

TRAIL TOWN ACCREDITATION PACK

Your guide to becoming a Western Australia Trail Town

Trails WA is supported by:



Department of Local Government, Sport and Cultural Industries
Department of Biodiversity, Conservation and Attractions





CONTENTS

1. The Path to Trail Town Accreditation

Understand the steps and expected timeframes for becoming a Trail Town in this handy infographic.

2. Accreditation Application Form

Review the application form to understand all the assessment criteria including essential and desirable requirements. Complete this form to continue the accreditation process.

3. Assessment Sheet

Review the assessment sheet that will be used by the assessment panel to understand scoring

4. Trail Town Brand Identity

Guidelines for using branding elements such as the trail town logo.

CURRENTLY BEING UPDATED AND REMOVED FROM PACK.



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THE PATH TO TRAIL TOWN ACCREDITATION

To help you through the Trail Town accreditation process, we have created a step-by-step path explaining everything you need to know about becoming accredited.



1 START THE CONVERSATION

Contact Trails WA at hello@trailswa.com.au or speak with our Executive Officer on 0424 805577.

Our Trail Town Accreditation team is happy to walk you through the process and share best practices that can help you determine how to build your trail town.

In addition to these flowcharts, please reference Trail WA's Trail Town application for more detailed information on how to become accredited.



2 SUBMIT APPLICATION FORM AND PAYMENT

Pay your application fee and complete the Trail Town application form. Completing the application form is an in-depth process, so allow plenty of time to complete the form - consider scheduling in time to consult with your internal stakeholders that can supply relevant information, undertake internal assessments. You may wish to use a working group to complete the process together.

(+1 WEEK)



3 CONFIRMATION

Trails WA will confirm receipt of application and payment and liaise with you around timing of site visits. 4-6 week lead times are required to book site visits.

CONT'D

7 ONGOING SUPPORT

The Team at Trails WA are available for ongoing support and assistance to help you leverage and promote your Trail Town Accreditation badge and work with you on cross-promotional opportunities.



6 ACCREDITATION!

Following a final audit and review of all documentation provided including the final application, the assessment panel will endorse the Trail Town.

Logo and brand style guide will be provided and Trails WA's Marketing team will be on hand to assist with promotional opportunities.



5 FINAL ASSESSMENT (+3 WEEKS)

Trails WA and the assessment panel will meet to review and discuss the final application and review the outcomes of the site visit. Further questions or requests may be asked of the applicant, so please be prepared for some consultation.



MEMBERS OF THE TRAIL TOWN ASSESSMENT PANEL:

A multi-disciplinary team from DLGSC, DBCA and trails WA., inc:

- 1-2 Senior members of DBCA
- 1-2 DLGSC Trails Team
- Trails WA Executive & Marketing Officers



(ALLOW 4-6 WEEKS LEAD TIME TO
SCHEDULE VISIT)

4 SITE VISIT

A full day site visit (or two half days) from the Trail Town Assessment Panel is required to undertake the site visit audit. The components of the site visit include:

- On-site assessment of a sample of trails and services as per the assessment criteria.
- Presentations from the applicant to the assessment panel to demonstrate examples and evidence of how the applicant has met the Trail Town criteria.

TRAILS WA TRAIL TOWN ACCREDITATION APPLICATION FORM

Including supporting information



Department of Local Government, Sport and Cultural Industries
Department of Biodiversity, Conservation and Attractions



July 2023



TERMS & TERMINOLOGY

Cultural Significance

Cultural significance refers to places, object and stories which are significant for Aboriginal people, Aboriginal cultural heritage and the greater story and history of Western Australia and all its people.

Distinct Landscapes & Landmark Locations

Distinctive landscapes are those with visible features across physical (e.g. mountains, rivers), biological (e.g. vegetation, habitats, wildlife), human (e.g. buildings and infrastructure) as well as variables (e.g. weather, sights, sounds).

Landmark locations are those known to be easily recognisable with important features. To be considered distinct and landmarks, these are well defined, recognisable and differentiated from those of other areas and regions.

Governance Structure

The framework for managing trails and trail projects - including the rules, procedures, roles and the division of responsibilities as well as the decision-making process. It keeps the overall trail project and efforts in order and in accordance with the plan.

Planning Framework

A planning framework is a document or series of documents that ensure clarity with all stakeholders working towards trail objectives and outcomes. These inform the trail planning, design, construction and management stages.

Regionally Significant Features and Attractions

Refer to natural, built or tourism product/service that contributes to the region's history, culture, and/or aesthetic.

Sanctioned Trail

Sanctioned trails are officially accepted and promoted by the land manager / land owner. They are usually planned trails with a prescribed route systems and clearly defined trailheads and signage.

Trail Experience

Is the complete encounter for a trail user while on trail. It may address the expectations of a particular trail user audience e.g. a highly skilled mountain bike rider or hiker may be focused on an experience that is more risk driven, whereas other trail users may look for play experiences, challenges or an encounter where they feel they have escaped their everyday. Trail experiences should be appropriate to a particular place or setting, environmentally and socially sustainable, economically responsible e.g. consider maintenance costs.

Trail Town

To be considered for Trail Town accreditation, the applicant must be an authorised Representative of a Western Australian town - these being an urban area or locality with populations over 200 persons located in the State of Western Australia. They must be located predominantly (90%) within one particular Shire or Local Government Area and must have a population in that main LGA of less than 25,000 people.

Urban Centres and Localities (UCLs) as defined by Australian Bureau of Statistics),



TRAIL TOWN ACCREDITATION APPLICATION FORM

This is the application form for a town to be assessed as a Western Australian Trail Town.

Applicants should read the supporting information which explains the application process prior to completing this form.

CONTENTS

1. Contact Information
2. Introduction
3. Landscape and Setting
4. Existing tracks and trails
5. FIVE A's of Tourism
6. Partnerships and Management
7. Engagement of supporting business
8. Marketing

TRAILS WA TRAIL TOWN ASSESSMENT SHEET

An indicator of scoring



Department of Local Government, Sport and Cultural Industries
Department of Biodiversity, Conservation and Attractions



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TRAIL TOWN ASSESSMENT SHEET

The following assessment sheet is used by the assessment panel.

These questions are indicative of the final process but are subject to change.



1. CONTACT INFO			
2. INTRO	<input type="checkbox"/> MOUNTAIN BIKE TRAIL TOWN <input type="checkbox"/> HIKING TRAIL TOWN		
SECTION	QUESTION	SCORE ESSENTIAL DESIRABLE 6 points min. req'd 4 points min req'd	COMMENTS
3. LANDSCAPE & SETTING	3. Landmarks & distinct landscapes	/3	
	4. Climatic factors	/1	
	5. Character of trail experience	/1	
	6. Sense of place fit with trail activity	/1	
	7. Character / place fit with brand	/1	
	8. Sense of place features	/3 Possible	
	9. Engaged traditional custodians	/3 Possible	
	10. Detractors	/1	
	TOTAL SCORE SECTION 3:		
	APPROVED (TICK) <input type="checkbox"/> YES <input type="checkbox"/> NO		
4. EXISTING TRAILS		SCORE ESSENTIAL 14 points min req'd	COMMENTS
	11. Trail heads, networks & centres	/Minimum 4 (one point each)	
	12. List of all assessable trails	/3 days trail activity	
		Y / N Trail construction to criteria	
		Y / N Trail significance to plan	
		Y / N Critical mass close to town	
	13. Trails accessible from town centre	/1	
	14. Signage	3 out of 4?	
	15. Trail maps	2 out of 4?	
	16. Trail safety design	/1	
	TOTAL SCORE SECTION 4:		
	APPROVED (TICK) <input type="checkbox"/> YES <input type="checkbox"/> NO		

TRAIL TOWN ASSESSMENT SHEET



5. FIVE A's OF TOURISM	QUESTION	SCORE		COMMENTS
		ESSENTIAL	DESIRABLE	
		31 points min. req'd - HIKING 34 points min. req'd - MTB		
Minimum 4 Essential points (Q17-22)	17. Entry Statements	/1		
	18. Sealed roads	/1		
	19. Access by public transport	/1	Min 1	/3
	20. Regular/reliable public transport	/1		
	21. Baggage transport			/1
	22. Long-distance trails			/1
Minimum 3 Essential points & 4 add'l desirable points (Q23-26)	23. Trail activities			/possible 5
	24 a. Built attractions and activities	Req'd 2 activities for 2 visitor mkts		1 pt each add'l trail type
	b. Tours	Min 1		Extra 1 pt for additional
	25. Regionally significant features	Min 2		Extra 1 pt for additional
	26. Events / festivals	Min 1 current or 2 planned		Extra 1 pt for additional
	27. Visitor information	/1		/2
	28. Food and beverage services	/1		/2
	29. Trail services	/5		/possible 9 /possible 9 for 7 days week
	30. Transport services	/Min 2 ticks across both columns		/4 add'l points for each add'l service
	31. Basic amenities	/Min 3 Hiking or 3 + add'l 2 for MTB		
	32. Supporting services	/Min 3		
	33. Trails Centre amenities	/Min 2 (3 MTB)		/3
	34. Medical services	/1 essential out of 4		/11 options
	35. Accommodation	/MIN 2 x BUDGET across any two market segments /MIN 2 x MIDRANGE across any two market segments /MIN 2 x HIGH END across any two market segments		
	TOTAL SCORE SECTION 5:			

TRAIL TOWN ASSESSMENT SHEET

6. PARTNERSHIPS & MANAGEMENT	QUESTION	SCORE		COMMENTS
		ESSENTIAL	DESIRABLE	
		10 points min. req'd		
	36. Planning framework	/3		Must address all three parts
	37. Governance structure	/6		Must address all six parts
	38. Community Support	/1		
	TOTAL SCORE SECTION 6:			
	APPROVED (TICK)		<input type="checkbox"/> YES <input type="checkbox"/> NO	
7. ENGAGEMENT OF SUPPORTING BUSINESS	QUESTION	SCORE		COMMENTS
		ESSENTIAL	DESIRABLE	
		2 points min. req'd		
	39. Planning framework	/1		
	40. Governance structure	/1		
	TOTAL SCORE SECTION 7:			
	APPROVED (TICK)		<input type="checkbox"/> YES <input type="checkbox"/> NO	
8. MARKETING	QUESTION	SCORE		COMMENTS
		ESSENTIAL	DESIRABLE	
		7 points min. req'd 1 point min. req'd		
Min. 4 (one point each)	41. Brand and marketing plan	/1		
	42. Website with trail town info	/1		
	43. Profile on trailswa.com.au	/1		
	44. Trails & networks on trailswa.com.au	/1		
	45. Trailswa.com.au links to services		/1	
	46. Links back to trailswa.com.au	/1		
	47. Top trails		/1	
	48. Plans for Trail Town logo	/1		
	49. Pre-visit information	/1		
	50. Trail branding		/1	
	TOTAL SCORE SECTION 8:			
	APPROVED (TICK)		<input type="checkbox"/> YES <input type="checkbox"/> NO	

TOTAL SCORE SECTIONs 1- 8:

OVERALL APPROVAL
(TICK)

☐ YES

☐ NO

COMMENTS / NOTES:

TRAILS WA TRAIL TOWN & TOP TRAILS BRAND IDENTITY



Department of Local Government, Sport and Cultural Industries
Department of Biodiversity, Conservation and Attractions





TRAIL TOWN BRAND IDENTITY GUIDELINES FOR THE PROMOTION OF TOP TRAILS & WA TRAIL TOWNS

Introduction

This guide has been developed to help you promote your region through the Trails WA marketing channels and to apply the Top Trails and Trail Towns branding to ensure visitors* in Western Australia have the best trails experience possible.

*Tourism WA defines visitors as those who travel for a round trip distance of at least 50km and are away from home for at least 4 hours.

About Trails WA trailswa.com.au

Trails WA is responsible for the marketing and advocacy of Western Australia's world class trails network and is considered the central source of sanctioned trail information across the State. With an innovative website that uses leading technology and a significant social following of over 100,000 our aim is to:

ENRICH PEOPLE'S TRAIL EXPERIENCES BY MAKING IT SIMPLE FOR ALL TRAIL USERS TO FIND AND EXPERIENCE ALL TYPES OF TRAILS... SAFELY AND SUSTAINABLY.

Trails WA is supported through grants from both the Department of Local Government, Sport & Cultural Industries (DLGSC) and Department of Biodiversity, Conservation & Attractions (DBCA).

Find out more



Trail Town Accreditation

Trail Tourism is fast becoming one of the most popular ways for visitors to experience a region. In response to this, Trails WA, in conjunction with DLGSC and DBCA has created a Trail Town Accreditation

program that helps regions and towns to build their capacity as a trails destination.

The accreditation process is a consultative one that requires a number of in-depth assessments and reviews.

Once accredited, the WA Trail Town is encouraged to leverage the Trail Town branding through signage and digital and physical promotion. In conjunction with this, Trails WA will also undertake campaigns and

promotions to increase brand awareness of the WA Trail Town brand.

The Trail Town logo assures the visitor that, not only will they find excellent trails in an area, but they will

also find a trail-friendly destination with all the amenities and services required for them to access and

enjoy the trails. The Trail Town branding makes planning a trail adventure or holiday much easier.

Explore WA's Trail Towns



Definitions

TOP TRAIL

The very best of a particular type of trail in a region. If you could only recommend one trail to a visitor – this would be it. Must be well maintained, well signed and offer a great experience. If it's a mountain bike trail, horse trail or paddling trail – then you need to be able to hire the bike, the horse or the canoe. i.e. the trail has to be accessible to someone who is a visitor.

TRAIL TOWN

A population centre that offers a large range of high-quality trails, trail user related services, facilities, trail related businesses, strong branding and supportive governance.

To be considered for Trail Town accreditation, the applicant must be an authorised

Representative of a

Western Australian town - these being an urban areas and localities with populations over 200 persons -

Urban Centres and Localities (UCLs as defined by Australian Bureau of Statistics), located in the

State of

Western Australia. They must be located predominantly (90%) within one particular Shire or Local

Government Area and must have a population in that main LGA of less than 25,000 people.

Previous Logos

Trail Town and Top Trail logos have been updated. The previous logos are now phased out:





TOP TRAIL LOGO

The Top Trail logo is used to identify those trails that have been assessed and approved as a Top Trail in Western Australia. **This logo is only to be used on approved trails.**

This logo is for use on trail heads, individual trail brochures, trail maps and websites etc to enable visitors to easily identify the best trail experiences in a region.

The Top Trail icon is supplied in three different formats to use depending on the circumstance and space available:



LARGE:

Minimum 22mm (width): Full icon including web address for use on Trail heads, displays, websites and marketing materials where possible.



MEDIUM:

12mm – 21mm (width): Icon with Top Trail identified but no web address for use on brochures, web pages and adverts where space is more limited.



SMALL:

5 – 11 mm: Icon with no copy for use on maps or places where space is very limited, and where a key is used to explain what the symbol means (see copy reference below).

COPY REFERENCE TO THE ICON & Trails WA website

Reference to the Top Trail icon and Trails WA where possible so visitors know where to find out more:



This icon identifies the Top Trails in WA – find out more at trailswa.com.au

Mono versions are available for use when the orange version is not suitable.





TRAIL TOWN LOGO

The Trail Town logo is to identify a population centre that offers a large range of high-quality trails, trail user related services, facilities, trail related businesses and supportive governance.

Trails Towns must pass the assessment process to use this brand.

These logos are only to be printed in the green and orange combination, black & white or may be engraved or routed onto signage.



Suggestions for use of the Trail Town logo include (but are not limited to):

- Town entry statement
- On a large panel showing all the trails in the town/region (located in town e.g. outside the visitor information centre)
- Inside the visitor centre – indicating the section with all trail brochures and related information
- Routed onto a central sign post.
- VIC and RTO websites
- Destination brochures
- Advertising related to trails experiences and tourism
- Social media posts related to trails experiences
- Media releases

The Trail Town logo will also feature on trailswa.com.au and your town will be promoted through Trails WA marketing initiative.



ALTERNATIVE TRAIL TOWN LOGOS





TRAILS WA COLOURS

The Trails WA and associated logos consist of four standard colours. The logos are designed to be reproduced primarily in CMYK colour format. RGB and PMS (Pantone matching System) equivalents for these CMYK colours are supplied for the purpose of ensuring consistency of colour reproduction.

The key colour is Orange, followed by Green and Blue.



PANTONE: 2727
C 67 M 38 Y 1 K 0
R 78 G 132 B 196
#4E84C4



PANTONE: 7490
C 51 M 6 Y 96 K 16
R 111 G 153 B 53
#6E9935



PANTONE: 158
C 0 M 55 Y 88 K 1
R 245 G 128 B 37
#F58025



PANTONE: 1235
C 2 M 23 Y 75 K 1
R 67 G 44 B 36
#F5BE55

PROMOTING YOUR TRAIL TOWN AND TOP TRAIL STATUS

Contact us for ways to promote and utilise the logos.

Start Socialising #TrailsWA @TrailsWA

By using the hashtag #TrailsWA you're giving us permission to share your posts with our friends and followers too.

Facebook

Like the Trails WA Facebook page - <https://www.facebook.com/TrailsWA/>

Use @TrailsWA in posts to your community so they can find their way back to our page.

Post news and events on our Facebook page and we'll share it!

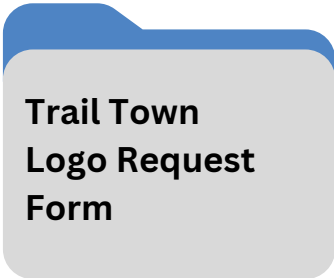
Instagram

Follow us on Instagram @TrailsWA - <https://www.instagram.com/trailswa/>

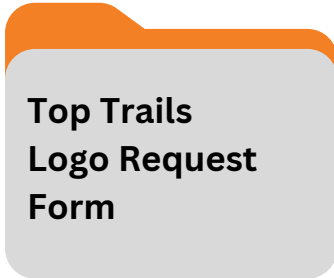
Tag us in relevant posts about your trails – we'll like and share your photos.

LOGO REQUEST FORMS

Please submit a copy of the logo request form and email to marketing@trailsWA.com.au



**Trail Town
Logo Request
Form**



**Top Trails
Logo Request
Form**

Below you'll find access to each of the logo suites:



Trail Town Logos



Top Trail Logos



CONTACT US

*For further information about Trail Town Accreditation,
please get in touch:*

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