



Glenelg Shire Tracks and Trails Strategy

June 2020



Acknowledgements

Glenelg Shire Council respectfully acknowledges the traditional lands and waters of the Gunditjmara people, Bunganditj people, Jardwadjali people and their respective cultural heritages.

Aboriginal and Torres Strait Islander People provide an important contribution to Australia's cultural heritage and identity. We respectfully acknowledge the Aboriginal and Torres Strait community living throughout the Glenelg Shire and the contribution they make to Glenelg Shire's prosperity and wellbeing.

The Glenelg Shire Tracks and Trails Strategy has been prepared by TRC Tourism Pty Ltd for Glenelg Shire Council.

All images: Glenelg Shire Council

Cover Photo: Great South West Walk

Disclaimer

Any representation, statement, opinion or advice, expressed or implied in this document is made in good faith but on the basis that TRC Tourism is not liable to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking action in respect of any representation, statement or advice referred to in this document.

©Copyright TRC Tourism Pty Ltd



www.trctourism.com

Contents

<u>Executive Summary</u>	<u>5</u>
<u>Current State of Play</u>	<u>9</u>
<u>How Does the Glenelg Shire Perform as a Trails Destination?</u>	<u>10</u>
<u>Benefits of Tracks and Trails</u>	<u>12</u>
<u>Trail Markets and Trends</u>	<u>15</u>
<u>How Will We Achieve our Vision?</u>	<u>24</u>
<u>Building blocks to deliver a high class trail network</u>	<u>26</u>
<u>Regional Trail Types</u>	<u>40</u>
<u>Trail Categorisation</u>	<u>46</u>
<u>Recommended Actions</u>	<u>52</u>
<u>Appendices: Maps</u>	<u>59</u>



Executive Summary

This Strategy seeks to capitalise on the region's diverse landscapes, strong nature based tourism assets and desire to connect people with places by clearly identifying a network of tracks and trails to be improved, developed and maintained to support recreation, contribute to community wellbeing and to create opportunities to attract tourists. The Strategy is the road map to guide the development of the trail experiences in the Glenelg Shire for the next 10 years.

The *Shaping Our Future Glenelg Shire Council Plan 2017-2021*¹ seeks to actively connect people, places and spaces and provides the commitment to deliver this Tracks and Trails Strategy.

The Strategy has strong links to the *Active Your Way Glenelg Sport and Active Recreation Plan* and supports trail network improvements that contribute to health and wellbeing within the Shire. Specifically, *Active Your Way* seeks to create more ways in which children and families can use existing public spaces and places and be involved in

unstructured outdoor activities, including exploring local tracks and trails.²

The *Glenelg Shire Open Space Strategy* identifies a range of issues particularly around accessibility, connectivity and inclusivity and these have made important contributions to this Strategy.³

*The Victoria's Trails Strategy 2014-2024*⁴ provides strategic direction for Victorians, this Tracks and Trails Strategy contributes to the goals of the Victorian Strategy and seeks to:

- improve the quality of trail experiences in Victoria
- increase awareness and visitation to Victorian trails
- support complementary tourism and retail businesses
- seek improved understanding of trail-user markets, their motivations and influences.

The Tracks and Trail Strategy makes recommendations for the development of attractive and sustainable tourism experiences, visitor infrastructure and nature based and cultural tourist attractions reflecting the priorities within the *Glenelg Tourism Strategy*.⁵

This long-term Strategy for Glenelg Shire provides:

- an assessment of Glenelg's trail performance
- gaps and issues with current trails
- an exploration of trail trends
- recommendations regarding the future mix of trail experiences and trail connectivity
- trail criteria that best positions the Shires' trail network
- recommended priority trail actions relating to leadership, management, experience and development.

¹ Shaping Our Future Glenelg Shire Council Plan 2017-2021¹

² The Active Your Way Glenelg Sport & Active Recreation Plan 2019

³ Glenelg Shire Open Space Strategy (Tredwell 2018)

⁴ *The Victoria's Trails Strategy 2014-2024*

⁵ Glenelg Tourism Strategy 2019 - 2026

This Strategy will guide the development, construction, maintenance and management of tracks and trails for Glenelg Shire for the next ten years.

The implementation of this Strategy, in collaboration with stakeholders and community, will see the Glenelg region develop its outstanding natural and cultural assets into a significant tracks and trails destination.

The Strategy has a clear focus on how popular trail experiences, improved facilities and services contribute to making the area a more attractive place to live and encourage a more active lifestyle amongst residents, leading towards enhanced community wellbeing.

This Strategy should be read in conjunction with the supporting documents the *Draft Glenelg Shire Council Track and Trails Strategy Background Report* and the *Draft Glenelg Shire Council Tracks and Trail Strategy Implementation Plan*. Also, the *Casterton to Branxholme Draft Rail Trail Feasibility Study* provides advice regarding the potential for a rail trail within the Shire.

Vision

The Glenelg Shire Council's Tracks and Trails Strategy has developed a vision to guide delivery of the Shire's trails future.

The vision will build on Glenelg Shire's strengths:

- Diverse landscapes covering spectacular seascapes, forests, rivers and Aboriginal culture
- Strong community desire to be forward thinking and inclusive
- Community desire for a network of tracks and trails to meet their needs providing opportunities to unlock tourism and contribute to community health and wellbeing
- A ready mix of trails and experiences within easy access of the hub of Portland's waterfront and regional town.

Vision

Glenelg Shire's tracks and trails will connect our people with each other and special places through diverse experiences designed to show off and protect remarkable natural and cultural landscapes, encourage community health and wellbeing and contribute to a vibrant regional economy.

The Benefits of Trails

A well-planned network of tracks and trails will support recreation, contribute to community health and wellbeing (by providing access for enjoyable physical activity) and create opportunities to attract visitors seeking active tourism experiences.

Principles

To achieve the vision, we will apply the following six guiding principles:

- 1 The Glenelg Shire will offer a distinctive and unique mix of trails-based tourism experiences that appeal to multiple user markets
- 2 The Glenelg Shire Council will, through tracks and trail-based experiences, provide opportunities that encourage activity, fitness and wellbeing
- 3 The tracks and trails within Glenelg Shire will offer local and regional communities enticing, accessible and sustainable routes that cater to a variety of recreational users
- 4 Tracks and trails of Glenelg Shire will ensure continued protection of significant natural and cultural assets and promote opportunities for visitors to appreciate these values
- 5 The management, maintenance, marketing and information services for the portfolio of trails will be facilitated through an effective and sustainable management model (Six Core Building Blocks of Trails)
- 6 The cultural values and stories of the region will be part of a tracks and trails experience that includes Aboriginal culture, small historic town communities and exploration of the region's major industries both historical and current.

Diversity of trail types, styles and destinations

A diversity of trails suited to a range of users and markets is desirable to broaden the destination's appeal to a range of users and markets – both for people for whom a trail experience is the main reason for the visit and visitors for whom a trail is one of several activities they undertake.

The Shire's trails will be classified strategically as having signature, regional or local status according to their role in the trail network. The classification differentiates trail experiences and guides development and investment priorities.



Signature Trails

A smaller number of trails that showcase the region and offer outstanding experiences - 4 Identified.



Regional Trails

A larger part of trail network that provide quality experiences for residents and visitors, and perhaps less crowds - 7 Identified.



Local Trails

Trails that primarily service local communities, or local attractions, and that are important for health, wellbeing and connections to community infrastructure - 10 Identified.



Current State of Play

The Glenelg Shire Council (the Shire) area is known for diverse landscapes, strong nature and culturally rich-based tourism and a desire to connect people with places. The Council seeks a long-term strategy for creating and supporting a network of tracks and trails to meet the needs of the community and provide opportunities to unlock tourism potential.

A well-planned network of tracks and trails will support recreation, contribute to community health and wellbeing (by providing access for enjoyable physical activity) and create opportunities to attract visitors seeking active tourism experiences.

The Strategy provides advice on trail management and infrastructure required in the region for a range of trail experiences including cycling, mountain biking, walking, running, paddling, and will recognise and advise on emerging trends such as E-bikes, Nordic walking, nature-based events and small group high-spend experiential tourism. The Strategy identifies gaps, opportunities and the support structures required for future long-term decision-making by the Council and project partners for trail development and investment.

The Strategy will focus on the important role tourism and recreation affords local communities through local business stimulus, economic growth and new job opportunities.

The Shire area is a unique part of Victoria valued for its agriculture, forests and fishing, cultural significance and by visitors and local communities for its extensive coastal areas, forests and rivers. The natural and cultural assets provide an opportunity for sustainable growth in tourism, with opportunities for iconic experiences linked to existing, new and reinvigorated trails.

The Shire also includes a significant part of the Budj Bim Cultural Landscape, located on the traditional Country of the Gunditjmara Aboriginal People. The landscape features ancient lava flows and a complex system of channels, weirs and dams developed over many thousands of years by the Gunditjmara people to trap, store and harvest *kooyang* (short-finned eel). These areas set across the Glenelg and Moyne Shires provide exciting opportunity for visitors to explore and experience one of the world's most extensive and oldest aquaculture systems.⁶

⁶ Budj Bim Cultural Landscape www.unesco.org

How Does the Glenelg Shire Perform as a Trails Destination?

In the development of the Glenelg Shire Council's Tracks and Trail Strategy, an analysis of how the region performs as a trail destination was undertaken.

The six guiding principles provided the direction for the analysis.

The full analysis is provided in the *Glenelg Shire Tracks and Trails Background Report*.

The analysis explored:

Who are our Trail User Markets (the customer or potential user of the trails)?

- The region's residents
- The visitors
- Families
- Older travellers / grey nomads
- Experience seeking international visitors
- Outdoor enthusiasts
- Socially aware

Tourism Trends:

- Trail tourism adventure and outdoor active tourism
- Wellbeing, accessibility, connectivity and inclusivity

Assessment of the existing trail networks including:

- Strengths, Weaknesses, Opportunities and Threats - Glenelg Region Trails
- Assessment of the region's trails performance including ranking, gaps and issues and what could be done under a range of criteria including:
 - diversity of trail types, styles and destinations
 - Signature, regional and local trails
 - concentration of trail opportunities
 - high quality, sustainable trail infrastructure
 - attractive natural or cultural context
 - quality pre-trip information
 - trail destination positioning and marketing
 - accessibility
 - governance and effective coordination and management structures
 - events



Benefits of Tracks and Trails

The demand for recreational trails is growing. National physical activity trends indicate that participation in unstructured recreational activities is increasing. Walking for exercise is already the most popular recreational activity in the Barwon South West Region and cycling the fourth most popular of fifty different recreational activities.⁷

- Recreational trails offer a diverse range of benefits to our communities and the environment. Social health, physical fitness, environmental management and awareness, cultural preservation and the economy can all benefit from the effects and experiences offered by recreational trails
- The broad and growing appeal of trails to domestic and international visitor markets, as well as local residents for recreational purposes, means Victoria's trails have great potential to boost regional economies and generate business. Trails play an important role in nature-based tourism
- Trails contribute to community health and wellbeing by improving the liveability of communities and attracting visitors
- For residents and visitors good trails encourage use, whether walking, biking, trail running or paddling, which provide the added benefit of increasing fitness and wellbeing
- Good trail experiences provide the user with an enjoyable journey through nature and offer a sense of accomplishment in completing a trail contributing to feelings of wellbeing

⁷ Guidelines for Trail Planning, Design and Management Barwon South West Region TRC 2015

The Main Benefits of Trails

Social and Liveability

- Trails provide opportunities for families and friends to enjoy time together, enhancing quality of life
- Investing in trails is typically easy for communities, because they are features that greatly appeal to residents as well as to tourists
- Living near a walking, biking or running trail is recognised as an attractive feature to home buyers.⁸

The changes in Shire demographics, participation trends and an increased emphasis on participation, regardless of ability, sees an ageing population more likely to be interested in trail-based recreation particularly where there are opportunities to walk around their towns. Glenelg has a higher percentage of its population in the 45+ (53%) and 60+ (30%) age brackets.⁹

- The *Glenelg Shire Council's Health and Wellbeing Plan 2017-21* also recognises the value of regular exercise and the need to increase physical activity levels in residents to reduce the incidence of chronic health problems¹⁰
- Broadly speaking, the community is trending towards activities such as trail-based walking, running, cycling/mountain biking and other informal recreation activities that can be undertaken as and when the participant desires, offering them greater flexibility and control.¹¹ This does not negate the importance of organised sport or activity but emphasises the need for trails that support the needs of the community
- Walking and cycling are relatively cheap modes of transport. Well-planned trail networks can make it

⁸ 20 Adventure Travel Trends, Adventure Travel Trade Association 2018.

⁹ Data sourced from the Great South Coast Health and Wellbeing Profile – Version 3 May 2016

¹⁰ Active Your Way Glenelg Sport & Active Recreation Plan 2019

¹¹ Australian Government, Australian Sports Commission 2018, *AusPlay Vic Data Tables*

easier and safer for people to move around, granting an alternative to private car use. Trails also provide a low environmental impact means of travelling through the landscapes and play an important role in connecting people with nature.¹²

Economic

- The broad and growing appeal of trails to domestic and international visitor markets, as well as local residents for recreational purposes, means Victoria's trails have great potential to boost regional economies and generate business
- Trails play an important role in nature-based tourism. Whether long distance paddling trails on the Glenelg River or short recreational paths located in communities, trails encourage visitors to stop, stay and spend
- Tracks and trails will play an increasingly important role in tourism and recreation contributing to local communities through local business stimulus, economic growth and new job opportunities
- The Shire area is a unique part of Victoria valued for its agriculture, forests and fishing and by visitors and local communities for its extensive coastal areas, forests and rivers. The natural and cultural assets provide an opportunity for sustainable growth in tourism, with opportunities for iconic experiences linked to existing, new and reinvigorated trails
- Commercial trail-based businesses, including guiding services, equipment and passenger transport and equipment hire create local jobs and provide opportunities to package and promote regional products to establish destination experiences
- Trail-based events, such as mountain bike competitions and adventure races, are gaining in popularity and can attract significant visitor numbers to regional locations. Competitors and their families, spectators and organisers can boost the demand for accommodation, food and beverage, and other services.

Environment and heritage

- Trails provide an opportunity for people to experience a cultural and natural environment first-hand such as exploring the Budj Bim Cultural Landscape, sighting whales off the headlands, viewing seals at Cape Bridgewater or experiencing the Australian Gannet rookery at Point Danger. These experiences and others contribute to improve the trail users environmental and cultural awareness and appreciation.
- Actions within this Strategy follow Ecotourism aims to preserve the integrity of the destination¹³. The Strategy provides for enjoyable trail experiences whilst retaining a focus on conserving the local environment and historical heritage whilst supporting culture and encouraging people to look after the natural resources that attracts them to the region.

¹² Victoria's Trails Strategy 2014–2024

¹³ <https://www.ecotourism.org.au/>



Trail Markets and Trends

The Region's Residents

The Glenelg Shire's residents are major users of the region's trails. The Strategy will seek to encourage greater use by the residents of the region.

For residents and visitors' good trails encourage use, whether walking, biking, trail running or paddling, they provide the added benefit of increasing fitness and wellbeing.

Good trail experiences provide the user with an enjoyable corridor journey through nature and offer a sense of accomplishment in completing a trail. This often contributes to the feelings of wellbeing.

Investing in trails is typically easy for communities, because they are features that greatly appeal to residents as well as to tourists.

Table 1. Regional Market

Market	Description	Experience Needs and Preferences
The Region's Residents		
Walkers and Hikers	<ul style="list-style-type: none"> • Wide range of users and ability levels including people using trails for exercise, commuting, relaxation and leisure activities. 	<ul style="list-style-type: none"> • Safe, comfortable short trails for daily use. • A range of all-ability access trails. • Short to long trails for weekend leisure activities both close to population centres and within easy weekend travel from home. • Short to long hiking trails in a variety of locations (from near-urban to remote) over a range of difficulties. • Links to areas of interest such as Portland cliffs and waterfront, coastal cliffs and other easy grade trails. • Well positioned trailheads with adequate parking and facilities. • Access to pre visit information.
Trail Runners	<ul style="list-style-type: none"> • People running on trails for exercise, training for events and for adventure. 	<ul style="list-style-type: none"> • Range of short and long trails in and near urban areas, parks and reserves. • Challenging backcountry and coastal trails for extended running. • Connected trails suitable for running events. • Range of participative and competitive trail running events.
Cyclists (other than mountain biking)	<ul style="list-style-type: none"> • Wide range of users and ability levels including people cycling for exercise, commuting, relaxation and leisure activities and touring. 	<ul style="list-style-type: none"> • Safe cycling or shared use trails for daily commuting and recreation. • Short to long cycle trails for weekend leisure use both close to population centres and at visitor hubs within easy weekend travel from home. Appealing destinations. Linked or nearby activities, attractions and accommodation. • Accessible trailheads with adequate parking and facilities. • Cycling events, both participative and competitive. • Trails to suit abilities and comfort levels and to encourage new riders.
Mountain Bikers (Use of a purpose-built mountain bike on purpose-built trails, shared trails or other off-road trails)	<ul style="list-style-type: none"> • Children and families seeking a safe entry level or skills development experience. • Riders in the young adult to middle age groups. • Experienced local riders who have ridden for many years in the region. • Local riders who contribute to the trails network through building, 	<ul style="list-style-type: none"> • Trails and bike parks accessible from population centres and together offering a range of trail types. • Shared trails that connect to local features including coastal destinations. • Inter-connected trail networks offering a range of difficulty levels and technical challenges. Ideally offering at least a day's riding. • Skill parks, technical trails and pump tracks. • Participative and competitive events. • Trailheads with appropriate facilities including car parking, bike wash-down, food services, shuttle transport.

	<p>maintenance and other activities</p>	<ul style="list-style-type: none"> • A range of trails accessible for shorter 1 to 4 hour rides near places of work and home. • Trails generally for the local user market although will travel more broadly for longer weekend breaks and short holidays. • Long distance backcountry trails, epic and gravity trails.
Horse Riders	<ul style="list-style-type: none"> • Likely to be members of local horse riding clubs. • Casual horse riders who seek safe comfortable off road riding often close to agistment. 	<ul style="list-style-type: none"> • Forest trails accessible from horse agistment areas. • Forest trails with appropriate horse trailer parking and unloading facilities. • Dedicated horse trails including longer distance forest trails with appropriate facilities including camping.

The Visitors

The analysis of visitor markets provides an indication of the key target market segments for the existing and potential nature-based tourism product offer in the region. The *Glenelg Tourism Strategy (2015)*¹⁴ identifies the following segments as critical to driving tourism in Glenelg Shire and the South West:

Older travellers / grey nomads



Older travellers and grey nomads currently form a large proportion of visitation to the region. They represent a fast-growing market segment that provides steady visitation and strong passing trade. They are generally a lower yielding segment and often prefer to stay in a form of caravan/camping accommodation or motels. They seek a variety of trail-based experiences particularly short walks and a growing number will carry bicycles and seek a range of cycling experiences.

Experience seeking international visitors



Whilst the international market does not provide significant visitation for the region at present, it is a market segment that will be drawn by the development of a world class asset at Budj Bim and key nature-based tourism icons e.g. the Great South West Walk (GSWW) and paddling the Lower Glenelg River. Experience seekers are more likely to visit regional areas, stay longer in the region and have a higher than average yield. They value personal interaction with natural and cultural values and require high-quality visitor experiences which are frequently provided by trails.

Families



Families often visit friends and relatives or visit for holiday and leisure, seeking to stay in motels, caravan parks or self-contained rental homes. On average, they spend more money than the average traveller and like to visit nature, wildlife and history and heritage attractions. Families seek a range of trail experiences.

Outdoor enthusiasts



The region's outdoor assets draw large numbers of visitors engaged in bushwalking, fishing, boating and camping. In comparison to other regions, Glenelg can offer a more 'immersive' experience with remote and pristine National Parks. The experiences can be across a range of trail skill and ability levels including beginner to intermediate and in relation to safety and comfort. Trails will need to reflect this range to increase the regions market appeal.

¹⁴ Glenelg_Tourism_Strategy_2019-2026

Domestic Visitors

According to Tourism Research Australia Data based on a four-year average from 2014 to 2017 there were 203,000 domestic holiday visitors to Glenelg Shire.¹⁵

Domestic visitors are attracted to nature based and cultural heritage activities and the region's extensive nature based and indigenous assets and river and sea fishing are popular activities.

Walking on the Great South West Walk is monitored by the Friends of GSWW at camp sites (2017) and at the Seals Lookout (2011) at Bridgewater Bay. Not surprisingly both the day walkers and overnight walkers were most likely to be Victorians followed by South Australians. The number of overseas overnight walkers was insignificant whilst at the Seal Lookout visitors from Western Europe were more popular coming from Germany, France and Switzerland. There were very few visitors from Asia recorded at the Seal Lookout. These figures provide a guide only as it has been estimated by the Friends of GSWW that no more than 10% of visitors enter their records in the visitor books and accurate numbers of total walkers is not well defined.

Table 2. Domestic Market Experience needs and preferences

Market	Description	Experience Needs and Preferences
Domestic Market		
General Visitors	<ul style="list-style-type: none"> • People on a holiday or visiting friends and relations. • Domestic visitors are attracted to nature based and cultural heritage activities and the region's extensive nature based and indigenous assets and river and sea fishing are popular activities. 	<ul style="list-style-type: none"> • Trails of different types to or at points of interest suited to a range of abilities. • Short walks. • Something different to do while on holiday attracted to the coastal landscapes, rivers and Budj Bim Cultural Landscape. • Equipment such as canoe and bike hire. • Easily available information and packaged tours/product to provide the experience in an easily accessible way.
Soft Adventure	<ul style="list-style-type: none"> • Families, adult couples and retired people seeking trail activities of one or more day's duration. • Some may visit the region specifically to undertake a trail such a GSWW or Glenelg River paddling. 	<ul style="list-style-type: none"> • Hiking and paddling trails packaged for journeys of one or more days taking in the unique coast, rivers, Budj Bim Cultural Landscape Experience. • Often independent, self-guided tours or packages, accommodation, linked activities. • Shared trail coastal and forest cycling experiences linked to other activity such as river paddling. • Mountain bike parks with variety of rides. • Transport, accessible trailhead, equipment, paddling and bike hire. • Good pre-trip information and booking. Engaging, immersive interpretation. • Trail running on coast and forest trails.

¹⁵ Austrade Tourism Research Australia - <https://www.tra.gov.au>

Market	Description	Experience Needs and Preferences
Domestic Visitors		
Hiking	<ul style="list-style-type: none"> • Self-sufficient hiking, walking clubs, youth and other social groups in a variety of ages engaging in short and long experiences. • Strong focus on GSWW for extended or shorter sections. • Short and multiday walking. 	<ul style="list-style-type: none"> • Short to long hiking trails at a range of difficulty levels showcasing regions special landscapes. • Multi day walking on coasts that provide comfortable hiking experiences for those with limited experience or ability. • Accessible trailheads with adequate parking and facilities. • Overnight or multi-day trails with a range of accommodation options. • Transport and shuttles, especially for one-directional trails. • Accessible pre visit and trail head trail information.
Mountain Bikers	<ul style="list-style-type: none"> • Riders in the young adult to middle age groups who may visit the region specifically to ride a particular trail or bike park. 	<ul style="list-style-type: none"> • Trailheads with appropriate facilities including car parking, bike wash-down, food services, shuttle transport. • Coffee, breweries or wineries. • Good pre-trip information and transport that is bike friendly, allowing for washing, storage and access to bikes. • Long distance backcountry trails, epic and gravity trails.
Education Groups	<ul style="list-style-type: none"> • Schools, outdoor education and youth groups from within and near the region. 	<ul style="list-style-type: none"> • Guided or self-guided walking, paddling, hiking, cycling, mountain biking or horse riding experiences or a combination of some or all of the experiences. • Environmental or cultural learning, outdoor skills development, challenge and team building opportunities. • A range of trails or modification of existing trails will be needed suited to different experiences ages and skills. • Nearby accommodation and education facilities suited to school and youth groups. • Trail experiences may be part of longer learning products or packages e.g. Budj Bim Cultural Landscape. • Good pre-trip information and engaging, immersive interpretation booking.

International Visitors

Glenelg Shire and particularly the southern coastal area of Glenelg Shire aligns well with the product strengths of the Great Ocean Road. These strengths include nature-based tourism and maritime heritage.

Glenelg Shire’s location/setting and an incredible variety of tourism assets including the recent inscribing of the Budj Bim Cultural landscape on the World Heritage List create significant opportunities to grow the Glenelg Shire tourism industry.

The Great Ocean Road Region attracts the largest number of international visitors of all regional Victorian tourism areas. The attractiveness and the large number of visitors provides opportunity for Glenelg Shire to leverage from the strong international brand awareness of the region and its icons.¹⁶ These visitors could be attracted to the landscapes and activities provided within the Glenelg Shire.

Table 3. International Market needs and preferences

Market	Description	Experience Needs and Preferences
International Visitors		
Walking Tourists	<ul style="list-style-type: none"> The Great Ocean Road Region attracts the largest number of international visitors of all regional Victorian tourism areas. 	<ul style="list-style-type: none"> Iconic, soft adventure walks with guided and self-guided products and packages providing accommodation and linked experiences. A range of walking and hiking opportunities and nature-based and outdoor pursuits. Adventure activities and packages. Transport, equipment hire. Good pre-trip information and booking. Engaging, immersive interpretation and signs to assist with the feeling of comfort, safety and accessibility.
Cycle / Mountain Biking Tourists	<ul style="list-style-type: none"> Mainly visitors from UK, USA, and Europe aged from young adult to 54 years, travelling alone or with a partner. 	<ul style="list-style-type: none"> Iconic and challenging rides and trail journeys. Outstanding trail networks and bike parks that offer 2 to 3 days riding and a range of trail type and difficulty levels. Trailheads with appropriate facilities including car parking, bike wash-down, food services, shuttle transport. Bike hire and repair services. Good pre-trip information and booking. Long distance backcountry trails, epic and gravity trails.
Cruise Passengers	<ul style="list-style-type: none"> International visitors from cruise ships on shore excursions from Portland. 	<ul style="list-style-type: none"> Guided and self-guided walks or cycling which offer an engaging experience characteristic of the area. Engaging, immersive interpretation. Linkages to transport and packaged product from the Portland waterfront into the outstanding coastal or Budj Bim Cultural landscapes.

¹⁶ Glenelg Tourism Strategy, Glenelg Shire Council 25 May 2015 Urban Enterprise

Adventure Tourism

Adventure travel involves exploration or travel with a certain degree of risk (real or perceived), and which may require special skills and physical exertion.

Adventure tourists may have the motivation to achieve mental states characterised as rush or flow resulting from stepping outside their comfort zone.¹⁷ This may be from experiencing culture shock or by performing acts requiring significant effort and involve some degree of risk, real or perceived, or physical danger.

Australia is well positioned to benefit from the worldwide adventure travel market and Glenelg Shire's nature-based strengths and emerging cultural tourism provides opportunity. Visitors will need to be provided with access that meets their needs, reflects their motivations and links to the Regions unique offerings. Well-designed sustainable trails that focus on the needs of the user are one of the most effective methods of engaging the adventure traveller with the experiences they seek.

¹⁷ Buckley, Ralf (2012). "Rush as a key motivation in skilled adventure tourism

Trail Tourism

Destinations are actively marketing trails to keep tourists in the destination longer, and tourists are happy to stay. Trail tourism has many benefits to destinations as it increases the length of stay of low-impact tourists and it can promote repeat visits by tourists who do one section of a trail at a time and it drives tourism dollars to local businesses. Investing in trails is typically easy for communities, because they are features that greatly appeal to local residents as well as to tourists.

Destinations can support trail tourism by investing in trail infrastructure and marketing outdoor experiences. Bikepacking (Backpacking by bike) is considered as a new segment to invest in beyond the traditional hikers to extend into new markets.¹⁸ This trend is amplified by the growth in the e-bike (pedal assisted) market.

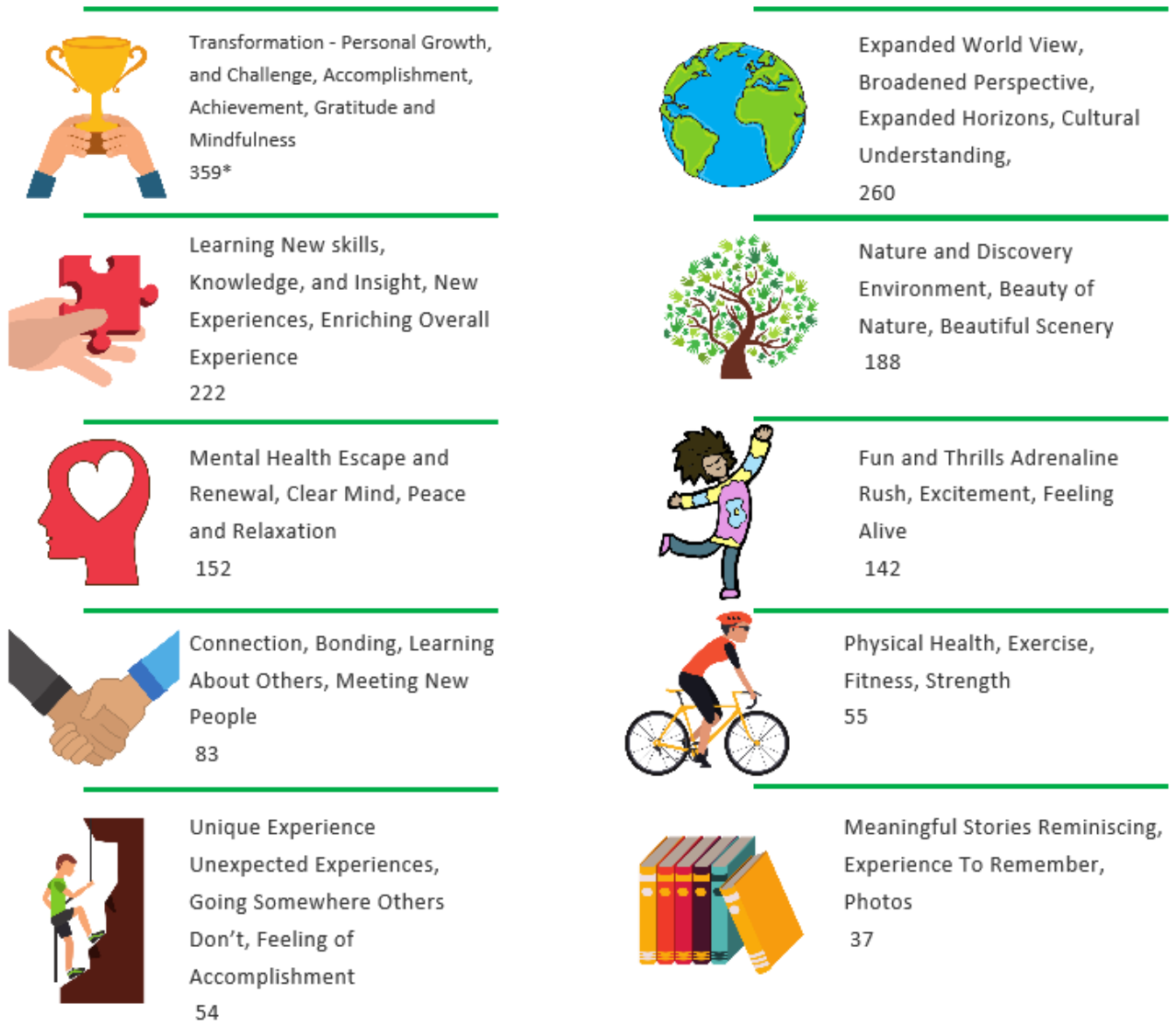
For tourists, a trail holiday allows them to spend a lot of time practicing a favourite recreational pursuit, whether walking, biking, trail running or paddling (river trails being encompassed as a 'trail experience' in terms of a routed journey through nature). There is a sense of accomplishment in completing a trail, which aligns with the motivations around mental wellbeing. Finally, outdoor active tourists seek local, authentic experiences that trail tourism typically delivers.

Glenelg Shire trails have an abundance of impressive landscape and settings are located in special landscapes and in places that provide the ideal settings for immersive trail experiences.

¹⁸ 20 Adventure Travel Trends, Adventure Travel Trade Association 2018.

Motivations for adventure travel

Figure 1. Motivations for adventure travel



* indicates number of responses of some 1000 responders describing why they seek adventure travel experiences – source Adventure Trade Association 2017.

How Will We Achieve our Vision?

Vision for Glenelg Shire Tracks and Trails

Glenelg Shire's tracks and trails will connect our people with each other and special places through diverse and welcoming experiences designed to show off and protect remarkable natural and cultural landscapes, encourage community health and wellbeing and contribute to a vibrant regional economy.

The vision will build on Glenelg Shire's strengths:

- Diverse landscapes covering spectacular seascapes, forests, rivers and Aboriginal culture
- Strong community desire to be forward thinking and inclusive
- Community desire for a network of tracks and trails to meet their needs providing opportunities to unlock tourism and contribute to community health and wellbeing
- A ready mix of trails and experiences within easy access of the hub of Portland's waterfront and regional town.

Developing the Actions

In the development of the Glenelg Shire Council Tracks and Trail Strategy, a needs analysis framework was developed based on how the region performs as a trail destination together with what can be done to improve the regions performance as a trail destination.

The full analysis is provided in the *Glenelg Shire Tracks and Trails Background Report*.

The Community's Views

The views of the community were sought during the development of the Strategy. The views were collected through discussions and meetings with trail stakeholders, communities and land managers and through the Glenelg Shire's Your Say interactive site. The comments received made a significant contribution to the Strategy providing a greater understanding of community needs and focussing the range of priority actions provided within the Strategy.



Building blocks to deliver a high class trail network

Six core building blocks and linked actions have been developed to direct the coordination, planning and leadership required to deliver a high-class trail network.

In order to achieve the vision for the Glenelg Shire Tracks and Trails and make a significant change to the trail network, agencies and stakeholders in the Glenelg Shire need to commit to working together in a coordinated and consistent manner.

Effective structures will be required to facilitate collaboration, coordination and quality control among the different trail managers and stakeholders to deliver quality trails infrastructure and experiences across the Shire.

The trail network for the Glenelg Shire will be built around:

- 1. Effective coordination and management structures**
- 2. Consistent and Collaborative Planning**
- 3. Delivering Trail Experiences**
- 4. Sustainable Management**
- 5. Supporting Trail Use and Community Involvement**
- 6. Marketing and communication**





1. Effective coordination and management structures

An effective structure (or structures) to facilitate collaboration, coordination and quality control among the different trail managers and stakeholders is critical to delivering quality trails infrastructure and experiences across a destination.

The most effective trail governance structures tend to be those that:

Have a clear mandate for achieving a trail vision and a capacity for leadership, agreed by the relevant partners, have a clear understanding of roles and responsibilities among the different partners, incorporate personnel with relevant skills and experience, have access to adequate financial and human resources for trail development, maintenance, ongoing operations, experience development and marketing.

Adequate resourcing is crucial to delivering the trail experience. A lack of trail maintenance or delivery of promised services and standards can affect a destination's reputation and deter local trail use.

Management Framework for trails in the Glenelg Region should provide for:

- coordinated and collaborative implementation of a Regional Trails Framework as it relates to cross-regional matters and signature, regional trails and local trails
- clear delineation of the roles and responsibilities of trail stakeholders and partners
- advice and assistance in building the capacity of trail stakeholders and partners to implement trail and experience improvements
- advice and assistance in obtaining funds and investment for trail development and centralised management of funds for these priority trails.

An assessment was undertaken as to how the region performed against these criteria and included what the community considered important.

The full assessment is included within the *Glenelg Shire Council Tracks and Trails Strategy Background Report*.

2. Consistent and Collaborative Planning

Coordinated actions will be required to develop and deliver regional policies and approaches to trail use, design and construction standards and environmental sustainability.

- Policies will be required across the region for key trail use issues to provide trail users with the certainty of consistent application particularly across signature and regional trails and in situations where a trail crosses a land management boundary
- All state and local governments and delegated land managers are obliged to act in a manner consistent with legislation, regulations and local laws
- The regulatory framework (such as approaches to shared use trails and mountain bikes) will influence the location, construction and ownership as well as the ongoing management and maintenance of trails
- Current and emerging trends will be considered through a collaborative approach with trail users, land managers and other stakeholders. There are trends and proposals identified within this Strategy that will require a collaborative approach and policy development particular trends include E-bikes and shared use trails.

Shared-use of trails

Glenelg Shire has a wide range of trails shared by different users, mainly pedestrians, cyclists and mountain bikers. A variety of policies and guidelines are employed by the region's different territorial authorities and trail managers to designate and manage shared trails. Some authorities issue codes of conduct or user behaviour guidelines and a culture for shared trails covering behaviour such as speed, warning and passing other users. In the main, this would be communicated by Parks Victoria where they have responsibility in partnership with the GSWW Association and Glenelg Shire Council for Council trails.

E-bikes

An electric bike or E-bike is identical to a pedal powered bicycle, except it has an auxiliary motor. E-bikes are an emerging technology that has the potential to provide access to trails for people who have ceased to use bikes, or new users that have not had the physical capability or desire to seek outdoor trail experiences in the past. There are various issues associated with the use of E-bikes on trails including safety and social impacts on other trail users, impacts on trail surfaces and on the surrounding environment. There is not yet a consensus about the use of E-bikes on trails, though the general view is that E-bikes will be used on existing bike trails in much the same ways as mountain bikes are now.



3. Delivering Trail Experiences

Trails should be placed where people will use them. This may be for recreation or as a way to get about the community to school, shops, work, parks or as ways for people to visit friends and relatives.

Trail hubs (focal points for a number of trails which can include trail head information) in Portland could include the Maritime Discovery Centre where people arrive by trail, meet and disperse by trail. Within the regional towns, trail hubs could include the Australian Kelpie Centre at Casterton or the railway precinct and within the other towns such as Heywood, Merino, Nelson, Dartmoor parks and public places provide locations for hubs. A future popular and unique trail hub for visitors and the people of Portland could be the Smelter in the Park open space.

Trails should provide the opportunity to step on and off with varying lengths available and often if planned effectively provide shared use opportunity where walking, running, cycling and other activities such as families with prams and young children and skate boarding can be accommodated safely. These local trails also provide opportunities for different trail-user groups for active recreation, health and wellbeing including passive activities for the growing number of elderly, people in motorised mobility scooters, those with a disability.

The social interaction that trails provide is often unrecognised particularly on local trails, the nod or greeting encountered on a trail may well be the only human interaction some people have in a day.

Successful trail destinations provide the range of trail users with the services they need to access and enjoy trails. The support services need to recognise and accommodate the needs of trail visitors.

Typical trail destination support services include:

- people, equipment and luggage transport to and from trailheads and accommodation
- a range of guided and self-guided trail tours
- equipment, bike hire, repair and retail for walking, riding, running, paddling, and other user needs, including bridle equipment
- car rental services that facilitate carrying of equipment and bikes
- long stay car parking at or near trail heads
- a range of trail-friendly accommodation that caters for walkers and riders
- great food, coffee, wineries and breweries located adjacent to trails or at trail heads

The Glenelg Shire is generally well served with the number and length of trails. The potential for linkages and improvements that could expand the extent and variety of trail experiences from existing hubs needs careful consideration to ensure value adding to the network and not duplication.

Decisions on value-adding to the existing network should be made on the basis of the potential to contribute to the region's vision, the trail experience and the demonstration of demand by residents and visitors.

Accessibility and Connectivity

Trails need to be easily accessible to visitors and locals and from tourism and transport hubs. Transport arrangements and facilities need to be tailored to the ways users wish to access trails, their points of origin and logistical requirements. Examples include:

- connecting trails that enable young people and those without vehicle transport to get to trails and to encourage communities to commute and be active without having to share the road with vehicles
- road access to trailheads with adequate car parking facilities that suit the users e.g. horse trail riders need horse float suitable car parks
- public bus services to trailheads, with facilities for transporting packs and bicycles
- people, bike and luggage transfer services that facilitate one-way journeys
- bike shuttle services and lifts at mountain bike trails
- a range of trails with all ability accessible facilities to encourage the broadest community use possible
- exploring shared use trails to encourage a range of activities, abilities and trail users and to focus on management and maintenance rather than multiple trails.



Attractive natural or cultural context

The setting in which trails are located is integral to their attraction to visitors. Spectacular or unusual settings and places of interest near trails are significant attractions for visitors and add to the pool of visitors likely to use trails. The natural and cultural features of a destination also provide stories that add interest to the trail experience. Interpretation and storytelling are important to contemporary trail visitor markets who seek to immerse themselves in, and learn about places, people and local culture.

Distinctive trail experiences

Successful trail destinations offer visitors something special and different from other places. They offer a strong overall destination experience in which:

- trails showcase distinctive landscapes, natural or cultural landscapes and/or enable users to interact with local people and cultures
- linked experiences and accommodation add character and variety
- on and off trail competitive and social events help stimulate interest and attract different markets





4. Sustainable Management

High Quality, sustainable trail infrastructure

The Shire's trails are managed by a range of entities and some have a high level of volunteer and user group involvement in maintenance and management activities.

For trails to remain environmentally, socially and economically sustainable and continue to offer quality experiences over time it is important that:

- trail surfaces and other infrastructure is constructed, maintained and managed to high standards compatible with the type of use
- visitor use is well managed to reduce risks and social and environmental impacts
- there is a system of monitoring to build a sound knowledge base about trail and environmental conditions and visitor use on which to evaluate performance and the need for management adjustments to adapt to changes in use and visitor numbers

Protection of native vegetation

Local planning schemes contain provisions to ensure that the permitted clearing of native vegetation results in no net loss in the contribution made by native vegetation to Victoria's biodiversity. Native vegetation controls must also be considered in the context of bushfire response and emergency management.

Development of future trails will require a focus on sustainability both for the surrounding environment and the protection of the users' trail experience.

Opportunities should be sought where natural and cultural values and biodiversity benefit from trail projects such as restoration and revegetation of future trail corridors.

Design, construction and maintenance

A best practice approach needs to be applied to ensure that the design of the region's signature and regional trails is fit-for-purpose – that is, the trail is designed and constructed to be compatible with the level of use, the type and difficulty of trail activities, and the trail location (such as steepness of the terrain, compatibility with management objectives for the surrounding land).

The trail's location and design should enhance the user's overall experience – whether it is a short walk showcasing a special feature, a long journey through different landscapes, a remote nature experience, a challenging mountain bike ride or an event. Trails and associated infrastructure (trailheads and trail head signs, way marking, amenities) need to be designed and constructed to be fit for purpose and level of use, to be compatible with surrounding natural and cultural features, and to minimise environmental and social impacts. They should also be engineered to feature low maintenance requirements.

Application of standards

The application of design standards and provision of information about trail difficulty is not currently consistent across the region's trails. This creates potential for confusion in the market and runs the risk that residents and visitors do not get the experience they seek (e.g. the trail is significantly harder or easier than they were led to believe).

The most common standards in use include:

- International Mountain Bike Association (IMBA) Trail Difficulty Rating System IMBA's guide to mountain bike trail building, Trail Solutions
- AS 2156.1 - 2001 Walking Tracks: Classification and Signage
- Australian Walking Track Grading System (see Glenelg Shire Tracks and Trails Strategy Draft Background Report appendix).

5. Supporting trail use and community involvement

Many of the Shire's trails have strong traditions of community and user group involvement in their development and maintenance which is a great asset. The GSWW is one of Australia's leading community led trail networks, they are recognised for the work they undertake in supporting the GSWW. GSWW management will need to be further supported in the new trail initiatives. Trails also offer important opportunities for activities that improve the health, wellbeing, lifestyle and the sense of place of an area. Participation in trail-related activities provides opportunities to develop community connectedness and bonds.

The increased popularity of voluntourism – where visitors participate in hands-on natural and cultural conservation activities and maintenance projects or learning experiences – is also an opportunity to provide different ways to engage visitors in the region's trails and provide distinctive experience options.

There is scope to encourage greater community and visitor use of and stewardship for trails in the region through a range of mechanisms including:

- support of existing trail groups in their voluntary endeavours
- support for the development of voluntary groups for new trails
- spreading of messages for safe, responsible, minimal impact use of trails
- learning and outdoor education programs aimed at schools and local communities
- skills development programs for trail activities, such as trekking and mountain biking
- commercial "voluntourism" programs
- participatory events which celebrate a trail or trails and appeal to residents and visitors.

6. Marketing and communication

Strong trail destination positioning and marketing

Collaboration between trail managers, operators, the tourism industry and government agencies is required to develop and deliver consistent position and to market a trails destination in an effective manner.

With an increasing number of trail destinations, marketing and promotion is needed to position a destination into the minds of prospective visitors. The positioning needs to be delivered consistently across the different trails in a destination through information, messages, imagery, standards, quality of product and quality of service.

Positioning

The positioning of Glenelg Shire as a trails destination needs to express what is different and compelling about the region's trail experiences. It needs to give the consumer a reason to come to the region for its trail experiences.

Signature trail experiences

"Hero Experiences" are the destination's 'must do' trail experiences related to the signature trails. They are the centrepieces of the trail destination in the minds of consumers and for marketing purposes.

The "Hero Experiences" might be the trail itself, an exclusive guided experience, a particular unique coastal trail walk or ride, or an iconic event.

Events

The Shire has a strong focus on events and trail-related events have opportunities to grow. There will be opportunities to market for potential new events targeting both local / community events (to engage local participation, health and wellbeing outcomes) and larger-focused events.

Continuing to work with trail-based event operators will create a strategically co-ordinated calendar of (existing and potential new) events.

A table of event opportunities has been provided in the *Glenelg Shire Council Tracks and Trails Strategy Background Report*.

Quality trail information

Pre-trip

Quality websites, apps and maps are needed to provide prospective visitors with reliable information about the trails in a destination, the services available and the destination in general. Ideally, a trail destination will have a 'one stop shop' website that provides comprehensive information on all the trails; the range of experiences and services; and facilities or links for booking trail experiences, tours, transport, services and accommodation.

Signs, information and communications technology

- Visitors want signs and information to direct, inform and to help interpret their surroundings
- A consistent approach to the Glenelg Shire Council Trails will contribute to consistent messaging to trail users across the land management agencies

AS 2156.1 - 2001 Walking Tracks: Classification and Signage provides a classification system for walking tracks. The Standard also provides guidance on the design, fabrication and use of trail markers, and information signs to be used for walking trails. Signs are almost always one-way forms of communication; they will only be effective if they:

- are clearly written with a simple message
- they are maintained
- meet the primary needs of the visitor
- are easily absorbed and understood and are aesthetically sympathetic
- meet the needs of the land management agency

Information and communications technology provides the opportunity to be two way, up to date and interactive.

- Information and interpretation can be provided through personal phones and other means usually requiring connection with a provider
- Use of alternative technology through bar code scanners and other techniques provides greater opportunity to interact with the trail user
- Further opportunities should include information technology in the marketing, information and interpretation mix for Glenelg trails.

Road safety is an important consideration for all trail users particularly at road crossings. Safety signs and barriers should be considered at major crossings.

Trailheads

Trailheads are important as the first on-ground interaction of the visitor with the trail and for the provision of information and facilities that assist use of the trail or trail network. The design and facilities at trailheads for signature and regional trails should be compatible with the delivery of a world-class experience or a regionally significant trail and the types of trail use proposed. Trailheads can be major at the start of a trail network or minor trailheads at intersections or changes in direction or trail classification.

Important components of quality trailheads are:

- sustainable design and construction compatible with the surrounding environment and the trail experience
- accurate and up to date information
- well maintained to reflect the importance of the information
- vehicle parking that is easily accessible for the range of users and vehicles types

Linked actions to direct the coordination, planning and leadership required to deliver a Glenelg Shire high-class trail network

Description	Benefit	Indicative Cost	Responsibility and Partners
1. Effective Coordination			
<p>Leadership and collaboration</p> <p>The Shire to take a leadership role and develop a collaborative approach that includes the key authorities, managers and partners for the signature, regional and local trails to deliver a strategic and consistent approach to the management of priority trails including seeking funding for implementation of stages of this Strategy.</p>	Coordinated and seamless approach to delivering the outcomes of the strategy.	Internal or project costs	Lead Glenelg Shire Council (GSC) Partners - land managers and community
2. Trail standards and design			
Develop and apply consistent standards and design for the region's signature, regional and local trails, taking account of Australian standards for pedestrian, cycling, mountain biking and horse-riding trails. Work with relevant trail managers and authorities to develop and implement a Signage Manual for the region's signature and regional trails that is compatible with the regional trail positioning and design standards.	Increased community and management understanding of trails and increase use of trails for all abilities – wellbeing benefit.	\$50,000	Lead GSC Partners - land managers and community
3. Signature, Regional and Local Trails			
The region adopts the classification system for the regions trails including the use of Signature, Regional and Local Trails.	Increased community and management understanding of trails.	Internal or project costs	Signature, Regional and Local Trails
4. Trail policy development			
Work with relevant agencies and user groups to develop, adopt and implement policy and understanding for new experiences such as shared use trails and emerging trends including E-bikes. Coordinate public information for new and emerging experiences for trail users through agency websites (as relevant) and at trailheads.	Shared understanding of trails and emerging trends.	Internal or project costs	Lead GSC Partners - land managers and community

Description	Benefit	Indicative Cost	Responsibility and Partners
5. Trails community engagement			
Establish a community engagement forum to provide for communication with and input from the community, trail groups and tourism industry on implementation of the regional trails framework.	Cooperative approach to delivering the strategy.	Internal or project costs	Lead GSC
6. Trail planning and sustainability			
Ensure that proposals for Signature, Regional and Local trail upgrades and new trails are subject to a planning process that includes environmental, market and feasibility assessments and ensure trails are an appropriate fit within the regional network. Trails will need to be developed to established standards and grades with a strong focus on sustainability and visitor experiences delivered through the engagement of the community and professional trail designers and builders.	Community and management understanding of trails increased and greater use of trails for all abilities – wellbeing benefit.	Internal or project costs	Lead GSC Partners - land managers and community
7. Marketing			
Develop marketing plans that position Glenelg Shire as a trails destination by expressing what is different and compelling about the region's trail experiences and providing trail users with clear reasons why they should come to the region. Identify the hero (Signature) experiences as the Shire's 'must do' trail experiences and encourage the local community to get active outdoors on existing and new trails.	Delivers the outcomes of the strategy.	Internal or project costs	Lead GSC



Regional Trail Types

The Shire's trails will be classified strategically as having Signature, Regional or Local status according to their role in the trail network.

The classification differentiates trail experiences and guides development and investment priorities.

Diversity of trail types, styles and destinations

A diversity of trails suited to a range of users and markets is desirable to broaden the destination's appeal to a range of users and markets – both for people for whom a trail experience is the main reason for the visit and visitors for whom a trail is one of several activities they undertake. This can be achieved in a variety of ways, such as trails in different locations and landscapes, long and short trails or different loops and journey options; a range of challenges – such as front country and backcountry walks, runs, rides or paddles.

Successful mountain biking destinations typically offer trails for a variety of riding styles, skill levels and technical challenges.¹⁹ Other 'soft adventure' off-road cycling trails including cycleways and rail trails are important in a trail offering mix, allowing access and opportunity for a wider participant market who may not be as technically skilled or physically fit.

Rail trails service the important family, grey nomad, less-abled and soft adventure markets and the booming e-bike (pedal assisted) market. Rail trails also enable exploration of other tourism targets including food, cultural and historical. Off road cycling is broadly appealing to the schools group market.

Ideally trail options should include access to at least 2 to 3 days of walking or riding activity, this might include linear trails that offer multi-day journeys, trail networks or trails accessible from a visitor hub with a variety short trail or day options.

Signature, Regional and Local Trails

One or more Signature (or iconic) trails are important to provide a drawing point for a trail destination. However, a variety of trail experiences is desirable to cater for the range of local and visitor interests, encourage exploration of the destination and foster repeat visitation. The Shire's trails will be classified strategically as having Signature, Regional or Local status according to their role in the trail network to differentiate trail experiences and guide development and investment priorities.

Assessment of the existing trail networks including:

- Strengths, Weakness, Opportunities and Threats - Glenelg Region Trails
- Assessment of the regions trails performance including ranking, gaps and issues and what could be done under a range of criteria including:
 - diversity of trail types, styles and destinations
 - Signature, Regional and Local Trails
 - concentration of trail opportunities
 - high quality, sustainable trail infrastructure
 - attractive natural or cultural context
 - quality pre-trip information
 - trail destination positioning and marketing
 - accessibility
 - governance and effective coordination and management structures
 - events.

¹⁹ <https://www.imba.com/ride/where-to-ride/imba-epics#>

Signature trails

Outstanding trails may be chosen as a region's Signature trail experiences and will have the highest priority for regional investment. These trail experiences will have strong marketability that can attract visitors and achieve recognition beyond the region. They will reflect the region's strengths and key points of difference across the trails offering.

Criteria for Signature trails

- Experiences offering immersion in high quality natural or cultural experiences
- An outstanding walk, run, paddle or ride in terms of its type
- World-class infrastructure that is fit-for-purpose and compatible with its surroundings within the natural and cultural landscapes of Victoria
- Opportunities for a spectrum of markets
- Accessibility to target markets
- Appropriate information, support services and facilities to streamline the trail experience
- Design and management to limit environmental, social and cultural impacts
- An effective management regime
- Potential to expand or be managed sustainably as demand increases²⁰

²⁰ Victoria's Trails Strategy 2014-2024



Regional trails

Regional trails are significant trails that form the core of the trail network and provide quality experiences for residents and visitors. They support the region's positioning and its Signature trails by offering a variety of other quality experiences. Regional trails will be prioritised for development based on their development needs and potential to contribute to the destination. Some regional trails may have the potential to evolve into Signature trails. Decisions on conversion to Signature trails should be made based on the criteria in and with the appropriate decision-making governance framework applied.

Criteria for Regional trails

- Experiences, facilities and services of a standard that attracts visitors from within and outside the region
- Quality infrastructure that is fit-for-purpose and compatible with its surroundings
- Provides opportunities for a range of locals and visitors
- Good accessibility to users
- Design and management to limit environmental, social and cultural impacts
- An effective management regime
- Potential to expand or be managed sustainably as demand increases
- Significant trail experiences, representative of Victoria's varied landscapes, with a high standard of management and promotion

In addition, Regional Trails should be representative of the region's and/or Victoria's natural and cultural landscapes and:

- have Government support at a regional level within regional plans and strategies
- support viable trail-based and associated regional tourism products, services and programs
- have significant intrastate and interstate visitation, interest and appeal
- directly or indirectly provide economic benefits to a region and/or the State.²¹



²¹ Victoria's Trails Strategy 2014-2024

Local trails

Local trails primarily service a local community and provide facilities suited to local markets. Investment in and ongoing management of the Local trails will be the responsibility of the relevant local government area or trail or land manager.

A designation as a Local trail does not imply it will receive less funding, or that it is less important to a local community. Importantly it places the decisions for the management of the trail at a local level so that issues and opportunities are addressed locally.

Criteria for Local Trails

- Used regularly by regional and local residents for recreation, transport, health and wellbeing
- May attract some regional and intrastate visitors primarily for independent trail-based recreation activities
- May include some local trail hubs
- Many are located within close proximity to residential areas, and are often connected to community services and open space areas
- Are representative of the region's natural and cultural landscapes
- Provide access to a diversity of trails of varying difficulty, length and type
- Provide opportunities for different trail-user groups for active recreation, health and wellbeing
- Be recognised by local residents as a popular trail and/or trail network and frequented by people from the surrounding region.²²

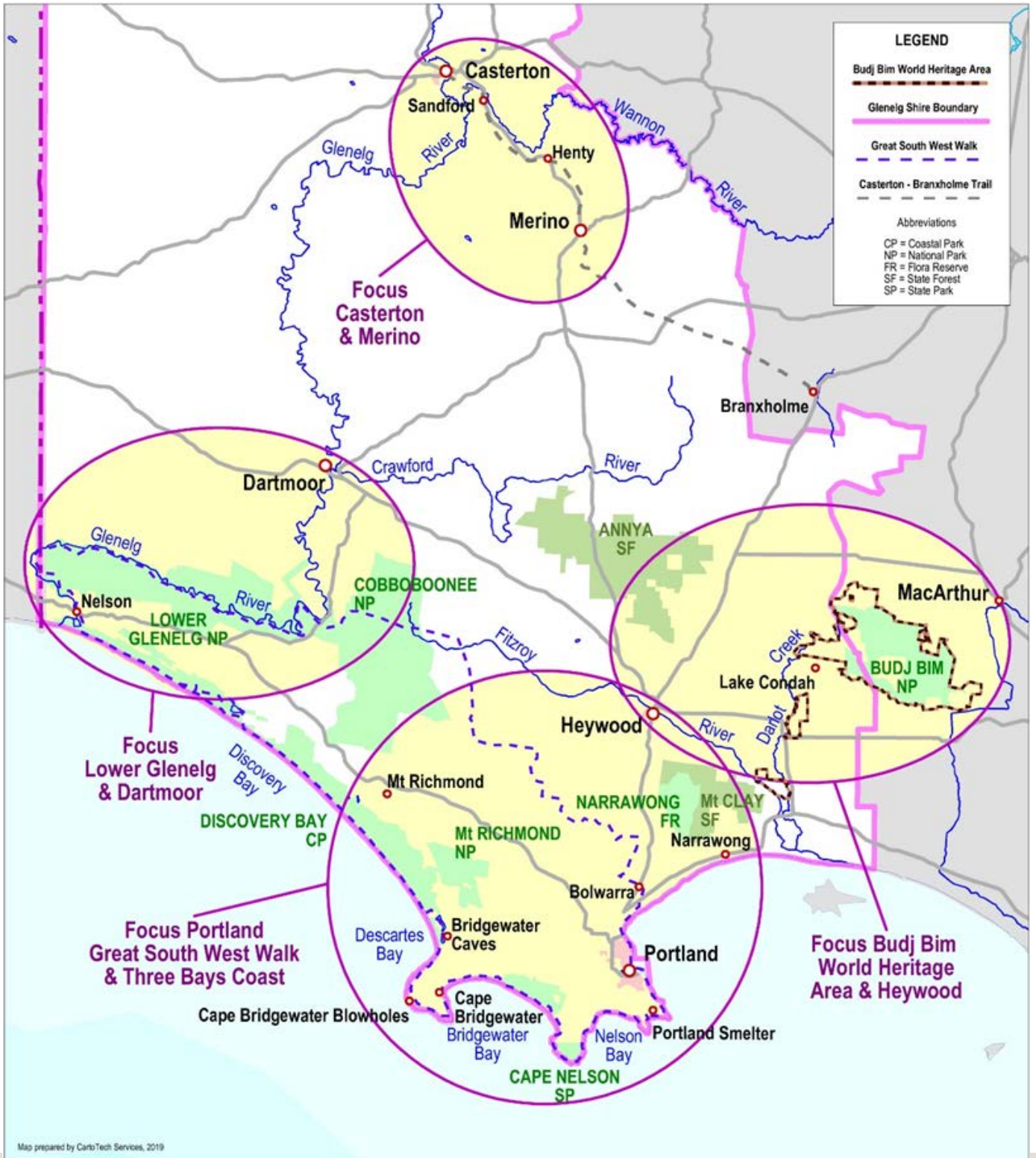
²² Victoria's Trails Strategy 2014-2024



A series of actions have been developed based on six core building blocks of trails and Signature, Regional and Local trail priorities providing a diversity of trail types, styles and destinations.

These have been incorporated into the four focus areas within the map, Figure 2 and further detailed within the Tracks and Trails Actions and in maps in Appendix A.

Figure 2. Focus areas for trails contributing to a diversity of trail types, styles and destinations





Trail Categorisation

Proposed Signature, Regional and Local Trails

The results of the analysis and future trail opportunities were categorised within the Signature, Regional and Local Trail ranking criteria according to their existing or future role in the trail network, to differentiate trail experiences and guide development and investment priorities. Included within the ranking was an assessment of what needs to be done to further develop the Shire as a significant trails destination.

Table 4. Signature Trails - Potential Classification

Potential Classification	Existing or Future Trail or Trail Cluster	Why it Meets the Criteria	What Needs to be Done
Signature Trail 1	Portland Foreshore and Clifftop Trail (Whale Trail) Some existing but unconnected trails	<ul style="list-style-type: none"> • Potential to attract visitors from Glenelg Shire and outside the region to experience cliff top walking, cycling and whale watching • Portland offers spectacular and untapped views of the ocean and harbor with whale watching in the relevant seasons • Opportunity to provide world class trail infrastructure, lookouts and facilities • Strong links and opportunities for locals and people of all abilities to be engaged in recreation, enjoyment and off-road access to Portland and the foreshore from North, South and West Portland • Link to improvements to existing GSWW and potential to expand off road shared trail to Bolwarra and Narrawong towns and links to Mount Clay mountain biking trails 	<ul style="list-style-type: none"> • Trail infrastructure is required to provide a consistent link and shared trail between the foreshore area (Visitor Information Centre) and North Portland along the cliff top • Trail infrastructure needs to be designed and implemented to enable people of all abilities to experience the trail • Connections with residential areas via this trail is essential to establish safe, comfortable and popular vehicle free active transport corridors

Potential Classification	Existing or Future Trail or Trail Cluster	Why it Meets the Criteria	What Needs to be Done
Signature Trail 2	<p>Three Bays Walk - Portland to Cape Bridgewater</p> <p>Existing GSWW but not at its full potential</p>	<ul style="list-style-type: none"> Experiences offering immersion in high quality natural and unique coastal environment mostly on existing GSWW alignment An outstanding potential one day walking or multi day (1 – 3 days) walking opportunity Attractive to a range of markets with trail upgrades and potential links with operators and existing accommodation opportunities 	<ul style="list-style-type: none"> The current GSWW trail provides good trail access however improvements are required to encourage a wider range of visitors and to reflect a Signature trail experience and to better present the exceptional seascape and provide comfort and safety (Minimum Grade 3 Walking Trail classification) Appropriate information, support services and facilities to promote and market the trail experience will be required to reflect a new branded Signature trail experience The design, implementation and future management will reflect Glenelg Shire trails’ brand, new level of accessibility for the target markets and Three Bays upgrades to have a strong focus on environmental, social and cultural sustainability
Signature Trail 3	<p>The Budj Bim Heritage Landscape trails including Lake Condah, National Heritage and World Heritage listed landscape</p> <p>Some existing but unconnected trails</p>	<ul style="list-style-type: none"> Future strong draw for the region with experiences offering world class high quality natural or cultural experiences World-class infrastructure that is fit-for-purpose and compatible with its surroundings within the natural and cultural landscapes of Victoria (under development) Opportunities for a range of markets with strong potential for managed, sustainable expansion as demand increases Planned information, support services and facilities (limited trail focus) Current and future design and management will ensure environmental, social and cultural enrichment 	<ul style="list-style-type: none"> Infrastructure planning and implementation should include the best trail-based access to connect sustainably with the world class cultural landscapes Trail access will need to be investigated from Heywood and Budj Bim National Park Future partnership development and coordination will be required to ensure trail experiences are incorporated into the design and management and to promote the very best world class experience in the cultural landscape of the Gunditjmarra Traditional Owners

Potential Classification	Existing or Future Trail or Trail Cluster	Why it Meets the Criteria	What Needs to be Done
Signature Trail 4	<p>Lower Glenelg combined river paddling, walk, run and ride</p> <p>River trail component existing but not connected with the terrestrial components</p>	<ul style="list-style-type: none"> An outstanding experience in terms of flat-water, wild country paddling Immersion in a high-quality Australian bushland and riverine experience Infrastructure is currently compatible with the unique natural surroundings and landscapes of Victoria The current experience is accessibility to the present target markets and improvements can broaden the market The current design and management provides strong protection of environmental, social and cultural impacts 	<ul style="list-style-type: none"> A coordinated approach is required to link walking, paddling, cycling and running to provide a unique combined experiences of the GSWW and the river trail Introduce future fit-for-purpose experiences and infrastructure that is, compatible with the surroundings and provides opportunities for a new high-level camping experience Consideration of existing barriers to expand experiences e.g. new off road shared use routes within protected areas Effective management and governance arrangements to ensure sustainable management and protection of values with development of new experiences

Table 5. Regional Trails – Potential Classification

Potential Classification	Existing of Future Trail or Trail Cluster	Why it Meets the Criteria	What Needs to be Done
Regional Trails 1	<p>Shared use path Portland Foreshore to Point Danger, Crayfish Bay and Nelson Bay Coastal Reserve</p> <p>Not existing</p>	<ul style="list-style-type: none"> Attracts visitors from Glenelg Shire and outside the region to experience short and day cycling Potential to expand the GSWW experience and be managed sustainably as demand increases Strong local interest 	<ul style="list-style-type: none"> Utilising some sections of GSWW and new trail Would need to include upgrade of trail section to appropriate shared standard Requires improvements to safety and access from the Portland Foreshore area due to traffic and other barrier issues
Regional Trails 2	<p>GSWW and GSWW short walks (e.g. Capes and Bays including Enchanted Forest, Yellow Rock, The Blowholes, walk to the seals, Cape Nelson Lighthouse Walk, Cape Bridgewater to Shelly beach)</p> <p>Existing but not at the standard</p>	<ul style="list-style-type: none"> Attracts visitors from Glenelg Shire and outside the region Significant trail experiences, representative of Western Victoria’s varied landscapes, with a high standard of management and promotion Potential to expand the GSWW experience and be managed sustainably as demand increases Established partnership with management agency for management arrangements, maintenance and promotion 	<ul style="list-style-type: none"> Vary the experiences on the GSWW Develop partnership arrangements including governance to support future GSWW opportunities and supporting Signature trails 2 & 4

Potential Classification	Existing of Future Trail or Trail Cluster	Why it Meets the Criteria	What Needs to be Done
Regional Trails 3	Casterton to Branxholme Rail Trail (for more detailed analysis refer to the Casterton to Branxholme Rail Trail Feasibility Study)	<ul style="list-style-type: none"> • Requiring standards, facilities and infrastructure that will attract local and visitors from outside of the region • Significant trail experiences, representative of Western Victoria’s varied landscapes, with a high standard of management and promotion 	<ul style="list-style-type: none"> • Will require effective management regime for promotion, asset and visitor experience • Potential to expand and be managed sustainably as demand increases • Landowner and community support required to facilitate change across the rural landscape
Regional Trails 4	Mount Clay mountain bike trails Existing and developing	<ul style="list-style-type: none"> • Mountain Trail Bike (MTB) experiences and facilities attract visitors from Glenelg Shire and outside the region for events • Infrastructure developed through professional master planning process in partnership with managing agency and fits within the forest surroundings and contributes to effective management regime • Designed and constructed by professional MTB trail planners and builders to ensure sustainable trails and minimal impact on environmental, social and cultural values and options to expand in other areas of the reserve 	<ul style="list-style-type: none"> • Improve accessibility for trail users particularly those without access to vehicles, future off-road cycling access from Portland • Ongoing partnership between MTB users and management agency • Coordination of MTB groups and volunteer effort for future maintenance, promotion and sustainability
Regional Trails 5	The great Cobboboonee Horse Riding Trail and other forest trails Existing trails	<ul style="list-style-type: none"> • Horse riding opportunity attracts riders from outside of the region on extended rides on 60 km of forest roads • Established partnership with management agency for riding access 	<ul style="list-style-type: none"> • Coordination of horse-riding infrastructure and use to continue through partnerships with land management agencies
Regional Trails 6	Portland to Cape Bridgewater (proposed)	<ul style="list-style-type: none"> • Attracts visitors from Glenelg Shire and outside the region to experience short and day cycling • Requiring standards, facilities and infrastructure that will attract local and visitors from outside of the region 	<ul style="list-style-type: none"> • Will require good design and management to provide quality experience along roadside • Design will require fit-for-purpose and be compatible with its surroundings

Table 6. Local Trails – Potential Classification

Potential Classification	Existing of Future Trail or Trail Cluster	Why it Meets the Criteria	What Needs to be Done
Local Trails 1	Portland foreshore to North Portland and links to trails including Fawthrop Lagoon, Portland Botanic Gardens and GSWW Some existing but unconnected	<ul style="list-style-type: none"> Trails and facilities are sought by regional and local residents for recreation, transport, health and wellbeing Trails are close to Portland residential areas, and community services and open space areas Shared-use trail connections between the popular Portland Foreshore and the rest of the coast are limited and inconsistent Echoed by community views and captured in survey 	<ul style="list-style-type: none"> Improvements to safety and user comfort, regardless of their mobility (inclusivity) particularly with roads Improvements to town links / access to trail offerings through better trails and paths and remove physical barriers Improve how visitors and the community can effectively utilise an open space, regardless of their mobility Focus required on trails suitable for ageing population.
Local Trail 2	Mount Richmond National Park and park short walks Existing	<ul style="list-style-type: none"> Short walk trails and facilities used regularly by regional and residents for recreation, transport, health and wellbeing Trails attract some regional and intrastate visitors primarily for independent trail-based recreation activities The trails are representative of the region’s natural and cultural landscapes Recognised by local residents as a popular trail and/or trail network and frequented by people from the surrounding region 	<ul style="list-style-type: none"> Linking the short walks to the range of Shire trail experiences for promotion and marketing
Local Trail 3	Smelter in the Park and BMX Club	<ul style="list-style-type: none"> Trails and facilities used regularly by residents for recreation, health and wellbeing and commuting access to the Smelter Close to residential areas with good existing connections between the community and reserves Recognised by residents as a potential and popular trail and/or trail network Activities that attract young people 	<ul style="list-style-type: none"> Investigate opportunity for use of significant open space together with development of partnerships and agreements Establish future of this area and recognise potential for long term community use Attract new facilities and access to the BMX Club and other facilities
Local Trail 4	Casterton recreation and town trails Some existing	<ul style="list-style-type: none"> Trails and facilities are used regularly by residents for recreation, health and wellbeing and commuting Close to residential areas and provide connections between the community, schools and reserves Recognised by residents as a popular trail and/or trail network 	<ul style="list-style-type: none"> Improve Casterton cross town linkages between schools and recreational spaces particularly the transit corridor through the main street Explore connections between Casterton over the Glenelg River to the Sale Yards, Racecourse, Glenelg/Wannon River Junction Walk Integrate linkages to the Kelpie trail and railway heritage precinct

Potential Classification	Existing of Future Trail or Trail Cluster	Why it Meets the Criteria	What Needs to be Done
Local Trail 5	Heywood recreation and town trails Existing	<ul style="list-style-type: none"> Trails and facilities are used regularly by residents for recreation, health and wellbeing and commuting Close to residential areas and provides connections between the community, schools and reserves Recognised by residents as a popular shared trail 	<ul style="list-style-type: none"> Improve trail connectivity within the town Recognise and maintain shared use component of trail network
Local Trails 6	Bolwarra Bushland Reserve Mountain Biking Existing not endorsed	<ul style="list-style-type: none"> Trails and facilities are used regularly by residents for recreation, health and wellbeing Informal and unsanctioned mountain bike hub has developed recognising local demand 	<ul style="list-style-type: none"> With Parks Victoria, progress assessment of the informal but built MTB trails including demand and work toward policy position on sanctioning of trails Investigation of off-road shared trail access to Bolwarra Bushland Reserve
Local Trails 7	Dartmoor Trails Proposed	<ul style="list-style-type: none"> Trails attracts some regional and intrastate visitors primarily for independent trail-based recreation with strong supporting link to Lower Glenelg paddling trails Recognised by residents as a popular trail and/or trail network Contributes to extended stay for travellers providing improved trail access to the town 	<ul style="list-style-type: none"> Develop the town shared trail on the rail corridor with connection to Fort O'Hare for resident facility and visitors Promote Dartmoor as the gateway for 4 day paddling adventure Link Dartmoor to future expanded shared trail experiences on GSWW - Signature Trail 4
Local Trails 8	Merino Stock Trail Existing	<ul style="list-style-type: none"> Trails attracts some regional and intrastate visitors primarily for independent trail-based recreation Recognised by residents as local recreational resource 	<ul style="list-style-type: none"> Develop funded maintenance program for the Merino Stock Trail including interpretation and further connection to the grazing heritage theme Provide physical and themed link to any future rail trail
Local Trails 9	Nelson	<ul style="list-style-type: none"> Trails and facilities used regularly by residents for recreation, health and wellbeing Frequented by people from the surrounding region and links to river paddling 	<ul style="list-style-type: none"> Trailhead information promotion and maintenance

Recommended Actions

The Strategy recommends a number of actions that will contribute to Glenelg Shire becoming a Significant tracks and trails destination. These actions are based on delivering the Vision for Glenelg Shire Tracks and Trails and the strategic directions identified within the Strategy. The actions are based on requirements to deliver high class Signature, Regional and Local trail destinations and have been developed through analysis of community views, Glenelg Shire’s strengths, weaknesses, opportunities and threats and assessment of Glenelg Shire Trail Performance (full assessment provided in the Glenelg Shire Tracks and Trails Strategy Draft Background Report).

An implementation plan has been developed for these actions and when funding is provided detailed design will be undertaken which will include further consultation, approvals and detailed trail and infrastructure design.

Table 7. SIGNATURE TRAIL Recommended actions for Glenelg Shire’s Tracks and Trails

SIGNATURE TRAILS Action Description	Benefit	Indicative Cost	Responsibility and Partners	Priority Ranking
<p>1. Portland Foreshore and Clifftop Trail (Whale Trail)</p> <p>Provide a consistent high quality shared path suitable for a range of users and abilities (Australian Walking Trail Grade 1 & 2) between the foreshore area (Visitor Information Centre) and North Portland along the cliff top and ensure effective links to the GSWW and other trails including future cliff top extensions to King George Parade and to Portland Botanic Gardens and Fawthrop Lagoon</p>	<p>Major community health, wellbeing and safety benefit through off road commuting and recreation for all abilities</p> <p>Draws visitors to added attraction encouraging people to stay or stay longer, economic benefit</p>	<p>\$2,000,000</p> <p>Including contingencies</p>	<p>Lead GSC</p> <p>Community</p>	<p>1</p>
<p>2. Three Bays Walk - Portland to Cape Bridgewater</p> <p>Develop Glenelg Shire’s premier Signature trail featuring the exceptional seascapes on an improved coastal path between Portland and Cape Bridgewater. Upgrade the existing Great South West Walk to feature the spectacular coastline and to encourage a wider range of visitors. Include short walks and 1 to 3 day walks featuring views, lookouts, walker comfort and safety and encourage supported walking (including pick up and drop off services) through operators and existing accommodation (Minimum Grade 3 Walking Trail classification)</p>	<p>Major attraction draws visitors encouraging people to stay or stay longer, economic benefit to the region</p> <p>Community asset contributing to active recreation, health and wellbeing for range of abilities</p>	<p>\$4,740,000</p> <p>Including contingencies</p>	<p>Lead GSC</p> <p>Parks Victoria</p> <p>Partners – GSWW and community</p>	<p>2</p>

SIGNATURE TRAILS Action Description	Benefit	Indicative Cost	Responsibility and Partners	Priority Ranking
<p>3. Budj Bim Heritage Landscape Trails</p> <p>Develop regional partnership with the Gunditjmara Traditional Owners and partners to establish world class Signature trails within the Budj Bim National Park and Budj Bim World Heritage Area. Trails to present to the world the outstanding cultural heritage of the Budj Bim National Heritage and World Heritage listed landscape. Encourage Heywood as the jump off point for Budj Bim cultural adventures</p>	<p>Significant attraction drawing visitors to the region</p> <p>Contributes to Traditional Owners business opportunities and economic benefit</p> <p>Early planning to capture worldwide interest</p>	<p>\$60,000</p> <p>Planning</p>	<p>Partnership, Gunditjmara Traditional Owners and Parks Victoria and Tourism</p>	<p>3</p>
<p>4. Lower Glenelg combined river paddling, walk, run and ride</p> <p>Work with regional trail partners to establish new Lower Glenelg River trail experiences that link walking, paddling, cycling and running into new adventure experiences based on the GSWW and the Lower Glenelg River. Work cooperatively to provide the policy direction and planning to encourage and enable the new combined experiences and encourage tour operator involvement</p>	<p>Regional and local (Dartmoor) economic benefit through increased diversity and visitor activity</p> <p>Increased and varied use of GSWW</p>	<p>\$40,000</p> <p>Planning</p>	<p>Parks Victoria GSC</p>	<p>4</p>

Table 8. REGIONAL TRAIL Recommended actions for Glenelg Shire’s Tracks and Trails

REGIONAL TRAIL Action Description	Benefit	Indicative Cost	Responsibility and Partners	Priority Ranking
<p>1. Portland Foreshore and Clifftop Trail (Whale Trail) off road extension to Bolwarra and Narrawong</p> <p>Linked to the Signature Portland Foreshore and Clifftop Trail (Whale Trail) extend the shared use off road trail experience to Bolwarra and Narrawong towns and include cycling links to the Mount Clay mountain biking trails and connections to Narrawong town trails</p>	<p>Significant community health, wellbeing and safety benefit through off road commuting and recreation</p>	<p>\$700,00 crushed rock (\$1.5 m Asphalt)</p>	<p>Lead GSC</p>	<p>1</p>

REGIONAL TRAIL Action Description	Benefit	Indicative Cost	Responsibility and Partners	Priority Ranking
<p>2. Casterton to Branxholme Rail Trail (Stage 1: Casterton to Sandford; Stage 2: Casterton to Merino)</p> <p>Feasibility assessments to explore the suitability of the rail trail shared use experience. Any future rail trail will require effective management structures to ensure the effective development and maintenance of asset and the visitor experience. Significant landowner and community engagement will be required to ensure a smooth transition to change across the rural landscape produced by a rail trail</p>	<p>Major community health, wellbeing and safety benefit</p> <p>Significant attraction drawing visitors. Added attraction encouraging people to stay or stay longer</p>	<p>\$9.5 M total</p>	<p>Lead GSC</p>	<p>2</p>
<p>3. Shared use path Portland Foreshore to Point Danger, Crayfish Bay and Nelson Bay Coastal Reserve</p> <p>Utilising some sections of GSWW provide a shared use experience that enables off road cyclist to access the spectacular coastal areas from Portland Foreshore to Point Danger, Nelson Bay Coastal Reserve and Crayfish Bay. The shared trail will require improvement to safety and access from the Foreshore to improve traffic and other barrier issues</p>	<p>Major community recreation, health, wellbeing benefit through increase off road cycling</p>	<p>\$502,000 Including contingencies</p>	<p>Lead GSC Partners – Point Danger Committee of Management, land managers, and the community</p>	<p>3</p>
<p>4. Great South West Walk Short Walks and Review</p> <p>Utilise the strong partnerships and energy of the GSWW volunteers to explore future opportunities including upgrading of existing popular short walks to attract a greater range of visitors including Capes and Bays, Enchanted Forest, Yellow Rock, The Blowholes, walk to the seals, Cape Nelson Lighthouse Walk, Cape Bridgewater to Shelly Beach (Linked to Signature Trail 2.1) and Nobles Rocks to Battersby’s Camp. Explore future GSWW experiences including supporting Signature trails 2.1, 2.2, 2.4. Seek to vary the experiences on the GSWW including exploration of shared trail opportunities within Coomboona National Park</p>	<p>Significant attraction draws visitors encouraging people to stay or stay longer, economic benefit to the region</p> <p>Community asset contributing to active recreation, health and wellbeing for range of abilities</p>	<p>Linked to Three Bays Walk and policy development</p>	<p>Lead GSC Parks Victoria Partners - land managers and community</p>	<p>4</p>

REGIONAL TRAIL Action Description	Benefit	Indicative Cost	Responsibility and Partners	Priority Ranking
<p>5. Mount Clay mountain bike trails</p> <p>Support the only sanctioned Mountain Bike Trails near Portland and arrangements between DEWLP and mountain bike groups and volunteer effort to maintain trails and events. Seek to improve accessibility for trail users particularly those without access to vehicles, future off-road cycling access from Portland through cycling links via Narrawong (above Regional Trail 3.3)</p>	<p>Significant recreation resources, community health, wellbeing particularly for youth</p>	<p>\$2,000</p> <p>Annual maintenance</p>	<p>Land managers and community</p>	<p>5</p>
<p>6. Portland to Cape Bridgewater off road shared trail</p> <p>Progress further exploration of the cycling, walking and running trail initiative seeking safe off-road access to Cape Bridgewater utilising the existing road reserve. Undertake further analysis of route design, demand analysis and experience assessment</p>	<p>Potential for increased community health & wellbeing through increased off-road cycling to popular location</p> <p>Some economic benefit to the region and service providers</p>	<p>\$2.2M - \$4.5M</p> <p>Depending on surface treatment</p>	<p>Vic Roads</p> <p>GSC</p>	<p>6</p>
<p>7. The great Cobboboonee Horse Riding Trail and other forest trails</p> <p>Support the continuation of horse-riding use and horse-riding infrastructure in partnerships with land management agencies and encourage the ongoing communication between agencies and riders regarding appropriate access and facilities</p>	<p>Community asset contributing to active recreation, health and wellbeing</p>	<p>Community funding</p>	<p>Land managers and community</p>	<p>7</p>

Table 9. LOCAL TRAIL Recommended actions for Glenelg Shire’s Tracks and Trails

LOCAL TRAIL Action Description	Benefit	Time Frame	Indicative Cost	Responsibility and Partners	Priority
<p>1. Portland foreshore links to trails</p> <p>Encourage residents to use trails by improving safety and user comfort, regardless of their mobility (inclusivity) and help them effectively access trails including improving road crossings. Focus on improving trails suitable for ageing population and people with prams including improved access from the foreshore to Fawthrop Lagoon, Portland Botanic Gardens and links to the GSWW, link to Signature Trail 2.1 and Regional Trail 3.3</p>	<p>Significant Community health and wellbeing benefit, encouraging activity and inclusivity for all abilities particularly older people</p>	<p>Medium Term</p>	<p>\$1.0M</p>	<p>Lead GSC Vic Roads</p>	<p>1</p>
<p>2. Casterton recreation and town trails</p> <p>Improve Casterton cross town linkages between schools and recreational spaces particularly the transit corridor through the main street. Integrate shared trail linkages from the Kelpie trail and railway heritage precinct over the Glenelg River to the Sale Yards, Casterton Racecourse, Glenelg/Wannon River Junction Walk and the heritage Wannon Bridge for locals and visitors. Explore further linkages to Sandford through rail trail currently under feasibility review, Regional Trail 4.2.</p>	<p>Significant Community health and wellbeing benefit, encouraging activity and inclusivity for all abilities particularly older people and children</p>	<p>Medium Term</p>	<p>\$500,000</p>	<p>Lead GSC</p>	<p>2</p>
<p>3. Merino Stock Trail</p> <p>Upgrade the Merino Stock Trail as identified in the strategic development and maintenance program for Glenelg Trails including links to the free camp area at one end of the trail including new interpretative signage. Further investment is linked to the in-preparation rail trail feasibility study Regional Trail 3.2</p>	<p>Drawing visitors to attractions</p> <p>Community health & wellbeing through activity for a range of abilities</p>	<p>Medium Term</p>	<p>\$50,000</p>	<p>Lead GSC Community</p>	<p>3</p>
<p>4. Nelson</p> <p>Link the border town of Nelson closely with the Lower Glenelg paddling experience as the completion point and as a place for local paddling. Support walking access for locals and visitors off the Princes Highway to the estuary of the Glenelg River</p>	<p>Visitor attraction drawing visitors to attractions</p> <p>Community health & wellbeing through encouraging activity and inclusivity for all abilities.</p>	<p>Medium</p>	<p>TBA</p>	<p>Lead GSC Nelson Community</p>	<p>4</p>

LOCAL TRAIL Action Description	Benefit	Time Frame	Indicative Cost	Responsibility and Partners	Priority
<p>5. Dartmoor Trails</p> <p>Develop the town shared trail on the rail corridor with connection to Fort O’Hare for resident recreation and to link visitors with the town centre. Promote Dartmoor as the gateway for 4-day paddling adventure and future development of broadened trail experiences including cycling, walking and running based around the GSWW and the Lower Glenelg combined river paddling, walk, run and ride (signature 2.4)</p>	<p>Visitor attraction drawing visitors</p> <p>Community health & wellbeing through encouraging activity for all abilities.</p>	<p>Medium Term</p>	<p>\$250,000</p>	<p>Lead GSC</p> <p>Dartmoor Community</p>	<p>5</p>
<p>6. Heywood Recreation and Town Trails</p> <p>Improve trail connectivity within the town and maintain the shared use component of the trail network which links residential areas and provide connections between the community, schools and reserves. Recognised by residents as a popular shared trail for recreation, health and wellbeing and commuting</p>	<p>Significant community health & wellbeing benefit providing facility for all abilities</p>	<p>Medium Term</p>	<p>\$500,000</p>	<p>Lead GSC</p> <p>Community</p>	<p>6</p>
<p>7. Bolwarra Bushland Reserve Mountain Biking</p> <p>Progress assessment of the informal but built MTB trails with land managers and work toward sanctioning of trails and investigation of off-road shared trail access to Bolwarra Bushland Reserve</p>	<p>Significant recreation resources particularly for youth</p>	<p>Ongoing</p>	<p>\$2,000</p> <p>Maintenance</p>	<p>Parks Victoria</p> <p>GSC</p> <p>Community</p>	<p>7</p>

LOCAL TRAIL Action Description	Benefit	Time Frame	Indicative Cost	Responsibility and Partners	Priority
<p>8. Smelter in the Park and BMX Club Connections</p> <p>Investigate opportunity for public use of the significant open space which was once the Smelter in the Park. Seek long term development agreement and partnerships to enable use for mountain bike trails, and other popular trail activities that would benefit the residents of Portland being close to residential areas. Promote community interest and off-road trail connections to facilities and experiences that attract younger people including the BMX Club at Alexandra Park. Explore opportunities to further develop mountain biking and a pump track at the BMX Club and other off-road terrain cycle sports and skateboarding within the town area.</p>	<p>Major community health & wellbeing benefit through increased off road cycling facility particularly for youth</p>	<p>Short Term Planning</p>	<p>Initial internal costs \$500,000</p>	<p>Lead GSC Alcoa Portland Smelter Portland BMX Club</p>	<p>8</p>
<p>9. Mount Richmond National Park and park short walks</p> <p>Support land management agencies by promoting these and other short walks that represent the region's natural and cultural landscapes and are recognised by local residents and frequented by people from the surrounding region and visitors</p>	<p>Visitor attraction drawing visitors to attractions</p> <p>Community health & wellbeing through encouraging activity and inclusivity for all abilities.</p>	<p>Medium</p>	<p>TBA</p>	<p>Parks Victoria</p>	<p>9</p>
<p>10. Casterton Merino events</p> <p>Investigate potential new events (cycle, run, walk) and integration into existing events (Kelpie Muster, Casterton Show, Merino Community Festival)</p>	<p>Draws visitors to rail trail. Encouraging people to stay or stay longer economic benefit</p>	<p>Long Term</p>	<p>Subject to Rail Trail</p>	<p>Lead GSC</p>	<p>10</p>

Appendices: Maps

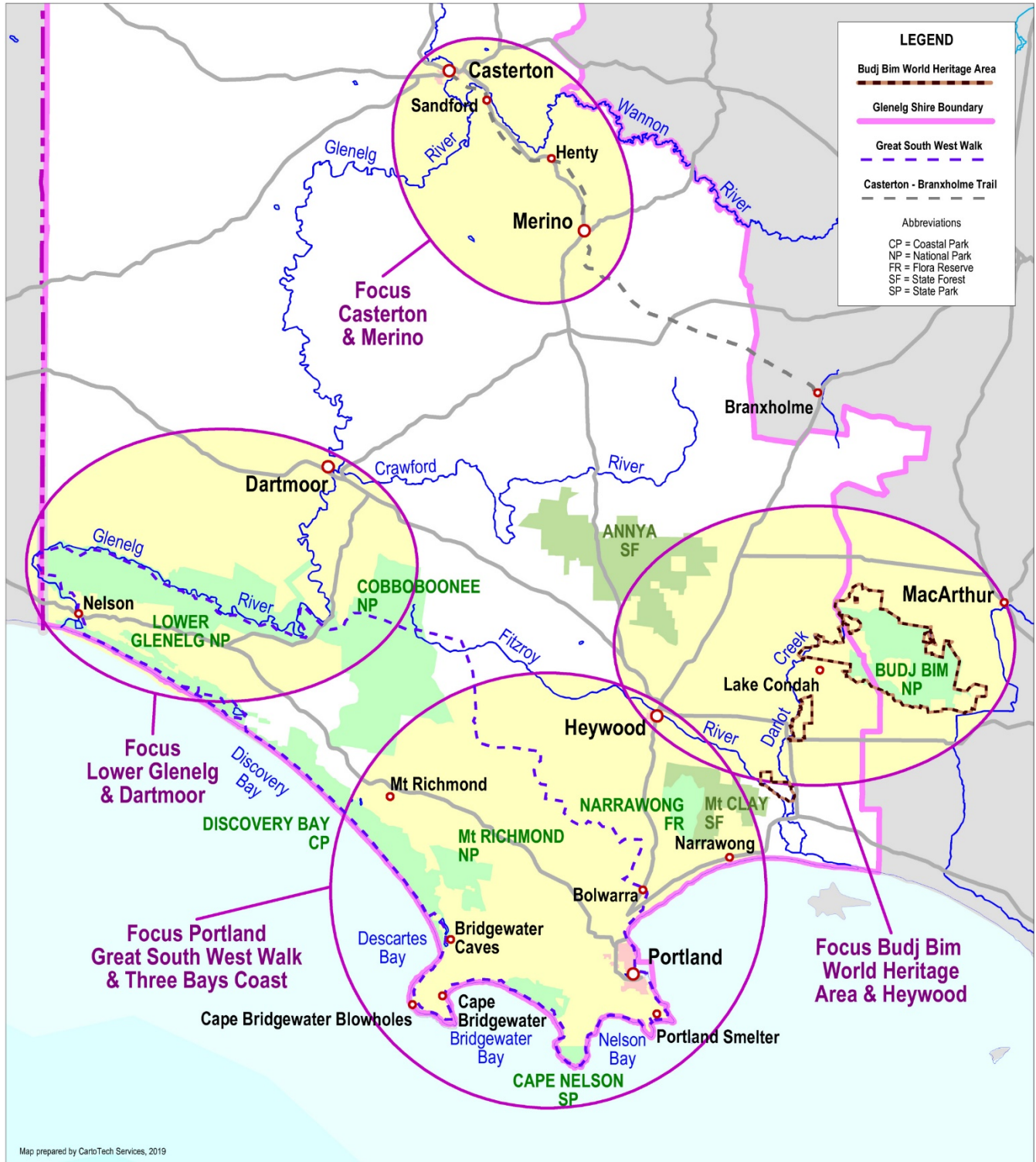


APPENDIX A –

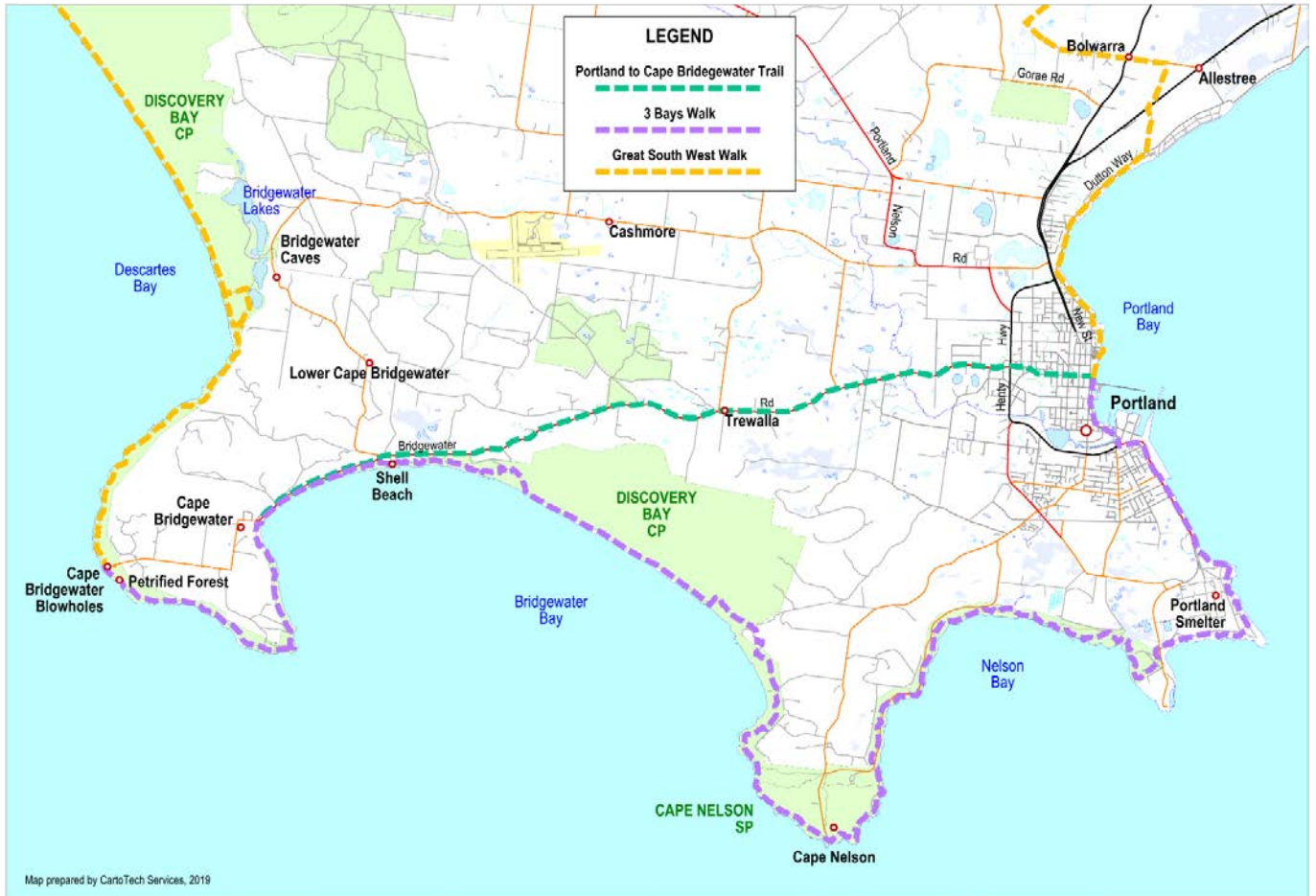
These maps provide the indicative trail alignments for proposed actions within the Strategy.

The alignments are conceptual and will require further assessment during the detailed design phase to ensure the very best sustainable trail experiences are provided.

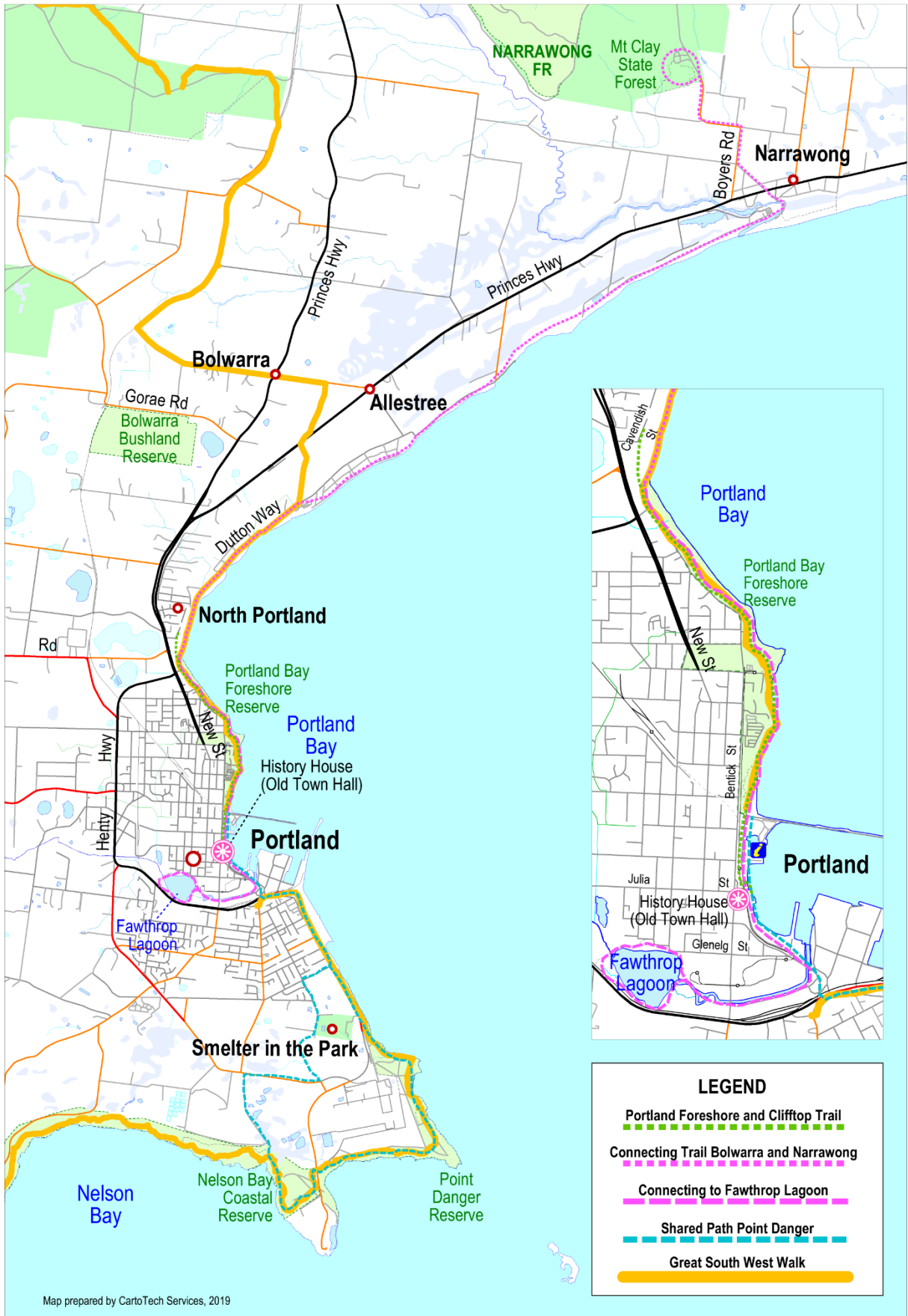
MAP 1 FOCUS AREAS FOR TRAILS CONTRIBUTING TO A DIVERSITY OF TRAIL TYPES, STYLES AND DESTINATIONS



MAP 2 PROPOSED THREE BAYS WALK - GLENELG SHIRE'S PREMIER SIGNATURE TRAIL FEATURING THE EXCEPTIONAL SEASCAPES THROUGH AN IMPROVED COASTAL PATH BETWEEN PORTLAND AND CAPE BRIDGEWATER AND THE PREVIOUSLY PROPOSED PORTLAND TO CAPE BRIDGEWATER OFF-ROAD SHARED USE TRAIL.



MAP 3 PROPOSED PORTLAND FORESHORE AND CLIFFTOP TRAIL (WHALE TRAIL), SHARED USE PATH PORTLAND FORESHORE TO POINT DANGER INCLUDING LINKS TO THE SMELTER IN THE PARK, PORTLAND OFF ROAD EXTENSION TO BOLWARRA AND NARRAWONG AND PORTLAND FORESHORE, IMPROVED LINKS TO FAWTHROP LAGOON VIA PORTLAND BOTANIC GARDENS.



MAP 4 PROPOSED LOWER GLENELG COMBINED RIVER PADDLING, WALK, RUN AND RIDE AND DARTMOOR TOWN CONNECTING TRAILS.



