity already visiting Nannup, it is envisaged that establishing formal arrangements with cycling ambassadors to sell the story and the destination would be beneficial.

Packaging

With the expansion of the Busselton Airport, and interstate flights earmarked to start in the near future, there is viability in developing a range of air and land packages which could both increase awareness of the destination but also extend length of stay in the region. With direct flights from Melbourne to Busselton proposed to start in 2020, this will open niche marketing opportunities and itineraries/package product for Eastern States visitors to the South West region. Nannup could leverage off the recognition of Margaret River in the east coast markets and be promoted as the hinterland of Margaret River.

This has been realised in Tasmania with select travel agencies coordinating cycling tours and independent travel itineraries for cyclists to Maydena and Derby. In order for Nannup businesses to profit from this, it will require tourism businesses to become 'trade ready' and be registered with domestic wholesale agents. Packages can be developed either by an independent travel agent, inbound tour operator, event partners or industry driven (as land packages only). Representation and assistance to deliver content to the East Coast and at trade shows is available through Australia's South West, the Regional Tourism Organisation, once operators have completed the required registration process with agents and developed fact sheets and tariff cards.

Itineraries

Itineraries are an effective marketing tool in educating visitors on how to travel to and through the region, and the broader experience offering. Whilst many destination cyclists are already coming to Nannup to ride they often leave without knowing about or exploring a broader range of offerings. Expansion of experiences into other areas (cultural and community events, food and beverage experiences, staying overnight, shopping locally) provides incentive for cycle tourists to come more often, stay longer and spend more money. Creating a resilient tourism industry depends on diversification with the sector and encouraging operators to connect and explore the ways in which they can link with other operators and expand their offerings.

There are business opportunities for travel and tour companies locally to partner with accommodation providers in developing itineraries, offering airport pick-up and drop-off services and track support, particularly for long trail riders on the Munda Biddi.

Munda Biddi Partnership

The Munda Biddi Foundation is a Not for Profit organisation that relies heavily on DBCA, Corrective Services and volunteer support to operate and undertake maintenance and management. There has recently been a change in Board direction of the Munda Biddi Foundation and there is a strategic drive to increase membership and ridership of the trail, along with improving maintenance, particularly in the northern part of the trail.

The Foundation operates with a minimal promotional budget, hence the opportunities to partner and co-brand provide synergies and positive economic benefits for both the organisation and Nannup businesses.

Promotional opportunities include but are not limited to:

- Munda Biddi manned marquee at specific Nannup cycling events including SEVEN and Tour of Margaret River
- Co-branding of promotions to the Eastern States cycling markets, encouraging consumers to fly in to Busselton on interstate flights
- Co-sponsored/co-managed events in Nannup
- Promoting Nannup at the half way service point with Donnelly River Village being the physical half way point. This would be marketed to repeat riders as a good start/end point for sectional riding, as well as encouraging an overnight or multi-night stay in Nannup or Donnelly River for end-to-enders.

Events

Events can provide considerable economic benefit to the local communities in which they are hosted. With implementation of this Master Plan, there will be a multitude of trail opportunities to create new events, improve existing events and support the development of the high performance environment. These opportunities will be of interest to organisations already running events as well as the existing and emerging private event promoters market. It will be important to manage the increase in competition in the events market, and to grow it sustainably, ensuring adequate infrastructure and support.

Consultation with event holders/organisers and the Shire of Nannup highlighted a number of event opportunities including;

- WA Gravity Enduro Rounds
- Bike Week WA ride
- Promotion of a "challenge" trail for families close to town
- Promotion and event development in partnership with the Munda Biddi Foundation
- The opportunity to utilise the resources of clubs who are already hosting events in the region, to further develop a calendar of activities and joint activities including the Peel Mountain Bike Club, Ride WA, Linga Longa and the Capes Mountain Bike Club
- Road cycle event that incorporates Pemberton, Manjimup and Nannup. Ride WA has a new event "Tour of WA" proposed for October 2020 along the same model of the Great Victorian Bike Ride in the South West
- Opportunity for South West and Busselton cycle clubs to develop a series of gravel rides in Nannup

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

- Portable grandstand seating
- Portable toilets and showers
- Nannup branded finishing chute
- Nannup branded banners and flags and
- Permanent poles along Brockman St to erect finish line banners

TRAIL TOWN ACCREDITATION

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

- Branding and marketing
- Engaged businesses
- Partnerships (governance, management, planning, budget)
- Activities, amenities, attractions, accommodation, access
- Suitable network of quality trails appealing to diverse markets
- Landscape setting that is iconic or suitable for proposed trails

Minimum essential requirements within each category will be assessed prior to receiving Trail Town status. The unique and comprehensive program will ensure Nannup has the necessary capacity to perform in the trail tourism realm, resulting in increased visitation, bolstering local businesses and building a strong community. The priority areas and recommendations outlined in this Master Plan will put Nannup on a path towards achieving Trail Town accreditation. It is recommended that the Shire of Nannup work closely with the Department of Local Government Sport and Cultural Industries to navigate a pathway towards Trail Town accreditation.

PRIORITY AREA 4. CREATE ENVIABLE GOVERNANCE

Key to the sustainability and longevity of any trail development is an effective and efficient governance and management structure. Given the range of stakeholders with an interest in trails, it is important to ensure management arrangements have broad representation and a willingness by all parties to accept some level of responsibility. To ensure these roles and responsibilities are understood and carried out to a high standard, a governance hierarchy should be formally adopted by all relevant stakeholders.

As the driving force behind this Master Plan the Shire of Nannup would be the lead governance agency, providing a liaison point with identified land managers and private/commercial investors. To maintain sustainability and consistency across the Region it is recommended that a trails committee be formed and given responsibility for implementation of the Master Plan. The Trails Committee should contain director level representatives from local government, as well as representatives from DBCA, DLGSC and trail type peak bodies. The role of the committee would be to oversee all strategic trail development and management, with a particular focus on seeking funding for high priority locations. The group should meet quarterly to coordinate key stakeholders and project priorities.

The Shire of Nannup needs to take the lead on coordinating a partnership/MOU with neighbouring Shires for the development, maintenance and marketing of iconic road cycle routes in the area.

Of particular importance is the involvement of trail user group peak bodies (Westcycle, Nannup Mountain Bike Club), and other trail organisations and volunteers who have driven the advocacy and management of trails in the Region. The successful delivery and ongoing management of trail developments will depend on the participation and awareness activities generated by these groups, as well as the communities they have created.

The recommended governance hierarchy is outlined in Figure 18.

Trail maintenance is one of the key operational considerations of any trail destination. In general terms, a high-quality cycling destination will require regular maintenance, to ensure trails are maintained to a standard expected by the bike rider, particularly mountain biking. The terrain where mountain bike single track is being developed is somewhat unique, particularly as community consultation has indicated that raw trails are preferred. This type of trail brings with it unique maintenance requirements. It is recommended that a volunteer trail maintenance program is established to ensure that the trails remain in good condition. Should paid, professional maintenance teams be engaged the maintenance budget recommended is approximately \$1,500 per kilometre per annum. For road cycling the key maintenance requirement is road sweeping and road shoulder maintenance. Initially this should take place regularly on the identified key road routes.

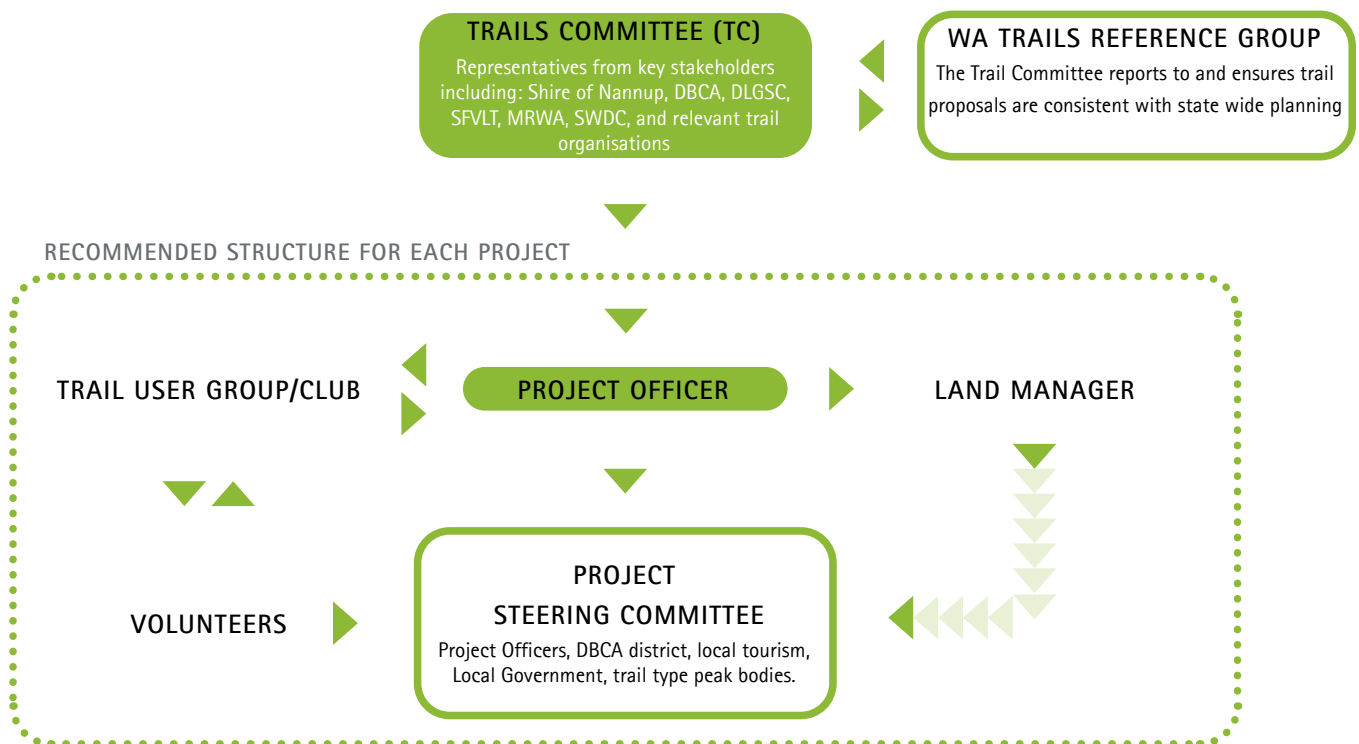


Figure 18. Recommended governance hierarchy

FUNDING & PARTNERSHIP OPPORTUNITIES

Sanctioning trails is an expensive process that can be onerous for local governments and community organisations to bear. Many Councils across Western Australia have prioritised trails tourism in their Community Strategic Plans, but continue to rely on government funding to complete projects. Funding bodies will not contribute 100% to a proposal, it is a pre-requisite that there is "buy in" from the whole community including Not for Profit, businesses and the cycling community. This can place a great strain on the cycling club itself who are often the volunteer organisation who are responsible for ongoing maintenance of trails whilst fund raising to contribute funds to future trails developments.

Within government departments there are individuals who are passionate about trails development and are extremely supportive of sustainable and innovative projects. The assistance provided by government organisations is invaluable to completing projects. Without their support, many trail projects would not get off the ground. Some of the government organisations that provide trail planning and construction funds include:

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

The Department is the key driver in developing the WA Strategic Trails Blueprint and a key supporter of Trails WA. They also manage the Lotterywest Trails Funding Program which allocates around \$1million per annum to plan, build and develop trails in WA. www.dsr.wa.gov.au

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

A huge number of trails are in the parks managed by Parks and Wildlife Services. Parks & Wildlife is key in setting standards for trails in the State and works with a large number of stakeholders to provide quality trails that meet the needs of trails users and protect the environment.

Department of Transport

The West Australian Bicycle Network grants program is one of the key actions detailed in the Western Australian Bicycle Network (WABN) Plan 2014–2031 which sets out a framework for the provision of a safe and sustainable cycling network across WA. Funding is available to local government authorities in WA, for up to 50 per cent of the total project cost, for the design and implementation of bicycle network infrastructure and programs in accordance with State Government priorities set out in the WABN Plan.

Regional Development Australia

Nationally, Regional Development Australia manages the Building Better Regions Fund Infrastructure Projects Stream. This will support projects which involve the construction of new infrastructure, or the upgrade or extension of existing infrastructure that provide economic and social benefits to regional and remote areas.

BUSINESS AND COMMUNITY "BUY IN"

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

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

REVENUE MODELS

A number of cycling destinations around the world have diversified their product offering to generate income as a means to underwrite infrastructure development and maintenance costs for example user pays, shuttle services, sponsorship and merchandise sales. Some revenue models with potential to be applied in Nannup have been outlined in table 12.

Table 12. Revenue model outline

Revenue Model	Features	Pros	Cons	Lead
Shuttle service	Users pays to be shuttled from base of ride to start	Easy to charge	Requires a degree exclusivity of use and fencing / access management to be profitable	Private business
Car parking fees	User pays for trailhead parking	Easy to charge	Requires fencing/access management Not generally well received by riders	Shire of Nannup
Showers and lockers	Pay per use shower and locker facilities	Easy to manage Doesn't require significant resources to manage	Initial installation costs Ongoing cleaning	Shire of Nannup
Events	Participants pay a registration fee to enter	Builds awareness of a destination Gives a reason to travel 'NOW'	Requires infrastructure support Funds don't necessarily go back into trail development/maintenance	Ride WA
Sponsorship	Business or entity sponsors trail and/or infrastructure development	Opportunity for promotion for local businesses	Typically one off funding injection	Private business
Merchandise	Locally branded products featuring the Nannup brand/logo	Builds awareness of the destination	Initial design/production costs	Private business
Fundraising	Sourcing funds from raffle and crowdfunding avenues	Builds community/public awareness and ownership of trails and the destination	Typically one off funding injection	Local club/s
Commercial vendors	'Pop-up' commercial vendors (e.g. café, food vans, bike hire) at trail heads	Opportunity for local business	Funds don't necessarily go back into trail development/maintenance	Private business

PRIVATE ENTERPRISE

There are numerous case studies from around Australia and the world that demonstrate public and private investment in trails and associated facilities provides a significant, sustainable return that benefits local and regional economies^{16,17}. These benefits include local community engagement and enjoyment, increased participation in recreational activity, the ability to attract dedicated trails market, business and sponsorship opportunities and economic benefits for the local area as well as the broader regional and State economies.

There is lots of potential in the Nannup area for private development of trails, with desirable terrain being located on freehold land. Locally (just outside Shire of Nannup), Linga Longa has established as a mountain bike park, which opens for events and ride days providing the largest concentration of difficult and extreme classified mountain bike trails in WA.

Gold Gully Farm on East Nannup Road is seeking to establish a mountain bike park with networked trails and on-site accommodation, promoting an eco-tourism 'off grid' sustainable living experience.

Melo Velo has established in the town centre and promotes itself as 'cycling central', offering bike hire and maintenance, bike café and budget accommodation. There are many opportunities for private enterprise to invest in trails tourism, and without their support the goal for Nannup to become an accredited trails town will be difficult to realise.

An aerial photograph of a rural landscape. A wide, reddish-brown dirt road runs diagonally from the bottom left towards the top right. The road is flanked by lush green fields. On the left side of the road, there are several large, mature trees with dense green foliage. On the right side, a line of trees runs parallel to the road, and a fence line is visible. In the background, more trees and a hazy horizon are visible under a clear sky. A green rectangular box is overlaid on the top left corner of the image, containing the word 'RECOMMENDATIONS' in white capital letters.

RECOMMENDATIONS

RECOMMENDATIONS

For each identified priority area the following pages provide a summary of recommendations and actions required to achieve the vision for Nannup as a cycling destination.

PRIORITY AREA 1. INVEST IN THE BACKBONE

PRIORITY AREA 2. CREATE AN ICONIC TRAIL EXPERIENCE

PRIORITY AREA 3. INFILL IMMERSIVE EXPERIENCES

The first three priority areas are about delivering the trail experiences which will underpin the establishment of Nannup as a cycling destination. The Munda Biddi Trail, Trees to Sea Trail and identified infill experiences provide a diverse mix of opportunities. It is vital that these trail experiences are delivered to the highest possible standard ensuring that rider experience in Nannup meets or exceeds their expectations.

AREA		ACTION	
1.1	Trail development and delivery	1.1.1	Progress development of identified priority trail projects
		1.1.2	Develop and operational plan which includes a timeline for the delivery of trail projects as per the trail development process outlined in the Trail Development Series
		1.1.3	Prepare a policy and process to guide access to private land with consideration given to lease or licensing arrangements. Work with private land owners to develop public trails at iconic locations.
		1.1.4	Prepare a strategy encouraging the creation of public-private partner-ships, identifying market opportunities and steps to form partnerships
		1.1.5	Ensure appropriate engagement with Aboriginal stakeholders is under-taken in all stages of trail development, consistent with the relevant legislation, DBCA policy requirements and the South West native title settlement
		1.1.6	Negotiate with MRWA to incorporate cycling lanes into future upgrades of identified cycling routes on MRWA controlled roads in the region and regular sweeping of road verges
		1.1.7	Develop event themed itineraries which promote post-event cycling experiences that don't have restrictions around land access
1.2	Infrastructure	1.2.1	Progress development of a central principle trail head within Nannup townsite
		1.2.2	Develop a business case to establish a dedicated Trails, Events & Visitor Centre at a prominent location in town.
		1.2.3	Develop a signage plan to help deliver a regionally consistent approach to signage, covering the full hierarchy of signage from trail-head to wayfinding and interpretation. Ensure consistency with the branding and marketing strategy. Note and compliment existing standards for example DBCA.
		1.2.4	Develop a maintenance plan which includes volunteer support (for off-road trails) and Main Roads support (for regular shoulder clearing of identified iconic on-road routes)
		1.2.5	Install e-bike charging stations in town, at Principle Trailhead or other prominent location

Priority trail projects are listed in table 14 below. For each project the following has been identified:

- Responsibility – lead agency in bold with support agencies also listed
- Priority for development – high, medium, low
- Timeframe for development
- Next steps as per the Trail Development Process outlined in the Trail Development Series⁸ (refer to table 13 below.)

Table 13. Trail Development Process. Source: Trail Development Series⁸

	STAGE	OUTCOME	DESKTOP	FIELD
PLANNING	1. PROPOSAL	The trail development is either supported in principle for trail development, or is not supported due to environmental, social or cultural constraints. The purpose of the proposal could be to identify suitable areas for consideration.		
	2. FRAMEWORK	A project outline, developed by project steering group (stakeholders), including: project objectives, project management model, stakeholder roles, target market, requirements, standards, execution, and ongoing trail management model.		
	3. SITE ASSESSMENT	Undertake a broad scale study of the area and identify constraints, soil types, vegetation etc.		
	4. CONCEPT PLANNING	Identify opportunities and conceptual trail plan including broad trail corridors and infrastructure requirements.		
	5. CORRIDOR EVALUATION	Detailed assessment of trail corridors for use in determining the final trail alignment.		
	6. DETAILED DESIGN	Detailed trail design produced and physically flagged in the field, including: trail classifications, technical trail features (TTFs), construction types and specifications.		
CONSTRUCTION	7. CONSTRUCTION	Trail is constructed in line with the detailed design.		
MANAGEMENT	8. MANAGEMENT	Management plan implemented detailing maintenance and monitoring requirements.		

Table 14. Priority projects summary

Trail Project	Responsibility	Priority	Timeframe	Next Steps
Nannup Townsite				
Principle Trailhead	Shire of Nannup DBCA, NMBC	High	1 year	<ul style="list-style-type: none"> ▪ Site assessment and concept development
Town Link Trail	Shire of Nannup	High	1 Year	<ul style="list-style-type: none"> ▪ Detailed design
Southern Traffic Bridge	MRWA Shire of Nannup	High	1 year	<ul style="list-style-type: none"> ▪ Site assessment/ feasibility
Riverside Trails	Shire of Nannup	Medium	3-5 years	<ul style="list-style-type: none"> ▪ Assessment of existing trails to determine requirements for upgrade to dual use ▪ Framework development for new trails on the western bank and south of the proposed suspension bridge
Blackwood River Suspension Bridge	Shire of Nannup	Medium	3-5 years	<ul style="list-style-type: none"> ▪ Feasibility assessment
Asplin Arboretum	Land owners Shire of Nannup, Community	Medium	3-5 years	<ul style="list-style-type: none"> ▪ Framework ▪ Development of MOU
Freestyle Jump Park	DBCA Shire of Nannup, NMBC	Medium	3-5 years	<ul style="list-style-type: none"> ▪ Framework ▪ Development of MOU
Munda Biddi Realignment	DBCA FPC, Shire of Nannup	Medium	3-5 years	<ul style="list-style-type: none"> ▪ Proposal

Table 14 Priority projects summary continued

Trail Project	Responsibility	Priority	Timeframe	Next Steps
Road cycling				
Development of Nannup Road Cycling Routes	Shire of Nannup Westcycle, DLGSC	High	1 Year	<ul style="list-style-type: none"> ▪ Identification of key routes in consultation with Westcycle and key user groups ▪ Development of mapping and route information package online and in print, noting potential to use existing platforms (online and apps) which provide a relatively quick and low cost way to make information available ▪ Form partnerships with neighbouring Shires for road cycle routes development, maintenance and marketing
Safety Improvements	Shire of Nannup MRWA	High	1 Year	<ul style="list-style-type: none"> ▪ Lobby MRWA to undertake safety improvements on identified key routes including shoulder widening, installation of safety lights where required, additional signage. ▪ Develop an ongoing management regime for shoulder sweeping
Gravel cycling				
Development of Nannup Gravel Cycling Routes	Shire of Nannup Westcycle, DBCA, DLGSC	High	1 Year	<ul style="list-style-type: none"> ▪ Identification of key routes in consultation with Westcycle and key user groups ▪ Development of mapping and route information package online and in print
Mountain Biking				
Trees to Sea (Nannup – Margaret River and Coast)	DBCA Shire of Nannup, Shire of AMR, DLGSC	High	3-5 yrs	Framework
Tank 7&8	Shire of Nannup DBCA, FPC, NMBC, DLGSC	High	1 year	Construction
Lewana State Downhill Track	DBCA Peel MBC, Shire of Donnybrook/Balingup, DLGSC	High	2 years	Concept development for upgrade and expansion
Ruabon – Tutunup Rail Trail (Nannup – Busselton)	Shire of Nannup City of Busselton, Public Transport Authority, DBCA, DLGSC	High	3-5 years	Framework
Tank 1 and Tank 5 Mountain Bike Trail Development	Shire of Nannup DBCA, FPC, NMBC, DLGSC	Low	5-10 years	Framework
Ellis Creek State Forest Mountain Bike Network	DBCA NMBC, Shire of Nannup, DLGSC	Low	5-10 years	Framework
Donnelly State Forest Trail Hub	DBCA NMBC, Shire of Nannup, DLGSC	Low	5-10 years	Framework
Adventure Trail link Nannup to Donnelly	DBCA FPC, Shire of Nannup, DLGSC	Low	5-10 years	Framework

PRIORITY AREA 4. CREATE A VIBRANT TRAIL TOWN

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

AREA		ACTION	
4.1	Business	4.1.1	Encourage and support new trail business opportunities and identified gaps in service provision
		4.1.2	Explore opportunities for Aboriginal enterprise and interpretation
		4.1.3	Work with existing businesses to upskill staff and broaden their offering to accommodate cycle tourists
		4.1.4	Investigate user pays models for implementation by the Shire of commercial operators
		4.1.5	Work with Nannup business community to identify ways to service cycle tourists seven days a week and after hours (ie, rotational roster, alternate weekend trading, pre-ordered meal and supply packs delivered to accommodation or lockers at Trail/Visitor Centre
		4.1.6	Develop drop-off/pick-up service with accommodation providers
4.2	Education and Training	4.2.1	Support the development of cycle related businesses (bike hire, bike tours), and invest in training for cycle guides
		4.2.2	Investigate local community programs which engage and educate locals in cycling culture, for example group rides, skill sessions, trial maintenance day
		4.2.3	Skills training days for volunteers (trail maintenance) and riders (riding competency)
		4.2.4	Communicate the ROI benefits of bike riding to the wider community
		4.2.5	Safe Cycling workshops – ensure community recognition and understanding of key road cycling routes to increase amicable and safe dual use of roads for cyclists and motorists.
4.3	Strategy	4.3.1	Work closely with the Southern Forests Et Valleys Local Tourism Association in establishing a cohesive, hierarchical marketing and promotion strategy for Nannup that incorporates a cycling identity
		4.3.2	Work with industry partners to develop a strong and iconic brand promoting Nannup as a cycle tourism destination. This would need to align with or replace existing branding.
		4.3.3	Facilitate the inclusion of trail information on Trails WA and links to other prominent online resources for national and regional locations, including but not limited to, local government websites, tourist information centres
		4.3.4	Record and analyse trail usage data and market visitation for all existing and new trail facilities. Work with other trail managers to create a central reporting system to provide information for the industry.
		4.3.5	Develop content and imagery which can be repurposed across a range of medium and promotional organisations
		4.3.6	Partner with brand advocates using a mix of local and national identities
		4.3.7	Work with DLGSC and Trails WA to achieve Trail Town accreditation

AREA		ACTION	
4.4	Events	4.4.1	Support and review the value of existing events and provide event infrastructure to enhance their ongoing value
		4.4.2	Develop a fee structure in consultation with event organisers for hosting events, with proceeds going toward the ongoing management and improvement of the facility
		4.4.3	Where appropriate, encourage the creation of new events with consideration being given to the potential impacts on established events and recreation participation
		4.4.4	Establish a store of event infrastructure available to all promoters/event managers including: <ul style="list-style-type: none"> ▪ Portable grandstand seating ▪ Portable toilets and showers ▪ Nannup branded finishing chute ▪ Nannup branded banners and flags and ▪ Permanent poles along Brockman St to erect finish line banners
4.5	Itineraries	4.5.1	Develop a range of multi-day itineraries which demonstrate how riders can experience the Nannup region (including travel distances, times, complimentary experiences)
		4.5.2	Encourage partnerships between travel and tour companies and local accommodation providers
		4.5.3	Work with neighbouring LTO's and Australia's South West to develop cycle-touring itineraries across the broader South West
		4.5.4	Develop a WA cycle tourism campaign with other iconic riding destinations ie Dwellingup, Collie, Kalamunda
4.6	Packages	4.6.1	Develop packages with Perth and key interstate trade partners to in-crease promotion and awareness within source markets
		4.6.2	Develop packages which appeal to the identified target markets (can include fly/drive components)

PRIORITY AREA 5. OPTIMISING GOVERNANCE AND MANAGEMENT

A sustainable cycle destination requires good management models, a governance hierarchy with clear responsibilities, a comprehensive understanding of the market, strong partnerships between key stakeholders including the community and diverse revenue raising pathways.

AREA		ACTION	
5.1	Governance	5.1.1	Retain the Cycle Master Plan Steering Committee to oversee the preparation and implementation of priority projects, with each project assigned a project manager responsible for delivery
		5.1.2	Conduct an annual review of the Master Plan recommendations to monitor progress and ensure outcomes are achieved and carry out a complete review of the Master Plan within 10 years
5.2	Management	5.2.1	Build upon the volunteer program to assist with ongoing management of trails across tenures, involving the Nannup Mountain Bike Club. Formalise roles and responsibilities and ensure the program is accessible, well promoted, coordinated and adequately resourced.
		5.2.2	Liaise with DBCA to prioritise development of management plans and recreation master plans for DBCA tenure
		5.2.3	Install single standard research tools and data collection devices at all existing and new locations to create a database to aid in management and future planning. Develop or improve an existing system for collecting tourism visitation data.
5.3	Partnerships	5.3.1	Undertake ongoing advocacy with stakeholders to realise high priority, longer term projects, which do not have current support or resources
		5.3.2	Develop written MOU's between Nannup Shire, land managers and user groups
		5.3.3	Develop road cycle management plan with neighbouring Shires (Donnybrook, Balingup, Bridgetown)
5.4	Revenue	5.4.1	Investigate implementation of a diverse range of revenue raising pathways

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