



‘Small Town Culture, Big Town Dreams’

TRAIL TOWN ACCREDITATION APPLICATION

SHIRE OF NANNUP

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1. Contact Information

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2. Introduction

Nannup is a small Shire (estimated population 1538 in 2021) in the South West corner of Western Australia, approximately 280km south of Perth. Located along the Blackwood River, the area extends from the heart of the Southern Forests & 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 provides several unique trail locations and experiences.

The Shire's economy is dominated by traditional agriculture and manufacturing which make up 40% of the local economy. This has left the local economy exposed to risks if one of the key industries was severely impacted by a natural disaster or economic shock. In response the Shire has looked to strengthen its economy through encouraging greater diversity by leveraging its location and natural features to grow its local tourism sector. Nannup is transitioning from its historical reliance on the native timber industry and is actively planning for a future that emphasizes sustainability, arts, recreation and liveability. This strategy has contributed to the Shires population growing more than 15% in the 2016-2021 Census Period making it the second fastest growing population in the South West.

LGA	Population (Census)		
	2016	2021	Change
Augusta/Margaret River	14258	16791	17.8%
Boyup Brook	1701	1834	7.8%
Bridgetown-Greenbushes	4660	5238	12.4%
Bunbury	31919	32987	3.3%
Busselton	36686	40640	10.8%
Capel	17123	18175	6.1%
Collie	8798	8812	0.2%
Dardanup	14033	14686	4.7%
Donnybrook/Balingup	5870	6155	4.9%
Harvey	26553	28567	7.6%
Manjimup	9250	9093	-1.7%
Nannup	1328	1538	15.8%
TOTALS	174195	184516	5.9%

Source: Australian Bureau of Statistics, Census 2021

Regional Development Australia – Australian Bureau of Statistics, Census 2021.

Various strategies and plans were developed and then implemented to turn Nannup into a sustainable ‘Trail Town’ that caters for mountain bikers, road cyclists, gravel cyclists and other trail users (i.e. hikers/trail runners, equestrian riders, canoe/kayak, bushwalking). The concept of a ‘Trail Town’ goes far beyond simply providing a mountain bike park and has encompassed the development and promotion of a range of infrastructure and experiences, providing visitors with a diverse range of trail activities and environments. Nannup is uniquely placed to be able to provide this diversity, which has become its key competitive advantage against other competing locations.

Through a targeted investment in trails infrastructure and marketing, major trail-based events and visitors have been attracted to Nannup. This has created a critical mass of consumers that has encouraged and attracted private sector investment into ancillary support infrastructure such as accommodation, restaurants, cafes and specialty products and services.

The following application provides a summary of the Shires ongoing journey towards developing Nannup into a nationally and internationally recognised sustainable Trail Town.

3. Landscape & Setting

3. Landscape and Distinct Landscapes

The landscape character is a crucial element of the trail user experience in Nannup. Situated on the Darling Scarp, Nannup features a rolling landscape interspersed with

major river valleys and rugged granitic outcrops. The area is covered with extensive tall, dense forests dominated by Jarrah, Marri, and the towering Karri trees, offering framed and enclosed views. The Blackwood River Valley and the river itself are prominent features, providing scenic vistas, varied terrain, and a winding connection through the region.



Shire of Nannup – Historic Railway Bridge Foreshore Park (Photo Credit: Daniela Tomassi)

Established in 1890, the township of Nannup is the main settlement, with smaller communities scattered throughout the area. Nannup is a charming timber town located on the banks of the Blackwood River, offering immediate access to diverse terrain and opportunities. The region is an adventure playground, boasting national parks, state forests, white sandy beaches, picturesque picnic spots, rolling hills, native wildlife, tranquil rivers, and stunning landscapes.

The unique topography of the valley and peaks around Nannup are highly regarded by the cycling industry. Nannup and the surrounding region boast approximately 30,000 acres of natural (and mostly forested) areas with an abundance of rideable roads and trails, making it an ideal location for cycling tourism and major events.

4. Climatic Factors

Nannup, located in the South West region of Western Australia, experiences a warm-temperate Mediterranean climate that 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.

The climate supports lush forests and is ideal for outdoor activities in the warmer months, while the cooler, wetter winters contribute to the region's rich biodiversity and scenic landscapes.

	January	February	March	April	May	June	July	August	September	October	November	December
Avg. Temperature °C (°F)	20.4 °C (68.8) °F	20.7 °C (69.3) °F	19.2 °C (66.6) °F	16.6 °C (61.8) °F	14 °C (57.2) °F	11.9 °C (53.5) °F	10.9 °C (51.6) °F	11.1 °C (52) °F	11.9 °C (53.4) °F	13.8 °C (56.8) °F	16.6 °C (61.9) °F	18.7 °C (65.7) °F
Min. Temperature °C (°F)	14.9 °C (58.8) °F	15.3 °C (59.6) °F	14.4 °C (57.9) °F	12.4 °C (54.3) °F	10.3 °C (50.6) °F	8.7 °C (47.6) °F	7.7 °C (45.8) °F	7.7 °C (45.8) °F	8.4 °C (47.1) °F	9.8 °C (49.7) °F	11.8 °C (53.2) °F	13.4 °C (56.1) °F
Max. Temperature °C (°F)	27.4 °C (81.3) °F	27.5 °C (81.4) °F	25.2 °C (77.4) °F	21.6 °C (70.8) °F	18 °C (64.5) °F	15.4 °C (59.8) °F	14.3 °C (57.8) °F	14.8 °C (58.6) °F	15.8 °C (60.5) °F	18.5 °C (65.4) °F	22.4 °C (72.3) °F	25.2 °C (77.4) °F
Precipitation / Rainfall mm (in)	15 (0)	14 (0)	25 (0)	31 (1)	74 (2)	86 (3)	105 (4)	95 (3)	71 (2)	42 (1)	32 (1)	18 (0)
Humidity(%)	56%	56%	59%	67%	74%	77%	78%	77%	74%	69%	62%	57%
Rainy days (d)	2	2	3	4	7	9	10	9	8	6	4	3
avg. Sun hours (hours)	9.8	9.0	7.8	6.4	5.5	5.3	5.0	5.1	5.3	6.2	8.2	9.3

Nannup – Monthly Weather Averages

5. Character of Trail Experience

Nannup offers a variety of outdoor trail experiences for hikers, cyclists, and nature lovers. The trails around Nannup provide a mix of forest landscapes, river views, and historical sites which make it a standout destination for trail and outdoor enthusiasts:



Shire of Nannup – Nannup Tank 7 MTB Park Aerial Trail Image (Photo Credit: Daniela Tomassi)

- Terrain: Diverse and scenic terrain shaped by its location along the Blackwood River and within a region of rolling hills, forested valleys and elevated ridges.

- Trail Surface: Rough, raw and rugged.
- Trail Variety: Offers a mix of trails catering to mountain biking, gravel riding, road riding, pump/jump tracks, bushwalking, hiking/trail running, recreational walks and horse riding.
- Iconic Trails: Home to three of Western Australia's premier trails, including the Bibbulmun Track (Hiking), Munda Biddi Trail - halfway town (Mountain Bike & Gravel Riding), and the Warren Blackwood Stock Route (Bridle Trail).
- Local Trails: Local trails include the Old Timberline, Sidings Rail Trail, Kondil Park Trails (Wildflower Wander, The Woody Pear Walk & Sheoak Trail), Nannup Tank 7 MTB Park, Ngoolark MTB Jump Park, Donnelly River Village – walking/cycling and horse trails.
- Facilities: Washdown facilities at Foreshore Park to maintain good soil hygiene and protect against the spread of Phytophthora, Bike Lockers and bike repair station.
- Shuttle Services: Nannup Tank 7 MTB Park offers both scheduled and on-demand shuttle services including Munda Biddi transfers.



Figure 1: Munda Biddi Trail Halfway Town bike lockers



Figure 2: Washdown bay at Foreshore Park
(Photo Credit: Daniela Tomassi)

6. Sense of Place Fit with Trail Activity

Nannup is known for its rich natural environment, heritage, community spirit and small-town charm. These elements are central to its identity and are woven into trail experiences that highlight local flora, fauna, and history. The Shire of Nannup has a desire to position itself as the heart of the South West-a must-visit destination for locals and visitors alike. As such, it has identified an opportunity to help achieve this by being recognised with an official 'Trail Town' accreditation. The Shire undertook the following to promote the sense of place and fit with local trail activities:

- Your Trail Awaits: Marketing Blueprint: The Shire has embarked on an ambitious venture with the aim of Nannup being crowned an official Trail Town. To achieve this the Shire embarked on a marketing campaign that welcomes hyper-local visitors and tourists through its Experience Nannup Branding, App and micro-site. Targeting a vast array of individuals and families who are searching for experiences and

adventure, the campaign looked to evoke a sense of discovery and exploration through its tagline ‘Your Trail Awaits’.

YOUR TRAIL AWAITS — MARKETING BLUEPRINT

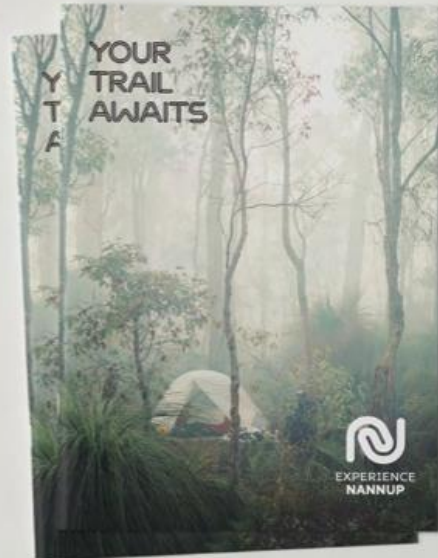
The Shire of Nannup invested in a marketing blueprint that helps to define marketing goals, strategies and key elements moving forward. This blueprint can be utilised by local businesses and organisations for collaborative partnerships in a collective visitor information model.

The campaign's tagline ‘Your Trail Awaits,’ targets a vast array of individuals and families who are searching for experiences and adventure. It evokes a sense of discovery and exploration. It is designed to invite and entice people to find out more about our Shire.

As critical stakeholders, the Shire of Nannup encourages the local community to be actively involved in promoting the campaign and promote the benefits of Nannup. This can be through encouraging visitors to download the Experience Nannup app, partnering with the Shire of Nannup for marketing or promotion of the Experience Nannup brand through merchandise.

The marketing blueprint links to the work being done regionally by Southern Forests and Valleys who are currently creating a new website to promote our region. This website will be launched with a formal event so watch out for information on this in coming weeks.

For further information, please download a copy from the Shire of Nannup website or get in touch at nannup@nannup.wa.gov.au or (08) 9756 1018. Alternatively, please pick up a printed copy from the Shire of Nannup office.



Shire of Nannup – ‘Your Trail Awaits’ Marketing Blueprint



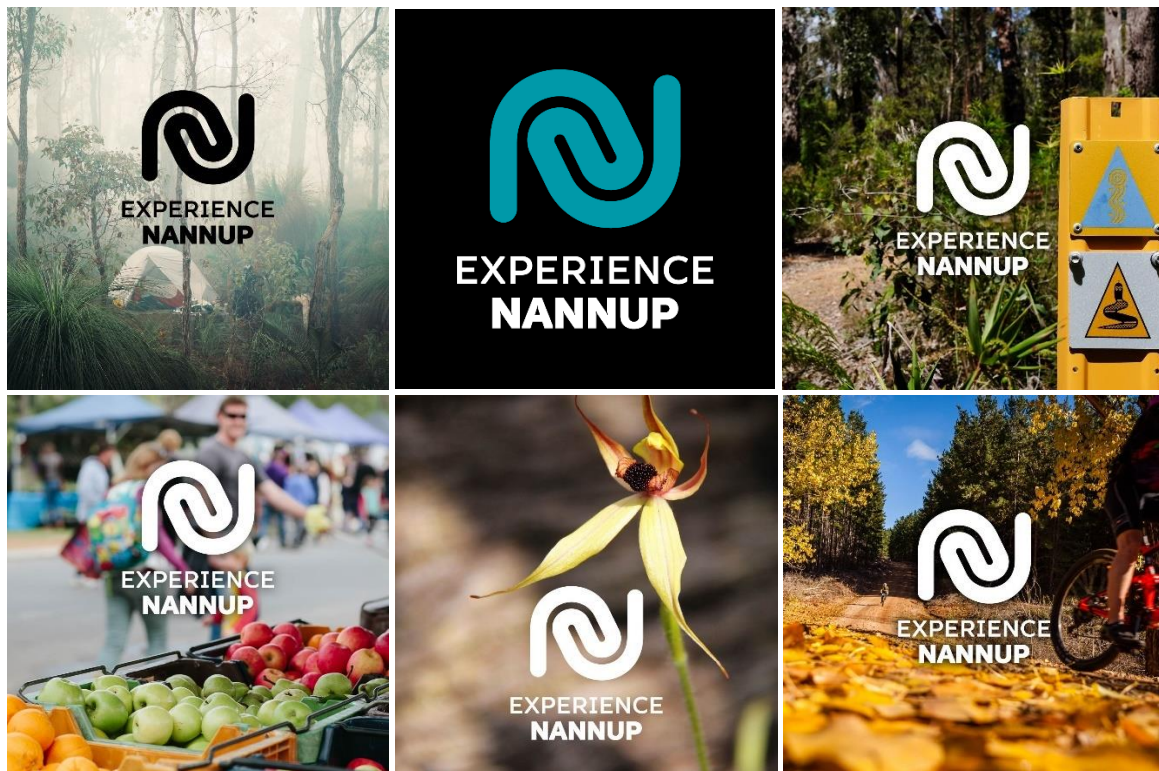
Shire of Nannup – ‘Your Trail Awaits’ Ngoolark MTB Jump Park Promotional Image

- Experience Nannup Branding: The Shire of Nannup developed a new brand which appeals to a variety of markets through multi channels. The Nannup ‘N’ is designed to represent the flowing meandering Blackwood River. ‘Nannup’ means ‘stopping

place by the water’ in the Noongar language. The shape of the Nannup N icon is inspired by the movement of ‘Goorbilyup’, meandering trails and trail switchbacks. The landmark is not specific to any experience, allowing for application to all experiences Nannup has to offer. The icon is contemporary, simple and clean ensuring strong visual strength on apps and online platforms.

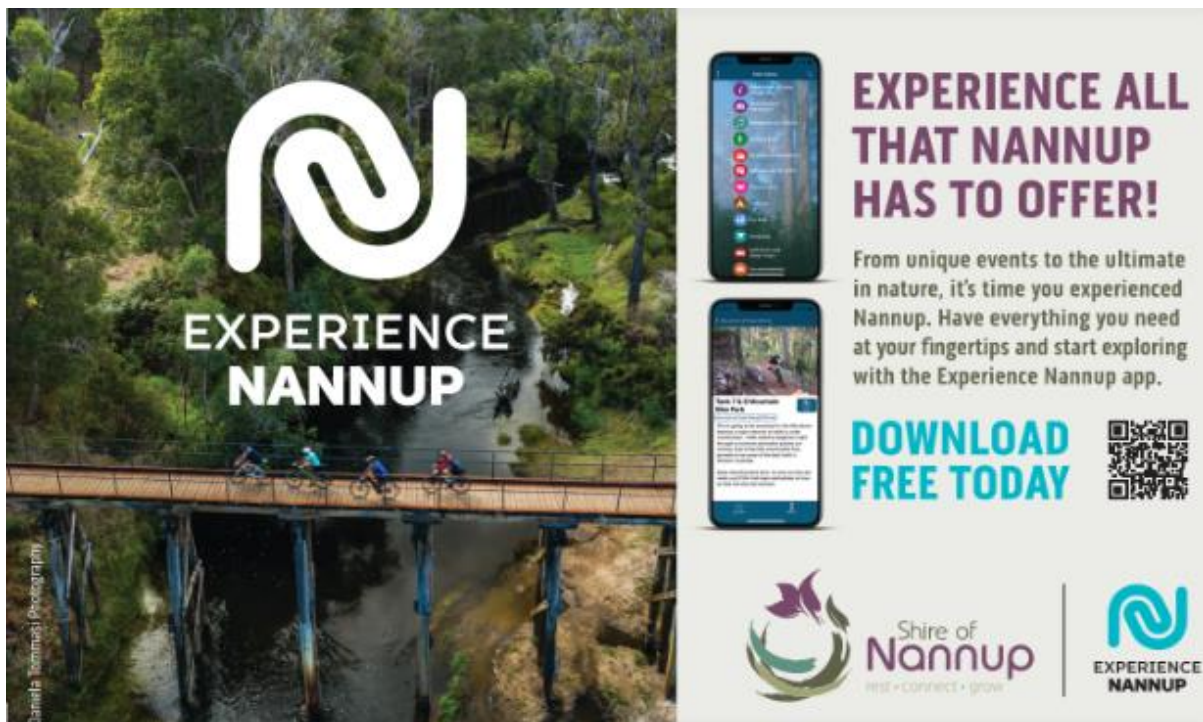


Shire of Nannup – Experience Nannup Brand



Shire of Nannup – Experience Nannup Logo Promotional Tiles

- Experience Nannup App: The app was launched during the Nannup Music Festival in 2021. Since then, there has been thousands of downloads. The app is the new mobile visitor information offering which includes local attractions and business listings to support the Nannup visitor experience. The information on the app includes accommodation, camping, food and drink, trail events, maps, activities and attractions.



Shire of Nannup – Experience Nannup App Promotion

7. Character/Place Fit with Trail Activity

Nannup's trail brand is deeply aligned with its local character and sense of place, creating a cohesive and authentic experience for both residents and visitors. Nannup's rich and layered history is reflected in its heritage buildings, community stories, and preserved landscapes. The name "Nannup" is of Noongar origin, meaning "stopping place". The historic timber industry and associated railways created a network of access routes that have become ideal for cycling and trail development. Important character/place fit features include:

- Historical features (old buildings, historic sites, early settlement, charming, heritage, culture)



Shire of Nannup – Brockman Street Businesses (Photo Credit: Daniela Tomassi)

- Nannup is a place of significance for the Wardandi people as it is the place where the Bibbulmun and Wardandi people came together.
- The emu is an ever-present feature in the town/ surrounds and embedded in the fabric of the town.



Figure 3: Marinko Tomas Park Weij (emu) Nature Playground Signage



Figure 4: Marinko Tomas Park Emu Nest Nature Playground (Photo Credit: Daniela Tomassi)



Shire of Nannup Team - Emu Totem Located at the Nannup Tank 7 MTB Park

- The history of cycling in the Shire of Nannup is closely tied to its evolution as a nature-based tourism destination and its strategic location along major long-distance trails. Hosting major cycling (Road and Gravel) events including the Tour of Margaret River and the SEVEN Gravel Race is now embedded in the character and fabric of the town.

8. Sense of Place Features

Nannup's sense of place is shaped by a blend of natural beauty, cultural heritage and community values. A sense of place for visitors and locals to Nannup influences their perception, behaviour and identity within that place. Nannup offers a variety of annual events which attract thousands of new and returning visitors to the town each year including but not limited to:

- Nannup Music Festival
- Nannup Flower and Garden Festival
- Nannup Family Fun Day
- SEVEN Gravel Race
- Cape to Cape Mountain Bike Race
- Tour of Margaret River Road Cycling Race
- Forest Rally



Shire of Nannup – Nannup Flower and Garden Festival (Tulip Display)

These events create a sense of place which complement and cater to different interests and groups. These experiences and events compliment the use of our trails which encourages people to make multiple visits and extend the length of their stay in the town.

9. Engaged Traditional Custodians

Nannup’s Aboriginal history is deeply rooted in the traditions, knowledge and the custodianship of the Wardandi, Bibbulmun and Nyungar people who have lived in the region for tens of thousands of years. The Wardandi people, part of the larger Noongar nation, are the primary Traditional Owners of the Nannup area. The name “Nannup” itself is derived from the Noongar language, meaning “stopping place”, reflecting its historical role as a resting and meeting point.

The Shire of Nannup has actively engaged with Traditional Owner groups throughout its Trail Town journey. The Shire has worked with the Karri Karrak Aboriginal Corporation from the beginning working together on incorporating traditional language (local Wardandi dialect) for the naming of trails and storytelling.



Shire of Nannup - Ngoolark MTB Jump Park Branding

Collaboration has also taken place on signage, six seasons (education) and referencing local language. Traditional owners have been engaged for Welcome to Country openings for new trail experiences and during various planning stages for the advancement of new trail developments. This has included consultation, identified interpretive opportunities and completed important Aboriginal Cultural Heritage Surveys to ensure that important cultural heritage sites are identified, protected and acknowledged where culturally appropriate.

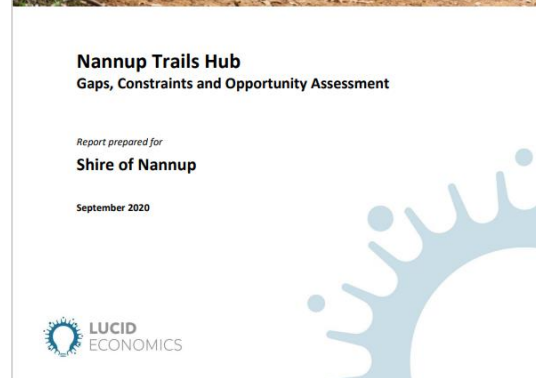


Shire of Nannup – Nannup Tank 7 MTB Park Opening Welcome to Country - Sandra Hill (Photo Credit: Daniela Tomassi)

10. Detractors

In September 2020 the Shire of Nannup completed the Nannup Trails Hub Gaps, Constraints and Opportunity Assessment which identified the following detractors:

- Distance from other local population centres which encourages day trips.
- Nannup is currently hyperlocal due to historically limited accommodation offerings. Neighbouring tourist town accommodation offerings based in coastal locations i.e. Margaret River/Busselton tend to draw most short stay accommodation visitors in the region.
- Nannup is a small town and doesn't have the residential population to meet service requirements. A current lack of available housing impacts on businesses trying to expand and attract new workers to the town – although this issue is a statewide concern.
- Previous feedback from the Nannup Mountain Bike Club and wider community included a lack of Green and Blue Mountain Bike Trails for beginners and skill progression.
- Several local businesses traditionally did not operate on the weekend after 12pm Saturdays including the local supermarket.
- Ageing local population (Demographics)



The Shire has worked extensively with key stakeholders, businesses and the local community to address the perceived weaknesses identified in the assessment over the last five years and succeeded.

11. Trail Heads, Networks & Centers

Foreshore Park is the town's principal trailhead due to its desirable location and proximity to the centre of town, existing trail networks and proposed expansion of trails.

Welcome trail maps are located at either end of town and Trailheads are also located at the major trail locations including:

- Foreshore Park,
- Nannup Tank 7 MTB Park,
- Ngoolark MTB Jump Park,
- Marinko Tomas Bicentennial Pump Track; and

➤ Donnelly River Village.

- Information supplied includes trail classification, mountain bike code of conduct and individual trail descriptions. Secondary trail heads are situated throughout the Nannup Tank 7 MTB Park with maps and links to the Experience Nannup App.
- The Experience Nannup App offers interactive mapping with live GPS location available offline, trail descriptions, safety and emergency information.
- Local businesses in town provide trail information with pamphlets, interactive map tablet, food, tours and accommodation offerings.
- Online listings of trails are done through the Trails WA's website. This includes trail closures, maintenance, status and any applicable updates.

12. List of All Assessable Trail

- Nannup trails are included and promoted on the Trails WA website including the following trail types: Mountain biking, gravel and road rides, walks, bushwalking & trail running, bridle trails.
- Experience Nannup app outlines the walking, hiking, bridle trails, mountain/road/gravel cycling trails and drive trails.

Three days trail activities:

- Nannup Tank 7 MTB Park (29 trails) & Town to Tank Link – 37.8kms
- Ngoolark MTB Jump Park (3 trails) 500m
- Marinko Tomas Park - Pump Track 100m
- Munda Biddi Trail – Halfway Town
- Bibbulmun Track – Donnelly River Track Town
- Donnelly River Village – Yanmah Trail (gravel & MTB) 17km, Pool Road Loop (cycle) 14km, King Karri 3km Hidden Bridge & Troll Bridge (walk) 4.8kms Heritage trail 3km, Four Aces Walk Trail 3.1km.
- Old Timberline Trail (Hiking and MTB) - 36kms
- Sidings Trail – Gravel & MTB 22kms
- Kondil Park – Walk Trails (wildflower wander walk, sheoak, woody pear) Hiking 6km
- Blackwood River Walk – 5kms
- Millward Loop (Gravel) - 25kms
- Gold Gully Loop (Road) - 28kms
- Nannup, Greenbushes and Balingup Loop (Gravel & Road) - 107km
- Nannup, Kirup and Balingup Loop (Road) – (110km)
- Nanum Autumn Tree Trail – 4kms
- Warren Blackwood Stock Route (Bridle) ~50km of the 350km track
- Nannup Sculpture Trail – 1.5km
- Anytime Orienteering Nannup – 3 courses start 600m short 1.5km long 3.1km (walking and running)

Estimated Nannup Sanctioned Trail Distance Totals		
Mountain Bike	Gravel Riding	Road Riding
191km	272km	259km
Hiking/Trail Running/Walking	Bridle Trail	
110km	132km	

Shire of Nannup – Estimated Sanctioned Trail Distances

Assessable Trails – Trail Construction to Criteria

The Shire of Nannup's mountain bike, gravel riding, hiking (bushwalking and trail running) and bridle trails are predominately located on DBCA estate. These trails all comply with relevant DBCA - Trail Development Guidelines and are maintained to this standard. Trails within the Shire of Nannup remit are maintained by Shire Staff using similar guidelines. To maintain necessary trail criteria trail maintenance is undertaken yearly by Shire of Nannup staff, accredited trail builders and local Nannup Mountain Bike Club (NMBC) volunteers.

Assessable Trails – Trail Significance to Plan

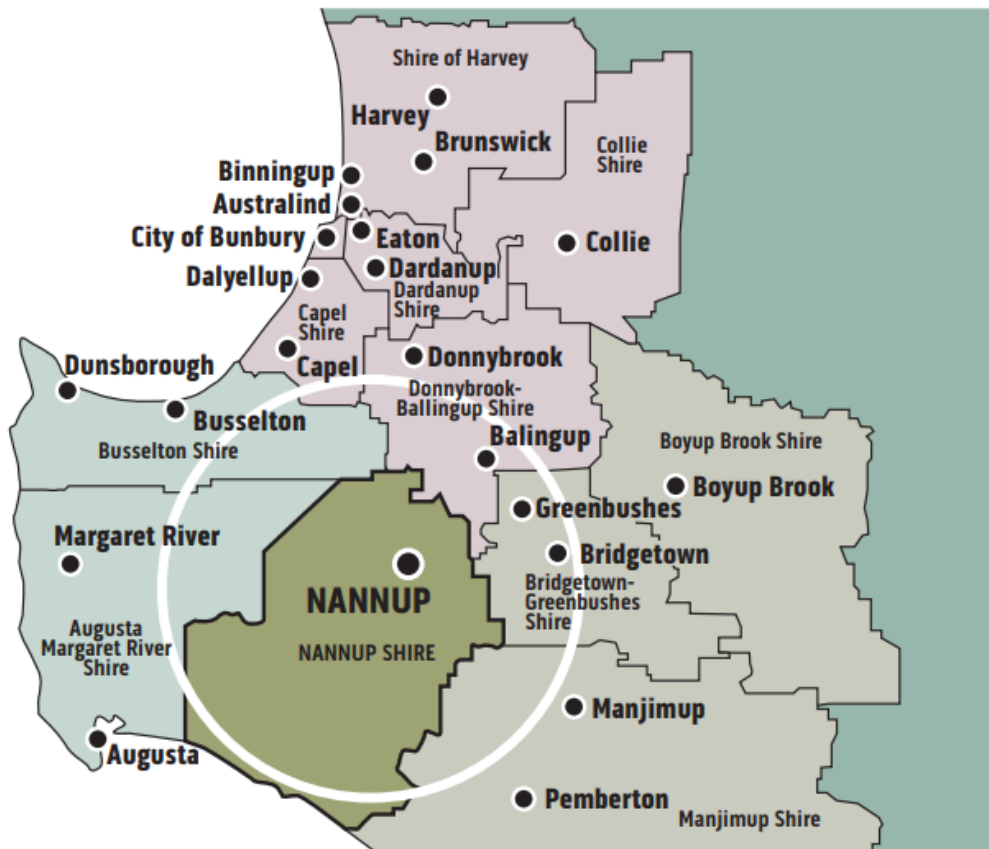
- Nannup Cycle Master Plan 2020
- Nannup Trail Town Business Case 2021
- Warren-Blackwood 2050 Cycling Strategy
- South West Mountain Bike Master Plan
- WA Strategic Trails Blueprint 2022-2027
- WA Hiking Trail Management Guidelines
- WA Mountain Bike Management Guidelines
- WA Trails Development Series



Assessable Trails – Critical Mass Close to Town

- The Shires major trails are accessible from town by foot, mountain bike, gravel and road. The location of the trails and ease of access promotes visitors and locals to base themselves in town encouraging longer stays and business utilisation (food, beverage, entertainment, events).
- Nannup is centrally located within the Southwest and is surrounded by Busselton, Bunbury, Margaret River, Dunsborough, Bridgetown, Balingup, Greenbushes, Manjimup and Pemberton. Nannup promotes hyperlocal market (100km radius) and is the low hanging fruit because it supports day trippers.

LOCATION



Shire of Nannup – Location Map

- Nannup Tank 7 MTB Park has a dedicated sealed access path to the Weitji trailhead.
- The Ngoorlak MTB Jump Park and Kondil Park Trails have a dedicated access trail from the Foreshore Park trailhead.
- The Marinko Tomas Bicentennial Park Pump Track is located in town and is incorporated into the emu nature playground within the Nannup sports and recreation precinct.
- The Old Timberline/Sidings Trail commences in Town (Foreshore Park Trailhead).
- Donnelly River Village Trails all commence from the Café/Information centre.
- The Munda Biddi Trail accesses directly into the town centre and Nannup is promoted as the halfway town on the track providing services, food and accommodation.
- Key results from the Nannup Trail Town Survey 2023 confirms:
 - 30% of visitors to Nannup are day trippers and are return visitors accessing trails throughout the year.
 - A feature demographic of Nannup is the group visiting friends/relatives who live in Nannup to stay and walk/ride the trails.

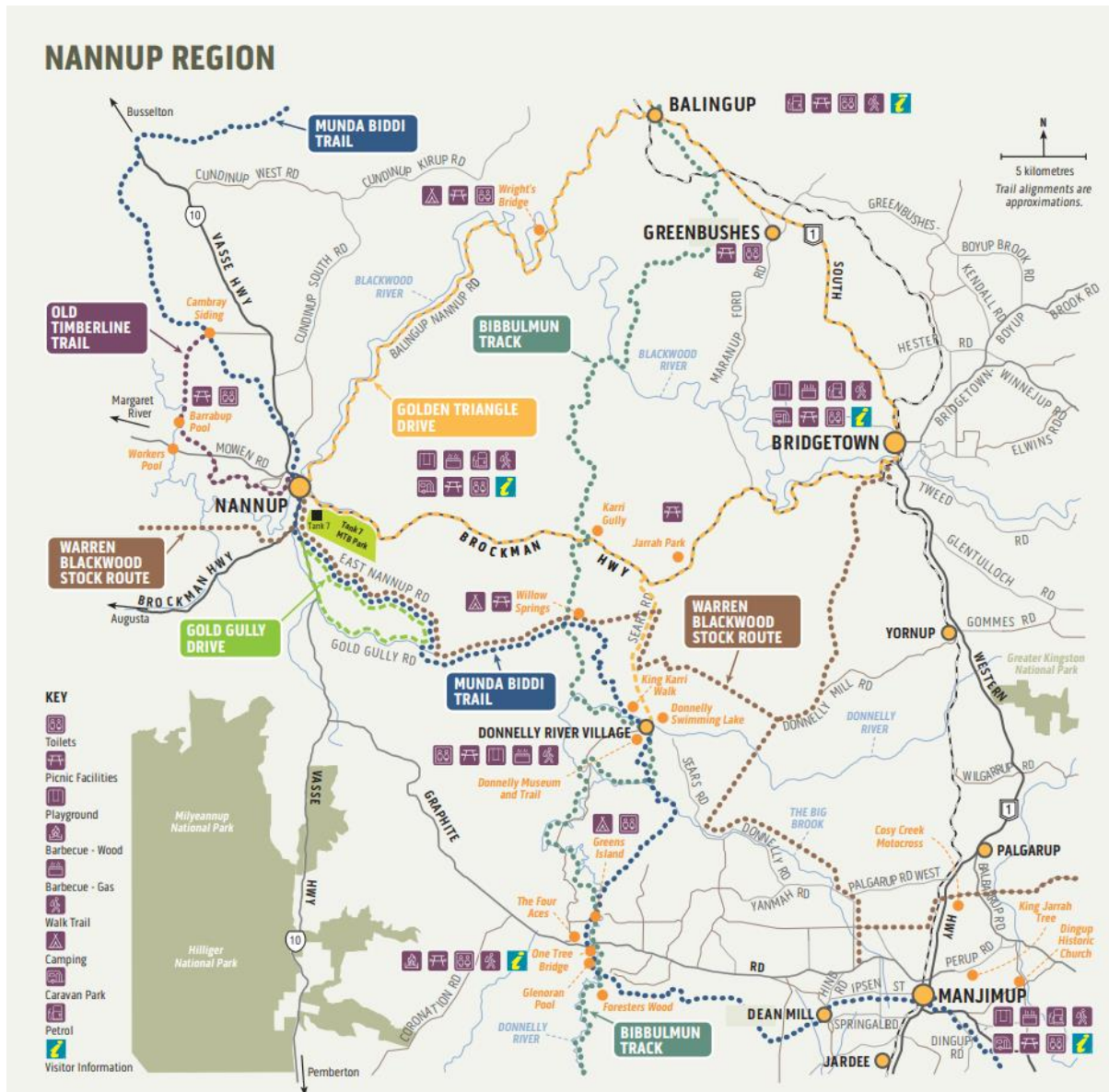
- The appeal of Nannup to families with children under 18 years of age is over half of the people coming to the town to utilise the trails.
- 77% of visitors to town came primarily to ride Nannup Tank 7 MTB Park trails.

Shire of Nannup – Tomas Marinko Bicentennial Park Pump Track



13. Trails Accessible from Town Centre

Nannup's major trails are accessible from Town by foot or bike. The location of the trails and ease of access promotes visitors and locals to base themselves in town encouraging longer stays and business utilisation (food, beverage, entertainment, events).



Shire of Nannup – Nannup Trail Map Locations

14. Signage

The trail icons (specific trail logos artist Alex Crowley) were rated some of the best in the State and the multiple trail head signage was well received and easy to navigate.



Shire of Nannup – Tank 7 Trail Icons

Nannup Trail Town Survey Key Findings:

- 86% of respondents in the (Nannup Trail Town Survey) rated the signage as good-very good.
- 41% of respondents gave a 5/5 rating for the wayfinding and trail signage,



Shire of Nannup – Milward & Old Timberline Trail Icons

All mountain bike signage was designed by the DBCA sign studio and approved by the DBCA Blackwood District Officers Rory Gallagher and Stelle Evangelista prior to construction and installation at the trailhead/trails.

The gravel riding and hiking (Bushwalking/Trail Running) routes (Milward/Gold Gully/Donnelly River Trails) all have new signage.

The Shire of Nannup refreshed the DBCA Old Timberline and Sidings trail logos. All the Nannup trails are available on the Experience Nannup App including maps and GPS location.

15. Trail Maps

- The Nannup Trail Town location maps located at either end of the entry points to town provide a broad overview of the different trails.
- Specific trail information is detailed in the Experience Nannup App.
- The main trailheads and minor trailheads provide maps outlining 'you are here location' for users to orientate themselves.

- The Shire of Nannup utilises digital mapping for trails. These are available on Trails WA website, Southern Forrest and Valleys Tourism Website, Australia South West Regional Tourism Website.
- Flow Mountain Bike feature Nannup on their destinations section of their website with imagery, maps and editorial on the ride options.
- The Shire provides digital maps for printing for Local Businesses (including Shuttle and MTB Coaching), Accommodation and Tourism Operators.



Figure 5: Blackwood Café Interactive Tablet Mapping



Figure 6: Blackwood Café Information Stand

16. Trail Safety Design

The Shire of Nannup utilises the West Australia/DBCA guidelines which combine best practice trail development and management from around the world, with local experience and knowledge to guide the sustainable development and management of different trail types including hiking (hiking = bushwalking and trail running) and horse-riding trails in Western Australia.

The guiding principles deliver consistent, sustainable planning, design, construction and maintenance techniques for trail builders, mountain bike clubs, private contractors and volunteers to guide any works.

The construction of any sanctioned trail follows the DBCA guidelines for the specific activity. This includes the WA Mountain Bike Guidelines, WA Hiking (Bushwalking and Trail Running) Guidelines, and the WA Hiking and Horse Trail Management Guidelines

The Shire of Nannup promotes the West Australian Mountain Bike Code of Conduct to users of the trails. The Shire practises and promotes Leave No Trace philosophy to riders and bush walkers.



Shire of Nannup – Tank 7 Trailhead Signage (MTB Code of Conduct and Emergency Information)

17. Entry Statements

Nannup has an entry statement located at each end of town. The Southern entry statement is located at the intersection Vasse and Brockman Highway. The Northern entry statement is located on Vasse Highway. The entry statements outline orientation of the Nannup Townsite, local businesses and features in the area.



Nannup Northern Entry Statement – Trails and Activities Board



Nannup Southern Town Entry – Trails and Activities Board

18. Sealed roads

Nannup is located approximately 30 minutes from the Busselton Margaret River Airport and approximately 2.5 hours from Perth Airport. Nannup is accessible by sealed roads including highways, local major roads to the following towns: Busselton, Bunbury, Margaret River, Dunsborough, Bridgetown, Balingup, Greenbushes, Manjimup and Pemberton. These roads are managed by Main Roads or the Shire of Nannup.

19. Access by public transport

Nannup is serviced by TransWA bus services. There is the option of combining the Australind train service to Bunbury and then TransWA bus service or using the bus the for the whole journey. Mountain, gravel and road bikes can be transported on the bus service. Pre booking is required.

20. Regular/reliable public transport

The TransWA service SW1 operates the following schedule:

East Perth to Pemberton

271S (6:52pm)	271 315/253 (6:52pm)
Sun	Tue

Pemberton to East Perth

276 (6:58AM)
Mon, Thur

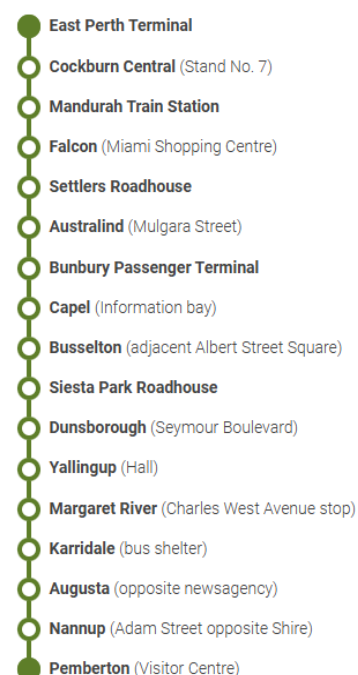


Figure 7: Nannup - SW1 Coach Line Route

21. Baggage transport

- TransWA will carry mountain, road and gravel bikes with pre booking.
- Time Travel Tours operating out of Nannup will pick up riders and their bikes from the Busselton Margaret River Airport and return. They also offer pickups and drop offs on the Bibbulmun Track and the Munda Biddi Trail.
- Loose Goose Shuttles will also arrange pick and drop offs for mountain bike guests staying at their accommodation from the Busselton Margaret River Airport.

22. Long-distance trails

Three Western Australian long-distance trails pass through the Shire of Nannup.

- Nannup is the halfway town for the Munda Biddi Trail. The trail heads south from Donnybrook, through Jarrahwood and onto the Donnelly River Village.



Shire of Nannup – Brockman Street Halfway Town Signage

- The Bibbulmun Track passes through the Donnelly River Village and is the halfway point for the track.
- The Warren Blackwood Stock Route (Bridle Trail) is some 345 kilometres long stretching from the coast at Nannup to Broke Inlet near Walpole. There are several campsites within the Shire area.
- The Old Timberline Trail and the Sidings Rail Trail offer mountain bikers a half day ride and the hiker a two-day bushwalking trip camping out along the way. Camping is available at Workman's Pool Campground, Barrabup Campground or the Sleeper Hewers Campsite.

23. Trail Activities

- On Track Mountain Biking offer mountain bike coaching, guided rides and a fleet of Ebike's for hire.
- There are two Trail Shuttle operators that offer packages, shuttle and accommodation.
- SEVEN Gravel Race offer the Slow SEVEN weekend. This is an extended ride at a slower pace for riders to become familiar with the route with expert guidance.
- There are several events conducted across the year. SEVEN, Tour of Margaret River, WAGE – Gravity Enduro, Perth Mountain Bike Club State cross country, Cape to Cape multistage event – Nannup leg, Tiger Tracks (strong focus on female gravel bike participation).



Figure 8: Seven Gravel Race Profile Logo



Figure 9: Cape to Cape Logo

- The Shire of Nannup offers mountain bike coaching (Women on Wheels) in partnership with the Nannup Mountain Bike Club. This coaching was made possible through Active Regional Communities funding from the Department of Creative industries, Tourism and Sport (Formally Department of Local Government Sport and Cultural Industries). The program aimed to engage more women in mountain bike activities in the town through a beginner program that developed the skills and confidence to partake in their own mountain bike activities after the program.

24a. Built Attractions and activities

- Ampersand Estates Winery and Distillery. Tasting, accommodation and wedding venue,
- Any Orienteering Nannup 3 orienteering course. Short, medium and long courses,
- Barrabup Pool and Campground Swimming, walking, riding, camping,
- Blackwood River Canoe Trail 5-kilometre canoe on the Blackwood River,
- Brockman Street Playground for kids,
- Cambray Cheese. Small family run dairy with sheep, cattle and cheese – 20 varieties,

- Chestnut Brae Farm tours of the chestnut trees,
- Donnelly River Village emus and kangaroos up close and personal,
- Donnelly River Village Heritage Trail. Heritage walks in the village. Two other walk trails the Hidden Bridge and Troll Bridge walks. Yanmah Loop 17 km gravel and mountain bike ride,
- Flood Tree, Totems and Foreshore Park. Flood tree view from the railway bridge or up-close designating the flood levels for Nannup,
- Foreshore Park. Picnic facilities, toilets, playground walks,
- Four Aces. Picnic facilities, information shelter and toilets. Walk and 4 mighty Karri trees. Located in the Karri Forest,
- Karri Gully. Picnic facilities, access to the Bibbulmun Track and wood Barbeques,
- Kondil Wildflower Park. Three short walks featuring stunning wildflowers across the year, especially in spring,
- Koomal Dreaming Cultural Experiences. Aboriginal Cultural Tours,
- Lions Park Steam Engine. Steam engine used in the nearby Bogadillup timber mill,
- Nannup Autumn Tree Trail. Trees in a burst of colour in Autumn,
- Nannup Brewery. Microbrewery, live music,
- Nannup Hotel,
- Multiple Café's and eating locations,
- Tank 7 Mountain Bike Park,



Shire of Nannup – Nannup Brewery 'Trail Ale' activation

- Nannup Flying Fox – 60-metre-long dual flying foxes,
- Nannup Weiti (Emu) Nature Playground,
- Nannup Golf Course – open to all,
- Nannup Historical Society & Heritage Trail. Nannup Town walk featuring heritage,
- Nannup Playground, Skate Park & Pump Track,
- Nannup Sculpture Trail. Walking trail in town viewing sculptures and art,
- One Tree Bridge. The original Karri tree bridge across the Donnelly River. Crossing point for the Bibbulmun Track and the Munda Biddi Trail. Picnic facilities, information and toilets,
- Stripes in the Forest. Follow the trail to find life size thylacine replicas in the township,
- Tiger Gallery and Giftware. High quality timber furniture, original artwork and clocks,
- Time Travel Tours. Customised wine tours. Golden Triangle Wine Tours. Munda Biddi Supported Tour. Pick up and drop each day on a self-guided tour; and
- The Nannup Furniture Gallery. Hand crafted Jarrah and Marri furniture.

24b. Tours

- Ampersand Estates Winery and Distillery. Tasting, accommodation and wedding venue,
- Chestnut Brae. Farm tours of the chestnut trees. Farm stay,
- Koomal Dreaming Cultural Experiences. Aboriginal Cultural Tours; and
- Time Travel Tours. Customised wine tours. Golden Triangle Wine Tours. Munda Biddi Supported Tour. Pick up and drop each day on a self-guided tour.

25. Regionally significant features

- Black Point. Spectacular coastal scenery. Campground, surfing, fishing and hiking,
- Four Aces. Picnic facilities, information shelter and toilets. Walk and 4 mighty Karri trees. Located in the Karri Forest,
- One Tree Bridge. The original Karri tree bridge across the Donnelly River. Crossing point for the Bibbulmun Track and the Munda Biddi Trail. Picnic facilities, information and toilets; and

- Tank 7 Lookout. Lookout over the valley towards Nannup. Great for sunset and incoming weather.



Shire of Nannup – Nannup Tank 7 Lookout (Photo Credit Daniela Tommasi)

26. Events/festivals

- Blackwood River Art Trail,
- Forest Rally. Motorsport gravel rally (State event),
- Nannup Flower and Garden Festival. 2-week garden and tulip festival,
- Nannup Music Festival. March long weekend 33 years (2025),
- Tour of Margaret River Road Race. Team road cycling event,
- Nannup Community Cinema. Long running monthly film event,
- Nannup Power Dingy Race. 92-kilometre boat race Nannup to Sues Bridge,
- SEVEN: Australia's Premier Gravel Race. 120-kilometre gravel cycling event,
- The World UCI Gravel Championship is being held in Nannup 2026; and
- Cape to Cape. Australia's largest and most popular multi day stage race. Nannup leg.

27. Visitor Information

- The Shire of Nannup provides digital visitor information through the Experience Nannup app. This is available free of charge and is continually updated.

- The Southern Forests and Valleys Sub regional tourism website and Australia's South West regional tourism organisation website also features Nannup with direct input of the Shire of Nannup's Economic and Community Development Department.
- Visitor information is distributed through local businesses including Blackwood Café, Bonnett and Entrance, Nannup Caravan Park, Nannup Brewery, Nannup Community Resource Centre, Nanna's Pantry, Tiger Valley Gallery, Wild-Eyed Press, Chestnut Brae and Barista and Blackwood Bread. This includes local visitor information and regional visitor information.

28. Food and beverage services

- Ampersand Estate, Winery and Distillery Open 7 days a week,
- Blackwood Café. Open 7 days a weekday time. Open Wednesday, Friday and Saturday at Night,
- Cambray Cheese. Open daily,
- Nanna's Pantry. Open Monday to Sunday,
- Nannup Bakery. Open Tuesday to Sunday,
- Nannup Brewery. Open Wednesday to Sunday,



Shire of Nannup – Nannup Brewery: Tank 7 MTB Park Opening (Photo Credit Daniela Tommasi)

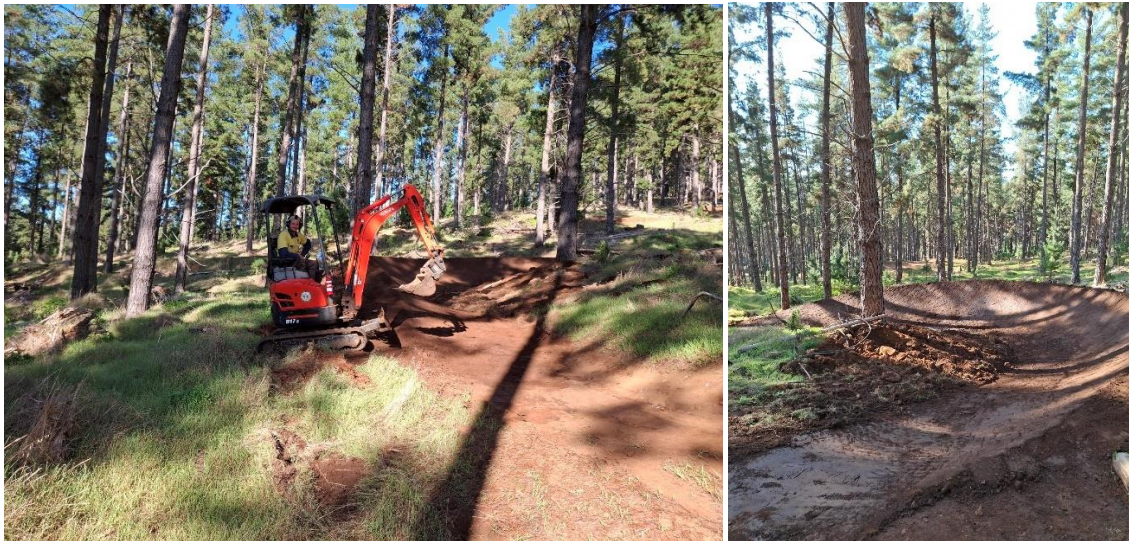
- Nannup Deli. Open 7 days a week,
- Nannup Eziway. Open Monday to Saturday,
- Nannup Fish and Chips. Open Wednesday to Sunday,
- Nannup Hotel. Open 7 days a week,
- Pickle and O. Monday to Saturday; and
- The Barista and Blackwood Bread. Open Wednesday to Sunday.

29. Trail services

- On Track Mountain Bike Coaching. Coaching and guiding. Scheduled and on demand.

[Locations - On Track](#)

- Loose Goose Shuttles. Shuttles on demand and scheduled days. Offers pick up and drop off from the Busselton Airport for guests staying at Loose Goose Chalets.
[Shuttles | Loose Goose Chalets, Nannup](#)
- Time Travel Tours. Munda Biddi Supported Tour. Pick up and drop each day on a self-guided tour. Pick and drop off from Busselton Airport. Pick up and drop off Bibbulmun Track.
[It's time for another adventure! - Time Travel Tours](#)
- WA Adventure Shuttles. Shuttles scheduled with Linga Longa Mountain Bike Park and on demand for groups.
[Mountain Bike Shuttles | Wa Adventure Shuttles](#)
- Bike Lockers in town for riders to lock their bikes away whilst in town.
- Foreshore Park wash down facilities for mountain bikes, gravel bikes, horses and walkers (boots).
- Woodlands Trail Building Company – contract maintenance of the Nannup Tank 7 MTB Park, Ngoolark MTB Jump Park.



Shire of Nannup – Woodland Trails Nannup Tank 7 MTB Park Maintenance 2025

30. Transport services

- Loose Goose Shuttles. Shuttles on demand and scheduled days. Offers pick up and drop off from the Busselton Airport for guests staying at Loose Goose Chalets.
[Shuttles | Loose Goose Chalets, Nannup](#)
- Time Travel Tours. Munda Biddi Supported Tour. Pick up and drop off each day on a self-guided tour. Pick up and drop off from Busselton Airport. Pick up and drop off Bibbulmun Track.
[It's time for another adventure! - Time Travel Tours](#)

- WA Adventure Shuttles. Shuttles scheduled with Linga Longa Mountain Bike Park and on demand for groups.

[Mountain Bike Shuttles | Wa Adventure Shuttles](#)



Shire of Nannup – On Track MTB Coaching Tank 7 (Photo Credit – Neil Fraser)

31. Basic amenities

- Foreshore Park. Showers, toilets, barbeques, fountain. Rider, walker (boots) and horse washdown. Event location and Trail Head.
- Marinko Tomas Bicentennial Nannup Recreation Ground toilets, barbeques and picnic shelter, showers and change rooms. Event location. Shire of Nannup toilets.
- Barrabup Campground toilets and picnic shelter.
- Workers Pool Campground, shelter and toilets.
- Donnelly River Village accommodation and public toilets.
- Town Centre. Multiple ablutions facilities, bike lockers, racks.

32. Supporting services

- Medical Practice on Warren Road,
- Nannup Hospital,
- Massage,
- Physiotherapist,
- Yoga & Pilates,
- Nannup Community Library (Internet)
- Nannup Community Resource Centre (Internet, Links to Government Services); and
- Nannup Community Kitchen (Tuesday night dinners).

33. Trails Centre amenities

- Bike Mechanical Stand & Shelter (Foreshore Park),
- Wash bay (Foreshore Park) Horse, MTB & Walkers (boots),
- Bike Lockers (Foreshore Park & Shire Offices),
- Free Showers (Foreshore Park),
- Toilet Facilities (Foreshore Park, Shire Offices, Marinko Tomas Recreation Precinct),
- Blackwood Café – Trail Information Board & Information stand & Large Map Board,
- Chestnut Brae - Trail Information Board & Information stand & Large Map Board,
- Local Business's stocking tourist information & provide local advice,
- Nannup Caravan Park - Trail Information Board & Information stand,
- Repairs Nannup Mechanical Services,
- Nannup Hardware – small stock of bike supplies and hardware,
- Nannup BP Garage - small stock of bike supplies and hardware; and
- Caltex Deli – Early and late opening hours and takeaway food/supplies.

34. Medical services

- Medical practice in Warren Road
- Nannup Hospital
- Massage
- Physiotherapist
- Yoga & Pilates – allied medical services

35. Accommodation

• Nannup Hotel • Donnelly River Village • Little House Republic Tiny Houses • Cambray Cheese & Cottages • Chestnut Brae - Farm stay • Nannup Caravan Park • Jarrah Glen Cabins • Blackwood Bank Chalets • Nannup Tiger Cottage • Beyonderup Falls Adult Country Escape • Bush Cottage on the Blackwood • Loose Goose Chalets • Keladry Farm Bed and Breakfast • Nannup Bush Retreat • Boot Makers House • Ampersand Estates • Donnelly Lake Chalets	• Centre of Town • Clearhills • Cleves hut • Forest Redtail Retreat • Fulcherello Retreat • Hill View Cottage • Kangaroo Cottage • Kookaburra Cottage • Mama's House • Meeukany • Moonlight Studio Nannup • Mungo Retreats • Munro's Studio • Nannup central home • Nannup Forest View • Nannup Hideaway • Nannup Homestay • Nannup Ponds
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• Nannup Serenity Studio • Brodies Farm – Bed and Breakfast • Nannup Riverview Cottage • Holberry House • Stargazers Cottages • Cockatoo Retreat • Blacksmith Corner Farm • Carey Street House • Tanjanerup Chalets • That Yellow Door • The Container House • Warren Retreat	• Nannup Rise • Nannup Riverview Cottage • Our Humble Home • Palm Chalet on the Blackwood • Poppy's Place • Redtail House • Rose Cottage Nannup • Savage Road • Seraphim Retreat • Sylvies hut • Tangle Tree Cottage • Many private Air BnB's
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36. Planning Framework

The Shire of Nannup has worked with several key stakeholders to deliver mountain bike projects at the Nannup Tank 7 MTB Park, Ngoolark MTB Jump Park and is in the process of developing the Barrabup Native Forest MTB Park. The Shire utilises the DBCA Trail Development Framework and is guided by relevant State Trail Management Guidelines relevant to the type of trail activity and intended usage i.e. Mountain Bike, Hiking or Horse Trail management.

An example of an agreed Trail Development Framework for the new Barrabup Native Mountain Bike Park is shown below. The framework is developed with the input from a project steering committee comprised of relevant stakeholders which clearly outlines project requirements and development parameters which adhere with the States Strategic Trail requirements:

Shire of Nannup - Barrabup Native Forest Mountain Bike Park Framework

Framework for Jarrahwood State Forest, Barrabup Native Forest Mountain Bike Park	
Project name	Barrabup Native Forest Mountain Bike Park
Project location	Jarrahwood State Forest, Barrabup Block and Pine Ridge (Milward) Golf Course. Located five kilometres north of Nannup
Project Area	Located five kilometres north of Nannup on the edge of the Blackwood Plateau at the base of the Darling escarpment in the Barrabup Block of the Jarrahwood State Forest and DBCA Executive Director Dept. of CALM freehold land. Access via Milward Road, Old Cundinup Road and Cundinup South Road
Tenure	Section 5(1) (a) CALM Act Lands -Jarrahwood State Forest, Barrabup Block, tenure State Forest Section 34a CALM Act Lands tenure Executive Director of Dept. of CALM Freehold land. DBCA for purposes of conservation and recreation.
Back Ground	Nannup is centrally located in the South West, 50 minutes from Busselton, Margaret River, Pemberton and Manjimup on the Blackwood River. The area is popular with recreational pursuits and over the past five years cycling has become a key economic driver for the community.

The Shire of Nannup in partnership with the Department of Conservation, Biodiversity and Attractions (DBCA), Department of Primary Industries and Regional Development (DPIRD), Forest Products Commission (FPC), Nannup Mountain Bike Club, are progressing the Nannup Trail Town Project to develop an extensive trail and cycling network in the region.

The Nannup Cycle Master Plan 2020 identifies the Milward plantation and Tank 1 as having a great potential for mountain bike trails.

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.	- Trail development - Trailhead primary - Directional signage - Car parking - Trail network entry archway	Leisure Enthusiast Sport
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Steering Group

Department of Biodiversity Conservation and Attractions (DBCA)
Rory Chapple - Parks and Visitor Services Coordinator Blackwood District
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Department of Biodiversity Conservation and Attractions (DBCA)
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Henry Hausen Strategic Planner
Forest Products Commission
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Shire of Nannup
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Shire of Nannup
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Shire of Nannup
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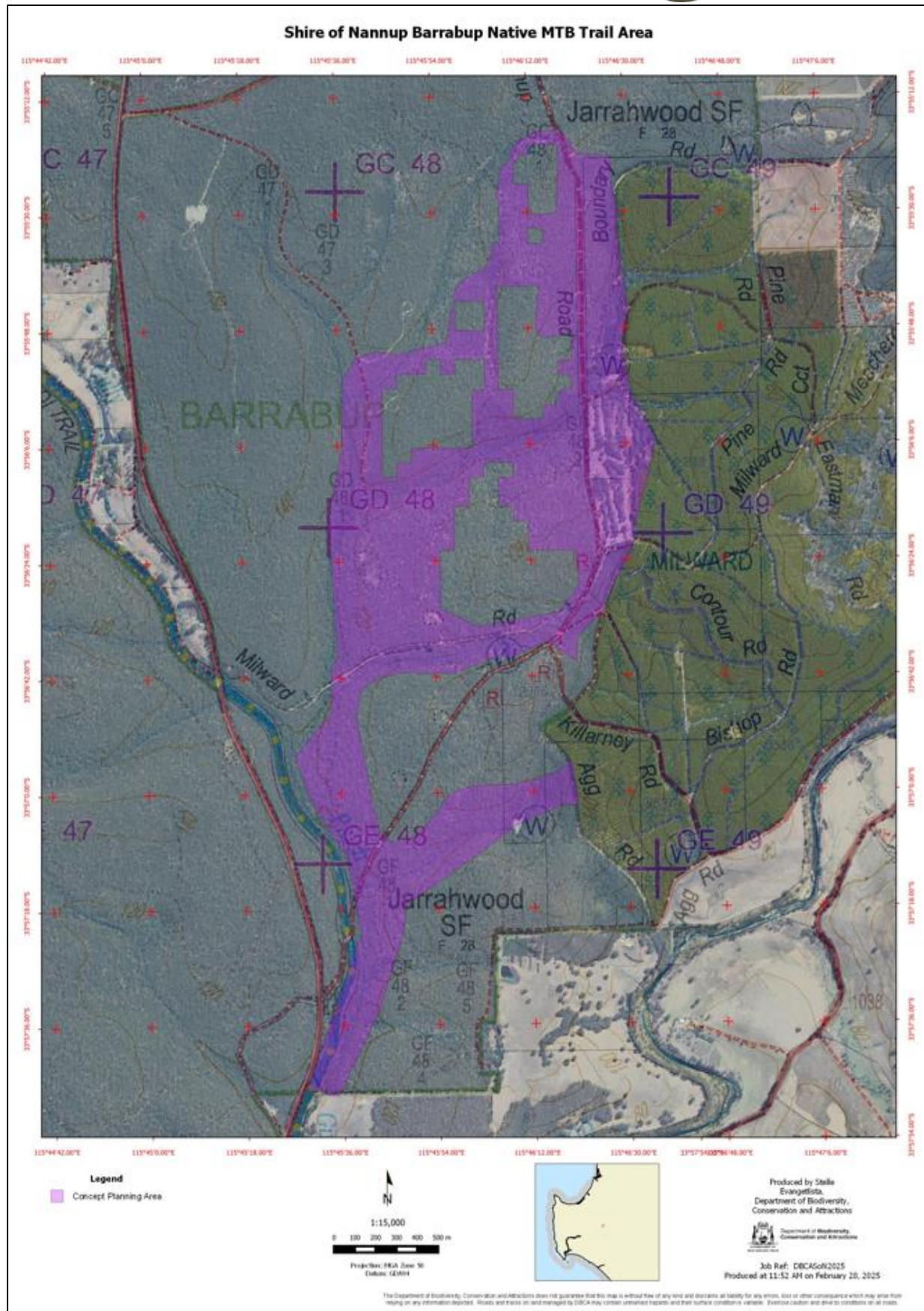
Nannup Mountain Bike Club Inc. (NMBC)

	President: Nicole Watson nannupmbc@gmail.com	
Interested Stakeholders	WestCycle, Department of Local Government Sport and Cultural Industries, Karri Karrak Aboriginal Corporation.	
Objectives	- To develop Nannup into a nationally and internationally recognised Trail Town. - New trail development to cater for locals and trail tourists. - Offer a vast range of experiences for multiple different trail users. - Create a second mountain bike park which forms part of the trails offering of Nannup as detailed in the Nannup Cycle Masterplan. The trail network aims to offer a different experience to Nannup Tank 7 Mountain Bike Park, capitalizing on the native forest location for mountain bike and adaptive trails. - Maintain and protect the diversity of flora and restricted Darling Scarp and Blackwood vegetation complexes, rock outcrops, areas identified as protectable from Phytophthora dieback, fauna, flora and species of significance. - The perpetuity of the trail network to be considered in the design and construction phase. The trail network will be considerate of underlying conservation and cultural heritage values of the land tenure. - incorporate a linking trail network between the Mundi Biddi and old golf course through native forest areas that uses existing forest tracks and authorised disturbed areas. - the old golf course site is a high priority for the concentrated trail network, however a concentrated trail network west of Old Cundinup Road within the native forested area is not supported. - areas of existing forestry track to be converted into 'bike use only' trail networks (if they are not main access roads or required for private landowner access). - Complete all the necessary planning required, as outlined in the Trails Development Series. To construct sections of the trail town infrastructure adding to the variety of the trail experience. - Develop an MTB trail taking into consideration FPC commercial harvest activities and haulage routes. - Facilitate rehabilitation of degraded areas and unofficial trails to provide an overall 'net environmental benefit' for the project. Consider controlling access to restrict unlawful activities like motorbike riding.	
Meetings	Bi-monthly at the Shire of Nannup offices	
Management model	Owner(s)	Department of Biodiversity, Conservation and Attractions (DBCA)
	Operator	Shire of Nannup The Shire would negotiate a lease to operate the Mountain Bike Park under agreement from DBCA.
	Maintenance	The Shire of Nannup to maintain the trail network with a contractor to achieve the objective of controlling erosion, keeping the trails clean, and signage functional. The Shire of Nannup would obtain revenue through mechanisms such as events, licences, merchandise to support maintenance costs of trail town infrastructure.
	Monitoring	The Shire of Nannup to facilitate yearly on ground trail usage survey. The Shire of Nannup has implemented a formal trail monitoring process and reporting procedure for the riding public to report any issues to facilitate ongoing trail quality monitoring and provide an avenue for users to report trail issues on all trail facilities. DBCA to provide any updates on formal Visitor Risk Management assessment process.

Scope & Scale	Significance & Importance	South West Mountain Bike Master Plan 2015 -Regional significance, 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. Tourism WA has upgraded Nannup to iconic status, national significance as a mountain bike destination. Nannup is working towards Trail Town accreditation, a minimum of 80 kilometres of trail.
	Scale	The aim of the project is to develop Nannup as a recognised Trail Town similar to Dwellingup and Collie. As Nannup becomes known for its access to trails and the supporting infrastructure, more visitors will travel to Nannup for the local trails experience, including interstate and international visitors.
	Rationale	The aim is to develop a Native Forest Mountain Bike Park consisting of 15km - 35km, predominantly single-track mountain bike trail as described in the WA Mountain Bike Guidelines and Break the Boundary Guidelines (adaptive trails). The trailhead is to be located at the Old Pine Ridge (Milward) Golf Course location. The existing forestry tracks are to be used as part of the trail network to create linking trails between the Mundi Biddi and the old golf course. Concentrated stacked loops network will only be developed within the old golf course, with no development of stacked loop networks within native forest areas. The development of Nannup into a Trail Town provides a unique offering, different in many ways. It provides a range of mountain biking environments (i.e. pine forest plantations, natural Jarrah and Marri forests, old railway reserves and riverine trails). It offers other elements, Nannup Ngoolark Mtb Jump Park and the Nannup Pump Track. The development of Nannup as an aspiring Trail Town has created new jobs, attracted new businesses, revitalised the Nannup Mountain Bike Club (NMBC), initiated community activation in mountain biking driven by the Shire of Nannup in partnership with the Department of Sport and Recreation (DLGSC) and encouraged economic diversification of the local economy attracting significant private investment. Throughout this project, a diverse and compelling visitor experience is being developed making Nannup an attractive and exceptional trails destination.
	Proposed use	Primarily recreational for local and visitors with a number of key events focusing on different cycling disciplines, i.e. cross country Olympics, gravity enduro, gravel etc.
	Infrastructure	Completion of the Nannup Native Forest Mountain Bike Park including; trailheads, car park, Phytophthora hygiene, picnic shelters, interpretive signage and trail wayfinding (DBCA guidelines), roading and signage. Construction of trail and technical trail features to comply with DBCA Western Australian Mountain Bike Guidelines standards. Business activation with opportunities to realise accommodation, bike hire, food trucks as the project develops.
	Staging	The detailed design and construction of the Nannup Native Forest Mountain Bike Park to be undertaken from 2024 - 2026 subject to meeting the Trail Series Framework requirements.
User Types & Styles	User Type	Mountain Biker, adaptive riders, trail runners (where the opportunity arises).
	Style	All Mountain, Enduro, Cross Country Olympics

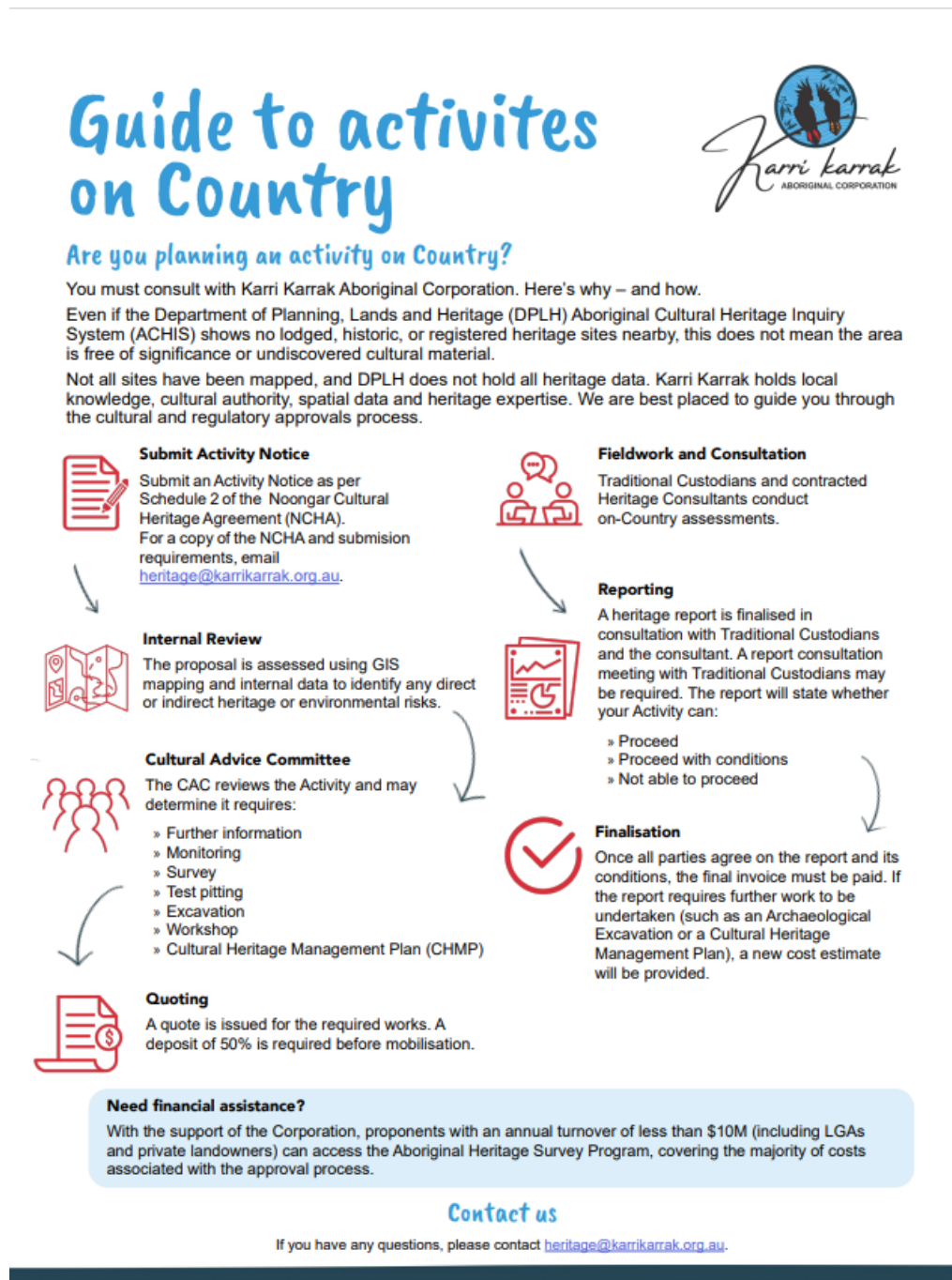
	Classification	A range of trail difficulty catering to beginner, moderate and experienced level riders. The trail classification would range from Green, easy to Blue, moderate to Black, difficult.
Trail System/Model	System	To be determined in concept planning. To incorporate stacked loops and consideration given to coaching, shuttle and vehicle access.
	Model	To be determined in consultation. Stacked Loop
	Direction	Single direction predominately. Single track
Agreed Standards	Planning & design	Trail planning, and design will be undertaken in accordance with DBCA approved Western Australian Mountain Bike Management Guidelines
	Construction	Construction to meet DBCA Western Australian Mountain Bike Management Guidelines, and all other conditions and requirements specified through the DBCA Disturbance Approval System (DAS).
Funding	Trail Town infrastructure	DPIRD Regional Recovery Partnership Program. The Trail Town Project timeline has a completion date of June 2026. Funding of some \$1.8 million is available for planning, concept, design and build the trails including infrastructure, signage and project management.
Delivery	Management	Superintendent: DBCA Project Manager: SoN The Shire of Nannup is responsible for completing all elements of the Trail Development Series. A Guide to the Trail Development Process in the build of the Native Forest Mountain Bike Park. Compliance: DBCA Delivery: Contractor Timeframe: 2024-2026 Management: SON On completion and audit has been completed by DBCA, the day-to-day management, Visitor Risk Management and signage upkeep is to be undertaken by the Shire of Nannup. The Trail Town forms part of the SoN Corporate Strategic plan.
	Site assessment	Project Manager: Shire of Nannup DBCA Compliance: DBCA Delivery: Consultant Selection: Tender Role: Report Preparation Timeframe: 2024/2026
	Concept Plan	Project Manager: SoN Compliance: DBCA Delivery: Consultant Selection: Request for Quote Role: Report Preparation Timeframe: 2025
	Detailed design	Project Manager: SoN Compliance: DBCA Delivery: Consultant Selection: Tender Role: Report Preparation Timeframe: 2025/2026
	Construction	Superintendent: Shire of Nannup Compliance: DBCA Prior to any disturbance activities (construction) DBCA approval will be required (District or Regional Manager) through the Disturbance Assessment System.

		Delivery: Contractor Selection: Qualitative Tender/RFT Role: Contractor Timeframe: 2025/2026
	Evaluation	Success of the development will be evaluated on; • Review at completion to assess if development has met framework objectives including Scope and Scale, User Types and Styles, and Trail system. • User survey and yearly data collected prior and post development to evaluate the trail usage and ability diversity. • Yearly trail audit as part of the SoN trail maintenance and review assessing sustainability and trail incidents. • Increasing levels of usage of the existing trails. • Increased tourism visitation to Nannup and Western Australia. • Increased visitor expenditure in Nannup. • Increased employment in Nannup and the South West region. • Increased private investment into tourism infrastructure, local businesses and related/ancillary services i.e. accommodation, food and beverage outlets, retail shops and bike specific services. • Increase in population growth in Nannup through the creation of new jobs and business opportunities. • Rehabilitation of unsanctioned trails and change in land use activities within wider area.



Aboriginal Cultural Heritage Surveys:

The Shire works with Karri Karrak Aboriginal Corporation when planning new trail development project. This process applies for all development projects taking place on South West Boorjarah (SWB). The Shire has worked closely with Traditional Owners and Karri Karrak during the development of its new Mountain Bike Parks and is currently working closely with Karri Karrak on the development of the Barrabup Native Forest MTB Park following the framework below:



37. Governance Structure

For new trail projects the Shire develops a Project Reference Group which provides high level input, advice and recommendations on the relevant project and resolves issues on a best for project basis. The governance structure example below was put in place at the beginning of the Nannup Tank 7 MTB Park project. The make-up of the group is determined based on land tenure and specific requirements which relate to the delivery and ongoing maintenance of a project.

Nannup Trail Town Steering Committee:

Leader Shire of Nannup CEO David Taylor

Organisation Representative

Shire of Nannup	David Taylor	Chief Executive Officer
Shire of Nannup	Nicole Botica	Economic Development Coordinator
Shire of Nannup	Damon Lukins	Executive Manager Works & Services
Shire of Nannup	Kim Dolzadelli	Executive Manager Corporate Services
Shire of Nannup	Michael Snart	Trails and Grants Officer

Department of Biodiversity, Conservation and Attractions

Forest Products Commission

Water Corporation

Nannup Mountain Bike Club

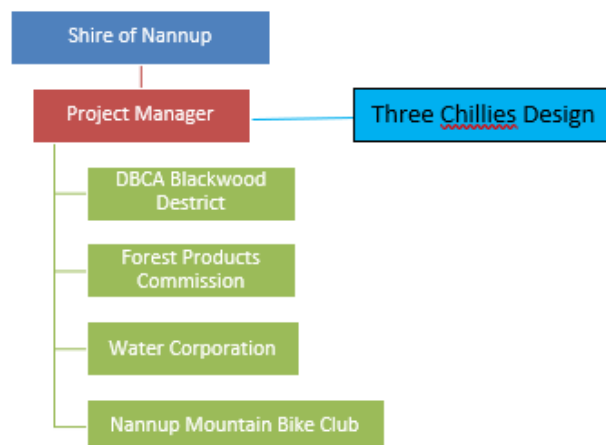
Three Chillies Trails

The Project Reference Group will meet Bi-monthly.

Consultation as required with community and other interest groups. Others may be invited on an as needs basis for duration or for components of the project.

Tank 7 and 8 project area is Department of Biodiversity, Conservation and Attractions estate.

1. Governance Structure



38. Community Support

The Shire has consulted with the community over several years to ensure its Trail Town aspirations meet the needs of the local community and trail users/visitors. The following community consultation has been undertaken over the journey:

A dedicated ‘Nannup Cycle Network Masterplan Survey’ was conducted with businesses and the community back in 2019. Feedback from this survey was used to inform the Shire’s development of the Nannup Trail Town – Business Case 2020-21 and covered areas such as:

- What is your connection to the Shire of Nannup
- Activities that you participate in while in the Shire of Nannup
- Types of riding (Distances, shuttles, coaching, hire, bike shop)
- Demographics
- Trail and business facilities
- Accommodation types
- Distance to travel from home and distance to travel within Nannup to trail locations
- Mapping & Technology
- What is unique about Nannup for riding
- Directional signage
- Facilities that would support a whole cycle
- Formal camping with facilities and town-based accommodation

Key feedback highlighted the highest number of visitors coming to town were day trippers, camping and town-based accommodation options were essential to leave a vehicle in town while riding to trails. Riders were prepared to travel over 100kms to visit Nannup for its unique topography. Mountain Biking was the most participated in activity whilst in the Shire and warranted further development of new mountain bike specific trails.

In 2021 the Shire of Nannup engaged with the community through a survey made available to all residents to complete a strategic update on the Nannup Strategic Community Plan 2021-2036. This feedback was used to ensure the Strategic Community Plan remained relevant for residents and the level of satisfaction with Shire services. The following key Focus Points were identified relevant to trails:

1. Focus Point 'Economy' under 2.2 Tourism and Attraction:

2.2 TOURISM AND ATTRACTION We will work together to attract people, investment and innovation to our Shire	Support tourism providers to enable visitors to experience all that Nannup has to offer	Deliver Facilitate
	Deliver marketing and branding initiatives for our Shire and Region to attract visitors, and to promote regional experiences, produce and services	Deliver Facilitate
	Increased and varied trails throughout the district, and promoted as a unique point of attraction for visitors	Advocate

Shire of Nannup – Strategic Community Plan: Our Economy

2. Focus Point 'Our Health' under 5.3 Active & Healthy Lifestyles:

5.3 ACTIVE & HEALTHY LIFESTYLES We will provide adequate recreation facilities and healthy, affordable food choices	Support community recreation activities and provision of age-appropriate exercise equipment and classes	
	Support Livelighter or similar as a community campaign to raise awareness in healthy living	
	Measure the adverse health impacts of inactivity and obesity and encourage weight reduction	
	Promote healthy and affordable meals and drinks in food outlets and at venues and events	
	Provide safe and accessible public open spaces and walking trails	
	Encourage more local people to join community garden activities and to share healthier diet by harvesting fruits and veges in the garden	

Shire of Nannup – Strategic Community Plan: Our Health

The Nannup Trail Town Survey – Native Forest MTB Park was completed in 2023 to inform the next stage of mountain Bike product development in the Shires Trail Town journey after the completion of the Nannup Tank 7 MTB Park. Questions were aimed at people who were familiar or using the trails regularly. This provided qualitative data to inform the next stages of trail development, business opportunities and brand development including but not limited to:

- 77% of respondents noted that the primary reason they came to Nannup was utilise the trails at the Nannup Tank 7 MTB Park.
- The Experience Nannup App is being used by 52% of survey respondents for visitor information and attractions.
- 40% of respondents were returning annually with 38% visiting once a month.
- Some respondents expressed frustration with local shops and Café's closing early on weekends.

- Respondents expressed a requirement for more Blue and Green Mountain Bike trails.
- Key standouts for mountain-biking features that are most important included going fast, riding for exercise, having a range of trails available with skill challenges and technical riding. The ability to develop and improve skills was a priority.
- Respondents brought up the maintenance of trails as a key priority to ensure trails don't get worn out and flow trails maintain their flow.

Nannup Trail Town Survey

Trail Specific commentary

The trails, and the Nannup Tank 7 MTB Park, are amazing with some people specifying that they are their favourite trails in WA. A number of people applaud the work being done in Nannup.

Less experienced riders, or those that do not want trails that are too steep, are looking forward to having more trails suitable for less skilled riders. This coincides with some comments regarding the steep climbs.

Maintenance of trails is brought up a number of times with one person suggesting keeping up maintenance, so trails don't get worn out and flow trails maintain their flow. Another suggests setting up a Wi-Fi donation in local businesses for donations that will assist in funding trail maintenance. One person suggests full time maintenance crew to have trails constantly maintained rather than leaving them and then needing to rebuild them.

One person suggests a bike path linking all the different trails together with more loop options with Munda Biddi Trail as the main artery and linking old rail formations or forestry roads together.

One person suggests to mix up the offering with different trail builders and indicates that different reputable trail builders from within the country, not the state, could produce a unique offering, different to what is on offer in WA.

Family Friendly opportunities

Accommodation is hard to find and expensive. Not enough options for family trails/kid oriented gravity trails. Two families state they go to Margaret River or Dunsborough instead. Suggestions for a beginner's skills area and/or a pump track closer to the trailhead – with a self-shuttle option.

Facilities to service their needs

Public toilets are mentioned often along with people saying no one drives back to town and consequently the carpark smelling like urine.

Mention of MTB Parks in Europe having a small and basic kiosk for cold drinks etc – thought it could be a good addition.

One person suggests benches at trails or viewing points and another suggests picnic tables at the bottom carpark.



YOUR TRAIL AWAITS

2023 Nannup Trail Town Survey Response Summary Example

39. Planning Framework

A dedicated 'Nannup Cycle Network Masterplan Survey' was conducted to determine the community's feelings and use of local business back in 2019. The 2019 survey captured respondents feedback on the existing strength and weaknesses of local businesses. This data provided insights for the Shire and Local Business Owners on how the trail town journey would potentially influence and drive the sustainability and growth of local businesses in a tourism focused economy. The following Business Engagement Support was undertaken:

- In 2021 the Small Business Development Commission conducted a three-month professional development for the Shire of Nannup Staff on Wednesdays each week.

The aim was to streamline the process for development approvals and event applications to reduce the burden on prospective business and event operators.

Key Outcomes:

- Streamline the Development Application Process.
 - Reviewed current Shire of Nannup documentation, we reviewed best practice examples from other Local Governments within Western Australia.
 - The Shire updated all documents and made them available online for the public.
 - An aim was to reduce the need to reapply and for businesses to get their documentation in a timely manner to decrease their administrative burden where possible.
- Shire developed the Nannup Investment Prospectus to encourage people to move to Nannup and open businesses. It provided an overview of the Trail Town project and work to develop the visitor economy.
 - The Shire promoted new opportunities the trail town visitor would create. The Shire developed and hosted a number of 'Business After 5' networking events which was designed to build capacity and engage with the Nannup Chamber of Commerce and Industry. The event was designed to connect local business owners, share the Nannup Investment Prospectus, and introduce the Business Support Team.
 - The Shire of Nannup Business Support Team was created. The team included the Environmental Health Officer, Economic and Community Development Coordinator, Development Services Coordinator, Executive Manager of Corporate Services and the Chief Executive Officer. The Event Team which is a part of the Economic and Community Development Department was reviewed as part of the Nannup Business Friendly Program. Best case examples of other Shires were explored, and documentation was updated and provided online.





Shire of Nannup – Staff Professional Development Session

- In February 2023 an Expression of Interest was sent out to all local businesses for dissemination of tourism and trail information. The outcome from this process has meant visitor information is distributed through local businesses including Blackwood Café, Bonnett and Entrance, Nannup Caravan Park, Nannup Brewery, Nannup Community Resource Centre, Nanna's Pantry, Tiger Valley Gallery and Wild-Eyed Press. This includes local visitor information well as regional visitor information. Trail Friendly Business Membership promoted through Trails WA.
- In 2023 the Shire conducted a targeted Mountain Bike Town review focusing on business development and strategies to develop an economic base around trails. The review included a team from the Shire visiting Derby (Dorset Council), St Helens (Break O'Day) and Wild Mersey Trails including Latrobe, Railton and Sheffield.
- In 2024 the Shire updated the Nannup Chamber of Commerce and Industry and provided an update on the next stage of Trail Town development.
- The Shire developed the 'Your Trail Awaits Marketing Blueprint' outlining the target audiences, the Experience Nannup Brand and outlined the trail town and regional support from the South West Development Commission.

40. Governance Structure

The Shire of Nannup's Economic and Community Development team oversees the Trail Town project. This is the point of contact for local businesses providing trail information. Shire of Nannup policy documents supporting businesses include:

- Experience Nannup App-Marketing, provision of information.
- Brand – Use of the Experience Nannup and trail Branding for businesses.
- Destination marketing Plan – provides direction and fits in the Shire of Nannup's Corporate Business Plan Strategies to develop Nannup's trail town.

Communications: the Shire uses the following communication channels to disseminate information specific to the Trail Town:

- Shire Website
- Shire Facebook
- Experience Nannup – Facebook (image)
- Experience Nannup – Instagram
- Nannup Trails – Instagram
- Connect Newsletter –Website
- Shire Notes – Telegraph Newsletter
- Quarterly Newsletter – hardcopy mailed

41. Brand and Marketing Plan

- Destination Marketing Plan – Guides our overall strategy to promote Nannup as a Trail Town.
- Primary Branding – the Experience Nannup Logo and Style Guide. We supply the logo to various businesses. The Experience Nannup App promotes all elements of Nannup from trails, services, accommodation, food, tours, mapping, visitor related services.
- Sub Branding – Nannup Tank 7 MTB Park and the Ngoorlak MTB Jump Park logos and style guides. This is used on trail head signage and merchandise.
- Individual trail names and logos were created by Alex Crowley that capture the imagination, quirky, original and play on the trail name. These logos are used on merchandise available online.
- Merchandising Website – Utilised Primary Branding, Sub Branding and Trail Name/Logo to develop merchandise which is sold to supplement trail maintenance and development costs.

42. Website with Trail Town Information

- Shire of Nannup website. Tank 7 MTB Park
[Nannup Tank 7 MTB Park](#)
- Shire of Nannup website. Ngoolark MTB Jump Park
[Ngoolark MTB Jump Park » Shire of Nannup](#)
- Experience Nannup website provides visitor and trail information.
[Experience Nannup](#)
- The merchandise website provides information about Nannup and the trails.
[Experience Nannup - Online Merchandise Store](#)

- Southern Forrest and Valleys Sub Regional Tourism website provides information about Nannup and the trails.
[Adventure Getaway in Nannup | Southern Forests & Valleys](#)
- Australia South West provides information about Nannup and the trails.
[Nannup, WA: Things To Do, Where to Stay & More in 2025](#)
- Tourism Western Australia – Walking on a Dream
[Old Timberline and Sidings Rail Trails - Attraction - Tourism Western Australia Search - Tourism Western Australia](#)

43. Profile on trailswa.com.au

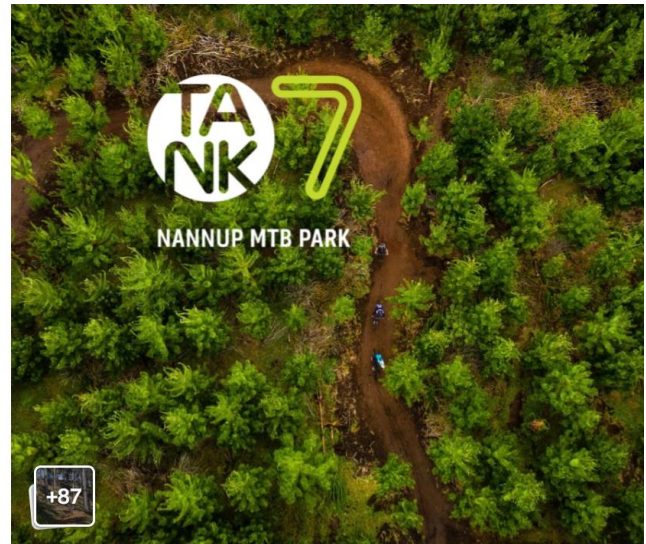
- Tank 7 MTB Park Profile Page
[Nannup Tank 7 Mountain Bike Park - Trails WA](#)

[Trails](#) > [Trail Networks](#) > Nannup Tank 7 Mountain Bike Park

Nannup Tank 7 Mountain Bike Park

 29 Trails [Mountain Bike network in South West](#)

Nannup Tank 7 Mountain Bike Park is located 2 kilometres east of Nannup. This network offer riders a variety of gravity inspired experiences through a working pine plantation. The trails vary from rough and rocky, to fast and flowing and the diverse mix of terrain offers something for the beginners through to the experienced riders with cross country, all mountain, downhill and flow trails.



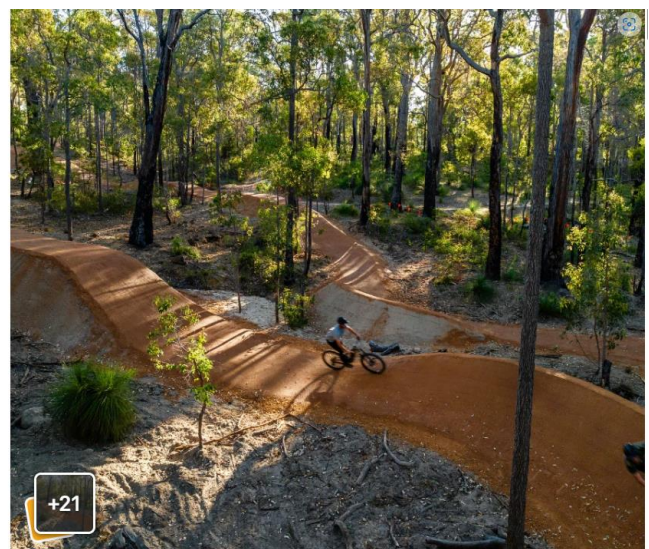
- Ngoolark MTB Jump Park
[Nannup Ngoolark MTB Jump Park - Trails WA](#)

[Trails](#) > [Trail Networks](#) > Nannup Ngoolark MTB Jump Park

Nannup Ngoolark MTB Jump Park

 3 Trails [Mountain Bike network in South West](#)

Designed for mountain bikers of all ages, the Nannup Ngoolark MTB Jump Park offers excitement for both seasoned riders and beginners. Inspired by BMX trails, it features sweeping berms, table tops, and hip jumps, creating the perfect playground to hone your skills.



44. Trails & Networks ontrailswa.com.au

Individual trails are posted on the Trails WA website

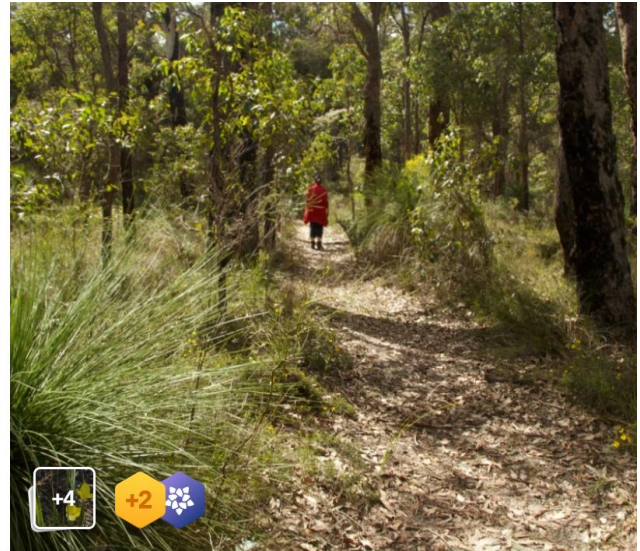
[South West](#) > Southern Forests & Valleys

Woody Pear Walk, Kondil Park, Nannup

[Bush Walk](#) in [South West](#)

🕒 Less than 1 hour 📏 0.7 km 🚶 Bush Walk 🏠 Class 3

The Woody Pear Walk is a short easy trail in forest that was once milled for timber, most notably from the Casuarina tree. Much of the bushland has recovered, revealing a great diversity of natural vegetation. Late winter and spring is the best time to admire wildflowers.



📍 Map 🕒 About 🗺️ Need to know 📷 Photos ⭐⭐⭐⭐⭐ Reviews (0)

📍 Favourite 📷 Share ⋮ More 🛠️ Support 🏠 Mark this trail as complete

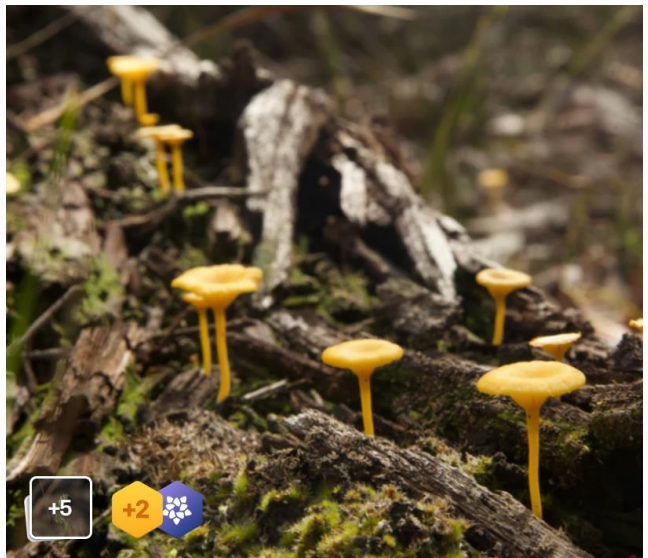
[South West](#) > Southern Forests & Valleys

Sheoak Trail, Kondil Park, Nannup

[Bush Walk](#) in [South West](#)

🕒 1-3 hours 📏 2.5 km 🚶 Bush Walk 🏠 Class 3

The Sheoak walk is located in the Kondil Park Recreation Area was once milled for timber, most notably from the Casuarina tree, also known as the sheoak. Much of the bushland has recovered, revealing a great diversity of natural vegetation. Late winter and spring is the best time to admire the wildflowers.



📍 Map 🕒 About 🗺️ Need to know 📷 Photos ⭐⭐⭐⭐⭐ Reviews (2)

📍 Favourite 📷 Share ⋮ More 🛠️ Support 🏠 Mark this trail as complete

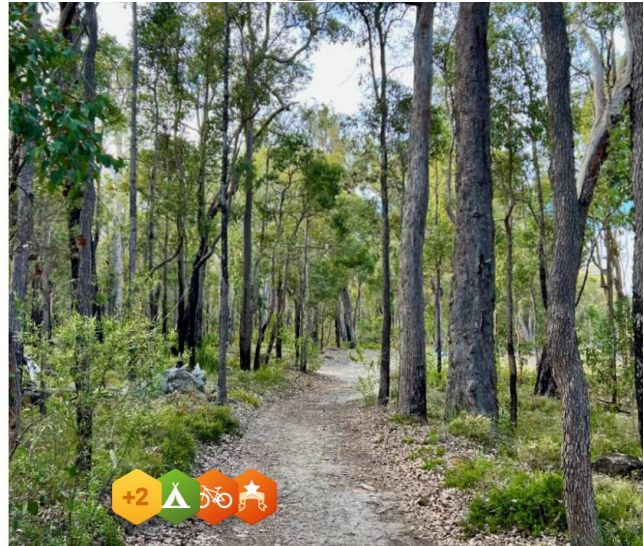
[South West](#) > Southern Forests & Valleys

Old Timberline Trail, Nannup

[Bush Walk](#) (+3) in [South West](#)

Full day 22 km    

The Old Timberline Trail makes up half of the Timberline Loop, along with the Sidings Rail Trail. The loop follows a historic path of wood-powered, steam-driven locomotives from the forest to the Barrbup Mill and Nannup Mill. Choose to do a half-day mountain bike ride or a two day hiking trip, camping out along the way.



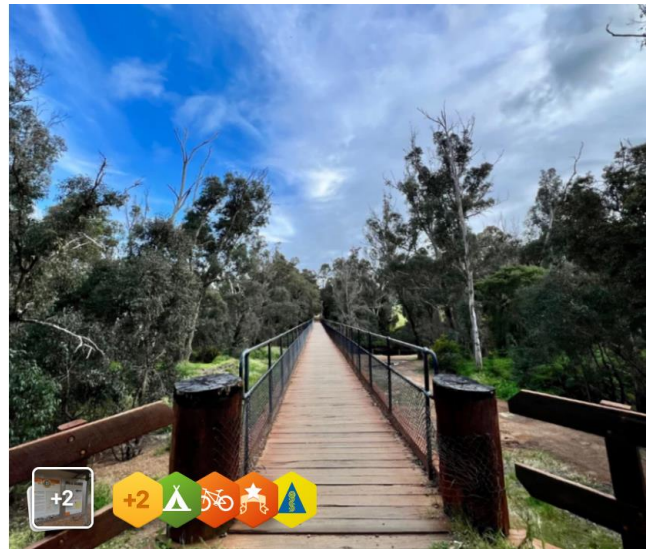
[South West](#) > Southern Forests & Valleys

Sidings Rail Trail, Nannup

[Bush Walk](#) (+4) in [South West](#)

Full day 26 km    

The Sidings Rail Trail makes up the greater half of the Timberline Loop, along with the Old Timberline Trail. The loop follows a historic path of wood-powered, steam-driven locomotives from the forest to the Barrbup Mill and Nannup Mill. Choose to do a half-day mountain bike ride or a two day hiking trip, camping out along the way.



Tank 7 – Trail Signage



Tiger Cub, Nannup Tank 7 Mountain Bike Park

[Cross Country](#) in [Southern Forests & Valleys](#)

1-3 hours 0.84km 

★ No rating  [Mountain Biking Experiences in the South West](#)



Town to Tank, Nannup Tank 7 Mountain Bike Park

[Gravel](#) (+1) in [Southern Forests & Valleys](#)

1-3 hours 1.8km 

★ No rating  [Mountain Biking Experiences in the South West](#)



Training Wheels, Nannup Tank 7 Mountain Bike Park

[Gravel](#) (+1) in [Southern Forests & Valleys](#)

1-3 hours 1.6km 

★ No rating  [Mountain Biking Experiences in the South West](#)



Tiger King, Nannup Tank 7 Mountain Bike Park
[Cross Country](#) in [Southern Forests & Valleys](#)
🕒 1-3 hours 📏 1.7km 📊 Easy

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



The Local, Nannup Tank 7 Mountain Bike Park
[Jump](#) (+3) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 1.94km 📊 Difficult

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



Connect 4, Nannup Tank 7 Mountain Bike Park
[Cross Country](#) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 0.25km 📊 Easy

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



Fade to Black, Nannup Tank 7 Mountain Bike Park
[Downhill](#) (+1) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 0.62km 📊 Difficult

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



Black Ice, Nannup Tank 7 Mountain Bike Park
[Technical](#) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 1km 📊 Difficult

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



Blindside, Nannup Tank 7 Mountain Bike Park
[Technical](#) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 1.2km 📊 Moderate

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



Allpine, Nannup Tank 7 Mountain Bike Park
[Flow](#) (+1) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 1.4km 📊 Moderate

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



Blackwood, Nannup Tank 7 Mountain Bike Park
[Technical](#) (+1) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 0.85km 📊 Difficult

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



Tank to Tank, Nannup Tank 7 Mountain Bike Park
[Flow](#) (+2) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 3.4km 📊 Moderate

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



Stairway to Seven, Nannup Tank 7 Mountain Bike Park
[Technical](#) (+3) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 1.7km 📊 Moderate

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



Roo Beds, Nannup Tank 7 Mountain Bike Park
[Cross Country](#) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 1.5km 📊 Moderate

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



Outlaws, Nannup Tank 7 Mountain Bike Park
[Jump](#) (+2) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 1km 📊 Difficult

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



Mannup, Nannup Tank 7 Mountain Bike Park
[Jump](#) (+3) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 0.59km 📊 Difficult

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



Not Much Room, Nannup Tank 7 Mountain Bike Park
[Technical](#) (+2) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 0.57km 📊 Moderate

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



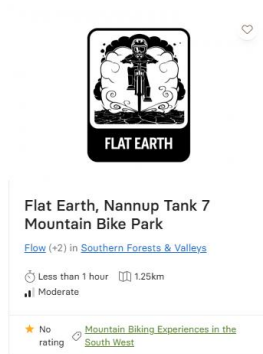
Man vs Machine, Nannup Tank 7 Mountain Bike Park
[Jump](#) (+4) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 0.35km 📊 Difficult

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



Folly Farmer, Nannup Tank 7 Mountain Bike Park
[Flow](#) (+2) in [Southern Forests & Valleys](#)
🕒 Less than 1 hour 📏 1.5km 📊 Moderate

★ No rating 📍 [Mountain Biking Experiences in the South West](#)



45. Trailswa.com.au links to services


Shire of Nannup
 08 9756 1018
 > nannup@nannup.wa.gov.au
 > www.nannup.wa.gov.au


Nannup Mountain Bike Club
 > nannupmbc@gmail.com



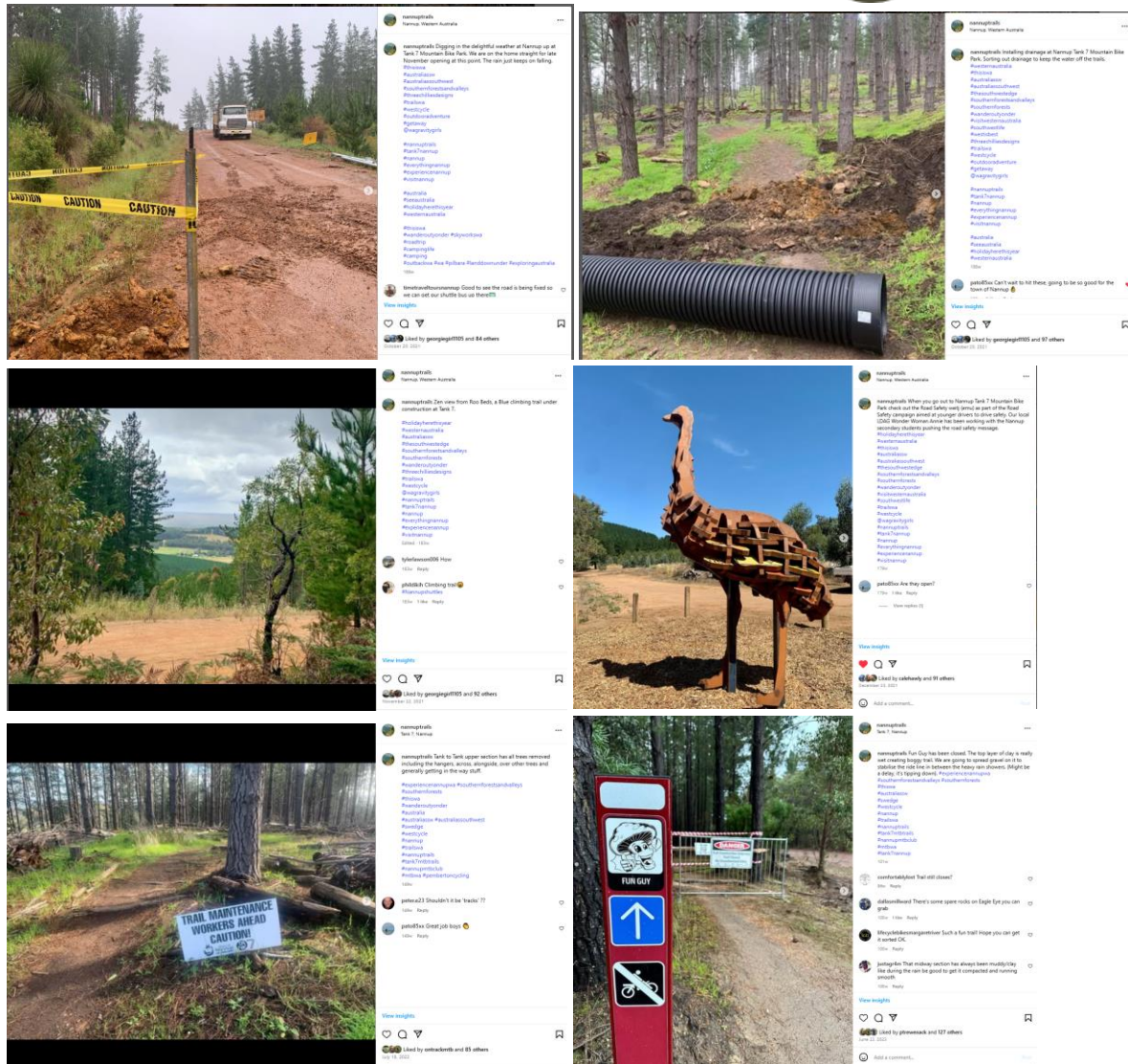

Nannup Visitor Centre
 (08) 9756 1120
 > blackwoodcafenannup@gmail.com
 > [Visit website](#)
 > 24 Warren Road, Nannup WA 6275


Other Links
 > [Experience Nannup Website](#)
 Download the app for everything about Nannup including trail maps.
 > [Nannup Trails Instagram](#)
 > [Australia's South West](#)
 Comprehensive information on the South West region including destinations, things to see and do, accommodation and tours.

Shire of Nannup - Trails WA Website Links to Services

46. Links back to trailswa.com.au

- FAQs where can I find information about Nannup, links directly back to the Trails WA website. Instagram, Facebook
- The Instagram account @nannuptrails has 1205 followers with 105 post and links back to Trails WA through #trailswa, examples of posts are below



47. Top trails

The Shire of Nannup has several Top Trails listed on the Trails WA website including:

- Old Timberline Trail – Mountain Bike & Hike Trail
- Tank 7 MTB Park - Flylacine, Easy Tiger, Elevator, Weitj Awhile, Fun Guy, Green Mile, Cheap thrills, Eagle Eye, Slippery Gypsy.

2 trails

Sort by Relevance

- 

Flylachine, Nannup Tank 7 Mountain Bike Park 🚲

Jump (+3) in Southern Forests & Valleys

🕒 Less than 1 hour 📏 0.65 km 🎯 Difficult
- 

Easy Tiger, Nannup Tank 7 Mountain Bike Park 🚲

Flow (+1) in Southern Forests & Valleys

🕒 1-3 hours 📏 1 km 🎯 Moderate

Shire of Nannup – Top Trail Examples

48. Plans for Trail Town logo

- Plans for the Trail Town Logo are inclusion in the Destination marketing plan use in Shire of Nannup communication channels i.e. Facebook, Instagram, Connect.
- Pop up shelters for events promoting the Experience Nannup App to include the Trail Town logo.

49. Pre-visit Information

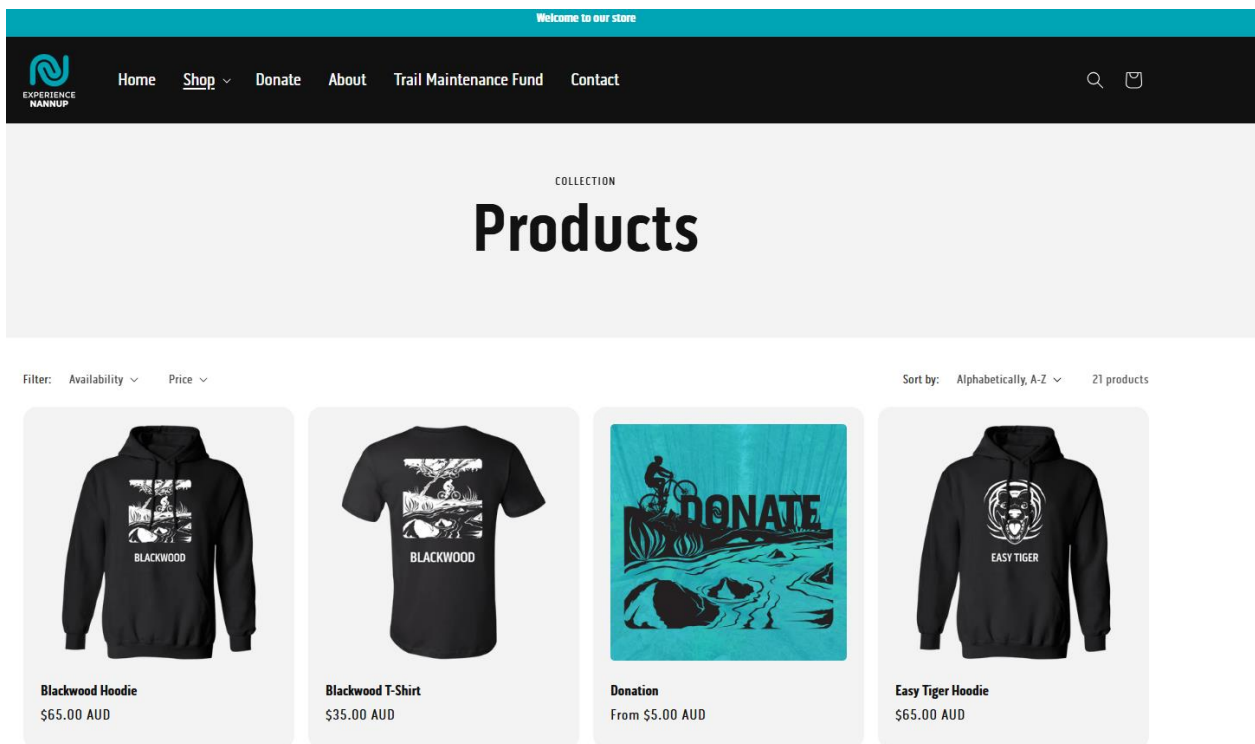
- Arrange Date
- Recommend accommodation/food
- Plan an itinerary of the trails and local businesses to get an understanding of the local trail town experiences/culture.

50. Trail Branding

The Shire has developed a Brand and Marketing Plan in conjunction/partnership with Jack in the Box Busselton. This includes:

- Merchandise
- Style guides
- Formatting for any communication and messaging relating to local trails.

The merchandising website enables visitors to buy their favourite trail merchandise, and the proceeds support future trail maintenance/construction.



Shire of Nannup – Merchandise Website Examples

Services – Shuttles promote Nannup using the Experience Nannup Logo on their bus and through their social media channels.

Into the Future

By June 2026 the Shire of Nannup will have completed the Trail Town infrastructure, with stage three construction of the second Mountain Bike Park at the Old Golf Course Site in Milward, a 15km network of mountain bike trails, focusing on more skills progression with predominantly blue and green trails to support the family market.

The realignment of the Munda Biddi Trail at the southern approach to town, includes two bridge crossing, connecting the Cockatoo Valley residents to town, and allowing a safe crossing of the two brooks off the Vasse Highway, for bikers, walkers and the bridle trail users. Both projects are fully funded and will be constructed in the 2025 2026 financial year.

Other trail [concept planning](#) includes a 7km loop and 2 km [play pocket trail development at the Gussies Mill site](#), connecting the Cockatoo Valley residents to passive trail experiences. Recent targeted Phytophthora, Flora and Fauna surveys have been completed with detailed design and construction funding to be determined.

Additionally, the town is hosting the [2026 UCI Gravel World Championships](#) in October of that year. To support the transition from a timber town, maximising the unique offering of hills and pristine nature, cycling tourism and trail development with other things to do are the priority in the infrastructure planning for the shire.

The Shire has embarked on an Event Ready Business Case with infrastructure improvements to host world class events. Furthermore, sustainable governance practices include income generation mechanisms such as the commercial operator licences and rider fee structures through Fees & Charges. This is to complement the merchandise website aimed to support maintenance of trails and continue to deliver world class trail experiences.

The Nannup Trail Town initiative represents a transformative vision for the Shire—one that honours its natural heritage while embracing a sustainable, tourism-driven future. With fully funded infrastructure projects such as the second Mountain Bike Park at Milward and the realignment of the Munda Biddi Trail, Nannup is poised to offer a world-class trail experience that caters to a broad spectrum of users, from families and beginners to elite athletes.

The integration of passive and active trail networks, supported by environmental stewardship and community connectivity, ensures that the development is inclusive, ecologically responsible, and economically beneficial. Hosting the 2026 UCI Gravel World Championships further cements Nannup's emerging status as a premier cycling destination on the global stage.

Through strategic planning, sustainable governance, and a commitment to quality, the Shire of Nannup is not only ready to meet the criteria for Trail Town accreditation—it is setting a benchmark for what a Trail Town can be. The Nannup Trail Town will enable long-term economic resilience, community wellbeing, and a thriving nature-based tourism economy, making it a flagship model for regional trail development in Western Australia.

Shire of Nannup Trail Town Supporting Documents

Nannup Cycle Master Plan 2020

[200706_NANNUP_CYCLE_MASTER_PLAN_low_res_Optimized.pdf](#)

Lucid Economics – Nannup Mountain Bike Park EIA

[LUCID_ECONOMICS_-_NANNUP_Mountain_Bike_Park_EIA.pdf](#)

Lucid Economics – Nannup Trail Hub Gaps and Opportunities

[LUCID_ECONOMICS_-_NANNUP_Trails_Hubs_Gaps_and_Opportunities.pdf](#)

Lucid Economics – Nannup Trail Town EIA CBA

[LUCID_ECONOMICS_Nannup_Trails_Town_EIA_CBA.pdf](#)

Nannup Trail Town Business Case

[RfR - Business Case Current Template](#)

Shire of Nannup Strategic Community Plan 2021-2036

[Strategic_Community_Plan_2021-2036.pdf](#)

Shire of Nannup Investment Prospectus

[J10645_-Nannup_Investor_Visual_9_Nov.pdf](#)

Shire of Nannup Your Trail Awaits

[J10083 - Nannup Blueprint Final.pdf](#)

Trail Tourism Experience Opportunities Report

[Trail_Tourism_Experience_Opportunities_Report_20240412_LR.pdf](#)

Trail Tourism Product Audit Attachment A

[Trail_Tourism_Product_Audit_Attachment_A_20240412_LR.pdf](#)

Trail Tourism Product Audit Attachment B

[Trail_Tourism_Product_Audit_Attachment_B_20240412_LR.pdf](#)

Department of Biodiversity Conservation and Attractions Trail Documentation

[Trails | Department of Biodiversity, Conservation and Attractions](#)